

6Hx19-1.16 INSTITUTIONAL MISSION, VISION, AND BRANDING STANDARDS

The purpose of this Board Policy is to define and preserve the College's identity through a unified expression of its mission, vision, values, and official symbols. This Board Policy establishes the standards for the appropriate use of the College's seal, colors, and other visual elements to ensure consistency, integrity, and recognition across all communications, materials, and platforms. It also serves to reinforce the College's core principles and to guide decision-making in alignment with its overarching mission and vision.

VISION STATEMENT

We will be our region's college of choice, raising the level of educational attainment, transforming lives and meeting workforce needs in the community,

MISSION STATEMENT

Pasco-Hernando State College, a comprehensive, learning-centered institution, serves its communities by providing an excellent, affordable, and accessible education, enabling students to achieve academic success, personal enrichment, socio-economic advancement and social impact.

College Values

Pasco-Hernando State College prides itself on serving its students, staff, faculty and community by demonstrating the following core values:

Welcoming

Integrity

Service

Excellence

Community

Insignia

The official seal of Pasco-Hernando State College features the central, stylized image of a stately oak tree. Many proud oak trees, some ancient, grace and shade our campuses. The oak tree represents growth, beauty, wisdom and the power of education. The roots of the oak run deep, signifying the College's stable bond with the communities in our two county district. Branches represent the many disciplines of higher education, reaching for enlightenment. The leaves of the oak tree symbolize the cycle of education, an ageless process of learning that spans time, yet provides fresh opportunities for each new generation. The symbol of the oak tree, expressed in traditional black and gold, is rimmed by the name of the College and anchored by the date of its establishment.

The seal may only be used with permission of the Office of Marketing and Communications or the President.

Colors

The official colors of the College are to be used in marketing, advertising, publications and other applicable uses. The official colors of the College shall be black and PMS DS 9-2 C gold.

Unauthorized Use of College Identifiers

In order to preserve the trademark protections for the College's name and for "PHSC," and to preserve the integrity of the College's logos, marks, and other identifiers, (collectively referred to herein as "identifiers") no person or entity shall be authorized to use those identifiers in any manner unless such use is approved, in writing, by the President or the Executive Director of Marketing and Communications. Specifically, no person shall intentionally:

1. Use the identifiers of the College to endorse a product or service offered by any person or organization other than the College; or
2. Use the identifiers of the College to endorse a political ideology, party, or candidate; or
3. Use the identifiers of the College to endorse or sponsor any occasion or event; or
4. Attribute to the College any editorial opinion, political ideology or philosophical position or idea; or
5. Seek or obtain any organizational membership in the name of the College; or
6. Contribute any funds in the name of the College to any person or organization.

This Policy shall not be construed to prohibit any person from truthfully identifying himself or herself as a student, employee, or faculty member of the College as long as such person does not attribute to the College any statements or actions in violation of the foregoing prohibitions.

Rule Initially Adopted: 3/20/72

Revision Dates: 12/16/74; 8/25/75; 11/19/79; 1/23/84; 5/20/85; 10/19/87; 4/10/90; 3/21/95; 4/16/96; 2/24/98; 2/18/02; 1/20/04; 4/18/06; 1/15/08; 10/28/10; 4/17/12; 1/21/14; 11/20/18; 05/18/21; 08/7/25; 1/20/26

Legal Authority:

General Authority: Florida Statutes: 1001.64; 1001.65; 1004.65

Other References:

Law Implemented: Florida Statutes: 1001.64 (1)(2)(4); 1001.65(1)(16)(24); 1004.65; 1011.82; 1011.84