

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, or as approved. Accepted use of the brand logo, traditional logo and the college seal is listed on the GRCC website: www.grcc.edu/logos

IV. Reason for the Policy

The purpose of this policy is ensure consistency around the use of the college name, seal, and emblem/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 GRCC employee, student or member of the public that wishes to utilize the college name, seal and emblem/logo

VI. Who Should Read this Policy

Any GRCC employee, student or member of the public that wishes to utilize the college name, seal and emblem/logo

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 or designee.

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 or designee.

XI. Forms

N/A

XII. Effective Date

1991

XIII. Policy History

September 2014 - Updated policy to format into the current format
October, 2018 - revisions

XIV. Next Review/Revision Date

September, 2022