



POLICY NUMBER: IA - 1001

POLICY AND PROCEDURES MEMORANDUM

Title: Branding and Trademark Use Policy

Effective Date: 07/01/2018

Date of Last Revision: 03/28/2018

Review Date: 04/05/2018

Cancellation: N/A

Office: Communications and Marketing

Branding and Trademark Use Policy

Introduction

South Louisiana Community College owns its name and visual identity, often referred to as a logo, trademark, or mark. The college's visual identity system consists of specific fonts, colors, and a hierarchy of SLCC trademarks.

Usage guidelines that support SLCC's brand identity accompany SLCC's visual identity system. The guidelines are implemented to ensure brand consistency across all SLCC campuses. Brand consistency leads to heightened brand awareness within the region the college serves. Repetition of a consistent brand message will increase brand recognition.

Purpose

This policy governs the use of SLCC's name and trademarks. Use of SLCC's name and trademarks must be approved by the Office of Communications and Marketing. As the property of the college, SLCC has final approval on all uses of its name and trademarks as executed by the Office of Communications and Marketing.

Application

This policy applies to a myriad of items including, but not limited to:

- Marketing collateral materials, including printed pieces like brochures and flyers
- Recruitment materials, viewbooks, postcards
- Publications, newsletters, emails
- Publications for special groups: alumni, donors, student organizations, sponsors
- Advertising
- College website
- Social media pages
- Promotional videos
- Stationery and business cards
- Apparel of any kind
- Banners and posters
- Promotional items and merchandise
- Campus signage
- Vehicles
- Buildings (outside and inside signage)

- SLCC athletics
- SLCC Mascots/spirit leaders

This policy also applies to co-branding with other entities. Written approval is required for use of SLCC's name or trademarks with another brand, including sponsors and donors.

Approval to use SLCC's name or marks is required regardless of funding source. Should an individual, donor or sponsor wish to use SLCC's name or marks, they must first gain approval from the Office of Communications and Marketing even if they are personally paying for the production of an item.

Distribution

SLCC trademarks can only be distributed by the Office of Communications and Marketing or with the authorization of the office. SLCC faculty, staff and students may not share the trademarks with any other employee or entity without prior authorization from the Office of Communications and Marketing.

Required Use

Use of SLCC's name and trademarks is required on all official college documents, including, but not limited to the following:

- Letterhead
- Business cards
- Marketing collateral
- Email signatures
- Branded emails
- PowerPoint presentations
- Internal forms
- SLCC publications

General Guidelines for Use of the College's Visual Identity

Logos cannot be altered in any manner. They must be used as they appear on SLCC's official logo sheet. Words and images cannot be added to the official marks. The marks cannot be reshaped by stretching or cropping. The color combinations must be used as indicated on the official logo sheet.

New logos may not be created using South Louisiana Community College's name or its marks by student organizations.

All vehicles, including ground, air and marine, must bear the official SLCC trademark. Department or program names may not be used on vehicles.

SLCC trademarks, name and images may not be used for personal promotion by staff, students or the general public. The marks cannot be used to endorse or be associated with a personal business. While brand loyalty from staff is encouraged, use of the marks for personal promotion is strictly prohibited. Use of the school name on a resume or similar document is not considered personal promotion and is allowed.

In general, the official SLCC trademarks must be used on public facing objects including, but not limited to:

- Signage
- Buildings
- Vehicles
- Banners

Detailed guidelines can be found in SLCC's Graphic Standards Guide.

More Information

For more information about branding and trademark usage, SLCC faculty, staff and students should contact the Office of Communications and Marketing via *BrandSLCC@solacc.edu* to arrange for a consultation.

Attachments

SLCC Official Brand Identity System, SLCC Brand Manual

Reference:

n/a

Policy Reference:

n/a

Review Process:

	Reviewing Committee/Entity	Review Date(s)	Approval Date	Effective Date
x	<i>Committee for Institutional Policy Review</i>	02/23/2018 03/23/2018	03/23/2018	<i>n/a</i>
	<i>Executive Committee</i>	04/05/2018	04/13/2018	07/01/2018

Chancellor's Signature/Approval

SIGNATURE:

Natalie J Harder, Ph.D.
Chancellor

DATE: 04/19/2018

Final Distribution:

Distribution: Electronic: posted to College's website and sent via email to College personnel
Hard copy: Original to Executive Assistant to the Chancellor for Master Policy Binder, copy to Chair of Committee of Institutional Policy Review