

COLLEGE of CHARLESTON

OFFICIAL POLICY

3.3.1

Use of the College of Charleston Logo Treatment

04/01/16

Policy Statement

The College of Charleston logo treatment (logo and wordmark) is the College's sole brand identifier, replacing all other logos, symbols and identifiers used in the past. No other logos, symbols or marks – with the exception of the Department of Athletics marks and the occasional, approved use of the official College of Charleston seal – may be used by administrative or academic units to represent the College of Charleston. No section or part of the logo treatment may be separated out and used to create a new wordmark, visual identifier or mark.

The new logo treatment supersedes all logos and artwork created by various units of the College. The official logo treatment should be the only symbol/mark used on College of Charleston print materials, websites, communications and other materials. The deadline for phase-in of the new College of Charleston wordmark on all materials, and the elimination of other logos, was June 30, 2009. The following guidelines are intended to protect that identity and prevent the proliferation of alternative identities that can undermine the College of Charleston brand.

The appropriate logo treatment must appear on all print materials produced by any unit of the College. It is acceptable for offices and departments of the College to use the College logo treatment by itself, with the appropriate school identifier, or with the individual unit, program, office or department identifier.

The only modification to the logo treatment should be the authorized addition of the appropriate school, department, office, center, institute, program or group name, which is to be created solely by the Division of Marketing and Communications.

Individual schools, departments or offices may not create their own logo or visual identity, nor may they alter the wording, configuration or appearance of the College of Charleston logo treatment.

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

To request a copy of the College of Charleston logo treatment or custom logo treatment for your office, department or unit with the unit name embedded into the wordmark, email your request to marketing@cofc.edu.

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 1, 2016

Next Review Date: April 1, 2021

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



Date: 4-1-16