Use of Logo Policy

Policy Number	410.04.02	**Custodian**	Marketing & Communications Specialist
Approved Date	5/1/2017		
Effective Date	6/24/2024	**Review Date**	May 2017
References: N/A			

1. Purpose

The White Earth Tribal and Community College (WETCC) logo is an important part of our brand. It represents our identity and is a valuable piece of our existence.

To ensure WETCC communications, both internal and external, are representative of the organization, the use of the WETCC official logo shall be restricted.

2. Persons Affected

2.1. Anyone who wishes to use the official WETCC logo

3. Policy

This policy is to ensure the following:

3.1. Use of WETCC Logo—Any staff member who is communicating with external users must use the official letterhead format which includes the WETCC logo. Any other use of the WETCC logo requires written permission from the Marketing & Communications Specialist or College President.

3.2. Authorized Use—WETCC logo is the sole and exclusive property of White Earth Tribal and Community College. The WETCC official logo is available for use in official communications and marketing or other publicity materials for the benefit of White Earth Tribal and Community College. The logo may be used if a proper licensing agreement is executed in writing between parties. Violations will be pursued by every vailable legal means.

3.3. Unauthorized Use—Any use of the WETCC logo that does not comply with this policy is not authorized; unauthorized use must be discontinued immediately. WETCC logo may not be used in the following manners:

- No logo or WETCC name may be used in any way that suggests WETCC is affiliated with, sponsors, approves, or endorses an individual, organization, website, product, or services, unless authorized in advance; an official letter of recommendation for a student or staff member is not included in prohibited use.
- No logo may be used in any way that mischaracterizes any relationship between some other individual or organization and WETCC.
- No modification of the WETCC logo is allowed without express written permission in advance.

3.4. No logo may be used or displayed in any of the following ways:

- In any manner that, at the sole discretion of WETCC, discredits White Earth Tribal and Community College or tarnishes its reputation and/or goodwill;

- In any manner that infringes, dilutes, depreciates the values, or impairs the rights of WETCC in the logo;
- In any manner that is false or misleading;
- In connection with any pornography, illegal activities, or other materials that are defamatory, libelous, obscene, or otherwise objectionable in the discretion of WETCC;
- In any manner that violates the trademark, copyright, or any other intellectual property rights of others;
- In any manner that violates law, regulation, ordinance, or public policy; or
- As a part of a name of a product or service of a company other than WETCC.

3.5. Copies or Samples—Any user of the WETCC logo must, upon request, provide copies or samples of any materials that include the logo.

3.6. Final Decision—The decision of the Marketing & Communications Specialist and/or College President as to the authorized use of the WETCC logo shall be final.

4. Definitions

4.1. The modification includes but is not limited to: any change to the scale or rotation, design, colors, and/or artistic effects.

4.2. The WETCC logo means a symbol or other design, mark, emblem, or symbol adopted by WETCC as its identity. The logo includes recognizable and distinctive graphic, stylized name, unique symbol, or another device for identifying WETCC.

5. Procedures

5.1. The Marketing & Communications Specialist has overall responsibility for the implementation of this policy and the accompanying marketing procedures.

5.2. It is the responsibility of anyone who wishes to use the official WETCC logo to be aware of this policy and follow it as appropriate.

5.3. The Marketing & Communications Specialist is responsible to consider and respond to requests for use of the WETCC logo.

Revision History

Rev. Date	Rev. No.	Revision
6/24/2024	2.	Housekeeping; New Format
5/1/2017	1.	Original