

This policy is to clarify the permissible uses and restrictions on the uses of Southeastern Illinois College name, seal, and logo. This policy applies to all media including, but not limited to, print, radio, television, video, motion pictures, and all forms of electronic media (e.g. Intranet web-sites and electronic mail).

Definitions

- A. College’s name: “Southeastern Illinois College” and the abbreviation, “SIC.”
- B. College seal: Official corporate seal of Southeastern Illinois College, which reads “Southeastern Illinois College 1960” with a sphinx and torch located in the center.



C. Trademark:

- 1. Official Logo:



Board Approved: October 25, 2001

- 2. Informal/Sports Logo:



Approved early 1970s
Board amended: October 2001



3. Sustainability Logo:

The following sustainability logo was developed for marketing sustainability initiative.
Approved August 16, 2011.



4. Mascots:

The following mascot images were presented to use for various functions with variations for use. Approved August 16, 2011.



This slightly revised Falcon Head image has been in use primarily since late 2011, and adorns the wall and floor of Deaton Gymnasium. It is the preferred mascot image.



D. SIC Blue: Pantone Uncoded #654 CVU, 100% cyan, 69%magenta, 0%yellow, 30% black

E. SIC Gold: Pantone Uncoded #116 CVU, 0% cyan, 94%yellow, 15% magenta, 0% black

5. Student Government Logo



Board approved September 20, 2016

Statement of College Policy

The use of the official corporate seal is reserved for diplomas and other corporate materials as authorized by the college President. Because the use of the seal and logos implies institutional support, it may only be used as authorized below:

1. The logos may be used by college employees when engaged in college-wide activities approved by the college president or authorized designee.
2. College administrators may authorize faculty and staff to use the college letterhead and business cards bearing the Southeastern Illinois College seal or logos, provided that such use is restricted to conducting official college business within the course and scope of the individual's employment.
3. College employees may not use the Southeastern seal or logos for private, non-college purposes, including private professional activities, consulting, or commercial activities.
4. Use of the Southeastern Illinois College seal or logos is restricted to the official college websites. The college seal or logos may not be used on personal websites.
5. Use of the Southeastern Illinois College seal or logos for the production of emblematic products may be authorized only by the college president or designees.
6. Use of the Southeastern Illinois College seal or logos may be presented with another agency or company's logo when authorized by the college president or designee.
7. College division/offices/programs may not create alternate versions of the Southeastern Illinois College seal or logos. Although the seal itself may not be altered, groups may use the seal or official logos in conjunction with the name of their entity.
8. All commercial use of the college name, seal, or logos is permitted only by the authorization from the Office of the President or designee. Such use includes the manufacture, distribution, marketing, and advertising of all consumer products (e.g. clothing, souvenir items, gifts, printed matter, and other emblematic merchandise).
9. The college seal may be presented in either SIC blue, or black on a white or colored background. It may also be presented with SIC gold on a SIC blue background. The seal may also be presented as white or foil on a colored background. The flame of the torch may be represented with SIC gold. Gold foil may be used to highlight the seal. The official college logos may be presented as SIC blue on a white background or as white on a colored background. Gold foil may be used on the horizontal line to highlight the logos. The informal or sports logo may be presented as SIC blue with the flames SIC gold on a white background. The informal or sports logo may also be presented as a solid SIC blue, SIC gold, black, or white. The sport, program, or office may be included in block letters directly under the SIC.
10. The Falcon logo should carry the name of a sport, program, office or other entity (i.e. Falcon Net) listed in block letters directly below the line. The Falcon logo may be presented as solid SIC blue, SIC gold, black, or white as dictated by needs of graphic design or single-color printing.



Adopted: C4: August 16, 2011
Amended: October 24, 2019
Legal Ref: