

# ISP 171

## Academic Use of CCC Brand and Logo

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### PURPOSE

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

### 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 (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 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. 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 normal procedures of review with Marketing and College Relations.
7. If student work is to be shared or distributed outside the college environment, it must either remove all uses of the brand or logo or submit to the normal procedures of review with Marketing and College Relations.

### REVIEW HISTORY

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