

POLICY REVIEW TOOL  
Criteria for BOT Policy Review  
Academic Year 2020-2021

Policy No 145  
Title of Policy Identity System Manual  
Category \_\_\_\_\_  
Date of Policy Reviewed and Adopted April 8, 2016  
Age of policy (in years) 4 yrs 10 mos

REVIEW CRITERIA

1. **Currency or Timeliness**
  - a. Does the existing policy use references to current practice in the field? ☒ yes  
☐ no
  - b. Does the existing policy as written reflect verbiage that is consistent with current usage? ☒ yes  
☐ no
2. **Institutional Need and Direction**
  - a. Does the existing policy reflect the needs and direction of the institution as it now enters its 44<sup>th</sup> year of existence? ☒ yes  
☐ no
  - b. Does the existing policy take the current structure of the college's programs and services into account? ☒ yes  
☐ no
3. **Changing Institutional and Societal Context**
  - a. Does the existing policy reflect the changing context of industry needs on the island? ☒ yes  
☐ no
  - b. Does the existing policy reflect the way GCC has changed to accommodate the demands of the community through the years? ☒ yes  
☐ no

Total YES \_\_\_\_\_  
Total NO \_\_\_\_\_

RECOMMENDATION: ( ) Revise/update ( ) Delete ( ☒ ) Remain

REASON: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Reviewed by

Bruce Ludela  
(Print name)

(Signature)

V PAA  
(Dept/School)

GUAM COMMUNITY COLLEGE  
Board of Trustees

IDENTITY SYSTEM MANUAL (Visual Identity)

WHEREAS, Guam Community College has experienced phenomenal growth and greatly diversified since its inception in 1977; and

WHEREAS, the College is now one of the major post secondary educational institutions of the Territory of Guam and its surrounding region; and

WHEREAS, there should be consistency in the various publications, announcements, and other official papers of the College; and

WHEREAS, readily recognizable logos help to establish institutional identity and loyalty; and

WHEREAS, the diversity and complexity of the Colleges offerings far surpass the images of the hard hat and drafting tool on the official seal; and

WHEREAS, an Identity System Manual has been developed which includes a new logo system, sets college colors and various other standards that dictate the image of the College,

NOW, THEREFORE, BE IT RESOLVED, that the Identity System Manual shall serve as the official guide for the use of the logo, college colors and similar matters on all College print, video and electronic communications, and signage.

Reviewed & Adopted: April 8, 2016  
Resolution 3-2016

Reviewed & Adopted: September 5, 2008  
Resolution 23-2008

Adopted: March 16, 1994  
Resolution 8-94

**GUAM COMMUNITY COLLEGE  
Board of Trustees**

**IDENTITY SYSTEM MANUAL  
(VISUAL IDENTITY)**

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**WHEREAS**, an Identity System Manual (Visual Identity) has been developed which includes a new logo system, sets college colors and various other standards that dictate the image of the College.

**NOW, THEREFORE, BE IT RESOLVED**, that the Identity System Manual (Visual Identity) shall serve as the official guide for the use of the logo, college colors and similar matters on all College print, video and electronic communications, and signage.

**Reviewed & Adopted: (Date)  
Resolution - 2021**

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