



SUNY Orange Policies and Procedures

Policy Number	Policy Title
BP2.13	College Branding, Use of Official Seal and Logos

The use of the Orange County Community College seal and all SUNY Orange logos shall be at the discretion of the College president, who will designate an appropriate department to be responsible for determining and monitoring the appropriate implementation of the seal and logos.

The College will maintain, and distribute as necessary, a College branding and style guide that will outline for employees, students and external parties, appropriate uses of the seal, logos, colors, typography and images. The official College and athletic logos are symbols representing Orange County Community College and its departments, and function as visual identifiers equivalent to the written name of the College or its departments.

Official SUNY Orange logos may be used in a variety of applications (print, digital, signage, apparel, etc.) for official College business only. The Seal of the College represents the authority of the College, which is vested in the Board of Trustees. Only individuals authorized by the President may direct the use of the seal.

Design and creation of official College printed publications (catalogs, viewbooks, brochures, fact sheets, certificates, business cards, etc.), as well as the establishment and usage of official College digital platforms (website, social media, videos, photos, etc.) must be coordinated through such departments as designated by the President. Likewise, all official digital/social media accounts (including blogs, forums, and any social media presence created or used by employees of the College to promote and/or market the College, including accounts featuring or displaying the College's name, logos, seal or images) belong solely to the College.

Unauthorized use, or misuse, of the College name, logos and seal are strictly prohibited, as is the unauthorized creation of publications, digital platforms, logos or other items that utilize the College name, logos or seal without prior consent. External agencies, businesses, organizations and vendors will be expected to follow the College's branding guidelines as they relate to the use of the College name, seal, logos and images.

The Board of Trustees directs the President to develop such procedures as to fairly implement this policy.

Amended: June 2, 2021