

**District Board of Trustees Policy
(BOT)**



Policy Title: College Name, Marks, and Seal

Policy Number: 6Hx6:2.14

Specific Authority:

Florida Statute 1004.726

Florida Administrative Code

Policy Approved: 09/26/2017

POLICY:

A. Statement and Purpose

The College is the owner of certain distinctive name, logos, restricted images, or other identifiers (“marks”) and has devoted substantial resources to the creation and protection of these distinctive College marks. These efforts enhances the community’s awareness of the College and serve to advance the mission of the College. This Policy provides the legal basis for the development of a College licensing process to ensure that the College marks are used appropriately.

B. Licensing of College Name, Marks, and Seal

No individual or organization may use the marks, of the District Board of Trustees of Florida SouthWestern State College, Florida, except to the extent such individual or organization has been authorized by the President or the President’s designee or as permitted under trademark law.

The use of the seal of the College on publications, manufactured articles, and the like is prohibited, except when specifically authorized by the President or the President’s designee.

The President is authorized to develop one or more College Operating Procedures to provide a process for the granting of legal authorization to use the name, marks, and seal. The President shall be responsible for the general oversight and administration of the College’s such policies.

Deliberate misuse of the name, marks, or seal of the College by any member of the College community will be regarded as a serious offense.