



Policy Title:	Use of College Name [Official and Legal Acceptable Short], Logo and Service Mark
Document #:	4001
Effective Date:	12/10/24
Category:	Marketing and Communications
Responsible Office:	Marketing and Communications
This policy applies to:	Students, Employees, Affiliated Entities, Alumni, Community Members

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Summary:

A successful college image is more than a logo; it includes everything we say about ourselves, how we present ourselves, how we treat students and the images and words we use. All these interactions are crucial in shaping the public's perception of SUNY Adirondack. People form an opinion every time they view something that carries our image or hear the words "SUNY Adirondack." If we put forth a positive, consistent image in our communications, our actions will match the College's vision and mission. This policy provides the consistent, approved name, logo and service marks to be used.

Policy:

The Marketing and Communications Department is charged with oversight of the College's public image and ensuring consistency and quality of that image in all College communications that reach internal and external audiences. This includes logos and marks, visual identity, style, usage, the College's website, internal campus communication, community relations activities, displays and signs.

The Office of Administrative Services is charged with the oversight of the College's Official Name, Adirondack Community College, which must be used in all legal documents including but not limited to resolutions of the Board of Trustees, contracts, agreements, grant applications, leases,



insurance; use of the College's Federal Identification Number and/or use of the NYS Tax Exempt number; use of the College's credit card; purchases; payments; payroll, etc.

The College's legal acceptable short name, SUNY Adirondack, and service mark, may be used in marketing materials; communications via email and correspondence; in public arenas including speaking engagements, meetings, conferences, signage, etc.

Definitions:

College. Use of this term explicitly refers to Adirondack Community College and/or the College's legal acceptable short name, SUNY Adirondack.

College Name – Official. Pursuant to [Education Law §355\(1\)\(c\)](#), Community College Regulations states:

“§601.3 Name of the college. Any college hereafter established which is by definition a community college shall incorporate in its name (a) the words "community college" and (b) when possible and desirable, the designation of its sponsorship or service area.”ⁱ

College Name – Legal Acceptable Short Name. As approved by the State University Board of Trustees on March 11, 2008, the legal acceptable short name of the College's Official Name is “SUNY Adirondack.” The words “Community College” shall be included in conjunction with usage of the legal acceptable short name whenever possible.

College Service Mark [informally called the “Adirondicon”, for Adirondack icon]. The College's Service Mark was registered with the New York State Department of State on May 4, 2010, with Registration Number S21371.

The Service Mark is described on the Certificate of Service Mark Registration as follows:

“The words “SUNY Adirondack” followed by the Adirondack Community College's “Adirondack” logo which is a seed shape overlapping a leaf shape. The overlapping layers combine to form an abstract lowercase “a.” The mark is green (Pantone 363) with a slight gradient from the center out.”

Other related information:

Marketing Templates

[N:\Marketing\SUNYAdk_2019Templates](#)

Board of Trustees Policy Manual, Section 8.16 Publications

[N:\Policies, Processes, and Procedures\Board of Trustees\Board of Trustees Policy Manual\Section 8](#)

Contract Review, Approval and Signatory Authority Policy # 3102

[N:\Policies, Processes, and Procedures\3100-3199 Risk Management](#)

In April 2019, SUNY Adirondack obtained a Community College Master License Agreement to use eleven [11] SUNY trademarks, each with a correlating registration number.

Processes and procedures:**College name:**

The College should be referred to as SUNY Adirondack in all communications. In 2010, Adirondack Community College was approved by the State University of New York (SUNY) to



adopt “SUNY Adirondack” as the identity of the College. SUNY Adirondack’s graphic identity recognizes the College as part of the 64-campus SUNY system and distinguishes our communications.

College Logo and Service Mark:

Templates (available on the College’s N drive) have been developed to assist the campus community in using the College logo.

1. The logo should never be used to imply endorsement of a product or service not provided by SUNY Adirondack, or incorporated into another logo, without prior approval by the Marketing and Communications Department.
2. Use of the logo by other than authorized College employees is prohibited unless approved in writing by the Director of Marketing and Communications. Likewise, the development of additional logos for departments, functions of the College, etc., must be approved in advance by the Director of Marketing and Communications.

Forms:

There are no related forms relevant to this policy.

Authority:

Authority to Approve: Vice President for Enrollment and Student Affairs [for proper use of logo and service marks]; Vice President for Administrative Services [for use of name]

Responsible for Oversight: Director of Marketing and Communications; Director of Compliance and Risk Management

History:

This is the first Use of College Name, Logo and Service Mark policy. This policy was approved by the President on 12/5/24. On 2/16/21, the College registered the words “Eddy Rondack” with the U.S. Patent and Trademark Office. Applications to register three logo images for Eddy Rondack and athletics is pending.

Review:

Annually in June.

Appendices:

None.
