

MSCHE Logo Usage Guidelines

Effective Date: March 1, 2020

Contents

- I. Purpose
- II. Proper Use of Logo
- III. Prohibitions
- IV. Violations of the Guidelines

I. Purpose

The Middle States Commission on Higher Education (MSCHE or the Commission) seeks to ensure the proper use of its logo to maintain brand integrity and consistency. The purpose of this document is to define how the logo may be used by member institutions and select non-member entities. The MSCHÉ logo is the property of the Commission and cannot be altered or manipulated. The logo may be used by member institutions in accordance with the guidelines established in this document and in the *MSCHE Logo Usage Style Guide*.

II. Proper Use of Logo

- A. The MSCHÉ logo may be used by member institutions only – accredited institutions or institutions that have been granted candidate for accreditation status – to indicate accreditation status and membership wherever accreditation is referenced on a website or in publications.
- B. The MSCHÉ logo may be used by member institutions in conjunction with the institution's general statement about its accreditation status with MSCHÉ as required in *Public Disclosures Policy and Procedures*. The logo may be used alone in a footer or elsewhere on the website so long as it links to the statement about accreditation status or links directly to the institution's listing in the Institution Directory on the MSCHÉ website.
- C. The MSCHÉ logo may be used by member institutions in printed or electronic documents or materials that are disseminated to campus constituencies or the general public in order to indicate the institution's accredited or candidate for accreditation status. Examples include but are not limited college catalogs, viewbooks, annual reports, transcripts, student handbooks, and course schedules.
- D. The MSCHÉ logo may be used by member institutions on materials that are being used internally (PowerPoint presentations, catalogs, brochures, publications, etc.).
- E. The MSCHÉ logo may be used by member institutions on goods or products distributed to campus constituencies to promote a Middle States Commission on Higher Education accreditation activity subject to the prohibitions of Section III. These include such items as institutional mugs, clothing, notebooks, key chains, glassware, hats, etc. For example, an institution may opt to give commemorative mugs or tote bags with the MSCHÉ logo to everyone who worked on the institution's self-study.
- F. The MSCHÉ logo may be used by third party service providers (graphic designers and printers) hired by the member institution to produce print or electronic materials for the member institution, so long as those third parties adhere to the guidelines set forth in this document.

- G. The MSCHE logo may be used by the media in a news story that references MSCHE so long as those third parties adhere to the guidelines set forth in this document. Any media outlet wishing to include the MSCHE logo in a news story must first receive written permission from the Commission.
- H. The MSCHE logo may be used by associations working in partnership with MSCHE so long as those associations adhere to the guidelines set forth in this document. Any association wishing to include the MSCHE logo in materials of any type must first receive written permission from the Commission.
- I. Written permission may be obtained by sending an email to communications@msche.org.

III. Prohibitions

- A. The MSCHE logo may not be used on goods or products that will be sold by the institution or any third party (agents, vendors, consultants, etc.). These goods or products include such items as institutional mugs, clothing, notebooks, key chains, glassware, hats, etc. If the institution sells its catalog, use of the MSCHE logo is permitted in that document because it is an institutional publication.
- B. The MSCHE logo may not be used in any commercial advertising or promotional materials (newspapers, magazines, billboards, transit vehicles, bus shelters, vehicle wraps, television commercials, movie screen advertising, or similar nature), by any third party, whether they be print or electronic.
- C. The MSCHE logo may not be used in email or online solicitations.
- D. The MSCHE logo may not be used in fundraising materials of any type.
- E. The MSCHE logo may not be used to imply accredited status by any entity that is not accredited and/or is not a member of the Commission, including entities that might have some affiliation, partnership, or arrangement with a member institution.
- F. The MSCHE logo may not be used by any institution that is not a member of the Middle States Commission on Higher Education, including those institutions going through the application for candidate for accreditation status process.
- G. The MSCHE logo may not be used by a *former* member institution after the effective date that accreditation has ceased.
- H. The MSCHE logo may not be used by any non-member entity other than those described in these guidelines unless express written permission has been provided by the Commission.

IV. Violations of the Guidelines

- A. Any institution or entity violating these guidelines will receive a communication from the Commission seeking corrective action.
- B. In the event that corrective action is not taken, the Commission reserves the right to pursue legal action.
- C. Institutions violating the guidelines that fail to take corrective action may be subject to Commission action.

Number:

Version:

Effective Date: March 1, 2020

Approved: January 24, 2020 (Approved by Cabinet)

Initial Approval:

Previously Issued:

Revisions:

Federal Regulations:

Standards: Requirements of Affiliation

Related Documents: *Public Disclosures Policy; Public Disclosures Procedures; MSCHE Bylaws;*