



## Brand Usage

### 1. PURPOSE

This policy establishes the guidelines and expectations for the appropriate use of the Brand Identity Guidelines for Northern Pennsylvania Regional College (“NPRC” or the “College”) to strengthen the value of the College’s image and reputation.

### 2. SCOPE AND APPLICABILITY

This policy applies to all employees, students, instructional locations, instructional sites, and third-party vendors that may publish materials or marketing on behalf of NPRC.

### 3. REFERENCES

- 3.1 INDX-1110-01: Master Policy Index
- 3.2 CLDR-1110: Policy Review Schedule
- 3.3 INDX-1110-02: Document Naming Key
- 3.4 NPRC-7415: Marketing, Advertising, and Promotional Materials
- 3.5 HDBK-7410-01: Brand Identity Guidelines – Internal
- 3.6 HDBK-7410-02: Brand Identity Guidelines – External
- 3.7 FORM-7410-01: Brand Approval

### 4. DEFINITIONS

- 4.1 Brand identity guidelines are the set of rules and elements that define the usage and overall look and feel of the brand.
- 4.2 An **Instructional Location** is defined as a domestic or international physical facility or location that is geographically separate from the main campus and within the same ownership structure of the institution, at which the institution will offer at least 50 percent of an educational program that is credit-bearing and/or Title IV eligible. An additional location may be a classroom building, clinic, hospital, hotel, office building, shopping center, high school, church, or any other appropriate type of facility where instruction can take place as long as the 50 percent applies.
- 4.3 An **Instructional Site** is defined as any off-campus site, other than those meeting the definition of a main campus, branch campus, or additional location, at which the institution offers one or more credit-bearing or Title IV eligible courses, including

dual enrollment courses at high schools. Sites offering less than 50 percent of an @educational program are not defined in Federal regulation.

## **5. POLICY**

- 5.1 The logo, seal, and other published elements are the property of the College and decisions regarding usage is determined by, or in consultation with, the Office of Marketing and Public Relations. Unauthorized use of the College logo is prohibited.
- 5.2 All internal materials and communications that are outside the scope of NPRC-7415: Marketing, Advertising, and Promotional Materials and include the NPRC brand should be developed in accordance with HDBK-7410-01: Brand Identity Guidelines – Internal.
- 5.3 Materials that may originate from third parties that are outside of the scope of NPRC-7415: Marketing, Advertising, and Promotional Materials and include the NPRC brand should be developed in accordance with HDBK-7410-02: Brand Identity Guidelines – External.
- 5.4 All uses of the brand, whether internal or third-party, should be submitted through FORM-7410-01: Brand Approval, as practicable, for approval by the Department of Marketing and Public Relations.
- 5.5 Neither the name, logo, or other brand elements may be used directly in conflict with approved NPRC policies or to adversely affect the College’s image, standing, or reputation.
- 5.6 The Department of Marketing and Public Relations should be consulted whenever it is unclear whether the brand is used appropriately.
- 5.7 If the use of a logo or branding is not in alignment with Brand Identity Guidelines, the creator of the piece will be notified to collaborate with the Department of Marketing and Public Relations to solution a redevelopment or revision that brings the piece in alignment with the Brand Identity Guidelines.

## **6. RESPONSIBILITIES AND TIMELINES**

- 6.1 The Department of Marketing and Public Relations is responsible for the management and oversight of this policy.

## **7. REVIEW STATEMENT**

Review of this policy will occur in alignment with CLDR-1110: Policy Review Schedule.

## 8. SIGNATURES

*Signature on file*

\_\_\_\_\_  
Chairperson, Board of Trustees

\_\_\_\_\_  
Date

*Signature on file*

\_\_\_\_\_  
President

\_\_\_\_\_  
Date

Revision Notes: Policy in Origination