

ADMINISTRATIVE DIVISION Marketing and Communications		POLICY NUMBER 222
POLICY TITLE Brand Strategy and Branded Communications		
DATE OF REVISION 11/21/24		
RESPONSIBLE OFFICER Senior Director of Marketing and Communications		ADMINISTRATIVE OFFICE Marketing and Communications

PURPOSE

The brand strategy and branded communications policy governs the branding practices and guidelines for 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.

A. Strategic Marketing

1. Marketing and Communications offers professional services to academic and administrative units across the USCB campus at the strategic, support and self- service levels. These services include but are not limited to: strategic marketing, advertising, research, communications consultation, creative design and production, public relations, event promotion, digital strategy, publication design and content creation.
2. All academic and administrative units are required to maintain compliance with this policy.
3. Academic and administrative unit-level marketing and communications activities directed towards external audiences must take place in the context of the overall university marketing and communications strategy.

Units may have individual customized marketing and communications strategies, but these must be seen as supplements to the main university marketing strategy and be approved by Marketing and Communications prior to implementation.

Marketing and Communications will work with academic and administrative units to provide customized strategic communications plans.

B. Visual Identity

1. Marketing and Communications develops and maintains the university's visual identity. The university must present a strong and consistent visual identity in support of its branding, marketing and communications initiatives.

Coordinated use of the official university identity allows academic and administrative units and sub-units to represent themselves as part of the larger university. Additional coordinated graphic components such as companion logos, typographic style, official colors and design templates have been established to enhance and complete a unified visual identity.

2. The official standards and guidelines posted online in the Brand Toolbox located on the USCB website: uscb.edu/faculty-and-staff/marketing-toolbox.html
3. Standards apply to all external and internal communications of administrative and academic units, including but not limited to brochures, booklets, advertisements, banners, websites, emails, mobile applications, broadcast and recorded media. Faculty are encouraged to apply standards to professional communications when possible.

4. Any use by outside entities/vendors of official USCB academic or spirit trademarks must be approved. Additionally, any use on saleable merchandise must be coordinated by the Collegiate Licensing Company for rights and terms of use. See also University Policy [*BUSA 3.06 Trademark and Licensing*](#).

C. Advertising and Media Buying

Marketing and Communications provides professional advertising services for the campus including market research and planning, copywriting and creative design. In addition, Marketing and Communications offers ad-buying services to achieve efficiency and generate savings for interested units.

1. Display advertising, promotions and sponsorships in external media, including print media, out-of-home, social, digital and broadcast must adhere to brand guidelines as outlined by the brand toolbox to ensure proper usage of university graphics and alignment of messaging with the university's marketing goals.

2. All advertisements described above must comply with Section I.B. Visual Identity of this policy.

3. Classified advertising and personnel advertising are exempt.

4. Any vendor used to provide advertising or media buying services must be an approved vendor as described in [*COMM 4.0 Vendors and Outsourcing*](#) policy.

D. Publications

1. All academic unit and sub-unit print and electronic publications and periodicals targeted for distribution for marketing and public relations purposes and produced outside of Marketing and Communications must adhere to brand guidelines as outlined by the brand toolbox to ensure proper use of the university's visual identity, integrated marketing messaging and content accuracy. Academic units should provide Marketing and Communications with a copy of all publications. This policy does not apply to articles submitted to scholarly journals.

PROCEDURES

A. Communications Guidelines and Resources

1. Unit Coordination with Marketing and Communications – Roles and Responsibilities

Academic Units:

a. Academic unit contacts ensure adherence to brand guidelines and consult on branded communications originating within the unit, including all sub-units. These individuals will consult with Marketing and Communications as necessary and will serve as the singular point of contact with Marketing and Communications on the unit's behalf.

Administrative Units:

a. Administrative unit contact reviews and consults on branded communications originating within the unit. These individuals will consult with Marketing and Communications as necessary and will serve as the singular point of contact on the unit's behalf.

2. Brand Toolbox - All procedures, brand identity guidelines and marketing resources related to the marketing and communications activities outlined in the policy are posted on the Brand Toolbox located on the university's website: uscb.edu/faculty-and-staff/marketing-toolbox.html

a. Marketing and Communications will periodically revise, update and expand on brand identity guidelines and marketing resources posted on the Brand Toolbox.

b. Individuals and groups responsible for the creation of marketing and promotional materials should check the Brand Toolbox frequently to ensure that communications are in compliance with all guidelines.

3. Professional Development Training is encouraged - Ongoing professional development activities ensure that units are prepared to produce materials that are consistent, professional and immediately recognizable as the University of South Carolina Beaufort in both presentation and content.

If this policy does not cover what you are looking for, please contact the Senior Director of Marketing and Communications.

RELATED UNIVERSITY AND STATE POLICIES

- [COMM 4.0 Vendors and Outsourcing policy](#)
- [BUSA 3.06 Trademark and Licensing](#)

HISTORY OF REVISIONS

Date of Revision	Reason for Revision
November 21, 2024	Created Policy