Instructional Standard for Academic use of Clackamas Community College logo, brand, and brand guidelines.

The Clackamas Community College logo and brand are the intellectual property of the College, and are governed by laws pertaining to intellectual property. However, CCC’s President and Vice President of Instruction and Student Services ~~/ Provost~~ recognize that there are times when faculty or students may want to use the logo and / or brand materials to create designs, promotional materials, or otherwise incorporate them in the teaching and learning process. In all cases, the College asks that faculty and students consider the intent of the brand guidelines for use of the logo and brand of CCC. The brand guidelines can be found in the portal under Helpful Resources.

However, any material from instructors or students in their classes or from instructional departments that use the logo or brand do not need to be vetted by College Relation and Marketing, with the caveat that any images or text on materials with the college logo must be copyright free or have proof of permission to use.

We trust that faculty and students will reflect on the spirit of those guidelines when the distribution of material occurs on College property, for instance the display of student work on a department bulletin board or the posting of flyers on college property. Associated Student Government (ASG) and Duplication Services will be informed that academic departments and/or faculty can print and post materials using the College brand or logo without approval from College Relations and Marketing.

Any materials using the College brand or logo that are to be distributed, displayed, or posted off College property or that can be viewed by the public off College property, for instance through social media, a website, or other media must adhere to the brand guidelines and be approved by College relations and marketing..