College of Charleston
250th Anniversary
Brand Manual
Launching in November 2019 and closing out on Founder’s Day, January 2021, the College of Charleston will come together with students, faculty, staff, alumni and the community for a yearlong celebration of its founding in 1770.

The 250th anniversary of the College of Charleston is a celebration of the critical and vital role the College plays in the city, state, nation and world, along with its impact to change the world for the better. At the same time, the anniversary serves as a catalyst for examining our historic past and identifying and seeking opportunities for reconciliation within our community and creating new partnerships and connections. Finally, this special anniversary highlights the prestige and distinction of being alumni, members of the College community and institutional partners of the College of Charleston.

In celebrating our 250th anniversary, we will continue to:
- increase the brand position of the College within the region and nation;
- showcase excellence and distinction in the academic and student bodies;
- increase philanthropic and alumni support.

A toolkit to support marketing and communications efforts throughout the 250th is provided, including key messages, logo guidelines and branded templates.
# TABLE OF CONTENTS

## MESSAGING

03. Key Messages  
04. Tagline, Social Media

## VISUALS

05. Logo  
06. Social Media, Tagline  
07. Logo Usage Guidelines  
13. Use with CofC Logo

## PROMOTIONAL MATERIALS

15. Giveaways, Exhibit Items, Merchandise

## TEMPLATES

16. Invite, Letterhead  
17. PowerPoint, Email  
18. Notecard, Notepad
KEY MESSAGES

• The College of Charleston is a nationally preeminent public university deeply rooted in the liberal arts and sciences tradition, offering leading-edge programs in the arts, business, education, the humanities and social sciences, languages and science and technology. It is dedicated to its public mission of advancing the region's economy, culture and future.

• The College of Charleston has a rich history and compelling future as a liberal arts and sciences institution.

• The College faculty and staff empower students, both undergraduate and graduate, to be engaged, ethical citizens and leaders in a global community.

• The College faculty and staff are committed to academic excellence, high-impact experiential learning opportunities and the power of place, providing world-class instruction in a world-class setting producing world-class minds.

• The College will achieve greatness through its student experience, which is and will continue to be what makes the College truly distinctive and nationally preeminent.

• The College serves as the Lowcountry’s capital of intellectual inquiry and a training ground for great thinkers and problem solvers.

• The College has a continuing tradition of excellence, which is reflected in its past and is integral to its future.

• The College of Charleston constantly evolves and innovates so that today’s students are equipped with the relevant skills and knowledge to be leaders upon graduation.
TAGLINE

**History.Made.Here.**

From the very moment the College was founded to present day, it’s been making history. From having three signers of the Declaration of Independence and three signers of the U.S. Constitution to graduating numerous alumni who have left their mark on the world and advanced society through their tireless efforts, the College has a very strong and consistent track record in the history books.

That’s why the tagline *History.Made.Here.* is an apt description of the past 250 years and an indicator of more great things to come. The tagline can be used in messaging, such as social media posts, speeches, etc. When using it in written form, there should be no spaces after each period, and it should be italicized.

The visual representation of the tagline, which was used as a standalone graphic before the unveiling of the clock logo, should only be used within the full logo setup as shown in the Visuals section of this guide.

SOCIAL MEDIA

When writing social media posts about events and other activities surrounding the 250th, you are encouraged to use the official 250th hashtag, #CofC250. If using the tagline, *History.Made.Here.*, in the body copy of your post, there should be no spaces after each period, and it should be italicized.

#CofC250
*History.Made.Here.*

Example:
Did you know that the College of Charleston is one of the oldest universities in America? That’s why we say, *History.Made.Here.* #CofC250
INSTITUTIONAL LOGO

The College of Charleston logo remains 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 addition of the 250th Anniversary logo is solely for the duration of the yearlong celebration of the College’s founding.

