

Title: Brand and Trademark Usage Policy

Effective Date: 9/24/2021

Last Revision Date: 9/24/2021

Office: Strategic Initiatives

Brand and Trademark Usage Policy

PURPOSE

Northshore Technical Community College (NTCC) owns its name and visual identity. The college's visual identity consists of specific fonts, colors, and NTCC trademarks. It is important for the college to stand out among other institutions, and a consistent visual identity establishes the college's character, integrity, and cohesiveness. Therefore, this policy is to establish basic guidelines to ensure brand consistency and cohesiveness across all NTCC campuses.

Detailed guidelines for the use of the NTCC's visual identity can be found in the NTCC Graphic Standards Guide.

SCOPE

Staff, faculty, students, and vendors are responsible for applying this policy for all uses of NTCC's name and visual identity, i.e., the NTCC brand.

APPLICATION

This policy applies to a range of uses, including but not limited to:

Stationery and business cards
Websites and social media
Publications, newsletters, emails
Recruitment materials, viewbooks, postcards
Campus signage
Banners and posters
Promotional videos
Apparel
Advertising
Marketing and fundraising materials

The policy also applies to co-branding with other entities. Written approval from Public Relations Coordinator is required for the use of NTCC's name or trademarks with another brand, including donors and sponsors.

GENERAL GUIDELINES

Logos must be used as they appear on the NTCC official stylesheet and are not to be altered in any manner. The work should not be reshaped by stretching or cropping, and the color combinations must be used as indicated on the official stylesheet. New logos may not be created

by student organizations or college departments using NTCC's name or logos without written permission from Public Relations Coordinator.

The only acceptable modifications to the NTCC logo are the addition of a campus location or program under the NTCC horizontal logo. In addition, is it acceptable to also present the "N" with waves in white, gray, or NTCC blue.

Pantone: 2757C

CMYK: 99, 90, 23, 9

RGB: 38, 58, 121

HEX #263A79

The added text is secondary to the logo, and the font size must not be any larger than the letters in the second line of the logo. For example:



REQUIRED USE

Use of NTCC's name and trademark(s) is required on all official college documents, including but not limited to the following:

- Letterhead
- Business cards
- Marketing and fundraising collateral
- Branded emails
- Digital presentations
- NTCC publications
- Internal forms

PERMITTED USE

Any of the NTCC logos may be used in email signatures, provided the user follows all other guidelines and the logo is not altered in any fashion. The logo may be hyperlinked to the NTCC website, northshorecollege.edu.

PROHIBITED USE

NTCC's trademarks, names, or images may not be used for personal promotion by staff, students, or the general public. The visual identity cannot be used to endorse a personal business. Use of the school name on a resume, employment application, or similar document is not considered personal promotion and is allowed.

ADDITIONAL INFORMATION

This policy is intended to provide basic, minimum guidelines for the use and protection of the NTCC brand. Detailed guidelines and examples can be found in the NTCC Graphic Standards Guide.

ATTACHMENTS

Official NTCC logo and trademark stylesheet

Procedure

The Chancellor or designee may adopt procedures to implement this policy.