

## USE OF LEE COLLEGE LOGO, BRAND ELEMENTS, OR OTHER VISUAL REPRESENTATION OF THE COLLEGE OR ITS NAME

**PURPOSE** This administrative regulation is designed to strengthen the visual branding of the college through consistent and aligned use of any graphic elements, assets, or intellectual property owned and controlled by the college.

**SCOPE** The rules in this administrative regulation apply to all Lee College students, employees, and any organizations they may sponsor or in which they may participate. The rules apply to any materials, physical items, or visual representation, including business cards and email signatures, of the college name and/or brand created, purchased, or sold on or off the college campuses.

### PRODUCTS NOT CREATED BY THE COLLEGE MARKETING DEPARTMENT

Should an employee working individually or on behalf of a program or department employ an individual, external agency, or vendor to design a graphic or artwork of any provenance to represent the name or likeness of Lee College, the design must be approved in advance by the College marketing department. This includes the name "Lee College," the visual representation of the name, as well as the college logo and the compass rose.

### PRODUCTS CREATED BY THE COLLEGE MARKETING DEPARTMENT

Products created by the college marketing department do not need to be submitted to the brand approval process as they will already be within brand guidelines. This is always the preferred method of creating items using the college name or logo.

### MATERIALS IN VIOLATION OF REGULATIONS

Materials that violate the brand approval process and/or are not within the college brand guidelines will be reviewed by the marketing department to determine if the items can be used or returned for correction to bring them into compliance. Individuals and departments will be restricted from using the logo or brand elements if violations of the approval process or brand guidelines occur.