

**AIKEN TECHNICAL COLLEGE  
PROCEDURE**

Procedure Title:	ATC LOGOS, SLOGANS, AND MASCOT	Procedure Number:	2-4-103.1
Institutional Authority:	President		
Associated SBTCE Policy/Procedure:			
Governing ATC Policy:	2-4-103		

Approved:

  
President

  
Chief Advancement Officer

Date

Adopted: 07/01/2004

Date

Revised: 08/21/2023

**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.**

Aiken Technical College's logos, slogans, and mascot are approved by the Executive Staff as the official brand marks and messages of the College. Approved usage of the College's logos, slogans, and mascot are outlined in Aiken Technical College brand standards available through the Office of Marketing and Communications (MarCom).

The official logos are the only logos to be used for recruiting, admissions, administrative, academic, or promotional purposes.

Logos for special College initiatives and student organizations may be used in conjunction with the official College logos in communications and publications with pre-approval from MarCom. Requests to use the logos in any form not addressed in this procedure or the Aiken Technical College brand standards must be submitted for review and pre-approval by MarCom.