



BOARD POLICY

No. 908

TITLE: Logo and College Brand Usage

DATE ADOPTED: November 2, 2018

EFFECTIVE DATE: November 2, 2018

SUPERSEDES: July 12, 1982

PURPOSE:

In order to uphold a consistent and professional brand identity, Rowan College at Burlington County wishes to formalize the framework for obtaining approval by internal and external entities to use the College's name, marks, and/or logo.

POLICY:

1. The Office of Strategic Marketing and Communications shall be responsible for developing, maintaining and enforcing the College's official brand standards. The standards shall be easily accessible to the public.
2. Any request to use the College's name, marks, and/or logos by internal and external entities must adhere to the College's official brand standards, and be approved by the Office of Strategic Marketing and Communications. Approval of a request to use the College name, marks, and/or logo shall not imply Rowan College at Burlington County sponsorship of, or participation in, any project or activity.
3. Any external entity outside of the College seeking to use the College name, marks, and/or logo for a venture that results in financial gain must submit their request in writing along with written proof that the project with which the College would be affiliated is:
 - a) in compliance with federal, state and local laws and statutes.
 - b) in compliance with contracts between Rowan College of Burlington County and its suppliers, vendors or contractors.



4. Rowan College at Burlington County reserves the right to reject any request for the use of its name, mark, or logo at the College's discretion.

President

Date:

Chairman

Date: