

**General Information—Use of Logo and College Name**

The outward expression of the MiraCosta College brand—including its name, trademarks, logos, communication tools, and visual design approach—is brand identity. The college brand guidelines, as specified in the branding guide, available at [www.miracosta.edu/branding](http://www.miracosta.edu/branding), specify how the identity is used in various printed and electronic applications.

The Public Information Office oversees the MiraCosta College brand and ensures that it is applied appropriately and consistently for both internal and external audiences. Effective visual brand identity is achieved by the consistent use of particular design elements to create recognition and distinction.

When producing material that uses the college brand elements, MiraCosta College departments, disciplines, or programs are required to follow the guidelines as set forth in the college branding guide, available at [www.miracosta.edu/branding](http://www.miracosta.edu/branding). Outside agencies wishing to reproduce the college name, logos, or brand elements on commercial products must first obtain written approval from the superintendent/ president or his/her designee. Once permission is granted, any item that uses the college logo(s) must be reviewed and approved by the Director of Public and Governmental Relations, Marketing and Communications or his/her designee.

The MiraCosta College Foundation, per Administrative Procedure 3820, is the only agency authorized to seek gift support using the college's name. Consistent with college policy regarding fundraising, all solicitations, by any method, including through any social media sites, must be coordinated with and approved by the MiraCosta College Development Office.