

# Logo and Branding Usage Policy: NOBTS and Leavell College

## USE OF SEMINARY LOGOS, TRADEMARKS OR IMAGES

The Office of Communications & Marketing is tasked with maintaining brand consistency for the seminary and securing promotional material (printed or digital). All seminary and college publications designed for external use should be designed in consultation with the Office of Communications (both printed and digital). Any communications piece or digital promotional endeavors not designed by the Communications Team must seek approval from the Director of Communications before publication or printing. Do not use New Orleans Baptist Theological Seminary or Leavell College logos or trademarks on any materials, including but not limited to print/digital materials, merchandise, affiliated social media accounts, or email correspondences, without written permission from the Office of Communications & Marketing.

### External Printed/Digital Materials

External promotional materials are defined as all promotional pieces that are targeted towards or could be targeted towards audiences external to NOBTS & Leavell College, e.g. prospective students, SBC audiences, general public, etc. All external promotional materials must be designed in coordination with the Office of Communications. Furthermore, all external print materials that include the NOBTS & Leavell College logo(s) are to be professionally printed to ensure brand consistency and quality.

Any external organizations requesting to use the NOBTS & Leavell College logo(s) must complete our Branding Release Form.

### Internal Printed/Digital Materials

Internal promotional materials are defined as any and all print/digital promotional pieces that are solely targeted towards on-campus audiences of NOBTS & Leavell College or any digital pieces targeted towards our current student body. Examples of promotional pieces that fall under this category are flyers/handouts for student-led events. NOBTS & Leavell College allows its various offices, academic programs, centers, auxiliary services, initiatives, etc. to create internal promotional materials, both print and digital, for their events as needed. Since neither do internal promotional materials have to be designed in coordination with the Office of Communications, nor do internal promotional pieces need to be professionally printed, the use of the NOBTS & Leavell College logo(s) on internal promotional pieces is prohibited.

### Internal Affiliate Social Media Accounts

Do not use New Orleans Baptist Theological Seminary logos or trademarks without permission on affiliated accounts or email correspondences. On accounts associated with NOBTS, logos, official trademarks, or official seminary images must be approved by the Director of Communications prior to use. Images used as profile icons or backgrounds must be approved by the Director of Communications to maintain a consistent institutional image and message. On personal social media accounts or email correspondences, do not use logos, official trademarks, or official seminary images without prior approval.

\*Exceptions to this policy are up to the discretion of the Director of Communications and Marketing