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 encouraged to order custom envelopes with the name of the department, office, unit or program on the back flap of the envelope, and their unit-specific wordmark on the front flap.

Departments and offices desiring to use letterhead and envelopes customized for their unit should submit their request to marketing@cofc.edu. The Division of Marketing and Communications will send a PDF and specifications for printing; units are responsible for print coordination and payment.

Policy Manager and Responsible Department or Office

Director of Advertising and Brand Management, 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

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
Departments and offices desiring to use letterhead and envelopes customized for their unit should submit their request to marketing@cofc.edu. The Division of Marketing and Communications will send a PDF and specifications for printing; units are responsible for print coordination and payment.

Related Policies, Documents or Forms

College of Charleston Brand Manual and Visual Identity and Style Guide
| Issue Date: July 1, 2009 | Next Review: June 30, 2010 |