



The Higher Learning Commission Membership Mark IMPORTANT INFORMATION AND USAGE REGULATIONS

The Higher Learning Commission of the North Central Association has provided you with a mark that you can use to indicate that your institution is accredited by, and thus a member of, (or a candidate with) The Higher Learning Commission. You will notice that within The Higher Learning Commission mark is embedded the North Central Association collective membership mark. Using the Commission's mark also indicates your institution's membership in (or candidacy with) the North Central Association. **The collective membership mark remains at all times the property of The Higher Learning Commission.** You are encouraged to assist the Commission in ensuring that all institutions use the mark appropriately. If you see a non-conforming use of the mark, please report it to affiliationmark@hlcommission.org. Institutions that fail to follow these rules regarding usage of the mark may lose, on a temporary or permanent basis, the privilege of using it.

There are two versions of the mark: one electronic version available to be posted on your website that provides a link to The Higher Learning Commission's website and information contained therein about your institution; another version in print form available to be included in printed institutional materials.

In using this mark in electronic or print form the Commission asks that you agree to the following rules:

Expected / Appropriate Usage

1. You may use the mark in any printed institutional document that is disseminated to the public in order to indicate the institution's affiliation with the Commission; examples include catalog, recruiting brochure, advertisement, or transcript. You should use the mark to replace the publication of affiliation/accreditation statements regarding the Commission you previously used in such documents. You may also use the printed mark on your institution's self-study or other institutional documents prepared for a Commission evaluation visit. You may use the mark on campus at or near the time of a Commission site visit to publicize the visit.
 2. You may use the electronic mark on your website or in other on-line information about your institution. Again, you should use the mark to replace the publication of affiliation/accreditation statements regarding the Commission you previously used in such information.
 3. Whether in print or electronic form, you must use the entire mark and the design and colors of the mark as they have been provided to you. You may not change that design or extract elements of the design to be used individually or in a different arrangement. In particular, you may not extract the NCA mark to be used separately from the Higher Learning Commission mark. You may not add any words or other elements to the design of the mark. You may scale the mark to a size that is appropriate for your document or website.
 4. You must use the most up-to-date version of the mark. If your institution's status changes (e.g. it moves from candidacy to accreditation; it is placed on probation, etc.) the Commission will automatically update the electronic version. An updated print version will be made available to you, and you must ensure that all printed documents contain the most current version of the mark at the time of the documents' next reprinting.
 5. You may allow third parties access to the mark if they are producing your institutional documents in print or electronic form. Thus, you may give the mark to printing, advertising or other similar firms, acting as your agent in producing materials for your institution.
- For example, if you contract with a graphic design firm to design and lay out your catalog, that company may have access to the mark to put into your catalog. Such third parties must see and agree to these terms of usage before making use of the mark. Your institution remains strictly accountable for the handling of the mark by these agents.
6. It is important to avoid confusion between Commission information and institutional contact information. Therefore, whenever you use the mark, you must also provide within reasonable proximity a prominent identification of your institution's name and contact information.

Restricted / Inappropriate Usage

1. You may not use the printed mark on goods such as mugs, folders, notebooks, clothing, sporting equipment or any item that is sold, marketed or distributed by the institution or otherwise used to promote its programs or services. (Note this rule does not prohibit the institution from using the mark on printed documents such as a catalog that it may sell for a nominal charge.) Also, you may not use the printed mark on television ads, billboards, vehicles such as cars or buses, or in any other display presentation of a similar nature.
2. You may not use the mark in e-mail solicitations, electronic banner ads, electronic pop-up ads or other similar electronic documents. If you want to provide accreditation information in such communications, you are encouraged to link to the institutional website where the mark and related accreditation information should be located.
3. You may not license or allow third parties to use this mark in their own electronic or printed publications or documents for any purpose. In particular, you may not allow contractual providers offering coursework or other services for the institution to use the mark in their printed materials or on their website, even where the third-party may want to indicate what is providing for your accredited institution. Also, you may not allow contractual providers that market your institutions or its programs to use the mark in their printed documents or websites, even where such sites may link to your institution's website. Your institution remains accountable for ensuring that such providers do not misuse your mark./

Note

While the Commission expects that its electronic version will provide a 24-hour link to the institution's information on the Commission's website, that information will not be available when a Commission action regarding the institution is pending.

The collective membership mark in all of its forms remains at all times the property of The Higher Learning Commission.

Questions? Please contact the Commission at affiliationmark@hlcommission.org.