

**AIKEN TECHNICAL COLLEGE  
PROCEDURE**

Procedure Title: LOGO, SLOGAN	Procedure Number: 2-4-103.1
Institutional Authority: President	
Associated SBTCE Policy/Procedure:	
Governing ATC Policy: 2-4-103	

Approved:   
President

Date Adopted: 07/01/2004  
Date Revised: 01/24/2011

**DISCLAIMER**

**PURSUANT TO SECTION 41-1-110 OF THE CODE OF LAWS OF SC, AS AMENDED, THE LANGUAGE USED IN THIS DOCUMENT DOES NOT CREATE AN EMPLOYMENT CONTRACT BETWEEN THE EMPLOYEE AND THE AGENCY.**

The following procedures will apply:

1. The official College logo, slogan (Start Here....Succeed Anywhere!) and logo (Knight) are shown on the following page.
2. The official logo is the only logo to be used for recruiting, admissions, student activities, administrative, academic, or promotional use.
3. The vertical version of the College logo with or without the slogan is the primary version and should be used whenever possible.
4. In cases where the vertical orientation does not work, the horizontal version of the logo may be used. Divisional or departmental affiliation may be inserted into the blue bar when appropriate.
5. All uses of the College logo and mascot are to be approved by the Marketing and Public Relations Office.
6. The logo colors are blue and white. ATC is Pantone blue 286C or CMYK (100.66.0.2).
7. Athletics will use the relevant logos on exclusively basketball or softball related material.