

College of DuPage Brand Procedure

It is imperative for College of DuPage (COD) to maintain its reputation as an institution of higher learning that continuously strives for excellence. This stature enables COD to attract students, recruit talented employees and secure funding. To ensure the College maintains its positive reputation, it is critically important that COD produces consistent key messaging to its constituents through all of its marketing and communications efforts. Reputation is influenced by public perception of COD and the College's branding is vital to the institution's success.

- I. **Purpose.** The purpose of this procedure is to establish the lines of responsibility for the College's branding, marketing, and communications efforts and to enhance and protect the reputation of College of DuPage by establishing and promoting correct and consistent use of brand guidelines. This includes visual identity and trademarks across all forms of communication executed by the College, its independent contractors or any registered student organization.
 - A. This procedure is designed to:
 1. Enable the College to protect and enhance its reputation and visibility by adopting a coordinated and consistent communication approach, creating a coherent, distinctive brand for its representations to internal and external audiences.
 2. Promote the improved flow of information and ensure the College is efficiently leveraging its marketing and advertising investments at all levels of the institution.
 3. Address the management of advertising, brand and identity, design, publications, signage and environmental marketing, marketing materials, merchandise, apparel, sponsorship, and the website.
 4. Establish the lines of responsibility for the College's branding, marketing, and communications efforts as well as approval procedures. It applies to all divisions, departments, campuses and budgetary units of the College as well as any outside entity doing business with the College.
 - B. The Office of the President has assigned responsibility for management of this procedure to the Vice President of Public Relations, Communications and Marketing. The Vice President of Public Relations, Communications and Marketing has delegated day-to-day management to the Director of Marketing and Creative Services.
 - II. **Brand and visual identity, including logos.** The COD brand represented in imagery and words is designed to communicate the College's promise to the community. Visual identity is one element of the brand, and includes but is not limited
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to the registered trademarks, graphical imagery, College and brand colors, photography, typefaces and other visual elements.

- A. There is only one identity for the College. Other logos, slogans or taglines must not be developed or used to represent sections, units, internal departments, programs, initiatives, centers, institutes, groups or communities that are wholly owned by the College except within the exceptions outlined in this procedure and as approved by the Marketing and Communications department. Auxiliary units (The McAninch Arts Center, WDCB Radio and Innovation DuPage) are excluded. Exceptions are at the discretion of the Marketing and Communications department and are outlined in Sect. II.D.
 - B. Unit or department signatures may be created by the Marketing and Creative Services team for any department or division. A unit signature is the College logo combined with the unit name executed with brand fonts and colors. Unit signatures are the only approved logos to represent campus units with few exceptions. To request or update a department or division signature contact Marketing and Creative Services at cod.edu/brand.
 - C. The Marketing and Creative Services team maintains a list of pre-existing logos that have been “grandfathered” or granted approval based on historic usage. Once these logos cease being utilized, they may not be replaced.
 - D. Special logos may be developed for ongoing **public** events or regular publications such as Maker Market, *ESSAI*, *Engage*, *STEMCON* and *COD NOW*. The publication or event must be held at least annually and be open to the public, or those outside of the COD community to qualify for this exception. Any other exception will be evaluated based on the needs of the College and are at the discretion of the Marketing and Communications department.
 - E. Use of the COD logo and visual identity must follow the Brand Guidelines established and maintained by the College Marketing and Creative Services team. Guidelines are posted on the College website at cod.edu/brand.
 - F. Students, student clubs, associations/partners, or vendors must not use the COD logo for assignments, outside work for or with the College, or for any other purposes without explicit approval from the Director, Marketing and Creative Services or delegate. Use of any of the College’s registered trademarks may require a signed license agreement. See the website for directions in obtaining a license agreement at cod.edu/brand.
 - G. The Director, Marketing and Creative Services or delegate, may authorize a student group’s use of College of DuPage trademarks or graphical marks on
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condition that the authorization is in writing. See the website for directions.
cod.edu/brand

- H. All applications of the COD name, logo or slogan, whether produced by COD staff and students or third parties, must be checked for College identity and brand compliance and approved by the Marketing and Creative Services team. See the website for directions for obtaining approval. cod.edu/brand

III. Use of College of DuPage Marks by Third Parties

- A. The Director of Marketing and Creative Services or delegate may authorize a third party's use of a College of DuPage trademark or graphical mark on the condition that the authorization is in writing and the third party complies with 1) the requirements of the College Brand Manual 2) the approved terms and conditions of use as outlined in College standard contracts or contract language and 3) the COD licensing agreement, if applicable.
- B. Under no circumstances may a third party use a College of DuPage trademark, graphical mark or logo as an identifier of itself.
- C. Marketing and Creative Services, in conjunction with the Office of the General Counsel, will manage the trademark licensing process and maintain a record of all applications for use of College of DuPage trademarks and relevant approvals and rejections.
- D. The Office of the General Counsel is responsible for providing direction to College leadership regarding when to take legal action for infringement or unauthorized use of College of DuPage trademarks or graphical marks.

IV. Co-branding and Corporate Logos. The Director of Marketing and Creative Services may approve co-branding a College logo or trademark with one or more third-party logos for a shared function or activity, such as:

- A. Acknowledgements, sponsorships, and promotions (e.g., in advertising where the College is one of a number of sponsors or supporters of an activity); or
- B. Memberships (e.g., where the College is a member of a professional association);
or
- C. Approved collaborations or joint ventures between the College and another entity.

V. Advertising and campaigns

- A. Through the RFP process, the Marketing and Creative Services team appoints and manages advertising agencies to provide professional advice as well as
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media and creative services for corporate branding, College and program marketing campaigns and other key projects.

