

<b>ADMINISTRATIVE DIVISION</b> Marketing and Communications		<b>POLICY NUMBER</b> 220
<b>POLICY TITLE</b> Use of Institutional Name		
<b>DATE OF REVISION</b> December 5, 2024		
<b>RESPONSIBLE OFFICER</b> Senior Director of Marketing and Communications		<b>ADMINISTRATIVE OFFICE</b> Marketing and Communications

## PURPOSE

The policy governs the best practices and guidelines for the name and acronyms of the University of South Carolina Beaufort

## DEFINITIONS

**Academic unit:** Department, office, University Libraries. Within any academic unit, there may be academic sub-units such as departments, centers, and institutes.

**Administrative unit:** Administrative divisions such as Human Resources, Executive Vice Chancellor/Provost, Administration and Finance. Within any administrative unit, there may be administrative sub-units such as departments, centers, and offices.

**Brand Director:** The Senior Director of Marketing and Communications and/or the Graphic Design Manager; serves as the primary contact providing strategic consulting and project coordination and serves as an entry point to all brand management.

## POLICY STATEMENT

The mission of the Office of Marketing and Communications is to build, enhance and protect the University of South Carolina Beaufort brand and help provide a consistent brand experience across all university touch points. Marketing and Communications establishes the university's brand platform and brand strategy along with content strategy, messaging guidelines and visual identity standards. All academic and administrative units are required to adhere to university brand standards.

University-level marketing communications activities are solely the responsibility of Marketing and Communications. These activities include the broad marketing of the university and the creation of major university communications and promotions targeted to external audiences and take place in the context of a coordinated university marketing strategy developed by Marketing and Communications in conjunction with campus partners.

Academic and administrative units are encouraged to engage in unit-level marketing and communications activities to enhance the reputation and promote awareness of the unit among key audiences. All unit level marketing and communications activities must adhere to university brand standards and be done in coordination with Marketing and Communications as outlined below.

## PROCEDURES

### A. Formal full name: University of South Carolina Beaufort

1. Do not use a hyphen, dash or comma before “Beaufort.”
  - a. Exception: use a hyphen or underscore when required for social media account names or website URLs.
2. Do not use prepositions such as “in” or “at.”
3. “The” is not part of the formal name of the University.

### B. Informal abbreviation in written communications: USCB

1. Do not use USC Beaufort

### C. Acronym (logos) and second reference (writing): USCB

1. No space between the letters.
2. Do not use periods between the letters.

### D. Capitalize “university” when referring specifically to USCB in promotional/marketing material.

1. *Example:* Pritchards Island is owned by the University.

### E. USCB can be referred to as a “senior campus” or a “four-year campus” or a “comprehensive university” in the University of South Carolina System.

## HISTORY OF REVISIONS

Date of Revision	Reason for Revision
December 5, 2024	Updated format