



508 POLICY - Logos, College Colors, and Publications

508.1 Statement of Policy

Redlands Community College has established official logos and College colors. Any deviations in the size, shape, or colors are prohibited. Use of any logos, the College colors, or the College name shall be authorized by the Office of Public Communications and Marketing and shall comply with all relevant laws and policies of the College.

The content and design of all publications pertaining to the College are subject to the authorization of the Office of Public Communications and Marketing. These publications include, but are not limited to, the College's Internet web sites, Intranet web sites, kiosks, marquee, social networking sites, television cable channel, brochures, viewbook, press releases, media guides and any publication designed for public or internal viewing. Such publications shall also comply with all design and logo guidelines and all relevant laws and policies of the College.

No individual, organization, or entity shall create any public Internet presence. Only the Office of Public Communications and Marketing is authorized to produce a Redlands Internet presence.

508.2 Standards, Procedures, and Guidelines

The standards, procedures, and guidelines that are applicable for use of the official logos, College colors, and publications shall be available from the Office of Public Communications and Marketing and are published in the Procedures section of the Policies and Procedures Manual.

508.3 Violations

Violations or attempted violations of this policy or the related standards, procedures, or guidelines, are considered serious infractions. The College retains the right to remove, delete, or block any non-compliant logos, use of College colors, or the College name from publication. Individuals who violate or attempt to violate this policy or the related standards, procedures, or guidelines shall be subject to appropriate disciplinary action. The nature and extent of disciplinary action is determined by the severity of the violation and may include termination of employment or expulsion from the College.



Adopted February 2001
Revised February 2002
Revised December 2010
Revised November 2017



508 PROCEDURE - Logos, College Colors, and Publications

508.1:1 Responsibilities of the Office of Public Communications and Marketing

The Redlands Community College Office of Public Communications and Marketing is responsible for: reviewing and approving or disapproving the design and content of all publications pertaining to the College; monitoring compliance with College Policies and Procedures and the laws applicable to such publications; and serving as liaison to the technology department for technical issues and access.

508.2:1 Standards, Procedures, and Guidelines

Current standards, procedures, and guidelines applicable to publications are available from the Office of Public Communications and Marketing. Included among those standards, procedures, and guidelines are the following:

- A. Redlands Community College will maintain only one official Internet web address, which will encompass all information directly available to the general public.
- B. The College will maintain four separate Internet web sites with restricted information available only to students, faculty, and employees of the College. Access will require use of a logon and information on this site will not be available to the general public:
 - i. The Learning Management System site will contain online courses.
 - ii. The my.REDLANDScc portal will contain demographic, enrollment, budget and accounting, and employee information.
 - iii. The Webmail site will provide a web-based portal for access to College provided email mailboxes.
 - iv. The Ticket System site will maintain incident reporting/tracking and knowledgebase/self-help management.
- C. Additional internal web sites may be maintained for use by faculty and employees. These sites may include, but are not limited to, classroom usage data, data analytics engines, and general knowledgebase repositories.
- D. Use of the College logos and the College colors is permitted only if it is in compliance with the specific procedures and guidelines established by the Office of Public Communications and Marketing. Unauthorized use of the College logos or College colors is prohibited both by College policies and by law.



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