

HERKIMER COUNTY COMMUNITY COLLEGE BOARD POLICY

TITLE: Use of Official College Logo and Seal

POLICY #: CR 89-16A

DATE OF BOARD OF TRUSTEES APPROVAL: March 15, 2001

RESOLUTION #: 89-16A, 09-07, 23-13

POLICY STATEMENT: It is the policy of the Herkimer County Community College Board of Trustees that the use of the Herkimer County Community College logo and seal by external organizations and individuals on any material, without Presidential (or designee) approval, is unauthorized for any purpose. The use of the college logo and seal by internal constituents must follow the Herkimer College Brand Style Guide.

BACKGROUND: This policy was adopted in 1989 and was amended first in 2001 to reflect an administrative organizational change. It was amended a second time in 2010 to change the required approval from that of the Board to that of the President of the College. It was amended a fourth time in 2024 to add approval by a designee, differentiate between use by external and internal constituents, and to reference the Brand Style Guide.

The logo and seal are official trademarks of the institution. This policy was developed to protect against unauthorized use of these trademarks. A record of approved consent for use by external organizations and individuals must be on file in the office of the Herkimer County Community College Director of Public Relations.

Questions regarding this policy should be directed to the Director of Public Relations. Additional reference material, including the Brand Style Guide, is on file in the Public Relations Office.

Revised: 3/3/2010, 4/22/2024