

3357:13-19-04 Use, Change, or Alteration of North Central State College's Name, Logos, Presidential Seal, and other Trademarks, and Insignias

- (A) The name, logo, seal, trademarks, and insignia (hereinafter “college name, logo and seal”) of North Central State College are among the most valuable assets of the college. The ways in which the college name, logo and seal are used can affect the reputation and academic standing of the college and its personnel, students, and alumni. Therefore, it is the policy of the college to strictly enforce the rule that no individual or entity—including, but not limited to any student, officer, trustee, faculty member or other employee of the college—may use, change or alter the college name, logo and seal, in whatever form that they may appear, except in connection with legitimate college purposes and in accordance with these policies and procedures.
- (B) Any use of the college name, logo and seal by an outside entity (other than to identify the creator of a work by his or her title at the college), or change or alteration of the college name, logo and seal, must be approved in advance and in writing by the college's President or Vice President Business, Administrative & Student Services. If the college name, logo and seal is to be used in connection with any works created under collaborative agreements with outside entities (other than to identify the creator by his or her title at the college), such agreements must likewise be approved in advance by the college's President or Vice President Business, Administrative & Student Services.
- (C) The following rules apply except where written consent of the college's President or Vice President Business, Administrative & Student Services has been received:
- (1) Neither the college name, logo and seal nor the college's letterhead may be used, changed, or altered by any individual or entity – including but not limited to any student, officer, faculty member, or other employee - to sponsor, endorse, or recommend any commercial service, special interest, or product, regardless of whether that individual has any interest in the promotion of the commercial service, special interest, or product.
 - (2) No individual or entity – including but not limited to any student, officer, faculty member, or other employee - may use the college name, logo and seal in conjunction with any activity except for identification. No individual or entity – including but not limited to any student, officer, faculty member, or other employee - may change or alter the college name, logo and seal in conjunction with any activity.
 - (3) No individual or entity – including but not limited to any student, officer, faculty member, or other employee - may use the college name, logo and seal on stationery in connection with an outside organization in the establishment of which he or she has been involved of which he or she is an officer or director and that is not part of his or her official activities.

- (4) Faculty members, researchers, other employees (as well as their respective departments), and students may not participate in the creation or use of works that might give the impression of college sponsorship where no such sponsorship has been granted in accordance with the policies and procedures of the college.
- (D) All questions relating to any use, change, or alteration of the college name, logo and seal and requests for approval for the use, change, or alteration of the college's name and logo should be directed to the Office of the President. Only written consent signed by the college's President or Vice President Business, Administrative & Student Services will be deemed the consent of the college to use, change, or alter the college's name, logo and seal for a particular purpose. Any use, change, or alteration not provided for pursuant to this Policy is an unauthorized use. The college will use all lawful means to prevent the unauthorized use of the college name, logo and seal. For further guidance, refer to [19-041 Graphic Standards Manual](#).

Effective: October 24, 2017

Expires: April 1, 2027

Review dates: 10/24/17, 4/27/22