



EL PASO COMMUNITY COLLEGE PROCEDURE

For information, contact Institutional
Effectiveness: (915) 831-6740

AB-1

Use of the District Logo

APPROVED: August 31, 1995

REVISED: April 9, 2013

Year of last review: 2021

AUTHORIZING BOARD POLICY: AB

Classification: Institutional

Responsible Vice President or Associate Vice President: Associate Vice President for External Relations, Communications & Development

Designated Contact: Director of Marketing and Community Relations

OBJECTIVE: To ensure appropriate and consistent use of the District logo.

PROCEDURE:

I. Description

- A. The El Paso County Community College District logo mark must be used on stationery and other documents which represent the District before the public. The logo must be used as designed and nothing may be added to or removed from the center or the border.
- B. All District publications including journals, newsletters, catalogs, bulletins, booklets, flyers, announcements, brochures, advertisements, correspondence, programs, forms, transcripts, covers, business cards, invitations, tickets and posters that will have a student, staff, faculty* or off-campus audience must bear the logo mark.
- C. Publications, including business cards and stationery, generated through grant-funded projects at the District must also use the District logo.

II. Materials

The only approved inks for use in the two-color logo mark are PMS 321 (turquoise) and standard jet black. The specially designed one-color logo may be reproduced in black only or in any single ink color.

III. Approvals

- A. The Marketing and Community Relations Department must approve any use of the District logo including but not limited to printed or duplicated materials, souvenirs (i.e. pencils, pens, cups, caps, jackets, paper weights, etc.) and signage.
- B. Approval for use of the logo must be obtained by the Marketing and Community Relations Department prior to submitting the purchase requisition to the Purchasing and Contract Management Department. Camera-ready art of the logo will be provided for the vendor, if necessary, by the Marketing and Community Relations Department.
- C. Release of the District logo to an outside agency for printing will be controlled by the Marketing and Community Relations Department, which can provide camera-ready art for approved reproductions.
- D. Items not containing the logo, disclaimer, or slogan do not need to be approved by the Marketing and Community Relations Department and should be identified as such on the *Purchase Requisition*.

* Note: The word "faculty" denotes instructors, counselors and librarians.