INTRODUCTION

In this guide, you will find usage standards for the College of Charleston logo system. This guide is provided as a supplement to the College of Charleston Brand Manual, which contains comprehensive guidelines for the complete visual identity system for the College and is online at university-marketing.cofc.edu.

The logo, which combines the existing College of Charleston wordmark with a new graphic rendition of historic Randolph Hall and its surroundings, is the result of a comprehensive analysis and selection process, including focus group participation by faculty, staff, alumni and students. The logo will appear on stationery and business cards, as well as on the College’s website and on banners and other signage throughout the campus.

All designs developed by internal units of the College, or by outside vendors, can be submitted to the Division of Marketing and Communications to ensure consistency with the standards within this guide. For questions about standards, to obtain logo files or to request review of a design, email the division at marketing@cofc.edu.
The primary lockup utilizes the wordmark, centered, top to bottom, in this proportion at all times.

The College of Charleston logo is the College’s sole official brand identifier. No other logos, symbols or marks – with the exception of 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. In general, the graphic and the words should not be used separately, except in specific circumstances outlined in this usage guide.

No section or part of the logo may be separated out and used to create a new logo, visual identifier or mark, except as expressly stated in this usage guide. 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 contact the Division of Marketing and Communications at marketing@cofc.edu.
ACCEPTABLE COLOR COMBINATIONS

100% PMS 188 (MAROON)

100% BLACK

WHITE REVERSED
OUT OF PMS 188

WHITE REVERSED
OUT OF BLACK
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 Lockup Treatment

School lockups should never exceed the height of the academic mark - as indicated here. Always center, top to bottom.
The graphic section of the logo can, in limited circumstances, be used as a stand-alone mark for purposes of advertising, signage or merchandise. Use of the graphic element as a stand-alone mark should be pre-approved by the Division of Marketing and Communications (submit request or design to marketing@cofc.edu). The graphic should never be used as a substitute for the complete logo on any official print materials, stationery or other official business documents.

Acceptable color combinations

- White reversed out of black
- White reversed out of PMS 188
- 100% black
- 100% PMS 188 (Maroon)
The College of Charleston wordmark reflects the relationship between the College and the City of Charleston by using a slightly diminished but calligraphic “of” to bridge the words “College” and “Charleston.” The elongated “f” locks both planes together visually. At the same time, the “C” of “Charleston” has been slightly enlarged to seat the “C” of “College.”

The font for the wordmark is called Caslon Pro. Designed by William Caslon (1692-1766), 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.

With the addition of the graphic symbol to the logo in 2014, the wordmark should only be used without the graphic symbol in exceptional circumstances where the use of the complete logo is not possible. Use of the wordmark as a stand-alone mark should be pre-approved by the Division of Marketing and Communications (submit request or design to marketing@cofc.edu).
Do not discard existing business cards with just the wordmark. Faculty and staff do not need to order business cards with the new logo until their current supply is depleted.

Standard College of Charleston business cards remain unchanged, except for the addition of the new graphic to the logo. To order business cards from our vendor, Business Card Express, you may access a customized template and contract pricing and pay with your purchasing card at bcesouth.us. To contact Business Card Express for questions about your order, please call 800.849.8077.

The template should accommodate most of your requirements. If you have questions regarding the contract, please contact the procurement office. If your department requires something that does not fit the template, please contact the Division of Marketing and Communications.
Do not discard existing letterhead and envelopes with just the wordmark. Faculty and staff do not need to order stationery with the new logo until their current supply is depleted.

Central Stores will maintain a stock of printed College of Charleston letterhead and envelopes with the new logo. Prices can be found in the Central Stores catalog. Please use an IDT to order stationery directly from Central Stores. You may fax your IDT to 843.308.6502.

Letterhead and envelopes can be customized with department or office information. To expedite the routing of returned mail for large mailings, individual units of the College are encouraged to order custom envelopes with their unit-specific logo on the front. To order custom letterhead and envelopes from our vendor, Business Card Express, you may access a customized template and contract pricing and pay with your purchasing card at bcesouth.us.

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Mr. John Doe  
5555 State Street  
Charleston, SC 29401

Jane Doe

Sincerely,

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Mr. John Doe  
5555 State Street  
Charleston, SC 29401

Jane Doe

Sincerely,