



# College of The Albemarle Procedure

Procedure Number: 2.3.6.3

Pages: 1 of 1

---

**Title: College Logo and Seal**

**Related Policy: 2.3.6 College Publications**

**Division of Responsibility: Communications and Marketing**

---

- A. The College's logo is the College's primary identifying element. It represents the College's brand and promotes immediate identification. Use of the logo for print and electronic purposes shall be reviewed and approved by the College's director of communications and marketing. The director of communications and marketing may establish liaisons within the College who are knowledgeable of the approved use of the logo and may create social media content and flyers as needed. The location of the logo on the document is usually determined by the design of the publication or advertisement. Unique logos for individual divisions, departments or programs are not permitted. However, the president or president's designee may approve an addition to the College's logo to allow a department or program to distinguish its identity.
  
- B. Use of the College's Dolphin logo for print and electronic purposes for clubs, organizations and societies shall be reviewed and approved by the director. This logo may be used for a variety of college-related purposes.
  
- C. The College's official seal is reserved for official documents and publications representing the College, the Board, the president, or the designee. The seal may only be used with the express permission of the president or president's designee.

June 13, 2023

June 13, 2023

N/A

---

**Date Approved by President's Leadership Team**

**Date of Last Review**

**Date of Last Revision**

