

# COLLEGE of CHARLESTON

## OFFICIAL POLICY

3.9.2

**Signage: Vehicle and Non-Building Signage**

07/01/09

### **Policy Statement**

All signage must adhere to the College's style and logo guidelines and should be approved through the Division of Marketing and Communications. This includes vehicle signs, parking signs, lecterns, banners and displays within campus venues (auditoriums, classrooms used for public events, halls and theaters), kiosks, etc. This does not apply to temporary signs (i.e., fliers) directing people to rooms for events, meetings, etc.

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### **Policy Manager and Responsible Department or Office**

Director of Advertising and Brand Management, Office of Advertising and Brand Management in the Division of Marketing and Communications

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### **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.

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### **Departments/Offices Affected by the Policy**

All departments/offices.

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### **Procedures Related to the Policy**

To request signage creation or review from the Division of Marketing and Communications, please fill out the online Project Request Form at [www.cofc.edu/marketing](http://www.cofc.edu/marketing).

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### **Related Policies, Documents or Forms**

*College of Charleston Brand Manual and Visual Identity and Style Guide*, Marketing and Communications Project Request Form

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### **Review Schedule**

**Issue Date: July 1, 2009**

**Next Review: June 30, 2010**