

Responsibility: Chief Marketing & Brand Strategy Officer
Related Policy: 6.1.3

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President

This procedure establishes the process for obtaining approval to use Horry-Georgetown Technical College (HGTC) brand assets to ensure consistent application of the College's brand and compliance with the established brand standards. It applies to all College departments, faculty, staff, students, affiliates, contractors and external partners seeking to use HGTC brand assets in any official communication, marketing material, merchandise, or representation of the College.

Definition of Brand Assets

For the purpose of this procedure, brand assets include all visual, digital, and verbal elements meant to represent HGTC.

Procedure

1. **Initiation of Request:** Submit requests for use of HGTC brand assets to the HGTC Chief Marketing & Brand Strategy Officer or via [brand review form](#). Requests must include sufficient detail to support review, including the purpose, intended audience, format, and timeline for use.
2. **Review:** The HGTC Marketing & Brand Strategy Office shall review submitted requests for compliance with the HGTC Brand Standards and Identity Guidelines and applicable College policies.
3. **Response:** The requesting party will receive a response approving, denying or requesting revisions.
4. **Implementation:** Only approved brand materials may be produced, distributed, or displayed. Approved materials must be used exactly as authorized and may not be altered without additional approval.
5. **Compliance:** Failure to comply with this procedure may result in disciplinary action, withdrawal of authorization to use HGTC brand assets and may jeopardize the College's trademark protections and brand integrity.