Policy Title: Graphics Standards

Policy & Procedure Statement:
Official ICOM wordmarks and logos have been created to maintain a consistent campus identity. College policy requires that all internal and external uses of ICOM logos and wordmarks (print, electronic, broadcast, clothing, etc.) comply with ICOM graphic and font standards and be pre-approved by the Director of Communications & Marketing. For more information or required pre-approval (excluding course syllabi, student handouts, course materials, etc.), submit requests to sdillon@idahocom.org.

The name, marks, and image of the Idaho College of Osteopathic Medicine cannot be used to imply or suggest endorsement of any product or service not provided by the college. Individuals and organizations outside ICOM who wish to use any of the official marks must first obtain written permission to use the official marks by contacting the ICOM Dean.

Students and faculty may not represent themselves verbally, in print, or electronically (including use of ICOM logos, titles, letterhead, or stationery) as representing ICOM without the express written permission of the Dean. Failure to comply may result in disciplinary action, up to and including dismissal.

Approved by: ___________________________ 8/12/19

CAO/Dean  Date