

I. Purpose

This policy regulates the use of the official, trademarked logo of Pellissippi State Community College and other copyrighted property of the College, including the Pellissippi State website and/or Internet domain name usage.

Pellissippi State's trademarks, copyrights, graphic standards and style guidelines are maintained by Marketing and Communications.

II. Scope

Any and all uses of Pellissippi State's logo fall under this policy. Any individual or entity that seeks to use a trademark, whether for internal or external use, must comply with the restrictions and guidelines of this policy, and must make a written request to the director of Marketing and Communications to receive a copy of the trademark. Users will receive a written response to their request. Users must, upon request from Marketing and Communications, send requested samples of trademark use.

III. Official Version of Policy

The official version of this policy will be made available online and through Marketing and Communications. Information in this document may change. Printed versions may be out of date and should not be used to clarify procedures or guidelines related to trademarks or copyrights for Pellissippi State.

IV. Controller of Policy

A. Marketing and Communications maintains and enforces this policy. This office is responsible for developing and managing the College's trademarks, copyrights, branding, graphic standards and style guidelines. In general, all uses of trademarked and copyrighted material, both official and unofficial, must adhere to this policy. Violators of this policy will be subject to appropriate disciplinary action.

B. Marketing and Communications has established graphic standards and style guidelines for Pellissippi State names, word marks and colors, in coordination with this policy. More

information about these graphic standards and style guidelines can be found in Pellissippi State's Brand Book, available from Marketing and Communications.

C. Marketing and Communications
10915 Hardin Valley Road
P.O. Box 22990
Knoxville TN 37933-0990
865.694.6405

V. Trademarks

- A. Pellissippi State Community College's official logo is the primary identifier and the most recognizable element of the College. It includes the College's emblematic shield positioned to the left of the College's full name. The standard logo is presented in Pellissippi State's school colors, Pantone 288 blue and Pantone 122 yellow. The name of the College is blue, with "Pellissippi State" and "Community College" separated by a horizontal blue line.
- B. The logo is a registered trademark and a protected image. It cannot be altered in any way. No other words, designs or additional colors can be added. The height-width proportions of the logo cannot be manipulated. The logo cannot be recreated, redrawn or otherwise altered in any way. The logo cannot be downloaded without permission from the Pellissippi State website for digital or print use. The name of the College cannot be used as a logo in official publications if it is separated from the shield. The shield, if used alone as a logo mark, cannot be altered in shape, dimension or color.
- C. Pellissippi State trademarks may not be used in conjunction with references to alcohol or drugs. No use of college trademarks that is judged to be in poor taste will be allowed. Pellissippi State reserves the right to reject delivery of materials containing unauthorized or incorrect usage of trademarks based on the guidelines in this policy.
- D. Creation of other logos, marks and names for the College that are not approved by Marketing and Communications will not be permitted. The creation of new and/or secondary logos for individual college departments, offices, organizations or other units is discouraged.
- E. Uses of a trademarked image as described below must be approved via written request and response by the director of Marketing and Communications:
 - a. Internal use by a faculty or staff member, student or authorized entity of the College. Such uses might include but are not limited to newsletters, fliers, bulletins, social media, Web pages, promotional material and other printed or digital publications.
 - b. Use by any external individual or entity.
 - c. Use in conjunction with a name, slogan, logotype or any other mark of any external individual or entity.
 - d. External commercial and promotional use.

- e. External advertising and sponsorship.
 - f. Use on materials that are printed by or used by a third-party vendor.
 - g. Use in a manner that is not consistent with the Brand Book styles and guidelines available from Marketing and Communications.
- F. In some cases, uses of a trademarked image are allowed without prior approval from the director of Marketing and Communications, provided the trademarked material is used and reproduced accurately and consistently:
- a. Use on course materials.
 - b. Use by a faculty or staff member to identify himself or herself.
- G. For use of the Pellissippi State logo in campus email, the appropriately sized logo can be obtained from Marketing and Communications.

VI. Copyrights

- A. Pellissippi State's website, www.pstcc.edu, and all subpages and affiliated sites, including official social media sites on Facebook, Twitter, LinkedIn, YouTube, Pinterest, Instagram, and others are protected by intellectual copyright laws.
- B. As stated by the [U.S. Copyright Office and World Intellectual Property Organization](#), Pellissippi State maintains intellectual property rights to all content of its website and Web pages. Unauthorized use of any materials on the Pellissippi State website may violate copyright, trademark and other laws.
- C. Copyrights for text, graphics and photos contained within the Pellissippi State website are owned by Pellissippi State as of the first year of their respective publication. All rights are reserved. Their use, reproduction and/or retransmission by any means without the written permission of Pellissippi State Community College is strictly prohibited.
- D. Full [Terms of Use](#) and [Privacy Policy](#) for Pellissippi State's website are available online.

Reviewed/Recommended: President's Council, April 27, 2015

Approved: President L. Anthony Wise, Jr., April 27, 2015