



RMACAC Logo Use and Membership Status Policy

12.28.21, approved 01.27.22

In January 2022, the RMACAC Executive Board approved the following policy with regard to member use of the RMACAC logo:

- The RMACAC logo is owned by the Rocky Mountain Association for College Admission Counseling. The RMACAC logo may not be altered in any way by any party.
- RMACAC members may request electronic versions of the logo from the association's Communications Chair and must adhere to the following rules:
 - The official RMACAC logo may be placed next to, but may not be incorporated into, any other logo or graphic design.
 - The logo's original horizontal-to-vertical proportions should remain intact and the logo's color should not be changed.
 - The logo's association title must remain legible.
 - Members must use the following statement when using the RMACAC logo to show their membership in RMACAC.

“[INSERT INSTITUTION/ORGANIZATION OR INDIVIDUAL NAME] is a member of the Rocky Mountain Association for College Admission Counseling and subscribes to the Guide to Ethical Practice in College Admission.”

- The statement should not be used in a manner that implies RMACAC approval or endorsement of non-RMACAC programs, products, or services.
- When used on websites, the RMACAC logo must be hyperlinked to the RMACAC website homepage.
- Only current members of RMACAC may state in online, print, or other forms of communication or materials that they are members and/or affiliated with RMACAC.