



Operational Policy

Name/Subject	Appropriate Use of the College Brand
Policy Number	905
Date Adopted	7/8/2025
Date(s) Reviewed/ Revised (<i>specify</i>)	

Purpose (The Value of Brand Consistency):

Maintaining Grays Harbor College's brand reinforces the College identity in a manner that is instantly recognizable and strengthens the College's community presence. Consistently following the College brand guidelines supports the mission of the College and projects the professionalism and quality of our education and services.

Definitions:

A brand is all components related to the institutional image or visual identity, such as:

- Name
- Logos (including College and GHC athletics)
- Colors
- Mascot Images
- Taglines
- Seal

This policy and its related procedure(s) outline the basic requirements for appropriate usage of brand components in any print publications, web content, and promotional merchandise. This policy applies to faculty, staff, students, academic departments, administrative divisions/departments, alumni, informal groups, student organizations, and suppliers or manufacturers of commercial and non-commercial products.

Policy:

The use of the Grays Harbor College brand is restricted to official business of the College or as approved. Any person requesting to utilize any brand components for anything other than official College business must direct their request in writing to the president or designee.

All marketing and outreach materials, regardless of their department of origin, must go through the [External Media Approval](#) process to ensure compliance with brand guidelines, as outlined on the [Brand Guidelines and Design Resources](#) page on the intranet. Vendors, suppliers, and partners of the College using the Grays Harbor College brand/visual identity must get prior approval, in writing, from the president or designee and follow the Grays Harbor College Brand Guidelines on the college's external website under [Grays Harbor College Brand](#).