

**Subject:** RE: Brand review policy?  
**Date:** Friday, December 6, 2019 at 9:30:17 AM Pacific Standard Time  
**From:** Dan Spatz  
**To:** Kevin Anspach  
**Attachments:** image001.png

Hi, Kevin,

We're a small institution and we truly don't have a marketing team per se. We don't have a written policy, but materials are routed through our publications specialist to ensure consistency, not only of the logo but also proper use of EOE statement, a legal requirement for all college publications.

As a former newspaper editor, I understand the sensitivity about freedom of expression. But you're not trying to censor content, – just attempting to ensure consistency of the logo. For instance, sometimes "old" logos end up being used accidentally, or someone decides to alter a logo (that happened just yesterday on one of our signature lines .... a discussion I need to have here) and then it gets used again.

The logo reflects the institution. Multiple design variations suggest the institution doesn't have its messaging act together.

Again, just my take as a grumpy old editor. If you were censoring editorial content, I'd be right on the side of faculty.

Good luck,

- Dan

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**From:** Kevin Anspach [mailto:[kevin.anspach@clackamas.edu](mailto:kevin.anspach@clackamas.edu)]

**Sent:** Friday, December 6, 2019 9:13 AM

**To:** [dspatz@cgcc.edu](mailto:dspatz@cgcc.edu)

**Subject:** Brand review policy?

Hi Dan,

**I'm doing some research to see how many of Oregon's community colleges require a review and approval of logo usage prior to distribution** (especially materials not produced by their marketing team).

It's a policy we put in place when we went through an extensive brand refresh about 5 years ago, and we've had great success. However, we have some faculty members that have students use the logo on posters for class projects which are posted beyond the classroom. These posters are posted on campus bulletin boards in public/common areas, and typically advertise classes to enroll in for the next term. The faculty members teaching these classes feel that our review/approval policy violates their academic freedom.

*I've reviewed your website, but can't determine if your marketing team requires a review of logo usage prior to distribution.*

Appreciate your input on this, thanks again. Enjoy your holidays!

**Kevin Anspach**

Creative Lead / Brand Manager

**Clackamas Community College**

**College Relations & Marketing / Creative Services Team**

19600 Molalla Ave, Oregon City, OR 97045

503-594-3455 • [kevin.anspach@clackamas.edu](mailto:kevin.anspach@clackamas.edu)

**Subject:** Re: Brand review policy?  
**Date:** Monday, December 9, 2019 at 10:43:00 AM Pacific Standard Time  
**From:** Greg Harris  
**To:** Kevin Anspach  
**Attachments:** image001.png

Hi Kevin.

Applying the principle of academic freedom to allow violation of a college policy is probably not a sustainable position nor winnable argument. It is a disservice to students who will need to work with such guidelines in their professional lives. I suggest you enlist legal and academic leadership support to get this message through to faculty and advisors to help them understand that rules apply to logo use.

On Fri, Dec 6, 2019 at 10:11 AM Kevin Anspach <[kevin.anspach@clackamas.edu](mailto:kevin.anspach@clackamas.edu)> wrote:

Hi Greg,

**I'm doing some research to see how many of Oregon's community colleges require a review and approval of logo usage prior to distribution** (especially materials not produced by their marketing team).

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*I've reviewed your style guide online, but can't determine if your marketing team requires a review of logo usage prior to distribution.*

Appreciate your input on this, thanks again. Enjoy your holidays!

**Kevin Anspach**

Creative Lead / Brand Manager

**Clackamas Community College**

**College Relations & Marketing / Creative Services Team**

19600 Molalla Ave, Oregon City, OR 97045

**Subject:** Re: Brand review policy?  
**Date:** Friday, December 6, 2019 at 10:18:50 AM Pacific Standard Time  
**From:** Amber High  
**To:** Kevin Anspach  
**Attachments:** image001.png, image002.png, image005.png, image006.png

## College Logo

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### Guidelines and Legal Uses

As the trademark for the college, the logo needs to be used in a consistent manner and should not be altered in any way. The logo is used in a broad range of applications and is required on most printed and electronic communications intended for off campus distribution. All materials produced for off campus distribution must be proofed and approved by the Office of College Engagement.

The college logo is the official mark of the college and is the only logo that can be used to represent college departments and programs. Departments may not use another logo unless they have a unique need and special approval has been given. The MHCC logo may not be used by any individuals, entities or other organizations without permission of the college. The logo should not be used in any way that would be deemed to be offensive. Mt. Hood Community College has all right, title and interest in the logo.

### Downloads

To download logos, click on a link below for the logo you wish to download. A new window will open. Move your mouse over the picture and click the right mouse button. Next click on "Save Picture As". Navigate to the location you wish to save the picture and then click "Save".

- [MH Logo - jpg](#)
- [MH Logo - gif](#)
- [MH Logo - png](#)

### Additional Useful Information

- [Identity Quick Guide](#)
- [Identity Usage Guidelines](#)

### Email Signature Images

The following resources are available for those who wish to include a logo or banner image in their Outlook email signature to help promote the college.

**Instructions for inserting a clickable image in your email signature:**

**Subject:** Re: [EXTERNAL] Brand review policy?  
**Date:** Friday, December 6, 2019 at 11:56:21 AM Pacific Standard Time  
**From:** Marie Hulett  
**To:** Kevin Anspach  
**CC:** meghan.gallop@chemeketa.edu  
**Attachments:** image001.png

Hi there.

Here at Chemeketa, all posters need to have an official stamp of approval before they can be posted to ensure they comply with all of our standards.

Hope that helps.

:) Marie

Marie Hulett, MPA, EdD | She, Her, Hers ([Pronouns Matter](#))  
Executive Director, Institutional Advancement  
Office: 503.399.2530 | Cell: 714.595.0437 | Fax: 503.399.2519

Chemeketa Community College | 4000 Lancaster Dr. NE | Salem, OR 97305

On Fri, Dec 6, 2019 at 8:55 AM Kevin Anspach <[kevin.anspach@clackamas.edu](mailto:kevin.anspach@clackamas.edu)> wrote:

Hi Marie and Meghan,

**I'm doing some research to see how many of Oregon's community colleges require a review and approval of logo usage prior to distribution** (especially materials not produced by their marketing team).

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I've reviewed your style guide online, but can't determine if your marketing team requires a review of logo usage prior to distribution.

Appreciate your input on this, thanks again. Enjoy your holidays!

**Kevin Anspach**

Creative Lead / Brand Manager

**Subject:** Re: Brand review policy?  
**Date:** Friday, December 6, 2019 at 10:40:40 AM Pacific Standard Time  
**From:** Andrew McNamara  
**To:** Kevin Anspach  
**CC:** rowlett@lanecc.edu  
**Attachments:** image001.png

Hi Kevin,

We ask that our branding guidelines are adhered to (<https://www.lanecc.edu/mpr/logo-graphics-standards>), although we don't yet have a formal system for approval. To avoid improper brand/logo usage, and for quality control, we encourage all programs to utilize our on campus Design & Media Center (DMC) for their design needs.

Andy

On Fri, Dec 6, 2019 at 9:19 AM Kevin Anspach <[kevin.anspach@clackamas.edu](mailto:kevin.anspach@clackamas.edu)> wrote:

Hi Andy and Brett

**I'm doing some research to see how many of Oregon's community colleges require a review and approval of logo usage prior to distribution** (especially materials not produced by their marketing team).

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**Kevin Anspach**

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