

COLLEGE of CHARLESTON

OFFICIAL POLICY

3.4.1

Business Cards

04/01/16

Policy Statement

All College of Charleston employees are required to use the standard business card as defined in the *College of Charleston Brand Manual*. Production or use of business cards other than the standard business card is prohibited.

College of Charleston business cards contain the following information:

- name
- job title(s)
- office or department name
- office or department location
- email address
- College or department Web page
- phone numbers
- College mailing address

The cards are printed on Classic Crest Smooth, Solar White 80 lb. cover stock.

Cards must be ordered through the College's Copy Center or the vendor contract negotiated by the Procurement Office. The South Carolina Consolidated Procurement Code requires the College of Charleston to purchase goods and services from state term contracts when available. The state currently has a term contract for business cards.

Policy Manager and Responsible Department or Office

Director of Advertising and Brand Management, 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

The state currently has a term contract for business cards. You may access a customized template and contract pricing, and pay with your purchasing card, at <http://www.apptcard.com/sccoc> or contact the College's Copy Center.

The template should accommodate most of your requirements. If you have questions regarding the contract, please contact the procurement office. If a department requires something that does not fit the template, please contact the Division of Marketing and Communications at 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

Alan F. McLaughlin, Pres. Date: 4-1-16