

Procedure V.5003.C.b, College Marks

Associated Policy

Policy V.5003.C, Appropriate Use of Copyrighted and Trademarked Materials

Procedures

A trademark or service mark may be a word, name, symbol, device, or any combination thereof that is used by its owner to identify or distinguish goods or services from those of others. Trademark and service marks are protected under Section 45 of the Trademark Act, 15 U.S.C. 1127.

San Jacinto College holds the rights to College marks, taglines, slogans, artwork, photographs, and other images. The unauthorized use of a San Jacinto College trademark in conjunction with the product, service, or business of an individual, group, or corporation may damage the College's reputation or inaccurately imply College endorsement where none exists.

The San Jacinto College External Relations offices maintains exemplars of all items related to the College brand. The Vice President for Marketing and Public Relations is responsible for the oversight and enforcement of appropriate use of these marks by employees, vendors, local businesses, and members of the community.

Employees may use College marks in work product created for the College, including, for example, an instructional presentation, syllabus, or program handbook.

Inquiries on licensing or use of College marks may be obtained from the External Relations office. Information also is available on the College website at <https://www.sanjac.edu/information-for/business-partners/doing-business-with-san-jac/brand-standards>.

Date of SLT Approval	September 24, 2024
Effective Date	December 10, 2024
Associated Policy	Policy V.5003.C, Appropriate Use of Copyrighted and Trademarked Materials
Primary Owner of Policy Associated with the Procedure	Deputy Chancellor/President
Secondary Owner of Policy Associated with the Procedure	Assistant Vice Chancellor Instructional Innovation and Support