

MAINE COMMUNITY COLLEGE SYSTEM

PUBLIC RELATIONS

Section 602

SUBJECT: USE OF INSTITUTIONAL NAMES, LOGOS AND OTHER MARKS

PURPOSE: To regulate use of the Maine Community College System's names, logos and other marks

A. Introduction and Purpose

This policy provides guidance on the permissible use of the names, logos, mottos, and all other marks associated with MCCS and its colleges. MCCS owns and controls such identifying marks under a variety of federal, state and common laws. These laws allow MCCS to maintain controls that advance institutional interests and avoid consumer confusion. The purpose of this policy is to serve both of those goals by ensuring that such identifying marks are used consistently and accurately, upon items of good quality, and in a manner that reflects positively on MCCS and its colleges.

B. Application

This policy applies to all official names, logos, mottos, insignias, seals, designs, service marks, trademarks, trade names, symbols, and all other marks (collectively "marks") used by MCCS ("System marks") and/or an MCCS college or center ("college marks"). This policy applies regardless of whether such marks consist of text, graphics and/or another media, and whether such marks are registered or unregistered.

C. College Marks

The college president shall identify and maintain the college's official current marks. All official college marks are the exclusive property of MCCS and their use is protected by law. Each college shall protect the integrity of such marks in a manner consistent with the terms and objectives of this policy.

Marks on a college's internal and external communications media shall be the college's official marks. Such media include stationery, business cards, catalogs, promotional publications, websites and other college publications. Only a person authorized by a college president may alter an official college mark. Recognized and registered student organizations may use college and MCCS marks in connection with their activities, provided that such usage conforms to this policy.

D. System Marks

The System president shall identify and maintain the System's official current marks. All official System marks are the exclusive property of MCCS and their use is protected by law. The

System shall protect the integrity of such marks in a manner consistent with the terms and objectives of this policy.

Marks on the System's internal and external communications media shall be the System's and colleges' official marks. Such media include stationery, business cards, catalogs, promotional publications, websites and other college publications. Only a person authorized by the System president may alter an official System mark.

E. Commercial Uses of College and System Marks

The following rules apply to the use of official System and college marks in connection with the sale of goods or services, or the licensing and use of such marks by persons other than the System or its authorized designees.

1. No one may request or authorize a vendor to put a System and/or college mark on products or to use such marks in connection with the provision of services unless the vendor and the vendor's proposed use of marks is approved by the System or college president, or their designees. Vendors shall only be permitted to use an official mark.
2. A System and/or college mark may not be used in connection with commercial ventures, private promotions or organizations or programs not directly sponsored by MCCS and/or a college unless the System or college president, or such president's designee, determines that the licensing of the use of the mark furthers the mission of the System or college.
3. Notwithstanding the permissions contemplated by subparagraphs 1 and 2 above, MCCS will not approve the use or licensing of System and/or college marks to promote tobacco, controlled substances, political candidates, sexually-oriented products or religious products. In addition, MCCS will not approve the use of its name or marks with text or graphics that are judged to be sexually suggestive; denigrate any group, including another college or university; or which may infringe on the rights of other trademark owners.
4. Notwithstanding the permissions contemplated by subparagraphs 1 and 2 above, MCCS will not approve the use or licensing of System or college marks for products or services that are determined not to meet minimum standards of quality; impose unreasonable product liability risks; fail to comply with applicable legal, regulatory or safety standards; or are deceptively sold or marketed or present the System or its colleges in a false light.

F. Use of Official Marks for Unauthorized Purposes

Consistent with the MCCS conflicts of interest policy, official marks may not be used on communications unrelated to System or college business.

REFERENCES: 20-A M.R.S.A. §12702, §12706(1) and §12714; and 10 M.R.S.A. §1211, et seq.

DATE ADOPTED: June 24, 2009

DATE(S) AMENDED: