

ISP 171

Academic Use of CCC Brand and Logo Policy

PURPOSE

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

SUMMARY

The Clackamas Community College logo and brand are the intellectual property of the College, and their public use is monitored by College Relations and Marketing. However, when the primary function is to facilitate learning (that is, to allow students to engage with ideas and skills within a discipline with the freedom to grow their understanding through interaction and iteration), 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 do not require review by College Relations and Marketing.

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 copyrighted images or text on said materials must be licensed for public use.
3. Any information on said materials must be accurate. Course information must be in accordance with the currently approved course outline.
4. All materials will include accessibility as part of their consideration. Materials promoting an event will include contact information for the Disability Resource Center for accommodations.
5. Academic use of the College brand or logo should reflect an understanding of the guidelines available in the [Brand Toolbox](#).
6. Any non-academic use of the College brand or logo must submit to the standard procedures of review with College Relations and Marketing.
7. If student work is to be shared or distributed outside the college environment and does not represent the College, it must either remove all uses of the College's brand or logo or go through the standard review procedures with College Relations and Marketing.

REVIEW HISTORY

Reviewed by:	Status:	Date:
ISP Committee	Adopted	May 23, 2025

ISP Committee	Adopted	April 24, 2020
College Council	Reviewed	March 6, 2020
Presidents' Council	Approved	March 3, 2020