

 <b>Wharton County Junior College</b>	<b>ADMINISTRATIVE PROCEDURE MANUAL</b>	
<b>WCJC Title: WCJC Seal, Logo, and College Colors</b>	<b>Section: Business Support Services</b>	<b>Page(s): 1</b>
<b>BASED ON BOARD OF TRUSTEES POLICY</b>		
<b>Policy Title: Intellectual Property</b>	<b>Policy: CT</b>	
<b>Subtitle: None</b>	<b>Date Adopted: 08/01/2020</b>	

**Purpose**

To establish protocols for use of the Wharton County Junior College seal, logo, and College colors.

**Procedure**

Protocols for use of the College seal, logo, and colors are found in the WCJC Brand Style Guide which is found on the College intranet.

The College seal should not be used or displayed without written authorization from the Office of Marketing, Communications, and Advancement (OMCA).

Employees must coordinate with and receive approval from the OMCA for the release of the College logo to external entities.

The OMCA is responsible for coordinating and advising on the use of the College seal, logo, and college colors.

**Date Prepared:** 06/27/2023 (ZLC)

**Revised Date:**