

COLLEGE of CHARLESTON

OFFICIAL POLICY

3.3.2

Use of the College of Charleston Seal

04/01/16

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 Brand Marketing, Office of College Marketing, Division of Marketing and Communications

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 logo treatment 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

Issue Date: July 1, 2009 Date of Policy Revision: April 1, 2016	Next Review Date: April 1, 2021
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POLICY APPROVAL

(For use by the Office of the Board of Trustees or the Office of the President)

Policy Number:

President or

Chairman, Board of Trustees



Date: 4-1-16