

Policy Type: District

Policy Title: College Brand Identity

Original Date Adopted: 01-23-26 Dates Reviewed: N/A

Last Date Board Approved: 02-23-26

Policy Statement:

The Monroe County Community College brand will be communicated in a coherent, consistent manner in alignment with MCCC's Brand Standards Guide, which is available at <https://www.monroeccc.edu/communications>. Consistent and coherent promotion of the MCCC brand is a crucial aspect of the college's relationship to its community. MCCC's brand identity supports its reputation and defines the institution and the role it plays among its stakeholders.

Proper oversight of MCCC's brand distinguishes its identity in the marketplace, strengthens the brand's value and allows the college to protect itself from unauthorized use of its brand elements.

This policy applies to the entire district and governs the use of all materials and merchandise produced to communicate on behalf of the college. This includes graphic and non-graphic works; print, written and digital publications; multimedia; symbols; logos; seals; wordmarks; mascots; spirit marks; names, and taglines.

College employees must include appropriate MCCC branding in the creation of communication materials. No individual or unit may create its own unauthorized logo or sub-brand. No logo, wordmark, campus signature or logo extension may be altered. Non-authorized images may not be used to represent MCCC or any of its divisions, departments, programs or offices without approval.

All marketing communications efforts executed on behalf of MCCC must be developed by or in direct consultation with the Office of Marketing and Communications.

The college name and branded visual assets shall not be used for any purpose by any or external organization, group or activity without express approval of the Office Marketing and Communications.

College student groups are encouraged to use official MCCC marks and visual branding elements. However, they may elect not to use college branding or marks in favor of student-driven elements. If student group logos or marks incorporate any college logos, elements or graphics, they must follow MCCC brand standards and be approved for use.

Logos, wordmarks and graphics that do not meet the brand standards may be used to mark special occasions or events with the approval of the Office of Marketing and Communications. The duration of the use of the marks must be short-term in nature and promote and identify only the particular event, campaign, initiative or anniversary. Specialty marks may not be used to replace a college logo, and any approved specialty marks must be used in conjunction with the relevant college logo.

An Office of Marketing and Communications representative should be consulted in cases when it is unclear whether or not a proposed use of MCCC's brand identity is permissible.

References: Monroe County Community College Brand Standards Guide at <https://www.monroeccc.edu/communications>.