

COLLEGE of CHARLESTON

OFFICIAL POLICY

3.4.2

Letterhead and Envelopes

04/04/16

Policy Statement

Official College of Charleston letterhead must be used for all hard-copy correspondence. Letterhead created in Word and/or printed via laser printer may only be used for faxes, electronic communications or internal memos. Individual units of the College may not design their own letterhead.

STANDARD LETTERHEAD AND ENVELOPES

Official College of Charleston letterhead is the only acceptable format for conducting official college business. Central Stores maintains a stock of printed letterhead. Letterhead paper is Classic Crest Smooth, Solar White, 28 lb. writing stock. Envelopes are Classic Crest, No. 10, in Solar White. Standard envelopes are available from Central Stores.

DEPARTMENT/OFFICE LETTERHEAD AND ENVELOPES

To expedite the routing of returned mail for large mailings, individual units of the College are strongly encouraged to order custom envelopes with their unit-specific logo and wordmark on the front flap, above the College address. Customized letterhead sheets are optional.

Individual units of the College may not design their own letterhead or envelopes. The South Carolina Consolidated Procurement Code requires the College of Charleston to purchase goods and services from state term contracts when available. The state currently has a term contract for letterhead sheets and envelopes. Full instructions and the current vendor's information can be found here:

http://marcomm.cofc.edu/brandmanual/templatedownloads/td_envelopes.php.

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

STANDARD LETTERHEAD AND ENVELOPES

Prices can be found in the Central Stores catalog. Please use an IDT to order stationery directly from Central Stores. You may fax your IDT to 843.308.6502.

DEPARTMENT/OFFICE LETTERHEAD AND ENVELOPES

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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 4, 2016

Next Review Date: April 4, 2016

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

Alan E. McPhail, Pres

Date: 4-4-16