



COLLEGE POLICY

Policy Title Logo Usage

Policy number	6107
Date issued	<i>Effective 5/4/2022</i>
Responsible office(s)	Institutional Policy and Strategy
Keywords	marketing; appearance; brand; logo

Policy purpose

To ensure consistency in use of Madison College's logo as it communicates to the viewer what values we intend to represent and differentiates us from other institutions and instills brand trust.

Scope

Definitions

- **Primary Logo** (Primary Brand Logo)
The foundation for our brand's visual identity consisting of our primary brand colors and typography. Horizontal or Stacked version. Also includes those that represent each campus and the academic schools.
- **Secondary Logo**
These logos continue to use our primary brand colors, typography and shield shape while giving an individual identity to the area represented.

Policy

Madison College's logo is our most effective iconic image. It is a brand asset that provides recognition and influences our decisions. The heart of our brand lies in Madison College's primary logo. We use it as a strategic brand tool to create connection with the community and be instantly recognizable to the public. It is important we have consistency in application and look for primary and secondary logos.

Links to state/federal regulations

Supporting documents

Related policies