250TH ANNIVERSARY LOGO

The logo for the 250th celebration was created by area designer Jay Fletcher. It is based on the College’s iconic Sottile clock. The passage of time is a fitting symbol for 250 years of achievements and our vision for the future. Details on the clock evoke the Cs and Os of CofC. And check the time: It’s 2:50!

Note: The following visuals are for example only. To request the 250th Anniversary logo files, email the Division of Marketing and Communications at marketing@cofc.edu.

VISUALS

Fig. 1  The primary graphic is a vertical treatment without the tagline.
Fig. 2  The secondary graphic is a horizontal treatment with the tagline.
Fig. 3  The tertiary graphic combines the vertical treatment and tagline; it is for large applications only.

Fig. 1  
Fig. 2  
Fig. 3  

CofC 250
HISTORY.MADE.HERE.
SOCIAL MEDIA

Below are profile and cover images that can be used in both personal and CofC-official social media accounts. Note that the graphic for Instagram is for Stories only, not profile images.

Facebook cover image: 820x312 pixels

Instagram Stories (Label as CofC250)

Facebook profile: 360x360 pixels

TAGLINE

The 250th tagline, History.Made.Here., has been used as a design element in promotions leading up to the release of the 250th Anniversary logo. Now that the tagline has been incorporated into the graphic, it should no longer be used as a standalone design element. Please refer to tagline usage in the Messaging section of this guide.
COLOR COMBINATIONS

- **100% PMS 188 (MAROON)**
- **100% PMS 7503 (GOLD)**
- **100% BLACK**
The primary logo’s minimum size for all printed publications is .75”H (3/4”H).

The primary logo’s maximum size for all stationery systems is .875”H (7/8”H).
COLOR COMBINATIONS

100% PMS 188 (MAROON)

100% PMS 7503 (GOLD)

100% BLACK
MINIMUM AND MAXIMUM SIZES

The secondary logo’s minimum size for all printed publications is 1.25”H (1-1/4”H).

The secondary logo’s maximum size for all stationery systems is 1.5”H (1-1/2”H).
COLOR COMBINATIONS

100% BLACK

100% PMS 188 (MAROON)

100% PMS 7503 (GOLD)
The tertiary logo’s minimum size for all printed publications is 3"H; it should be reserved for large applications.
Most printed materials will require both the College logo and wordmark setup and the 250th Anniversary logo; however, the 250th logo should not be appended to the College logo and wordmark. The 250th logo is the subordinate mark. The wordmark should be more prominent and should be clearly separated from the 250th logo. For example, when the wordmark is placed on the left hand side of the page, the 250th logo should be smaller and on the right.
Minimum distance between logos should be equal to the width of the CofC logo and wordmark.

Minimum distance between logos should be equal to three times the width of the adjacent CofC wordmark.
GIVEAWAYS

Any promotional materials or giveaways ordered with 250th logos and messaging must be cleared through the 250th Anniversary Marketing and Merchandising Committee by emailing Jessica Rodgers at rodgersja@cofc.edu. All items must be ordered through a licensed vendor and the brand guidelines for both the College of Charleston and the 250th Anniversary must be followed. Select items will not be available for order as giveaways if they are available as merchandise.

EXHIBIT ITEMS

The College will have a small quantity of 250th-themed exhibit items, like pop-up banners and table throws available for special events on a first-come, first-served basis. Requests can be made through Darcie Goodwin at goodwind1@cofc.edu and should be made two weeks in advance. If you anticipate using these items on a regular basis, we suggest purchasing a set for your department or office.

MERCHANDISE

Merchandise/swag featuring the 250th theme will be available at both the College of Charleston Bookstore and The College Corner, as well as through other licensed vendors.
Below are samples of templates available utilizing the 250th Anniversary graphic. The use of these templates is solely for the duration of the yearlong celebration of the College’s founding. All templates will be available for download beginning November 2019 at 250.cofc.edu.
TEMPLATES

FOLDED NOTECARD

NOTEPAD