

POLICY NAME:	516.01: Use of College Name or Logo
EFFECTIVE:	04-13-2016
SUPERSEDES:	
SOURCE:	<i>Code of Alabama</i> 16-60-111.4 and 16-60-111.5
CROSS REFERENCE:	

The college shall not permit the use of its name or logo in any announcement, advertisement, publication, or report if such use in any way implies college endorsement of any person, product, or service.

Any firm or its advertising agency requesting the use of pictures or facilities of the college for sale or advertising purposes, or requesting the use of any copy relating to such pictures or facilities, should be referred to the President. The President is responsible for determining whether the college's name or logo may be used in conjunction with the particular project or service.