

Brand Manual Outline

DRAFT (Jan. 9, 2007)

Introduction/Letter from the President

Contents

Overview/Importance of Branding

Guidelines & Approval Procedures

- Logos and Stationery
- Printing
- Campus Signage
- Advertising
- E-Communications
- Media Contact/News Releases
- High-Volume Copying
- Trademark & Licensing
- Design Assets

Brand Foundation

- College of Charleston Mission Statement
- Vision Statement
- Core Values
- Key Messages/Talking Points (general, reputation, recruitment, alumni)
- Brand Strategy/Story
- Value Proposition

Visual Identity Guidelines

- Logo/Signature/Word Mark
 - Standard Configuration
 - School/Department/Office Configuration
 - Use with photos, screens, reverses
 - Staging
 - Minimum Size and Proportions

Alternate Marks

- Approval and Usage
- Relationship to Standard Logo
- Usage on Stationery
- Usage on Websites

Athletics Logos

- Standard Configurations
- Secondary Marks/Configurations
- Merchandise Licensing
- Improper Applications and Usage

College of Charleston Seal
Configuration
Usage
Other Seals (University of Charleston, Trustees)

Color Palette
College Colors
Athletics Colors
Branding and Accent Colors
Color Applications Examples

Type Families
Official Type Face
Secondary Type Faces
Web Type Faces

Photography
Guidelines
Permission

Web and Electronic Communications
Web Page Templates
Required Page Elements

Audio/Video
Tagging
Artwork
Audio Signatures

Editorial Style Guide

Editorial Standards
AP Style
Professional Titles
Department Names
Building Names
Grammar
Punctuation
Preferred Usages and Spellings

Official Statements
College of Charleston Descriptive Text (long and short)
College of Charleston History
College of Charleston Timeline
News Release Boilerplate
Equal Opportunity Statement
Privacy Statement
Other Legal Statements

Brand Platform in Practice

Stationery

- Letterhead
- Envelopes
- Business Cards
- Mailing Labels
- Note Cards
- Fax Cover Sheet

Signage

- Exterior
- Interior

Creative Execution

Print

- Brochures
- Newsletters
- Fliers
- Posters
- Invitations
- Note cards

Advertising

- Web and E-Mail
- PowerPoint
- Merchandise

Contacts and References

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