COLLEGE LOGO

POLICY

Graphic Standards Regarding Use of College Logo

The college's official logo is one of the organization's most visible and enduring communication tools. It should be used in a consistent and professional manner to present the best public image and provide significant impact as a highly recognized symbol of the college.

All uses of the college's logo (including publications, products, signs, advertising, social media, stationery, bookstore merchandise and more) must be consistent with the procedures outlined in the college's Brand Guide and should be approved by the Office of Marketing and Communications prior to use and/or publication.

Marketing and Communications is the only office authorized to create or modify existing versions of the Sherman College logo or create new logos or representations of the college. Logos or visual representations of the college that have not been approved cannot be used on any college-related material in any form. All procedures regarding the logo and questions about its use should be handled through the Marketing and Communications Office.

College Logo and Brand Guide

The Sherman brand is defined by tangible elements, including the logo, program marks, color palette, fonts, graphics, images, taglines or slogans and editorial style and voice. Sherman College's Brand Guide, developed and maintained by the Marketing and Communications Office, clearly defines the elements that are the visual representation of our brand. The primary purpose of the Brand Guide is to provide direction for the use and presentation of the Sherman College logo and branding elements. The Brand Guide includes examples for the appropriate use of the Sherman logo and brand elements in a variety of materials and applications. Please refer to this guide for specific standards and use regarding the college logo.

Bookstore Merchandise

For bookstore merchandise ONLY, the following exceptions can be made to the logo usage as outlined in the college's Brand Guide:

- The nickname Sherman College can be used without the full name present. It should be used in the official college font and should not include the arrows; see the Brand Guide for information about the college's approved fonts.
- To allow the college logo to coordinate with clothing colors, bookstore merchandise may feature the logo in colors that are not an exact match to the official black and burgundy (PMS 194) of the college logo. Care should be taken to adhere to the Sherman College

color palette as much as possible; see the Brand Guide for the primary and supporting color palettes.

- It is acceptable for the bookstore to carry an attractive line of clothing and merchandise with chiropractic artwork that is not specific to Sherman College. This selection should be balanced by a strong selection of college-specific merchandise.
- If the arrows within the logo are used alone, without the name of the college connected to them, they can be used in creative and stylized designs.

The bookstore and the Marketing and Communications staff should collaborate to develop branded items that will be sold in the bookstore or given away. The Marketing and Communications staff should approve any items in the bookstore that use the logo or a visual representation of the Sherman brand to ensure consistency with the college brand.