

COLLEGE of CHARLESTON

OFFICIAL POLICY

3.2

Brand Manual and Visual Identity & Style Guide

07/01/09

Policy Statement

All College of Charleston employees are responsible for knowing and adhering to the policies, regulations and procedures contained in the *College of Charleston Brand Manual and Visual Identity and Style Guide*. The complete contents of the *Brand Manual*, as well as the policies, procedures and regulations it contains, are official College of Charleston policy. All employees must utilize the correct brand messages, visual identity and style guidelines. All designs developed by internal units of the College, or by outside vendors, should be submitted to the Division of Marketing and Communications to ensure consistency with the standards within the *Brand Manual*.

Policy Manger and Responsible Department or Office

The Division of Marketing and Communications maintains an updated copy of the Brand Manual on its website, marketing.cofc.edu. Hard copies of the document may be downloaded from the website.

Purpose/Reason for the Policy

The College of Charleston strives to achieve the highest standards of excellence in our communications to all of our stakeholders and audiences – current and prospective students, their families, our alumni, the community, legislators, donors, business partners, media, peer institutions and, of course, our own faculty and staff. In every communication, we must always present the College as a first-class university with a clear sense of mission and direction. Our brand and our visual identity, as expressed in the *Brand Manual*, are critical elements in maintaining and enhancing our high standards. The standards and guidelines contained in the *Brand Manual* are meant to help College

employees communicate the qualities of our excellent faculty, staff, programs and facilities. These standards provide continuity as new programs and initiatives are developed, and offer a reference point for the development of consistent and high-quality marketing and communications materials.

Departments/Offices Affected by the Policy

All employees and all departments and offices. Absent truly exceptional circumstances, the College will not defend nor indemnify any College employee who fails to follow our *Brand Manual*, improperly uses the name or indicia of the College, and who has been sued by a third party for infringement of that third party's trademark. Ignorance of the *Brand Manual* will not be considered excusable neglect; those persons using our marks and indicia are expected to become familiar with all College policy on this matter and that, in turn, means becoming familiar with the Manual.

Procedures Related to the Policy

See *Brand Manual* for procedures related to each policy.

Related Policies, Documents or Forms

College of Charleston Brand Manual and Visual Identity and Style Guide

Review Schedule

Issue Date: July 1, 2009	Next Review: June 30, 2010
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