

COLLEGE of CHARLESTON

OFFICIAL POLICY

3.3.3

Other Logos, Marks, or Graphics

04/19/2021

Policy Statement

The College of Charleston logo treatment system, as outlined in the *Brand Manual*, supersedes all logos and artwork created by units of the College and should be the only symbol used on College of Charleston print materials, websites, communications and other materials. 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. The College of Charleston logo treatment must be prominently placed on all printed materials, electronic materials and websites created by or in support of the College's academic and administrative units, as well as on all advertisements, invitations and educational materials.

If there are extreme mitigating circumstances, you may apply for an exemption from this rule. Before applying for exemption, consider these questions:

- Can your unit use the College of Charleston logo treatment with an individual unit identifier? If the answer is no, you will be asked to explain how using the College of Charleston logo treatment with unit identifier would substantially inhibit your program or group from achieving its goals.
- Can you use the overall graphic look (i.e., photos, design) of your marketing and communications materials to project a unique identity for your program, while still including the College logo treatment? If the answer is no, you will be asked to explain why using the College logo treatment will confuse stakeholders and key audiences.
- Is your unit funded, in whole or part, by the College of Charleston? If yes, you will be asked to explain why the College's overall identity and position would not be diminished by a separation of your unit from the College's brand identity.
- Does including the College of Charleston logo treatment violate laws, contractual agreements or regulations imposed by an external agency?
- Does your program involve other agencies or external interests that would not be adequately represented by the College logo treatment?

In deciding whether to approve your exemption, the Division of Marketing and Communications will consider:

- whether your group's mission is consistent with, and a part of, the College's core mission;
- whether your target audience(s) is/are the same as the core College audience(s);
- whether public perception would clearly be enhanced by your unit's separation from the College; and/or
- whether your dean, director or department head supports your request to use a separate identity.

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 apply for an exemption from the College of Charleston's logo treatment policy, please email your request to marketing@cofc.edu. Requests will be reviewed by the Division of Marketing and Communications, and you will receive a response within 30 days. Before applying for exemption, consider these questions:

- Can your unit use the College of Charleston logo treatment with an individual unit identifier? If the answer is no, you will be asked to explain how using the College of Charleston logo treatment with unit identifier would substantially inhibit your program or group from achieving its goals.
- Can you use the overall graphic look (i.e., photos, design) of your marketing and communications materials to project a unique identity for your program, while still including the College logo treatment? If the answer is no, you will be asked to explain why using the College logo treatment will confuse stakeholders and key audiences.
- Is your unit funded, in whole or part, by the College of Charleston? If yes, you will be asked to explain why the College's overall identity and position would not be diminished by a separation of your unit from the College's brand identity.
- Does including the College of Charleston logo treatment violate laws, contractual agreements or regulations imposed by an external agency?
- Does your program involve other agencies or external interests that would not be adequately represented by the College logo treatment?

In deciding whether to approve your exemption, the division will consider:

- whether your group's mission is consistent with, and a part of, the College's core mission;
- whether your target audience(s) is/are the same as the core College audience(s);
- whether public perception would clearly be enhanced by your unit's separation from the College; and/or
- whether your dean, director or department head supports your request to use a separate identity.

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 4, 2016

Next Review Date: April 4, 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: 4-4-16