

## Use of the College Name, Seal, and Emblem/Logo

### I. Policy Section

9.0 College Relations

### II. Policy Subsection

9.5 Use of College Name, Seal, and Emblem/Logo

### III. Policy Statement

The use of the Grand Rapids Community College name, seal, and emblem/logo is restricted to official business of the college.

### IV. Reason for the Policy

The purpose of this policy is ensure consistency around the use of the college name, seal, and logo as outlined in this policy and to ensure that no one may use or display the college name, seal, emblem/logo intending to deceive the public as outlined in Michigan Compiled Laws 430.102 et seq.

### V. Entities Affected by this Policy

Any entity outside the college that wishes to utilize the college name, seal, and emblem/logo.

### VI. Who Should Read this Policy

All GRCC employees and students  
Members of the public

### VII. Related Documents

Michigan Compiled Laws 430.102 et seq  
Communications Department Procedures

- Publication and Image
- College Promotions and Outreach Procedures

### VIII. Contacts

Policy Owner: Executive Deputy to the President & Board Liaison

Communications Department

IX. Definitions

Official College Business: The determination of official College business shall be made by the Communications Department in consultation with the President's Office.

X. Procedures

Any person requesting to utilize the college name, seal, emblem/logo for anything other than official college business must direct their request in writing to the President's Office.

XI. Forms

N/A

XII. Effective Date

1991

XIII. Policy History

September 2014 - Updated policy to format into the current format

XIV. Next Review/Revision Date

September, 2018