



Hutchinson Community College Powerdragon Logo Use Requirements

It is essential for maintaining a successful brand that the Hutchinson Community College logo be utilized properly when displayed in any form. The logo is legally trademarked to better enable us to ensure the College's rights are protected. Failure to use it properly may jeopardize the trademark.

1. The Fire-Breathing Powerdragon must remain in the original proportions provided. It should not be stretched or squished horizontally or vertically.
2. The Powerdragon **MUST** remain facing right.
3. Additions to the logo that may overlap it, including text or adding a red triangle under the dragon, are not permitted.
4. Do not add clip art or additional artwork that touches or overlaps the logo graphic. The Powerdragon logo should only be used with text specifically related to the College or a program officially associated with the College. Slang, non-approved nicknames or similar jargon should be avoided.
5. The wings and flame must remain intact and unaltered in position and form.
6. The TM designation must remain as part of the design and cannot be removed.
7. Do not change the color of the logo. Depending on usage, it is only acceptable to reproduce the Powerdragon in a solid color utilizing blue, red, black, white, gray or silver. Hutchinson Community College's official colors are PMS 286, PMS 185 and Pure White.
8. The use must be limited to the use you have agreed to with Marketing and Public Relations, and not for further sale or use at a later date without written permission from Hutchinson Community College.
9. A printer or vendor is prohibited from using the Dragon for any other design work for another client. The Dragon usage is granted for only a one-time usage to any vendor by Hutchinson Community College. Further usage will require a logo use agreement with Marketing and Public Relations and Alumni. Printer is prohibited from privately vending items with the Dragon, per our licensing agreement with the Hutchinson Community College Bookstore.
- 10. ALL uses of the logo must be submitted to Marketing and Public Relations for approval of the final design.**