

<b>Title: POLICY CONCERNING USE OF THE COLLEGE LOGO</b>	<b>Number:</b>
<b>Approved by the Board of Governors</b> <b>Date: June 20 2017</b> <b>Revised Date:</b>	<b>Implementation</b> <b>Date: Immediate for 3 years</b>
<b>History: New policy</b> <b>Scheduled Review Date:</b>	<b>Origin:</b>

**RATIONALE**

To ensure consistency in the proper use of the College's logo marks, standards should be upheld, both by College personnel, and by College partners who are authorised to use the logo. This policy establishes the approved visual elements of all logo marks, and provides the guidelines for the use of these for communication and various other purposes, including appropriate fonts, sizes and colours.

**DEFINITIONS**

**Legal Name:** A legal name is the official name under which the College conducts official College business or operations. Identified in the revised College Act of 1993, the legal name of the College is the H. Lavity Stoutt Community College.

**Brand Name:** Also referred to as the 'monogram' and displayed to represent the organisation, the brand is the word(s) that identifies the College and distinguishes itself and its products from other organisations. Used primarily for advertising and sales purposes, the College's brand or trade name is represented by its abbreviated name, HLSCC.

**College Logo Mark:** The circular shaped art elements that feature the College's full legal name and official colours. This symbol is the primary representation of the College's visual identity.

**Combination Mark:** The art element that features the College's brand name and legal name. This mark can be used for marketing, publicity, promotional or informational materials as well as for conducting official College business.

**Special Logo Mark:** One-time art elements designed for such special events or milestones such as anniversaries.

**Co-brand Logo Mark:** Represents a mix of affiliate logos of the College. The art elements of this mark may, for example, combine the brand name, mascot and department name positioned with the College's logo mark.

## Meaning of the College Logo:



The logo reflects elements of nature and the local way of life that portrayed the purpose and vision for the tertiary level institution. The sun represents the glory of the Caribbean sun that will forever rise each day over the people of the Territory. The bird, a sea-gull, illustrates the heights to which the College would take the people through the education and training that would be available to them while, sailing off into the distance the boat, a traditional Virgin Island sloop, portrays the failing background of a past way of life throughout the Territory. Green and gold, the colours of the logo would become the colours of the College, as they represent the sunny climate and green hillsides that are characteristic of the community that would be primarily served by the College.

## THE POLICY

### A. Responsibility:

The logo is the most important symbol of the College. Primarily through the logo, the College's brand is made each and every day – through advertisements, pages of media outlets, on social media platforms as well as in offices, classrooms and other spaces on and off the campus. The responsibility for managing the powerful brand of the College falls to the Communications, Marketing and Public Relations department. This department coordinates the College's advertising, design, interactive platforms, internal communications, media relations, publications and other communications efforts. As part of this responsibility, the department is responsible for ensuring graphic standards, guides and permissions for the use of the College's logo mark. It provides approval for how employees and others communicate the HLSCC name in visual and written forms.

### B. Internal Use and Approval for Use of the Logo

1. The College's logo must be used as the only prominent graphic symbol in all print, visual and electronic communications and/or publications affiliated with the College.
2. All written and visual materials in which use of the College's logo is proposed for use, must be reviewed and approved in advance of its production, by the Director of Communications, Marketing and Public Relations. This approval does not apply to such publications as scholarly monographs and materials used for internal communications.
3. The College's logo mark should always appear to be the most dominant image in all programme promotion or service. In those instances where a College event is sponsored by one or more parties, the College's logo should also be shown as the dominant image.
4. College departments or services, student clubs, athletic teams or other associations of the College, may consider the use of a special logo mark. The design of the logo must, however, be reviewed by the Director of Communications, Marketing and Public Relations, must be recommended by the Director to the President's Cabinet in advance of its use, and must follow the use guidelines established in this policy.

5. It is the responsibility of the Budget Heads of College departments to ensure that graphic designers, licensees and other parties producing communications materials or products for, or on behalf of the departments follow the provisions of this policy.
6. Only one representation of the logo can be used on a visual surface.
7. For HLSCC events to which sponsors contribute resources, and mention is made of them, the College's logo should be shown as the prominent image.
8. No use of the College's name or logo may be approved in connection with the promotion of alcohol, tobacco or illegal drugs, or in connection with pornography or other forms of expressions limited by law.

### C. External Use and Approval for Use of the Logo

1. In those instances where an external party wishes to use the College's logo in connection with a College approved project, review of the appropriate use and representation of the logo rests with the Director of Communications, Marketing and Public Relations.
2. The logo must stand alone, and may never be made a part of another organisation's logo.
3. When the College's logo is used for purpose of a co-sponsored event and both the logo of the College and external party are used, the logos can be stacked or placed side by side or in different locations but on the same baseline.
4. The Logo Mark must always be reproduced from master artwork that is provided by the College. One may never redraw, modify or replace the College logo in any way.

### D. Representations of the Logo

1. Primary Logo: The primary logo is the logo for use on the majority of College communication. There are two variations of the primary logo. Pictured below, these are described as (A) the "Logo mark", and (B) the "combination mark."



A. Logo mark



**HLSCC**  
H. LAVITY STOUTT COMMUNITY COLLEGE

B. Combination mark

## 2. Special Logo Mark

In commemoration of special College events such as anniversaries, a special logo mark may be designed. Such logo must, however, be approved by the Board of Governors in advance of its final production and use for any purpose. Special logo marks may make use of either of the two primary logos. The College's special logo mark is acceptable for use on apparel or promotional items that may be used by these entities. It may be used for advertising, stationery or other purposes.

## 3. Co-Brand Logo:

College departments or services, student clubs, athletic teams or other associations of the College may consider the use of a co-brand logo mark. The design elements of a co-brand logo mark must be reviewed and recommended by the Director of Communications, Marketing and Public Relations to the President's Cabinet. The President will make such recommendation to the Board of Governors in advance of its use. Examples of existing co-brand logos are as follow:



## E. Logo on the College Seal and Medallion

The College Seal is the official symbol of the formal authority vested in the College. Represented by the primary logo in the form of a raised stamp, it is reserved for official use on such documents as graduation diplomas and certificates, student transcripts, official reports, scholarly papers and ceremonial uses. Use of the College Seal is the sole discretion of the President. The seal may also be represented in situations that call for a permanent identifying mark for the College, such as architectural elements produced in stone, metal, glass, or other permanent materials.

The College Medallion serves as an alternative to the College seal and may be used in print or on the web. The medallion may be used as a design element. It may be screened, embossed, or foil stamped.

## F. Colour and Fonts of the Logo

1. The College's colour palette is comprised of two primary colours (green and gold) and two secondary colours (black and white). The properties of each colour are defined below:

			
C = 0 M = 18 Y = 98 K = 0	C = 90 M = 39 Y = 91 K = 40	C = 0 M = 0 Y = 0 K = 100	C = 0 M = 0 Y = 0 K = 0

2. The three typeface families for the Primary Logo include Open Sans, Times New Roman and Georgia.

**Open Sans Semibold**  
Open Sans Light  
*Times New Roman Bold Italic*  
Georgia Regular

## **G. Size and Scaling of the Logo**

1. As it is important that the text in the logo marks is legible, the minimum diameter of the logo on any print media should be 1 inch, or the minimum diameter that allows the name of the college, 'H. Lavity Stoutt Community College', to be clearly legible. The same applies to the combination mark for print media. In the digital domain, the minimum diameter of the logo should be one that allows the name of the college, 'H. Lavity Stoutt Community College', to be clearly legible on any digital device at its default resolution or when zoomed. The same applies to the combination mark for the digital domain. Where the symbol is represented on a larger or smaller sized product, its representation should be reviewed and approved by the Director of Communications, Marketing and Public Relations.
2. The logo must always be placed with a fixed proportion of height and width. It should never be stretched horizontally or vertically.
3. The logo should stand out predominantly over other elements with which it is presented.
4. It is important to ensure that all text in the logo is legible.

## **H. College Stationery:**

1. Guidelines for creating letterhead for a broad range of stationery supplies that are permissible at the College are standard and must be strictly adhered to. These guidelines are familiar to the graphic design staff, and are available from the Director of Communications, Marketing and Public Relations.
2. Requests for design and printing of any form of College stationery must be made through the Graphic Arts / Desktop Publishing unit of the College.
3. Letterhead: Letterhead must be printed on the specified paper that matches the envelope. Standard letterhead must be printed on a basis weight of 24 pounds on Solar White Linen paper.
4. Business Cards: The logo mark for business cards must have an offset layout and printed on the standard paper specified for this purpose. Business cards must be printed on 80 pounds index white Cover.
5. Envelopes: The College logo must be printed on the standard sized envelope supplied for all external correspondence.

6. Memoranda, Fax Cover Sheets, Complimentary and Delivery Slips: Approved digital templates for each of these items, and that contain the logo are currently available. These all meet the standard design and preparation specifications for the items. The templates can be downloaded from the Desktop Publishing and Website Department's intranet site.

## **PROCEDURES**

Procedures for approval and use of the College's logo are described throughout the policy. Additional information concerning these are available from the Director of Communications, Marketing and Public Relations.

#####