

Policy Number 703.3

Agency Name/Logo Usage

The use of the Agency name, letterhead, logo, slogan, web design, and/or other resources which promote the identity of the Agency or its programs, including but not limited to copyrighted material, for the advertisement and promotion of products and/or services of outside entities is prohibited unless specifically approved by the Agency.

Use of the Agency's name, logo, and/or other resources which promote the identity of the Agency and its programs, must be in compliance with all state and federal laws governing the Agency. Such use may not conflict with the mission, vision, values, goals, objectives, policies, or regulations of the Agency. The Agency reserves the right to deny to any person or entity the use of the Agency's name, logo, or other resources which promote the identity of the Agency or its programs, or order that any person or entity immediately cease and desist use of same, for any reason, but especially those:

- who violate this policy or the rules and regulations under this policy, the branding guidelines, the licensing agreements, or the law
- whose products or services are deemed inappropriate for students by the Agency or by law
- whose advertising or promotion is deemed inappropriate by the Agency or by law
- who make inappropriate or fraudulent claims or offers as determined by the Agency
- who are under investigation for legal or ethical violations or are not in good standing in the community
- who have engaged in activities or events have transpired with which association of the Agency would be detrimental to the reputation of the Agency
- whose use otherwise conflicts with the mission, vision, values, goals, objectives, policies, or regulations of the Agency.

The Agency is the owner of its name, logo, and other resources which promote the identity of the Agency and its programs. Except to the extent that use thereof is specifically approved by the Agency, the Agency will retain all rights, title, and interest in and to its name, logo, and other resources which promote the identity of the Agency, and its programs.

Adopted: 03/07/18
Reviewed: 06/07/23

