


**AIKEN TECHNICAL COLLEGE
POLICY**

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|---------------------------|---------------------------|----------------|---------|
| Policy Title: | BRANDING AND IMAGE | Policy Number: | 2-4-101 |
| Institutional Authority: | Chief Advancement Officer | | |
| Associated SBTCE Policy: | | | |
| Associated ATC Procedure: | 2-4-101.1 | | |

Approved:


President



Commission Chairperson

Date

Adopted: 08/10/2009

Date

Revised: 06/14/2021

DISCLAIMER

PURSUANT TO SECTION 41-1-110 OF THE CODE OF LAWS OF SC, AS AMENDED, THE LANGUAGE USED IN THIS DOCUMENT DOES NOT CREATE AN EMPLOYMENT CONTRACT BETWEEN THE EMPLOYEE AND THE AGENCY.

It is the policy of Aiken Technical College that the College's brand is property of the College and the College's logo, slogans, and overall appearance are developed to support the image and branding of the College.

To ensure consistent branding for all College communications, the College has developed and maintains the ATC Branding and Style Guide.