AIKEN TECHNICAL COLLEGE
PROCEDURE

<table>
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<th>Procedure Title:</th>
<th>ATC LOGO AND SLOGANS</th>
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<td>Procedure Number:</td>
<td>2-4-103.1</td>
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Institutional Authority: President

Associated SBTCE Policy/Procedure:

Governing ATC Policy: 2-4-103

Approved: [Signature]
President

Date Adopted: 07/01/2004

Date Revised: 07/31/2019

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.

The following procedures will apply:

1. The official College logo and slogan(s) are available in the ATC Branding and Style Guide.

2. The official logo is the only logo to be used for recruiting, admissions, administrative, academic or promotional use. Approved program or student organization logos may be used in addition to, but not as a replacement for, the official logo in external communications. Approved program or student organization logos may be used without the official College logo for internal-only communications.

3. The vertical version of the College logo without the slogan is the primary version and should be used whenever possible.

4. In cases where use of the vertical orientation is not feasible, the horizontal version of the logo may be used.

5. Divisional or departmental affiliation may be inserted into the blue bar of the horizontal logo version when appropriate.

6. All uses of the College logo must adhere to established procedures noted above and to guidelines established in the ATC Branding and Style Guide.

7. Approved logo colors are blue, white, gray, or black. Color codes are available in the ATC Branding and Style Guide.