

# Cleveland Council of Black Colleges Alumni Association Media Assets

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## Official CCBCAA Brand and Logo

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The CCBCAA name, brand and logos are may not be used without permission, unless the use falls within the boundaries of fair use.

- The Executive Committee of the CCBCAA shall vet all requests to ensure proper and appropriate use of our name/brand and to ensure quality representation of our logo (png, jpg, gif), with regard to color and size for any intended use in print or web treatment.
- We ensure that individuals and organizations, as well as CCBCAA staff, do not copy, mimic, distort or otherwise compromise CCBCAA's brand identity.
- Fair use or nominative use of the CCBCAA name and logo by media for description and identification is permissible.
- Fair use of our logo is permitted only under certain circumstances and should not be assumed.
- Use of the CCBCAA brand or logo in any way that suggests endorsement where none exists will result in a cease and desist order.
- Selling items with the CCBCAA logo without authority to do so is an infringement of rights.
- Appropriation of the CCBCAA name, brand or logo for use on competing goods or services or for any use that could cause confusion regarding ownership or endorsement is strictly prohibited.

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## Communication Protocols

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### WHEN MEDIA/REPORTERS CALL OR VISIT

- Refer all media to CCBCAA President and Event Chair (if applicable).

### TO PUBLICIZE YOUR NEWS OR PROMOTE YOUR EVENTS

- To ensure quality and consistent messaging, all marketing material intended for distribution to our external or internal audiences must be initiated with, or developed in consultation with, the Publicity Chair, the CCBCAA President and/or the Executive Committee.
- Requests for publicity or coverage of a CCBCAA event or activity should be submitted to the Publicity Chair who will communicate stakeholders through:
  - Writing/Reporting
  - E-Blasts
  - Text Messages
  - Newsletters
  - Website content
  - Photography/Videography
  - Social Media

### COLLATERAL CONTENT STANDARDS

At minimum the following should be ever present on all print worthy collateral:

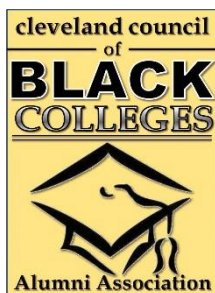
- Name of Organization – Cleveland Council of Black Colleges Alumni Association
  - It is best to start off with the formal acknowledgement of the organization name if one of the standard logos is not being featured in a prominent position.
  - Secondary Name of Organization – HBCU Alumni CLE
    - At times, this version of the name may be sufficient, especially in cases when the messaging is for an internal audience.
- Website – [www.HBCUAlumniCLE.com](http://www.HBCUAlumniCLE.com) or [www.HBCUCollegeFairCLE.org](http://www.HBCUCollegeFairCLE.org)
  - Note the capitalization of certain letters
  - Determine which URL is appropriate for the event for more information.
  - General rule of thumb would be to identify which site the event information resides.
- Phone Number – (216) 282-HBCU
  - This is the general number for the organization.
  - Any voicemail messages received can be forwarded to the event chair or designated person.

Use of Program Partner or Other Logos

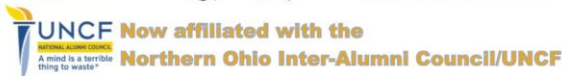
- Be sure to check with the management or authorized representative of the partnering organization for appropriate use and placement of their image.
  
- Event Date, Time & Place
  - This information should be easy to read and identify on material.
  - Spell out the day of the week and month if at all possible.
  - Be sure to add (AM) or (PM) to the time and also include an end time, if applicable.
  - As much as possible, spell out the location, try to avoid excessive abbreviations.
  
- Council Address
  - If printed material requires an address use:
    - Cleveland Council of Black Colleges Alumni Association
    - P.O. Box 201552, Shaker Heights, OH 44120
  - If a shipping address is required, other than a post office box use:
    - UNCF – Cleveland Office
    - ATTN: Alumni Council
    - 25800 Science Park Drive, Suite 120, Beachwood, OH 44122

Acceptable CCBCAA Logos

Traditional



Contemporary with HBCU moniker and UNCF affiliation



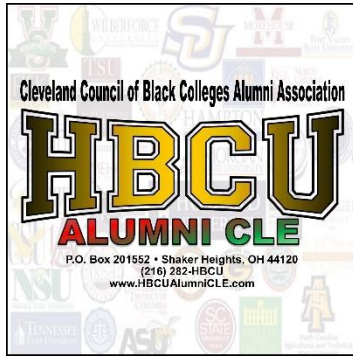
Empowered By...



Alternate Version



Alternate Version with HBCU Background



Alternate Version with P.O. Box, phone and website

Cleveland Council of Black Colleges Alumni Association



P.O. Box 201552 • Shaker Heights, OH 44120  
(216) 282-HBCU  
www.HBCUAlumniCLE.com

Logo with QR Code redirect to website



Short Version with UNCF

