

BLINN COLLEGE ADMINISTRATIVE REGULATIONS MANUAL

SUBJECT: *College District Brand Guidelines*

EFFECTIVE DATE: October 3, 2019

BOARD POLICY REFERENCE: CT

PURPOSE

The College District protects all of its institutional and campus trademarks, including names, logos, mascots, and symbols, from unauthorized use. Per Board Policy CT(LOCAL), the Chancellor or designee shall determine what constitutes use in furtherance of College District-related business or activity and is authorized to revoke permission if the use is improper or does not conform to the Administrative Regulations.

Brand Guidelines

Any employee, student organization, or department that wishes to request or order College District-branded items must do so in accordance with the published [Brand Guidelines](#).

Retention of Trademark Rights

Members of the general public, outside organizations, vendors, commercial manufacturers, wholesalers, and retailers shall not use College District trademarks without written permission from the Chancellor or designee. Any production of merchandise with College District trademarks for sale or distribution shall only occur pursuant to a trademark licensing agreement and may be subject to the payment of royalties. Any individual, organization, or business that uses College District trademarks without appropriate authorization is subject to legal action.