

1. Introduction

What is a brand?

A brand is a statement of shared beliefs about who we are, how we're different and why we're special. We use that statement of shared beliefs to form the basis for all our marketing and communications. A strong brand helps us demonstrate our common purpose and identity. It enhances the reputation of the College of Charleston, sets us apart from our competitors, creates awareness and establishes relevance with our audiences. The brand is not just what we say about the College, it is also what other people say, feel and believe about the College. At its core, our brand is our promise to our constituents and stakeholders about the complete experience they will have when they engage with the College of Charleston. Each of us is responsible for keeping and strengthening the promises we make to our current and prospective students, alumni, parents, community, donors and our many other constituents.

Why do we brand the College of Charleston?

Branding is the process through which we influence and control the way people think about our institution. There are hundreds of touchpoints that happen every day – moments when someone tours the campus, talks with a professor, visits a website, receives an email. Whether taken individually or collectively, they shape the way individuals within the campus community, or external to it, form impressions of who we are and what we stand for. These opinions impact actions – whether an excellent prospective student chooses us, a world-class scholar joins the faculty, or a donor funds a facility or endows a scholarship.

A strong brand and visual identity unify our communications and helps our audience create positive attitudes and opinions. The consistent application of our brand, visual identity and style differentiates the College of Charleston from similar organizations and expresses the College's unique qualities in a way that creates a clear, positive and memorable impression. No matter what part of the College we represent, our primary brand is always the College of Charleston.

How do we select the elements of the College of Charleston brand?

The elements of the College of Charleston brand and visual identity were not selected arbitrarily. The logo, brand story, key attributes, colors, fonts and visual identity derive from a rigorous, campus-wide process of research, discussion and collaboration. The College partnered with a nationally known consulting firm that met with faculty, staff and students. Their representatives reviewed new and existing research and based upon the research findings, made recommendations regarding the College of Charleston's desired institutional image and reputation, key messages and graphic identity, which were adopted by the College's leadership.

Your role in the College of Charleston brand

Whenever you communicate with others as a member of the College of Charleston community, your materials, and your words, either strengthen or weaken the College of Charleston's public image. This is an effect of both the specific information you provide as well as the clarity, tone, style and professionalism with which the information is presented. If the College of Charleston is to be recognized

as a first-class university, our marketing and communications materials must be of the highest quality. Thus, each of us is responsible for maintaining the high standards of our brand promise.

As mentioned, there are many ways in which people interact with the College of Charleston. You never know which touchpoint is their first interaction. It's critical that every employee lives the brand through customer service, marketing and communications.

How to build a strong College of Charleston brand

Visual identity and style guide

A visual identity and style guide provides clear procedures for achieving an effective, high-quality and consistent presentation of College of Charleston print and electronic materials, publications, advertising and websites. These standards encompass proper use of the College logo, the College's official fonts and colors, and best-practice design standards for the College's marketing and communications. The elements of the brand story and visual identity will appear in publications and advertising, on stationery and business cards, in press releases, photography and other visual communications, and on social media, websites and licensed and trademarked products.

Importance of brand messaging, visual identity and style guidelines

All the marketing and communications materials the College of Charleston generates provide information. At the same time, each piece also projects an overall image of the College. On-brand messaging consistently reflects the kind of experience people will have when they interact with the College. Visual identity and style guidelines unify our communications and help make this image clear, consistent and intentional. Adhering to brand standards also increases the overall quality of marketing and communication pieces, which ultimately makes for a better user experience.

How does the visual identity, consistent messaging and style guide help each unit?

If everyone at the College of Charleston communicates clearly and consistently, using a common visual identity, and by using the same tone and messaging, the College becomes more recognizable, which strengthens not just the institution, but individual programs within the College. This recognition and positive public image benefit us all.

Using old or creating new logos, marks or graphics for my department, office or unit

As previously noted, one particularly important key to a strong brand is consistency. 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 diverge from the College's core visual identity, which includes the College logo, wordmark and visual identity, as well as the athletics marks.** Never use the athletics logo mark in place of institutional logo. See the logo guidelines for more information.

Policies

The College of Charleston has the following policies related to marketing and communications.

Marketing

[3.1.1 Advertising Placement and Payment](#)

[3.2.1 Brand Manual, Visual Identity and Style Guide Policy](#)

[3.6.1 Licensing of Merchandise for Sale](#)

[3.2.2 Social Media Policies and Guidelines](#)

[3.3.1 Use of the College of Charleston Logo Treatment](#)

[3.3.2 Use of the College of Charleston Seal](#)

[3.3.3 Other Logos, Marks or Graphics](#)

Media Relations

[3.7.3 Letters to the Editor](#)

[3.7.2 Opinions and Editorials](#)

[3.5.1 Political Candidates, Parties and Campaigns](#)

[3.7.1 Press Releases and Statements](#)

Photography

[3.8.2 Commercial Use of Images](#)

[3.8.3 Copyrighted Photography](#)

[3.8.1 Filming on Campus](#)

Signage

[3.9.3 Banners, Signs and Posted Material](#)

[3.9.1 Building Signage](#)

[3.9.2 Vehicle and Non-Building Signage](#)

Stationery

[3.4.1 Business Cards](#)

[3.4.2 Letterheads and Envelopes](#)

Co-Branding

Co-branding involves the use of both the College of Charleston logo and another organization's logo on the same materials. Care should be taken in these instances to not diminish or obscure the College of Charleston identity. For questions about when and how to co-brand materials, and for review of co-branded materials produced by other organizations, submit a standard marketing request form and select "materials for review/approval" as your request type. Submit all materials at least two weeks

prior to your deadline. Also, review the logo guidelines for information about white space when using the logo.

Printing and Copying

To print small quantities and quick printing, University Marketing is happy to help you identify local and online printers for your printing needs.

For information on print bidding procedures, please contact the procurement office at 843.953.5510. All marketing and communications materials, whether developed by internal units of the College or by outside vendors, must be reviewed for brand compliance. Submit a standard marketing request form and select "materials for review/approval" as your request type. Submit all materials at least two weeks prior to your deadline.

2. Brand Framework

Brand Positioning

The College of Charleston's brand position is intended to leverage a core human value that represents the intersection between the College of Charleston's brand essence and those things that resonate on a personal level with our audiences. It is meant to be meaningful, compelling, unique and inspiring.

Though the College of Charleston brand and our audiences share many values born out of our relentless drive for student success, our caring and compassionate culture, and our deep commitment to positively impacting the state of South Carolina and society as a whole, the one value that they all feed into is **originality**. Woven into the fabric of one of the most energetic and eclectic cities in America, **the College of Charleston is where innovative thinking flourishes and new ideas come to life**. Inspired by the eclectic backdrop of the vibrant city we call home, we are a college like no other. As a community, we recognize we owe all progress, discoveries and breakthroughs to those who had the courage to be different. The courage to take a stand and change society in a way that serves the greater good and not just a select few. To seek and find real change that affects millions of lives in a positive way.

Positioning Statement

Rooted in the core value of originality, the College of Charleston brand positioning statement is a succinct description of our brand benefit to our audiences and aligns with the vision and mission of the College. Our position is an internal statement and should not be used as copy or for external audiences.

By embracing the unique spirit of its campus community, the College of Charleston is where innovative thinking flourishes and new ideas come to life.

Brand Pillars and Reasons to Believe

Our brand pillars serve as our primary message points that support our positioning, highlight our competitive advantages and create opportunities for cohesive messaging across campus.

Our reasons to believe serve as our proof points for these pillars and lend credibility. It is important to note that these are not meant to be an exhaustive list and should be evaluated frequently to ensure the most differentiating points are included.

Pillar 1: South Carolina's Flagship for Experiential Learning

Stemming from our foundation rooted in the liberal arts, at the College of Charleston we know that critical thinking, combined with real-world experience, is more valuable than ever. At the College of Charleston, students receive a world-class education that teaches them to be adaptable and flexible in the face of change, poised for success in the ever-evolving future of work and employment.

Reasons to Believe

- Transforming the makeup of academic programs to meet market demands.
- Providing experiential learning in all fields of study to produce workforce-ready graduates.
- Leading programs facilitated by world-class faculty.

Pillar 2: A Private School Experience at a Public-School Price Point

Our open and collaborative community creates an intimate setting where students have the opportunity to think, create and explore alongside leading faculty in their respective fields. Here, students are given the freedom to explore their passions and are supported throughout the journey to discovering their best path. This intentional experience offers students the power to make contributions in ways that matter.

Reasons to Believe

- Size allows for collaboration, not just among students, but between faculty and the city of Charleston.
- Accessibility and openness of leadership.
- Exceptional faculty engagement – world-class instruction, in addition to collaborative research opportunities that set students up for success in the global workforce.
- Freedom to make choices and changes as students discover what area of study is the right fit for them.

Pillar 3: An Epicenter of Global Opportunity

Energized by the opportunities it provides, we are dynamically connected to the city of Charleston. It serves as a living-learning laboratory for student experiences. It's a unique city like no other, combining its deep-rooted history with a growing reputation for innovation and change.

Reasons to Believe

- Blurred lines between the campus and city allow students to learn something new every time they walk down the street.
- Diversity of opportunity the location provides – history, thriving arts and entertainment scene and coastal environment
- Significant partnerships allow for unrivaled in-state opportunities, including Medical University of South Carolina, Boeing, Blackbaud, Bosch, etc.

Brand Story

Inspired by the eclectic backdrop of the vibrant city we call home, the College of Charleston offers a college experience like no other. As a community, we recognize we owe all progress, discoveries and breakthroughs to those who had the courage to be different. The courage to take a stand and change society in a way that serves the greater good and not just a select few. To seek and find real change that affects millions of lives in a positive way.

Key Messages

- Students at the College of Charleston aptly apply innovation and ingenuity to address the challenges and problems that our societies face.
- We have intentionally built a culture that celebrates the power of diverse thought. This is where different and unique perspectives unite to shape a brighter, better future.
- At the College of Charleston, we never stop evolving and developing. We always look toward the future while learning from the past.
- Our traditions are what led us to today. Our commitment to constantly learn, improve and make space for what's next guides us to tomorrow.
- Our energetic Cougar community is a powerful combination of persistence, innovation and foundational strengths in the liberal arts coming together to incite profound change.
- Around every corner of the city we call home, there are endless opportunities for students to gain real-world experiences. College of Charleston students are highly sought-after contributors to some of the fastest-growing companies in the state.
- The College of Charleston is the state of South Carolina's flagship for experiential learning.
- The ever-evolving future state of work demands that we think differently. At the College of Charleston, that's not just an ideal. It's embedded in how we learn and make an impact.
- Combining liberal arts principles with professional programs and real-world experience, our faculty and staff prepare the workforce of tomorrow.

Elevator Speech

As South Carolina's flagship for experiential learning, we are devoted to the unique needs and backgrounds of each and every student. And it's that combination of unique backgrounds, together with the backdrop of one of the most vibrant cities and thriving economies in the Southeast that creates such tremendous synergy and opportunity. Our strategic relationships with many industries here offer students unprecedented access to real-world experiences and life-changing careers.

Brand Promise

A brand promise distills the brand story and orients it to address the needs and desires of a particular audience. It presents clearly, succinctly and definitively what an individual can and should expect from the College of Charleston.

As with the brand story, the brand promise will guide your communications. In your marketing and communications materials, the aspects of the promise that are relevant to your audience should be expanded with specific examples. For assistance in creating a brand promise statement for your audience, please reach out to University Marketing using our Standard Marketing Request form.

Brand Promise to Community

As South Carolina's flagship for experimental learning, the College of Charleston helps fuel the economic engine of our state. And the unique mix of students who come here from all backgrounds and cultures creates a rich environment to learn. To create. And to thrive, as individuals and as a community.

Brand Promise to Prospective Students

As a student at the College of Charleston, you are rare. Unique. Like no other. But also, an integral part of a whole. Here you will be exposed to new experiences and ways of thinking, given opportunities to see the world and do things differently — growing in ways you didn't know were possible.

College of Charleston Audiences

Prospective Students

- Local, regional and national high school aged students and their parents
- Graduate students
- Transfer students

Alumni

- Undergraduate
- Graduate

Faculty and Staff

- Professional staff
- Faculty (tenured and non-tenured)

Media

- Journalists and investigators
- Print, broadcast, digital
- Traditional and blogs

South Carolina

- Residents
- Taxpayers
- Potential Alums
- Hiring Managers

3. Brand Campaign

TO COME -- Campaign Platforms, Advertising, Signage

4. Copywriting

When we communicate, it's important that we establish a sense of trust between the College of Charleston and the audience. We do this by providing proof points to our audience to reinforce the brand messaging. Any time you make a claim about the College, it's important to prove the claim through examples and evidence, whether that's a compelling student story or national ranking, for example.

Brand Voice

Just like a person, brands have a personality, and a distinct voice and tone. Written and verbal communications that emanate from the College, or carry its marks for identification, should reflect and reinforce these unique, original characteristics.

Personality and Tone

By embracing the unique spirit of its campus community, the College of Charleston is where innovative thinking flourishes and new ideas come to life.

Being original means embracing change and carving out something different. To be unlike anything else. To be authentic, novel and unique.

At the College of Charleston, we have ambitions to make an impact. And not always in ways you might expect. In the interest of making the world a better place for everyone, we innovate. We connect dots. We never accept the past as our roadmap for the future. Because progress demands us to bring new, unexpected ideas to the table.

That's why people come to us. To inspire and be inspired, respectfully engage and carve out space to define what the liberal arts of the future looks like.

Our voice powers authenticity, uniqueness and vitality, and drives how we communicate.

Getting the Right Tone for your Audience

When writing content for a specific audience, consider the manner in which that group communicates to one another and the most effective language and style to use to get their attention and elicit the intended response.

Editorial Tips

In addition to the personality traits and tone of voice, here are some general editorial themes and guidelines to help write content that tells your story while bolstering the brand for the College of Charleston.

Celebrate Uniqueness.

The core of the brand for the College of Charleston is the distinctive mix of backgrounds and cultures that come together to create a rich tapestry of unique individual threads woven together to create an uncommon community of learning. Focus on telling stories of individuals who come from a variety of

economic and cultural backgrounds and the contributions they bring to everyone to enrich the College of Charleston experience.

Share the impact.

As South Carolina's flagship for experiential learning, our graduates go on to make a tremendous impact on the economic viability of Charleston and beyond. Tell stories that showcase the impact of individuals, armed with the unique liberal arts education from College of Charleston.

Show. Don't Tell.

When writing stories, be specific. Include compelling, vivid details that show, not just tell.

Communicate with an Equity Lens

As communicators, it's our responsibility to stay current on and set the standard for how to communicate in the most equitable, respectful and inclusive ways possible. At the College of Charleston, we're committed to broadening horizons, learning and teaching about the vast array of cultures in the world and making connections among the diversity of people's experiences and wisdom.

We do this by consciously and proactively using inclusive language that respects and reflects people's lived experiences, using the words they find most accurate and centering their point of view. Inclusive language helps us understand and be understood and shows we are listening and that we care, building trust with our audience.

Headlines

Think Boldly.

Extraordinary Happens Here.

Innovation and Ingenuity.

Big ideas. Small classes.

The city is your campus.

Like No Other.

A College Like No Other.

Body Copy

The copy should follow the brand tone: aspirational, forward-thinking, confident, and inspiring. The copy itself should invite the reader to learn more about the College of Charleston and the world of opportunities that are waiting to be discovered and experienced. The language should feel fresh, optimistic, and confident, reflecting College of Charleston's commitment to positive change, problem-solving, and a readiness to rise to whatever opportunity or challenge the world presents next.

Personality Traits Used to Describe the College

- Authentic

- Collaborative
- Creative
- Diverse
- Eclectic
- Optimistic
- Nurturing
- Passionate
- Supportive
- Transforming
- Unique
- Well-rounded

5. Color Palette and Typography

Color Palette

Color evokes an emotional response to marketing and communication efforts and acts as a unifying visual component. The College of Charleston’s integrated color system was designed to be flexible, yet consistent, and to add vigor to every aspect of the College’s communications. These colors should be used to highlight and delineate different aspects of campus life and courses of study.

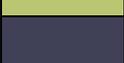
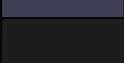
To ensure the consistency of our visual identity, specifications for each color are provided for use in print, web and screen applications. Please note that screen and laser-printer color is not necessarily an accurate representation of actual colors due to variances in monitor and printer calibrations.

Color	Print					Screen			
	Pantone	CMYK 4-color process				RGB			Web
		C	M	Y	K	R	G	B	Hex
Maroon	188	0	97	100	50	102	0	0	660000
White	WHITE	0	0	0	0	255	255	255	FFFFFF
Gold	7503	0	12	35	25	191	168	124	bfa87c

Secondary Palette

The secondary color palette should be used to highlight and complement the primary color palette. These colors should be used sparingly. Before publishing any material, print or digital, using this secondary color palette, it must be reviewed by University Marketing for brand consistency. Complete the Marketing Assistance form and select “brand materials for review” to have your collateral reviewed. Under no circumstances should the secondary color palette become the predominant color for a campus unit.

The color palette is taken from Charleston’s unique beauty, capturing the blues and greens of the Carolina coast and marshes as well as the bright colors of Charleston’s diverse architecture. The College’s logo may only be used as provided in solid maroon (PMS 188), black or white (PMS white).

Color	Print					Screen			
	Pantone	CMYK 4-color process				RGB			Web
		C	M	Y	K	R	G	B	Hex
	142	0	22	75	6	239	187	60	efbb3c
	7506	0	10	30	3	247	223	173	f7dfad
	158	0	45	82	12	224	123	40	e07b28
	3308	99	0	11	70	1	76	68	014c44
	7473	70	0	8	38	47	158	145	2f9e91
		65	0	8	17	74	212	196	4ad4c4
	491	0	70	61	53	121	36	47	79242f
	32	0	77	72	6	239	55	66	ef3742
	178	0	62	60	0	255	96	101	ff6065
		6	0	43	22	186	198	113	bac671
	5265	26	26	0	66	64	64	87	404057
	419	10	0	3	88	27	30	29	1b1e1d
		30	0	69	26	132	188	59	84bc3b
	666	13	17	0	27	162	155	186	a29bba

Color Combinations to Avoid

Color is one of the most powerful ways a university can identify itself. Used consistently, the colors chosen to represent the College of Charleston create a strong identifying image. Conversely, some colors and color combinations can be confusing. For instance, colors associated with other Colleges and universities in South Carolina should not be used. Although maroon (PMS 188) is one of the College's colors, use of only black and maroon together should be avoided.

Do not tint the maroon.

Typography

Typography is an extremely powerful tool. Correctly used, the right font commands attention, elicits emotions and helps create a voice.

The two approved type families for the College of Charleston brand are Caslon Pro and Avenir Next LT Pro. They are available through the Adobe Font Library as OpenType fonts, which means they may be used on both PCs and Macs. To request these fonts for use in marketing and communications materials, please submit a marketing request through the Standard Request form.

Type Families

Caslon Pro Font

Caslon Pro is the font used in the original United States Declaration of Independence, which was signed by three founders of the College of Charleston. It is the font of the College of Charleston logo.

Avenir Nex LT Pro Font

Avenir Next LT Pro is the official sans-serif font. Its simplicity, readability and versatility recall Goudy while providing a more modern look. The alternative font to Avenir Next LT Pro is Helvetica.

Alternate fonts for email, websites, etc.

Use Helvetica Neu, Helvetica or Arial in place of Avenir Next LT Pro for email communications, websites and other digital media.

Readily accessible complete font families

University Marketing can provide access to official licensed fonts. Submit a marketing assistance request form to request fonts.

6. Applications of the Brand

To come – Tapestry, iconography, examples and template downloads

7. Photography

Photography tells our unique stories and can have a powerful effect on your audiences. The best photography should trigger an emotional response. By selecting appropriate photographs for your digital and print pieces, you can reinforce the College of Charleston brand and better connect with your target audience.

Selecting Photography

When you're selecting images, consider that the College of Charleston attracts students from every part of our state and every corner of the world. This distinctive mix of backgrounds and cultures creates a rich tapestry of unique individual threads that, woven together, creates a version of the College of

Charleston experience for a variety of individuals. Select images that showcase the diverse programs, students, faculty, staff and opportunities the College offers to anyone who engages with the university.

Show, Don't Tell.

The College of Charleston brings innovative thinking to life. We're proud of our commitment to experiential learning and participation in the global marketplace. It's important to show examples of this through the images you choose.

When you select the appropriate images, you'll create a visual experience for your audiences that will complement the brand stories you are telling and promises you make. They will be able to see themselves reflected in the photos in ways that will evoke memories or create excitement over things to come. Try to capture natural moments; nothing forced or staged.

Themes

Looks: eclectic, refined, respected

Feels: inclusive, innovative, unique

Acts: authentic, courageous, welcoming

Types of Image Files

Use high resolution JPG or TIFF files when creating documents **for print**. Do not use a GIF or PNG file for print. A GIF or PNG file is intended for web use.

Resolution

Generally, images should be 300 dpi (dots per inch) or higher. For print use, the original image has to have been shot at a high resolution. **Important note: You can adapt a high-resolution image to a lower resolution for web use. But if your original image is 72 dpi (or at a low resolution) you cannot simply increase it to 300 dpi without notably sacrificing quality.**

Enlarging/Stretching an Image

Avoid enlarging photos beyond their original resolution, which results in poor image quality and pixilation. Avoid stretching and distorting images out of proportion.

Images from the Web

Do not download or copy images from websites – including from College of Charleston sites. There are two important reasons for this:

1. Copyright – Just because an image appears on the web does not mean that it is royalty free or public domain. You might not be able to legally use it without permission from the photographer. **As a general rule**, and to be on the safe side, do not copy images from websites
2. Quality – Most images that appear on the web are low resolution (typically 72 dpi). They are not at the appropriate resolution to be used in print.

Stock Art

In most instances, you should not use stock photography for College of Charleston publications, including websites. First, contact the Office of University Marketing to assess which campus images are available. If you need general images (not specific to campus), however, these are a few of the more popular stock photography sites:

- Istock.com
- Fotosearch.com
- Veer.com
- shutterstock.com
- Gettyimages.com

The costs for these images are not extravagant, and these sites have options on sizes and resolutions, depending on your needs.

Usage

Consent of Photographed Subjects

Generally speaking, it is not necessary to obtain the consent of subjects of a photograph if the individuals were in a public place when the photograph was taken. For instance, photographs taken of people at an awards ceremony, in a classroom or walking down the street may be used without consent.

The law does recognize, however, that in some circumstances it may be an invasion of privacy to use the photographs of an individual without permission. Such invasion of privacy can be broken down into two major categories:

1. Invasion of an individual's personal privacy – If a person is photographed in a private situation without his or her knowledge or consent, and if those photographs are disseminated, it can constitute an invasion of privacy. Such invasion is decided by the courts using a reasonable person standard.
2. Commercial use of a public figure's image – If an individual has some public image, and if a picture of that person is used without consent to further a financial or business enterprise, such use may be legally prohibited.

Copyrighted Photographs

Photos generally are copyrighted whether or not they carry a copyright notice. This legal protection includes photos reproduced for computer transmission, such as in web pages and electronically reproduced documents.

Photography and videography of an educational, theatrical or other performance raise different copyright issues. In this context, the creator of the filmed presentation has copyright in the expression of the artistic or educational work itself. The photographer or videographer should obtain the written consent of the creators of the presentation, giving permission to the College to film and show the presentation in other contexts.

If you reproduce a photo from another university publisher or publication, you have no guarantee that the proper permissions have been obtained. As with all photo or video reproduction, be sure to obtain written permission from the copyright holder and from any

person whose image is identifiable in the picture and be prepared to pay the necessary permission fees.

Rights and Permissions

No photographs, drawings, images, video, sound clips or copyrighted or trademarked materials may be used on College of Charleston web pages without the permission of the holder of reproduction rights.

Photograph Alteration Policy

Today's technology makes it very easy to manipulate digital imagery. Although these changes may seem harmless, they can easily alter the photo's content and accuracy.

A photograph is usually perceived as an accurate recording of an event; therefore, we must be extremely careful about altering photographs. Any alterations that affect the accuracy of the persons, places or events depicted in the photo are unacceptable. Enhancing the technical quality of a photograph and other simple touch-ups are acceptable as long as the content of the photo is accurately depicted.

To be clear, just because a change can be made to a photograph does not mean it should be made or will be made. Each instance of enhancing a photograph is to be reviewed on a case-by-case basis.

Photo Release Form

<https://na3.docusign.net/Signing/?insession=1&ti=99b3fd2f84d849fcacfd54f0524333e3>

8. Videography

Video resources, video content guidelines, YouTube policy, video release

9. Official Logo Guidelines

Logo Guidelines

Our visual identity system is the product of a rigorous process involving extensive research on the College and the city of Charleston. Every element reflects an important aspect of the College and its surrounding community.

The College of Charleston and the city of Charleston are inseparable. The history of Charleston has profoundly shaped the College's identity, and the presence of the College remains integral to Charleston's future.

The logo reflects this relationship by using a slightly diminished but calligraphic “of” to bridge the words College and Charleston. The elongated “f” in “of” locks both planes together visually. At the same time, the C of Charleston has been slightly enlarged to seat the C of College.

College of Charleston Logo

The logo combines the College of Charleston wordmark with the Randolph Hall graphic. This is a result of a comprehensive analysis and selection process, including focus group participation by faculty, staff, alumni and students.

All designs developed by internal units of the College, or by outside vendors, can be submitted to the Office of University Marketing using the marketing request form to ensure consistency with the standards within this guide. All designs must adhere to policy 3.3.1 and the guidelines outlined in the brand manual. You may access the logo database at go.cofc.edu/logo.

Primary Logo – Primary Lockup

The College of Charleston logo is the College’s sole official brand identifier. **No other logos, symbols or marks — except for the Athletics Department marks and the approved use of the College of Charleston seal — may be used by administrative or academic units to represent the College of Charleston.**

The complete College of Charleston logo consists of the graphic symbol representing Randolph Hall and the Cistern Yard in proximity to the words “College of Charleston” in the Caslon Pro font. The graphic and the words should not be used separately, except in specific circumstances outlined in this usage guide or with explicit permission from the Office of University Marketing.

No section or part of the logo may be separated out and used to create a new logo, visual identifier or mark. The official logo should be used on all College of Charleston print materials, websites, communications and other materials.

The authorized addition of the appropriate school, department, office, center, institute, program or group name is the only modification to the logo allowed. 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. Doing so diminishes the College’s efforts to present a coordinated and professional appearance and creates confusion in the public mind about whether an entity is part of the College of Charleston. For a custom logo with unit identifier, please complete the marketing assistance form.

The logo supersedes all logos and artwork created by various units of the College and should be the only symbol used on College of Charleston print materials, websites, communications and other materials.

If there are extreme mitigating circumstances, you may apply for an exemption from this rule. Your request will be reviewed by the Office of University Marketing. Complete the marketing assistance form at least two weeks before the project’s deadline.

To access all current College of Charleston logos, please visit go.cofc.edu/logo. You must be a member of the College of Charleston community, with a CofC username and password, to access the Logo Database.

Graphic

The graphic section of the logo can, in limited circumstances, be used as a stand-alone mark for purposes of advertising, signage or merchandise. If the graphic is used separately from the logo treatment, you must request permission from University Marketing using the standard marketing request form. In addition, if the graphic is to be used as a standalone mark, the words “College of Charleston” must be somewhere on the item. The graphic should never be used as a substitute for the complete logo on any official print materials, stationery or other official business documents.

Wordmark

The wordmark (the words “College of Charleston”) can be used without the graphic treatment in limited circumstances. This will primarily be approved when space does not allow for the graphic to be legible. For example, small digital ads and swag items with small print areas. For approval, you must request permission from University Marketing using the standard marketing request form. The wordmark should never be used as a substitute for the complete logo on any official print materials, stationery or other official business documents.

Logo Dos and Don'ts

Do

- Do review the brand manual before using the logo treatment.
- Do use the full logo treatment (graphic + wordmark).
- Do use the logo treatment on all print and digital communications intended for both internal and external audiences.
- Do leave an area of isolation, “clear space,” around the logo to allow it to command visual attention.

Don't

- Do not manipulate or distort the logo treatment or any of its variants — for example by stretching or compressing it.
- Do not separate the graphic (Randolph Hall) element from the wordmark (College of Charleston).
- Do not redesign any element of the logo or unit logo.
- Do not substitute any of the typefaces in the logo or unit logo.
- Do not add elements to the logo or unit logo, such as a line, punctuation mark or additional illustration.
- Do not change the color of the logo. It can only be used in white, maroon (PMS 188) or black.
- Do not combine the logo or unit logo with any other marks, words, symbols or graphics to create a composite logo (including approved type treatments).
- Do not include both the university logo and the unit specific logo on the same document. Choose either the main university logo or your unit-specific logo.

If you have any questions about how to use the College of Charleston logo treatment, please use the marketing assistance form to contact University Marketing.

Minimum and Maximum Sizes

The primary lockup minimum size for all printed publications should be reproduced no smaller than .375" (3/8")

The primary lockup maximum size for all stationery systems should be reproduced at .875" (7/8")

School lockups should never exceed the height of the academic mark - as indicated here. Always center, top to bottom.

Logo Exclusion Zone

All versions of the College of Charleston logo have an exclusion zone.

The minimum exclusion zones are defined as follows:

Horizontal logo: The minimum exclusion zone is equal to the width of nearest adjacent character on the left and right and the height of one character on the top and bottom.



Vertical logo: The minimum exclusion zone is equal to the width of nearest adjacent character on the left and right and the height of one character on the top and bottom.



When displaying the **College of Charleston logo alongside more than one other brand logo** (co-branding), exclusion zones maintain hierarchy and legibility are defined as follows:

Horizontal logo: The minimum exclusion zone is equal or greater than the width of the logo on the left and right and the height of two characters on the top and bottom.



Vertical word mark: The minimum exclusion zone is equal or greater than the width of the logo on the left and right and the height of two characters on the top and bottom.



College of Charleston Seal

The College of Charleston seal may be used only with official correspondence, such as binding legal agreements; formal documents such as diplomas, transcripts, major institutional report, and research covers, and programs for academic ceremonies; approved signage; and formal invitations and engraved notecards. It may appear on selected apparel and gift items upon proper licensing. For further information, or for approval to use the seal, submit a standard marketing request form.

The seal of the College of Charleston is derived from the City of Charleston's seal, which was adopted in 1783. The College's seal was approved by the Board of Trustees on March 23, 1843 and features the Latin phrases *Sapientia Ipsa Libertas* (Wisdom Itself Is Liberty) and *Ædes Mores Juraque Curat* (She Cares for Her Temples, Customs and Rights). The seated woman holding the scepter is described as a personification of Charleston and evokes an image of the city deriving its livelihood from the sea and prepared to defend itself. She is shown presenting a laurel wreath to a young man holding a diploma in front of a classroom building. The dates 1770 and 1837 refer to the year of the College's founding and the year the City of Charleston assumed responsibility for its support.



Trademark and Licensing

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 firm, CLC (formerly Learfield Licensing Partners).

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, logos, 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 CLC. **Under no circumstances should the College's logo 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 obligation but must still be produced by a licensed vendor. A list of licensed vendors can be found at the CLC website, clc.com, by clicking on "Find Product" and selecting the appropriate product category and picking "College of Charleston" from the school dropdown menu. (Search: Charleston, College of)

The College may pursue legal remedies for unauthorized use of its trademarked and licensed identifiers. If there is any doubt about the proper procedures, please e-mail your question to the Director of Brand Marketing in the Office of University Marketing.

Vendors who need information on how to license the College's logo, wordmark, graphic symbols and identifiers may log on to the CLC website: clc.com.

10. Athletics Identity

The College of Charleston's athletics marks and visual identity system have their own usage and identity guidelines, with policies and guidelines set by the Director of Athletics. The athletics marks should be used only under the supervision and approval of the College's Department of Athletics or by its licensed suppliers. Vendor licensing of the athletics marks is handled by CLC (formerly Learfield Licensing Partners) (see Chapter 9 for information).

Publications, marketing materials and communications created by the Department of Athletics must adhere to the College of Charleston brand and visual identity guidelines and should incorporate the College logo. The athletics marks should never replace the College of Charleston logo without prior permission.

For information or assistance with athletics marketing, branding or visual identity, please contact:

Cougar Marketing
 66 George St.
 Charleston, SC 29424-0001
 843.953.0782

Sportsmarketing@cofc.edu

For information or assistance with athletics media relations, please contact:

Athletics Media Relations
 66 George St.
 Charleston, SC 29424-0001
 843.953.5465

Navormu@cofc.edu

Athletics Colors

The color examples below are for reference only and are not intended to match printed colors. Please consult a Pantone™ color swatch book for accurate printed color representations.

Color	Print					Screen			
	Pantone	CMYK 4-color process				RGB			Web
		C	M	Y	K	R	G	B	Hex
	188	0	97	100	50	102	0	0	660000
	8383	32	35	71	10	157	137	88	9d8958
	Cool Grey 1	0	0	1	15	217	217	214	d9d9d6

Secondary Colors

In instances where Metallic Gold (PMS 8383) cannot be used, PMS 4525 should be substituted.

Athletic Logo System

The athletics marks have their own usage and identity guidelines, with policies and guidelines set by the Director of Athletics. The athletics marks should be used only under the supervision and approval of the College's Department of Athletics or by its licensed suppliers.

Primary Logo



Secondary Logo



Block Font

THE COLLEGE
COUGARS
CHARLESTON

Script Font

Charleston
The College Cougars

11. Digital Communications

Every College of Charleston web page affects the user's perception of the College. To ensure that visitors are given a strong and unified impression of the College and its departments, the website should reinforce the College's brand identity through visual and stylistic consistency.

The Office of University Marketing is responsible for ensuring that all webpages are consistent with the brand and visual identity standards within this manual. Information Technology is responsible for the maintenance and support of the systems and software infrastructure necessary to the College of Charleston's websites.

All design variations developed by internal units of the College, or by outside vendors, must be approved by both the Office of University Marketing and Information Technology Division.

General Website Standards

College of Charleston websites are the collaborative responsibility of the Information Technology Division, the Office of University Marketing, academic and administrative units and numerous individuals. Every College website contributes to the user's overall perception of the College. These standards and best practices are designed to promote a professional presentation of the College of Charleston online.

Roles and Responsibilities

Level-One Websites

Level-one websites include the College's main web pages and related sub-pages, including online initiatives such as e-newsletters and micro-sites.

The Office of University Marketing is responsible for the ongoing development and maintenance of content and updates for these web pages. Requests to add content to the College's main web pages require approval from the Office of University Marketing.

Information Technology is responsible for the maintenance and support of the systems and software infrastructure necessary to support the level-one websites.

Level-Two Websites

Level-two websites include web pages for administrative and academic units such as schools, divisions, departments, organizations and centers. Each academic and administrative unit that requests and uses web space at the College is responsible for identifying a primary person responsible for web content publishing and a secondary person in the event that the primary person is unavailable or leaves the department.

The Office of University Marketing is responsible for collaborating with academic and administrative units to ensure that their websites adhere to the College's brand and visual identity standards as outlined in this brand manual.

Information Technology is responsible for the maintenance and support of the systems and software infrastructure necessary to support the level-two websites.

Personal Websites

The College of Charleston makes web space available to students, faculty and staff. These websites should not represent an academic or administrative unit. All personal web space is provided solely for hosting web pages. It is not intended as a platform for any other kind of computing or network access.

All individual web pages must contain the name and email address of the person responsible for page content. Individuals are responsible for maintaining their own site with regard to page building, content and troubleshooting.

Information Technology is responsible for the maintenance and support of the systems and software infrastructure necessary to support personal websites.

Student Organization Sites

The College makes web space available for student groups recognized by the College of Charleston Student Government Association. Account requests will be honored when approved by the faculty or staff adviser. Student groups may have only one website and must identify a primary person responsible for web content publishing.

Information Technology is responsible for the maintenance and support of the systems and software infrastructure necessary to support student organization websites.

External Websites

No College of Charleston office, department, unit or individual employee may purchase, register or utilize an external World Wide Web domain name (such as .com, .net, .org) for the purposes of conducting College of Charleston business or representing any unit or operation of the College - including but not limited to the use of the College of Charleston name, wordmark, or other identifier -

without the prior written permission of the appropriate executive vice president and the Office of University Marketing. Permission will only be granted in cases where a reasonable and compelling rationale demonstrating the reasons for utilization of an external site are submitted and adequate protections are taken to safeguard the legal interests of the College. Any College of Charleston employee taking such action without proper authorization shall be considered to be operating outside the scope of employment and may be subject to disciplinary action. Additionally, in the event of a legal action over the unauthorized website or its content, the employee will not be defended by or at the cost of the College, nor will the employee be entitled to limited immunity as a public employee.

Web Content Guidelines

Updating Web Content

Campus units are required to update their sites on a regular basis. The exact frequency is determined by the specific content. However, at a minimum, campus units must review all content on their sites for timeliness, accuracy, audience need and support of overall strategy at least once per semester.

Copyright, Legal and Policy Issues

Campus websites, including those websites representing the College and hosted by external Internet Service Providers (such as .com, .org, or .net sites), must comply with all College policies, rules and regulations, as well as local, state and federal laws. For internal and external websites that include the use of any and all copyrighted materials not belonging to the College of Charleston, the campus unit responsible for the site is also responsible for obtaining written permission from the copyright holder and keeping this permission on file. Appropriate copyright notices must be prominently displayed as necessary. It should not be assumed that images or photographs used in College publications or on other College websites are the property of the College of Charleston. Such materials may be licensed by the College under agreements that limit the use of the copyrighted materials and that contain other restrictions dealing with, for example, the period of time that the College is allowed to use the material. Under the College's Policy dealing with the Authority to Contract all contracts for the following matters are subject to prior review by the Office of Legal Affairs: contracts that involve the intellectual property of the College such as the use or licensing of innovations, patents, trademarks and copyrights.

Web Oversight

The College of Charleston has the right to remove from its servers or disconnect from its network any material or web page that the Office of University Marketing, the Office of Legal Affairs or the Office of Information Technology may determine violates university policies or applicable laws. Pursuant to this responsibility, these offices will communicate with the appropriate executive vice president and may contact the relevant campus units and provide necessary steps to be taken to correct such violations. The College also has the right to temporarily deactivate any web page that it deems to be out of compliance with College policy or controlling law until such remedial measures are taken.

Web Page Accessibility

South Carolina state government websites shall be designed to be accessible, so that people with disabilities have access to online information, data and services comparable to that accorded individuals who do not have disabilities.

The College's website is frequented by a diverse group of people from around the world. Web developers and content providers must strive to accommodate visitors using outmoded technologies and slow connection speeds. The College's web page templates, and the central College web pages on which they are based, have been constructed to meet the minimal accessibility requirements.

Accessibility Minimal Requirements

The State of South Carolina shall follow the standards established under Section 508 of the Rehabilitation Act of 1973, amended in 1998 by the Work Force Investment Act (Section 1194.22 and its subsequent amendments) as its minimal requirements for web accessibility.

Accessibility Best Practices

It is recommended that agencies also follow the Web Content Accessibility Guidelines, available at www.w3.org/tr/wai-webcontent, established by the World Wide Web Consortium's Web Accessibility Initiative (W3C-WAI) that are not addressed in Section 508.

Template Design

Templates are available for academic and administrative units to use for their websites. The templates provided should only be used for official College web pages and are not intended for use by any outside group or institution.

There are templates for two different styles of websites: second- and third-level. Second-level websites are the department's main page. Third-level websites are accessed through the second-level websites. The third-level template does not include the top banner image that is included in the second-level template. Please note that the templates reflect elements of the College of Charleston homepage, but no templates duplicate the homepage, which is intended as a unique gateway into the College of Charleston website.

Templates should be used as provided or modified minimally to accommodate specific area needs. All modifications to the official site design must be approved by both the Office of University Marketing and the Information Technology Division.

Required Page Elements

Following are the minimum required elements for each College of Charleston website. All official College of Charleston web pages must include the following elements:

- the College of Charleston wordmark and name
- a link to the College homepage (www.cofc.edu)
- the standard menu and left-hand navigation system that is consistent throughout the site
- the standard small header, footer, left-hand header bar, background image, breadcrumbs and Ask-the-Cougar element

Every College of Charleston web page should contain useful information before being published and/or linked. Web pages should not include the following elements:

- nonfunctioning links and links to pages that inform the visitor that "this area is not developed yet," "coming soon" or "under construction"

- distracting design elements, such as flashing GIFs, blinking text, over-saturated (very bright) colors, huge or tiny text sizes, looped sound files, etc.
- excessively large graphics that can be compressed for faster display or better resolution
- copyrighted material in any form unless permission from the original copyright owner is explicitly granted
- material that might be reasonably considered abusive, profane, harassing, or sexually offensive
- web counters

Webpage Best Practices

- Use lower case, alphanumeric characters and dashes in the folder and file names. Do not use underscores or spaces. File and folder names should have no more than 24 characters.
- Do not cut and paste text from Word or other document editors.
- Links should be created using text that makes sense when read out of context. For example, avoid “click here.”
- For accessibility purposes, email addresses should be used in full format (e.g., marketing@cofc.edu) when used in a list format.
- Hyperlinks contained within paragraphs should be written out and linked to the email address or hyperlink (e.g., Office of University Marketing).
- Avoid the use of tables for layout.
- Divide your information into clearly defined sections.
- Ensure that all images include an "ALT" tag and height and width information.
- Follow the guidelines for capitalization, spelling and punctuation in the College of Charleston Style Guide.
- Use full phone numbers (e.g. 843.953.5555), not extensions (e.g., 3-5555).
- Do not underline text that is not a link to another web page.

Mass and Graphic-rich Email

Mass Email

The use of mass emails, particularly graphic-rich email (also known as rich-text and HTML email), has become an important channel for communicating with College of Charleston constituents and affiliated groups. Anti-spam laws, email server blacklisting and customer anger over receiving unsolicited email, however, make it important that email campaigns be conducted so as not to jeopardize the College’s reputation and brand, or its ability to send out future email.

In many cases, external vendors specializing in mass email campaigns are used. It is important that these vendors adhere to practices and techniques that ensure the proper delivery of email and the handling of user requests to unsubscribe. Any office engaging an email vendor is responsible for making sure the vendor acts in accordance to the following best practices regarding bulk email:

- Obtain clear and conspicuous consent to collect email addresses when asking persons to provide email addresses or to subscribe.
- Use an additional email to determine the validity of an email address and to confirm the subscriber’s consent to receive messages from the sender.

- Enable clear, conspicuous and easy-to-use unsubscribe options.
- Process unsubscribe requests as quickly as possible.
- Have a defined process for handling abuse-related complaints, and immediately honor any abuse-related complaints as if they were unsubscribe requests.
- Monitor and minimize the amount of abuse-related complaints to avoid violations of any Internet or email-access provider's acceptable use policy.

Graphic-Rich Emails

Graphic-rich emails fall under the branding and identity guidelines of the College of Charleston and should be designed with those guidelines in mind. Email formatted with non-College affiliated backgrounds or electronic stationery should not be used. Proper identification of the College and the correct use of any brand design element (such as the wordmark) are required.

Email signatures

The College of Charleston's official pre-formatted email signature is outlined below. As we strive to be a more diverse and inclusive university, you may want to include gender pronouns and a name pronunciation guide in your email signature.

Use the below template as a guide and evaluate whether a phone number, fax number and/or email address is necessary for your email signature. If you do not monitor your phone or fax, please do not include it. Including an email address in your signature may be redundant; however, there are a few reasons to consider listing it. For example, you may want to include your email if you often forward emails, your emails are often passed on to others or if you use a generic email and want to add a personal touch.

Adding graphics or images, including background images or electronic stationery, is not permitted.

Please use the following format for your email signature:

- your name (pronunciation guide)
- your pronouns
- your title
- the name of your division, department or office
- the College's mailing address
- your phone number(s) (if applicable)
- your fax number (if applicable)
- your email address (if applicable)
- your physical office address (if applicable)

Examples

Example 1

William Shakespeare (Wil-liam Shake-speare)

pronouns: he, him, his

Associate Professor

Department of Theatre and Dance
College of Charleston
Charleston, SC 29424-0001
p: 843.953.1564
f: 843.953.1616
e: shakespearew@cofc.edu

Street Address
161 Calhoun Street, Room 301
Charleston, SC 29401

Example 2

Jane Eyre
Visiting Assistant Professor
Department of English
College of Charleston
Charleston, SC 29424-0001

Social Media

The Office of University Marketing maintains College of Charleston accounts on Facebook, Twitter and YouTube and is responsible for generating new content as well as posting appropriate information from various offices, departments and units. Other academic and administrative units wishing to develop their own accounts should first contact the social media team of the Office of University Marketing.

Personal Social Network Accounts

Social networks and blogs are popular for both personal and professional use; oftentimes there is no separation between the two. When using social media, whether in a professional capacity or personal capacity, it is important to bear in mind that whatever we say or do online reflects who we are personally and as employees of the College of Charleston.

Your actions on social media networks and online communities are viewed and regarded no differently than your behavior in your regular community. Make certain to use privacy-setting tools in each of your accounts to appropriately limit your information, and if you are using your account for professional purposes (e.g., research, story ideas, polls) be sure to state your purpose clearly.

Social media, as with all technology, is in constant flux and the guidelines surrounding its use must be adapted accordingly. Any questions regarding current trends and best practices may be directed to the Office of University Marketing.