

COLLEGE OF CHARLESTON – ATHLETICS

Style Guidelines

Last Updated: January 2025



ATHLETICS AND THE BRAND

Our athletics brand exemplifies the character, passion, spirit and determination of this great university. All of us - current and former student athletes, students, faculty, staff, alumni, parents, relatives and friends proudly embody our College of Charleston brand.

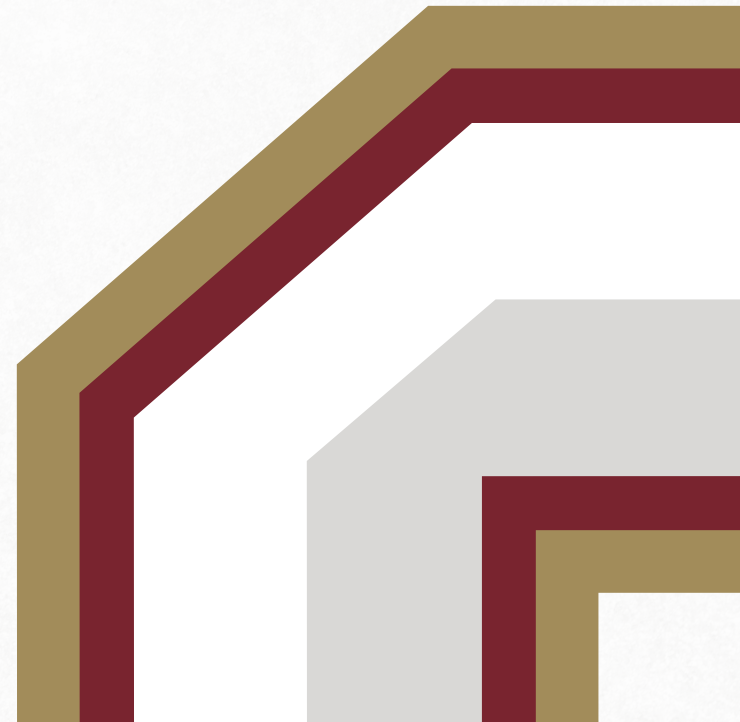
CONTENTS

IDENTITY

Athletics Brand Guidelines
Color Palette / Applications
Typography

ELEMENTS

College of Charleston Primary Marks
Wordmarks (Script / Block)
Secondary Marks
Acceptable Color Combinations
Incorrect Uses
Registered Terms
College Vault
Additional Guidelines



ATHLETICS BRAND GUIDELINES

Each part of our great university contributes powerfully to the College of Charleston's standing and reputation, and the College of Charleston athletics brand carries a great responsibility to consistently present a high-quality image representing the College of Charleston to local, regional and national audiences.

Brand standards ensure all athletics advertising and promotional materials share a symbolic commonality representing our entire university. These standards apply to displays, uniforms, team apparel, equipment, facilities - every representation of our brand.

These branding standards are comprised of tightly consistent dimensions, style, symbols, design, character and colors. This disciplined consistency is imperative for high-level branding. Deviation from the official identity as shown in this guide is not permitted. All athletics units are required to adhere to these branding and identity standards.

If you'd like any additional information related to brand identifier uses with facilities, events, apparel, uniforms, equipment, awards/gifts, digital and social media, electronic email signatures, stationery, videography, writing style, athletic camps and clinics, and other applications, reach out by emailing sportsmarketing@charleston.edu. In addition, for any questions related to our university departments, student organizations and commercial use of the College of Charleston trademarks, please email SportsMarketing@cofc.edu.

THE COLLEGE OF CHARLESTON ATHLETIC MARKS

Our brand is the College of Charleston. Each unit falls under the College of Charleston brand. This includes, but is not limited to, academic schools, divisions, offices and each of the athletic teams. All university units should follow College of Charleston's brand manual. This document is intended for use by the College of Charleston Department of Athletics and its sports teams. All athletics marketing will take place within the approved brand parameters.

The College of Charleston logos, wordmarks, type treatments, fonts, and other branded marks including the athletics marks, are the only marks approved for use to represent the College of Charleston's Department of Athletics and its sports teams. No other marks or logos may be used without prior written approval through the licensing office.

College of Charleston Department of Athletics branded marks must be used as outlined in this guide. No other marks may be used to represent the athletics department. Certain relevant icons or elements may be permitted as long as the College of Charleston's core branding is also represented as part of the design. Any other Charleston representation (block C, script, etc.) must not be used to represent or associate with the university and/or the athletics department. The use of palm trees or other regionally relevant elements are also permitted within the Charleston branding.

The College of Charleston Athletics Style Guidelines are available for athletics staff to ensure brand consistency and discipline.

The logo for the College of Charleston Athletics, featuring the word "Charleston" in a stylized, cursive script. The text is dark red with a gold outline and a gold shadow effect. A small "TM" trademark symbol is located at the end of the word.

Charleston™

COLOR PALETTE

Color is the most fundamental, yet most powerful tool that can bring our brand to life, creating or associating a mood or feeling. Color is paramount in establishing the identity and strength of the College of Charleston. Maroon, Metallic Gold, Gray, and Gold are the official colors of the College of Charleston Department of Athletics and its sports teams, and is one of the strongest elements of our identity and personality. It presents a strong visual impression that constantly reinforces our brand. The College of Charleston's identity is greatly strengthened by using these official athletics colors with absolute consistency.

