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LAKE-SUMTER STATE COLLEGE
ADMINISTRATIVE PROCEDURE
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TITLE: MARKETING AND BRANDING POLICIES NUMBER: PRO 2-04
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REFERENCE: BR 2.09 PAGE 1 of 4
 BR 4.06
 AP 2-20
 AP 4-15
 AP 5-25
 Florida Statutes 1004.726
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I. PURPOSE

The purpose of this policy is to ensure consistency, professionalism, and adherence to
branding standards across all marketing materials and communications produced by Lake-Sumter State College. Consistent branding helps in establishing and maintaining the
college's identity, reputation, and credibility.

II. RESPONSIBILITY

The Associate Vice President of Marketing is responsible for the development and
adherence to the College branding standards across all marketed materials and
communications.

III. SCOPE

This policy applies to all faculty, staff, students, and approved third-party entities who
produce or distribute materials or content utilizing

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c.
 Any use of the college's name, logo, or trademark must adhere to the guidelines
established by the Marketing Department.

B.
 Use of LSSC Name, Symbols & Branding

a.
 Use of the LSSC name, image, likeness, and related symbols, must meet the

brand standards and be approved as
 outlined in Section V.
 This requirement
applies to any internal or external use of these elements.

b.
 These uses
 must be approved by the Office of the President, Office of Marketing,
or designee.

C.
 Commercial uses of LSSC Name and Symbols

a.
 Any commercial use of the Lake
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VI. BRANDING APPROVAL PROCESS

A. College Departments
a. College departments and programs must submit materials utilizing the College
name and symbols for approval to the Office of Marketing by work order email
prior to any use of the materials.
b. Departments may not place any orders for materials, apparel, or other items
covered by this policy without prior approval.
c. The Office of Marketing also serves in a consultative role to assist with the
sourcing, design, and ordering of these materials.
B. Student Clubs & SGA
a. Student Clubs and SGA materials created for internal or external distribution
must utilize College branding elements and must be submitted for approval to
the Office for Marketing.
C. External Entities
a. External entities that wish to use the College name, symbol, or branding,
including sponsors and affiliated relationships, should contact the Office of
Marketing for approval at marketing@lssc.edu.
D. Created using the College’s Platform
a. Designs created using the College’s platform must be submitted for approval
using the built-in approval request feature within the platform.

VII. PRINT AND ORDER APPROVALS
a. The print and order approval process is designed to ensure that all College materials
meet the branding .
b. Any print order or an order of another product (including but not limited to apparel,
posters, flyers, and banners) utilizing the College name, symbols, or brand must be
reviewed and approved by the Office of Marketing prior to order.
c. The Office of Marketing also serves in a consultative role to assist with the sourcing,
design, and ordering of these materials.

VIII. VIDEO AND PHOTOGRAPHY
a. Film (Video) and photography are often important tools at the College for
Employees and their work. For these reasons, filing and photography are permitted
at the College so long as it does not interfere with normal college operations, conflict
with the College’s values or pose a security or safety risk, and so long as the
necessary approvals as set out herein have been obtained.
b. Any capturing of Campus Images, taking pictures or videos on the campus, except
for news reporting, for any purpose where the College won’t own the copywright
requires permission from the Marketing Department. This includes activities like
releasing a fil commercially, using the images for business purposes (e.g., trade
shows, advertisements), making music videos, or any non-LSSC student filming.
Permission is necessary for these uses. (External Use)
c. In simple terms, any picture or video taken by a College employee, student, or
affiliated contractor, where the College has artistic or creative control, and the
intention is to use it for academic, informational, promotional, or other college-

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related purposes, requires permission from the Marking Department. This also
covers student filming or photography for academic purposes. (Internal Use)

IX.
 ENFORCEMENT

Failure to comply with this policy will result in the rejection of the materials
 and other
disciplinary actions outlined in AP 4
-15 and 5
-25
 for
 students and employees.

NEW: 1/8/24