

BLINN COLLEGE ADMINISTRATIVE REGULATIONS MANUAL

SUBJECT: *Trademarks and Photos*
EFFECTIVE DATE: March 31, 2015
BOARD POLICY REFERENCE: CT

PURPOSE

AUTHORITY FOR TRADEMARKS

To maintain the quality and consistency of the Blinn College image and brand, any Blinn College trademark logo (institutional, division, department and/or athletic), verbiage or wordmarks cannot be used in any capacity without permission from the Blinn College Office of Marketing and Communications. These items are property of the College and should not be placed on publications or in any medium (i.e., websites, social media, newsletters, fliers, posters, emails, etc).

AUTHORITY FOR PHOTOS

Photographs taken and used by Blinn College are considered copyrighted material. You cannot use photos that appear in Blinn publications, on the website, social media sites, emails or any other Blinn-sponsored media without the permission of the Blinn College Office of Marketing and Communications.

PROCEDURES

If any Blinn trademark logo, verbiage or workmark is requested, a [Marketing/Communications Request](#) must be submitted.

For questions concerning copyrighted materials (photos) and the use of Blinn trademark logos, verbiage and/or wordmarks, please contact the Office of Marketing and Communications at 979-830-4113.