

ISP 171

Academic Use of CCC Brand and Logo

PURPOSE

Establishes guidelines for uses of the CCC logo and/or brand materials to create designs or promotional materials for academic purposes.

SUMMARY

The Clackamas Community College logo and brand are the intellectual property of the college and their public use is monitored by Marketing and College Relations. However, when the primary function is to facilitate learning, faculty or students may use the logo and/or brand materials in designs for use within the college environment. This includes the creation of posters or promotional materials whose function is the advancement of teaching and learning. These uses must still meet the spirit and intent of all brand guidelines, but they do not require the overview of Marketing and College Relations.

STANDARD

1. Academic use of the CCC brand and/or logo is defined as any designs or materials whose primary function is connected to teaching, learning, or other educational outcomes. Such academic use includes but is not limited to classroom activities focused on design, the display of student work on a department bulletin board, and the posting of flyers on college property when they are for educational purposes.
2. Any images or text on said materials must be licensed for public use.
3. Academic departments, faculty, and students may also print and post academic materials without using the CCC brand or logo.
4. For any non-academic use of the College brand or logo, or distribution outside the college environment, Marketing and College Relations will be consulted to ensure that spirit and intent of the brand guidelines are met.

REVIEW HISTORY

ISP Committee	Adopted	[Date]
College Council	Reviewed	[Date]