Policy Statement

All vendors who use the College’s trademarks on merchandise must be licensed. Vendors who have access to electronic files of the institution’s trademarks are required to obtain approval through the licensing program on all designs and products that are produced bearing College trademarks.

Use of the College of Charleston wordmark, graphic marks and names on merchandise produced for resale by any vendor (including but not limited to gifts, apparel, supplies, etc.) requires that the vendor license the appropriate mark and/or name from The Collegiate Licensing Company. Under no circumstances should the College’s wordmark or symbols be provided to an external vendor who has not followed the licensing procedure.

All purchases made exclusively for internal consumption (i.e., products purchased for the exclusive use of a College department or student group, and that are not resold for a profit) are exempt from royalty obligations.

The College may pursue legal remedies for unauthorized use of its trademarked and licensed identifiers. If there is any doubt about the proper procedure, please e-mail your question to the Division of Marketing and Communications at marketing@cofc.edu.

Vendors who need information on how to license the College’s wordmark, graphic symbols and identifiers may log on to The Collegiate Licensing Company website, www.clc.com.

_______________________________________________________________
Policy Manager and Responsible Department or Office

Executive VP for External Affairs, Division of Marketing and Communications
### Purpose/Reason for the Policy

In order to protect the College of Charleston from unauthorized or improper use of the College’s wordmark, logos, seals, symbols, athletics marks and other proprietary identifiers, the College has trademarked these identifiers and licenses them exclusively through its licensing partner, The Collegiate Licensing Company.

### Departments/Offices Affected by the Policy

All departments/offices.

### Procedures Related to the Policy

Use of the College of Charleston wordmark, graphic marks and names on merchandise produced for resale by any vendor (including but not limited to gifts, apparel, supplies, etc.) requires that the vendor license the appropriate mark and/or name from The Collegiate Licensing Company. Vendors who need information on how to license the College's wordmark, graphic symbols and identifiers may log on to The Collegiate Licensing Company website, [www.clc.com](http://www.clc.com).

All purchases made exclusively for internal consumption (i.e., products purchased for the exclusive use of a College department or student group, and that are not resold for a profit) are exempt from royalty obligations.

If there is any doubt about the proper procedure, please e-mail your question to 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 | Next Review: June 30, 2010 |