

**Williamsburg Technical College
STATEMENT OF POLICY**

SECTION F – Development and Public Relations

Title Branding and Image	Number F-7
Division of Responsibility Public Information	Date Page 6/3/24 1 of 1
Approval Commission Chair  _____ President  _____	Supersedes Policy No. F-7 Date 6/3/24

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It is the policy of Williamsburg Technical College that the College's brand is property of the College and the College's logo, slogans, and overall appearance are developed to support the image and branding of the College. The College does not permit the use of its name in any announcement, advertisement, publication, or report without prior approval of the Public Information Department. The Public Information Director is responsible for determining whether the College's name may be used in conjunction with the particular project or service.