Policy Statement

This policy has been established to clarify authorization for the use of the College and University of Charleston’s name, logos, letterhead and branding.

Policy Managers and Responsible Department or Office

Office of University Marketing, Office of Communications and the Office of Legal Affairs

Policy

A. The College and University of Charleston faculty and staff may use the College of Charleston or University of Charleston letterhead and the College of Charleston or University of Charleston name, as appropriate, in identifying their affiliation in official scholarly and research activities while conducting official College or University of Charleston business on behalf of the College or University and within their professional roles.

B. Other authorized business use, within a strictly professional sense and role, may also be allowed after review and approval by a College or University employee’s supervisor.
C.

1. College or University of Charleston faculty and staff may not use the College of Charleston or University of Charleston name, letterhead, logos, registered marks, branding materials or other related intellectual property of the College or University and may not imply College of Charleston or University of Charleston endorsement when engaged in personal correspondence, private activities, personal business, personal or public advocacy.

2. Faculty and staff may not use College of Charleston or University of Charleston personal property, intellectual property, computer networks, supplies, computers, stationary, envelopes, e-mail accounts, social media accounts, websites, branding materials postage or bulk mailing permits for any private or personal use nor use College of Charleston supplies or resources in preparing any documents or communications associated with private or personal use activities.

D. Violations of this policy may result in discipline under the College of Charleston Code of Conduct and Disciplinary Actions Policy.

Departments/Offices Affected by the Policy

All departments/offices.

Procedures Related to the Policy
Related Policies, Documents or Forms

Policies 3.7.1, 3.7.2 & 3.7.3 and 3.7.4. and 9.1.2.

<table>
<thead>
<tr>
<th>Issue Date: 2/16/2021</th>
<th>Policy Number: 3.7.5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Date of Policy Revision: N/A</td>
<td>President or Chairman, Board of Trustees 2/22/2021</td>
</tr>
<tr>
<td>Next Review Date: 2/16/2026</td>
<td>Date: 2/22/2021</td>
</tr>
</tbody>
</table>