

## Policy No. 1-20

### Subject: College Logos, Wordmarks, and Trademarks

Last Revised:

Historical Status:

| Division               | Policy Manager        | Administrative Supervisor                   | Reference |
|------------------------|-----------------------|---|-----------|
| General Administration | Director of Marketing | Vice President of Institutional Advancement |           |

#### HISTORICAL STATUS:

##### I. POLICY

It is the policy of Virginia Highlands Community College (VHCC) that displays and publications of VHCC logos, wordmarks, brands, and similar products are consistent with its trademarked and officially approved images.

##### II. PERTINENT INFORMATION

- A. As representatives of the College's image, brand, and reputation, the logos, wordmarks, and similarly trademarked images should be presented and displayed in a manner consistent with the institution's mission, vision, and values.
- B. VHCC's logo, wordmarks, and similarly trademarked images are the property of Virginia Highlands Community College and may not be used without permission.

##### III. DEFINITIONS

- A. Style Guide: a set of standards, templates, and design features that sets the institution's design rules and serves as a reference for VHCC publications.

##### IV. GENERAL GUIDELINES

- A. VHCC's official style guide is administered by the College's Marketing and Communications department, and its contents approved by the College President.
- B. The VHCC logos and wordmarks, including the stylized "VH" and wolf images, are protected by applicable trademarks, and may not be reshaped, recolored, or otherwise modified in any way from the College's official style guide.

##### V. DELEGATION OF AUTHORITY

- A. The College President has the authority and delegates to the Director of Marketing and Communications the responsibility to establish procedures to meet the requirements of this policy.

## APPENDIX

### VI. RELATED STANDARDS, LEGAL CITATIONS, OR SUPPORTING DOCUMENTS

### VII. OPERATING REQUIREMENTS

- A. The Marketing and Communications Department is responsible for the design and approval of all VHCC-related use of the College's logo, wordmark, or similar imagery.
  - 1. Employees and students may not modify, adapt, or adjust any VHCC logo, wordmark, or trademark image to create an affiliated image for a specific division, department, program, club, or initiative.
  - 2. Requests for a specific, affiliated image, such as a "VH" branded department logo, must be submitted to the Marketing and Communications Department.
  - 3. Only those affiliated images approved by the Marketing and Communications Department may be used for VHCC business or activities.
- B. Use of VHCC logo, wordmark, or similar imagery as expressions of endorsement or affiliation.
  - 1. Agency endorsement or affiliation
    - a. VHCC may permit use of its logo, wordmark, or other trademarked imagery as endorsement or affiliation with agencies, businesses, or organizations when determined to be in the best interest of the institution.
    - b. Such permitted use must be consistent with the VHCC mission, vision, and values.
    - c. All agency endorsement or affiliation not expressly authorized in the VHCC style guide, publications standards, or under this section requires approval by the College President or the President's Cabinet.
  - 2. Personal endorsement or affiliation
    - a. VHCC respects and supports the First Amendment rights of individuals to express their endorsement, affiliation, support, or affection of organizations, causes, and initiatives.
    - b. VHCC does not permit alteration or adaptation of official VHCC logos, wordmarks, or trademarked imagery in a manner which links or associates VHCC property with an individual's expression or affiliation.