

School of Communication Logo Use

Effective Date: August 1, 2013

Last Revised Date: September 26, 2017

Policy Statement

In an effort to improve consistency in branding on School of Communication visual promotion materials:

- 1) All SOC Events or SOC-sponsored activity promotion (examples below) shall carry the SOC logo in the appropriate format, regardless of who is producing the promotional materials.
- 2) Unsanctioned use of the logo to imply endorsement, for commercial use, or for use in personal promotion materials not sponsored by SOC is prohibited.

Definitions

SOC Logo: SOC's logo is made of up one graphic depicting the interlocked A&U with two lines of text to the right of that graphic. Proper use of the logo will incorporate both the graphic and text elements. The typeface may not be changed. In addition to the standard logo display (below), a single-color version of the logo may be placed on a variety of background colors. There are also a few acceptable variations on layout (long horizontal, short horizontal, square). All versions will be made available online.



SOC Event: An event whose audience is SOC faculty, staff and/or students.

SOC Sponsored Event: An event whose target audience is not SOC faculty, staff and/or students, but they are invited. The SOC sponsor would be responsible for being present during the entire duration of the event.

Guidelines

In order to facilitate compliance with the SOC logo use policy, members of the SOC community have online access to download the logo in a variety of file formats for print, web, video, etc., in this location: <https://www.american.edu/soc/info/soc-logos.cfm>.

While size of the logos may be adjusted to fit design needs, it is important not to change the proportions to avoid a “stretched” or “squashed” appearance. In general, it is not advisable to increase the size of the .jpg versions of logos, as they will lose resolution. The higher resolution versions will generally hold up well.

If you need a larger version, a different file format, or a different color than those included below, contact the Dean's Office, Tia Milledge, or Dani Rizzo with the specifications and we will do our best to get you what you need.

Promotions that would be required to carry SOC logo (if SOC-sponsored¹)

Film screenings
Panel discussions
Receptions
Websites
Ads
Award Ceremonies
Meetings
Conferences
Posters, etc., celebrating faculty achievements, student awards

¹ Requests for permission to use the logo in special circumstances may be submitted to the Dean's Office or Tia Milledge and Dani Rizzo.