

Collin County Community College District Board of Trustees

2018-12-6

December 11, 2018

Resource: Thomas Delamater
Chief Public Relations Officer

AGENDA ITEM: Approval of a secondary college seal for ceremonial and promotional use.

DISCUSSION: Over its first two decades of operation, the name of the Collin County Community College District was typically shortened to “Quad C” by students, staff, and members of the local community. In an effort to move away from that nickname and improve marketing and name recognition, the college changed to the everyday use of “Collin College” in 2005. A new logo, separate from the official college seal, was introduced at that time and remains in use to this day.

The logo did not replace the official college seal, which contains the full legal name, Collin County Community College District. The seal is used primarily on diplomas, official transcripts, written agreements and contracts, and certification of Board of Regents actions. In addition to the full district name, the seal includes the core values of the college and the ideals of Excellence, Service and Opportunity.

To allow for an alternate seal that maintains a formal appearance but incorporates the “Collin College” name, a commercial college seal is proposed. The use of the commercial seal would be limited to certain ceremonial and promotional documents and other items where the official seal would not be necessary or appropriate, but where a more dignified mark than the everyday logo is desired. This may include signage and lecterns, event agendas or program booklets, other ceremonial publications, and specialty items like mugs, notebooks, and pens. All use of the commercial seal will require the approval of the Collin College Public Relations Office.

DISTRICT PRESIDENT’S RECOMMENDATION: The District President recommends approval of a commercial college seal for ceremonial and promotional use.

SUGGESTED MOTION:

“Mr. Chairman, I make a motion that the Board of Trustees of Collin County Community College District approves the adoption and use of a commercial college seal for ceremonial and promotional items, with the understanding that the official college seal will continue to appear on diplomas, official transcripts, written agreements and contracts, certification of Board of Regents actions, and other representations of the college in its official, corporate capacity.”