- B. All advertising purchased by any division, department, program and/or budgetary unit within the College of DuPage, (excluding HR personnel classified advertising, the McAninch Arts Center and WDCB Radio, which operate as auxiliary units), must be approved by the Director of Marketing and Creative Services. This ensures:
 - 1. COD maintains quality control, appropriateness and consistency of its messaging and image
 - 2. COD receives the most competitive rates possible for all College advertising purchases
 - 3. Internal communication and appropriate notice regarding messaging has occurred among all relevant parties
- C. The Director of Marketing and Creative Services or delegate must approve all advertisements for editorial, brand and legal compliance prior to release to the publisher.
- D. Advertisements that are not paid for by COD or are partially paid for by COD and carry COD trademarks or any graphical mark are subject to approval by the Director of Marketing and Creative Services. This requirement should be stipulated in any agreement negotiated with third parties.

VI. Merchandise

- A. Marketing and Creative Services approves the production of all official COD and department/program merchandise and promotional materials.
- B. General COD promotional items are available in limited quantities, at no charge, through Marketing and Creative Services. See the website for directions to request items cod.edu/brand.
- C. Departments or programs may order their own COD or program merchandise for giveaway or sale to staff, students or external stakeholders. Artwork for any promotional items must be created by the Marketing and Creative Services team. Artwork must accompany the request for purchase order or the purchase order will be denied. For directions or to request artwork, visit, cod.edu/brand.
- D. Approved items may also be purchased at the College Bookstore

- VII. **Marketing and Creative Services.** The College of DuPage Marketing and Communications Department is charged with the development of marketing and
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communications strategies, as well as the execution of those plans and for coordinating the internal and external communications activities of the College.

- A. All College of DuPage marketing and communications materials and external audience communications, including all student recruitment and community publications, must be designed and produced and/or pre-approved (prior to production) by the Marketing and Creative Services Team. College of DuPage divisions, departments and programs desiring to prepare any marketing or communications material should first contact the Marketing and Creative Services team for guidance and assistance to ensure compliance with procedure, appropriate representation of the College and efficiency in the production process.
- B. All writing, design and production work intended for students and the public, including publications, advertising, recruiting and marketing materials (printed, digital, promotional items or environmental), must be developed within the Marketing and Creative Services department or with the written approval of the Director of Marketing and Creative Services.
- C. While academic and operational areas, including divisions, departments, programs and business units own the content for their materials, all of these materials should be created collaboratively with the Marketing and Communications Department and must receive review and approval for brand compliance prior to dissemination.
- D. The Marketing and Creative Services team makes available to all faculty, staff and student organizations, a branded design platform. This platform may be used to create branded communications. For further information on this platform and how to use it, visit cod.edu/brand.
- E. Other than auxiliary units, no area of the College may engage directly with marketing consultants, marketing research firms, social media consultants, advertising agencies/consultants, graphic or web design firms, photographers, printers, videographers or other marketing and communications firms, printers, without prior approval of the Marketing and Communications Department.
- F. Requests for the production of marketing, advertising or communications materials should be made through the designated request procedure. For information and directions on making a request visit cod.edu/brand.

VIII. **Definitions.** The following definitions apply to this procedure:

- A. "Unit" means a division, department, program, center, institute or other similar academic or administrative unit.
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- B. “Visual identity” means College identifiers, trademarks or graphical marks, colors, typography, imagery and other visual elements that are included in the College brand guidelines.
 - C. “Stylized wordmark” means a word or phrase presented in a specific, consistently used typeface that is an identifier of the College.
 - D. “College of DuPage stylized wordmark” means a stylized wordmark that is used by College of DuPage to identify itself.
 - E. “College of DuPage logos” means the following:
 - 1. The “CD” flame/teardrop logo, both alone or combined with College of DuPage stylized wordmark; or
 - 2. The College of DuPage Seal; or
 - 3. The “Chaparral” logo, both alone or combined with College of DuPage stylized wordmark; or
 - 4. Any additional College of DuPage logos approved by the Marketing and Creative Services team or catalogued in the College Brand Manual.
 - F. “College of DuPage colors” means the colors green and silver/grey. The precise values of these colors are specified in the College Brand Manual.
 - G. “Brand colors” support the College of DuPage colors and provide a broader color palette to express the personality of the College. They are specified in the College Brand Manual.
 - H. “College of DuPage graphical marks” means the stylized wordmarks, logos, symbols and colors that visually identify the College of DuPage, a COD event, publication or a unit of the College. A unit signature is a graphical mark.
 - I. “College Trademarks” are logos or graphical marks that have been federally registered and protected.
 - J. The term “Third party” means a person or entity external to the College.
 - K. “Registered student organization” means a student organization at the College that has met the obligations set forth in the procedure governing the creation of a student organization.
 - L. “Marketing Materials” means promotional and advertising (traditional and electronic), marketing, branding, promotional or communication content. This encompasses written, printed, electronic or graphic representations utilizing the College’s name(s), logos, trademarks, graphical marks, imagery, content and
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URLs referring to any program, project, service, event, department, division, group, product and operation of the College.

For avoidance of doubt, marketing materials includes, but is not limited to; printed and electronic publications, merchandise and apparel, newsletters, magazines, booklets, flyers, program brochures, posters, signs, letterhead or printed materials, as well as environmental signage, internet sites, video, photography, text and email messaging or social media channels and posts that promote or represent the College.

- IX. **Noncompliance and Violations.** If violation or noncompliance with this procedure is identified, COD unit(s) must work with the Marketing and Creative Services team to bring the material or communication into compliance with the procedure. This may include redesign of print and/or electronic materials. COD staff may be subject to disciplinary action. Third parties may face legal action.
- X. **Responsibility.** The Vice President of Public Relations, Communications and Marketing is responsible for updating this procedure.

Adopted: 07/03/2023	Reviewed:	Amended:
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