OFFICIAL POLICY

3.3.2 Use of the College of Charleston Seal

Policy Statement

The seal of the College of Charleston may be used only with official correspondence, such as binding legal agreements; formal documents such as diplomas, transcripts, major institutional report and research covers, and programs for academic ceremonies; approved signage; and formal invitations and engraved notecards. It may appear on selected apparel and gift items upon proper licensing.

Policy Manager and Responsible Department or Office

Director of Advertising and Brand Management, Office of Advertising and Brand Management in the Division of Marketing and Communications

Purpose/Reason for the Policy

The key to a strong image is clarity and consistency. When our communications clearly convey the same overall message, they work in concert – communications and marketing projects from different units reinforce each other. When our communications are visually integrated, they present our diverse institution as a well organized, singularly focused whole. And when our communications are of a high caliber, they convey that the College of Charleston provides students an educational experience that also is high caliber.

If everyone at the College of Charleston uses a different mark or symbol to represent their department, office or unit, then that consistency is lost. Departments, offices and units are therefore not permitted to develop visual identity systems, marks, logos or graphics that are divergent from the College’s core visual identity, which includes the College wordmark and visual identity, as well as the athletics marks.
Departments/Offices Affected by the Policy

All departments/offices.

Procedures Related to the Policy

For further information, or for approval to use the seal, contact the Division of Marketing and Communications at marketing@cofc.edu.

Related Policies, Documents or Forms

*College of Charleston Brand Manual and Visual Identity and Style Guide*

Review Schedule

| Issue Date: 10/23/15 | Next Review: 10/01/2020 |