

Policy 825 - College Branding

Lower Columbia College (LCC) owns the trademark for the college name and the 'Mountains and Rivers' logo. Unauthorized individuals are prohibited from using the LCC name, logo, or other established branding elements. Unauthorized use may result in action taken via the Code of Student Conduct, employee discipline up to and including termination, or criminal or civil legal action.

LCC adheres to consistent college branding standards to promote brand identity, enhance our reputation, and maximize enrollment. An organization's name, logo, and other visual design elements in print and digital forms make up a brand identity. Brand identity is among any organization's most valuable assets and is highly correlated with reputation. Reputation enhances the size of the audience, which is necessary for maximizing enrollment.

Brand identity also represents the college's mission and vision. We are committed to helping students, faculty, and staff understand its importance and the role it plays in supporting the college's reputation and mission in our community. We model legal and ethical best practices for our students, staff, and community by enforcing adherence to policy standards.

Students and employees creating content or materials on behalf of the college must follow the guidelines in the LCC Brand and Style Guide. Effectiveness and College Relations must approve any deviations or exceptions in writing in advance. Before beginning the development process, authorized individuals are encouraged to review the Brand and Style Guide and consult with Effectiveness and College Relations regarding any questions or concerns. This proactive approach ensures alignment with the college's branding standards while fostering best practices, collaboration, and clear communication.

This policy does not apply to producing materials used exclusively for classroom instruction.

Resources

Resource/Reference/Procedure	Title	Unit Responsible
Branding Guidelines	LCC Brand and Style Guide	Effectiveness and College Relations
LCC logos	Logos webpage	Effectiveness and College Relations
Branded Presentation Slide Backgrounds (optional use)	Slide backgrounds webpage	Effectiveness and College Relations
College Zoom backgrounds (optional use)	Zoom backgrounds webpage	Effectiveness and College Relations