



Administrative Procedure

Name/Subject	Use of the College Brand and Brand Components
Procedure Number	905.01
Date Adopted	
Date(s) Reviewed/ Revised	

Overview

Grays Harbor College (GHC) has brand guidelines that specify appropriate use of the College's brand. No other logos, mascots, nicknames, etc. will be developed, used, or displayed for Grays Harbor College entities other than those officially sanctioned for use by the GHC's president and published in the Grays Harbor College Brand Guidelines.

Permissions

In general, the College brand should only be used on marketing materials created or sanctioned by the College, as described below. Use of the logo by students, employees, or alumni, on materials for their individual use or for use to represent groups of students or alumni (e.g. stickers, shirts, hats, etc.) is not permitted without prior written approval. The College seal is reserved for use in graduation programs, diploma covers, and other limited items as determined by the College president. Vendors, partners, and other third parties should also get prior written approval before using the College brand.

Alterations

GHC logos may not be altered in any way. The use of taglines, icons or graphics as logos for Grays Harbor College is prohibited. When resizing a logo for applied use, the graphic properties must be scaled proportionally. A logo must not be stretched horizontally or vertically to fit a specific size. Please refer to the Grays Harbor College Brand Guidelines for guidance or contact the Marketing and College Relations Office (publicrelations@ghc.edu) for assistance with logo use.

Conditions of Use

Materials that use the GHC logo or other elements of the GHC brand identity should be submitted, in advance of being used or published externally, to the director of marketing and college relations, for review and approval to ensure proper and consistent application.

Please note that the following uses are not permitted:

- Any use of the name or logo as a component of an organization's own logo, trademark, or other branding elements.
- Any use of the name or logo for the promotion or advertising of products, services and other activities intended to solicit business for an entity other than Grays Harbor College.

Independent organizations such as TRIO may have their own logo.

Use in printed publications:

- On brochures, post cards, newsletters and other printed pieces, the college logo must appear prominently on the outside of the piece, either front or back.
- On stationery and business cards, the layout, typefaces and positioning of the logo and contact information may not be altered for personal choice or preference.
- Text must not appear behind, over or through the official Grays Harbor logo. Text may appear above, below or on either side of the official logo. The logo must never be tilted or upside down.
- Use of the logo on any document or digital materials should also include the College's non-discrimination statement.
- The ship logo cannot be used alone, without the full logo appearing elsewhere in the document or publication.

Website and social media branding:

Use of brand elements on the Grays Harbor College website will be managed by the webmaster, according to the Grays Harbor College Brand Guidelines, and in consultation with the director of marketing and college relations, as needed. Students and employees are encouraged to use an official logo on college web pages and affiliated social network sites. However, individuals including alumni must obtain approval from the Marketing and College Relations Office before using the college logo on personal sites and fan sites.

Employees

All employees must comply with the standards identified in the [Grays Harbor College Brand Guidelines](#) for all college marketing, advertising, publications, stationery, promotional items, events graphics and displays, and electronic and other collateral. Logos and branded templates for commonly used business documents are provided on the Marketing and College Relations [Brand Guidelines and Design Resources](#) page. Requests for additional templates can be made to the director of marketing and college relations.

Vendors and other third parties

Vendors, suppliers, and partners of the college using the Grays Harbor College visual identity must follow the Grays Harbor College Brand Guidelines and use the logos provided on the college's external website under Grays Harbor College Brand.

To use a GHC logo on merchandise such as shirts, coffee mugs, gifts, etc., prior approval is required and must be obtained in writing. The Grays Harbor College Bookstore is not required to get prior approval when purchasing items to sell for retail in the College bookstore. For assistance with merchandise projects, please contact the Marketing and College Relations Office at publicrelations@ghc.edu.

Reporting Unauthorized or Inappropriate Use

Members of the college community who become aware of the unauthorized or inappropriate use of the logo or brand identity elements are encouraged to notify the director of marketing and college relations at publicrelations@ghc.edu. Materials that do not follow the brand guidelines should be removed and discarded.

If you have any questions about the proper use of the Grays Harbor College logo or brand, please email publicrelations@ghc.edu.