Refer to the color formulas for all printed and web-related applications. The Pantone Matching System® can be used for color specification. Maroon matches Pantone 188. Metallic Gold matches Pantone 8383. Gray matches Pantone Cool Gray 1. Gold matches Pantone 4525. Note that the color will appear different when viewed on a screen versus printed and each screen is slightly different. Take these into consideration and match the College of Charleston official colors.

COLOR APPLICATIONS

OFFICIAL COLORS



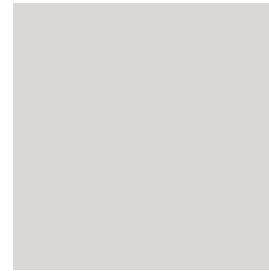
MAROON

Pantone (PMS) 188



METALLIC GOLD

Pantone (PMS) 8383



GRAY

Pantone (PMS) Cool Gray 1

The color examples above are reference only and are not intended to match print colors. Please consult a Pantone™ color swatch book for accurate printed color representations.



GOLD

Pantone 4525 (PMS)

Secondary Color

In instances where Metallic Gold (PMS 8383) can not be used, please substitute PMS 4525.

TYPOGRAPHY

PRIMARY

Collegium is the designated athletics font and should be used consistently in accordance with the athletics branding - trademark licensing guidelines.

COLLEGIUM REGULAR

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

SECONDARY

The Helvetica font should be used to support Collegium. As an example, Helvetica should be used whenever possible in all text - (body) - content with athletics publications, marketing materials and correspondence.

HELVETICA REGULAR

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

***PRIMARY LOGO –
ATHLETICS***



ON A LIGHT BACKGROUND



ON A DARK BACKGROUND

PRIMARY LOGO – IDENTIFIERS



The protected area around the logo ensures that no other graphic element may interfere with its clarity and integrity. The depth of the protected area is the height of the “x”.

WORDMARKS – ATHLETICS (SCRIPT)

CHARLESTON



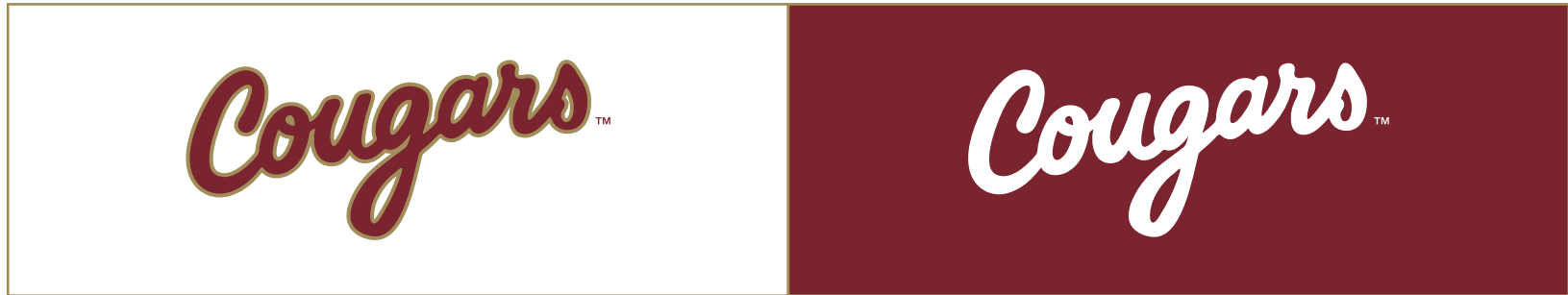
GOLD OUTLINE

ONE COLOR

Charleston's script wordmark identifier is strong, clear, bold and distinctively designed to carry the proud spirit of College of Charleston athletics. Secondary identifiers provide College of Charleston athletics with flexibility for selected use. These identifiers should not be used as primary marks.

WORDMARKS – ATHLETICS (SCRIPT)

COUGARS



GOLD OUTLINE

ONE COLOR

The Cougars script mark can be used in secondary locations for general use.

WORDMARKS – ATHLETICS (SCRIPT)

THE COLLEGE



GOLD OUTLINE



ONE COLOR

The College script mark can be used in secondary locations for general use.

WORDMARKS – ATHLETICS (BLOCK FONT)

CHARLESTON™	CHARLESTON™
THE COLLEGE™	THE COLLEGE™
COUGARS™	COUGARS™

GOLD OUTLINE

ONE COLOR

Charleston's wordmarks 'Charleston', 'The College', and 'Cougars' are strong, clear and bold, designed with a distinctive varsity-style block font used to carry the proud spirit of College of Charleston athletics. However, these marks should not be used as primary marks.

SECONDARY LOGOS – ATHLETICS



STAND ALONE



C WITH SCRIPT
CHARLESTON



C WITH SCRIPT
THE COLLEGE

These marks can be used in secondary locations for general use, with versions for both dark and light backgrounds as needed.

TEAM DESIGNATION MARKS (COMING SOON)

Not something we currently have but need to implement with the Block C Charleston and the Charleston Script



TEAM DESIGNATION MARKS | PIRATE+TEAM STACKED



PALM TREES (COMING SOON)



We are also looking to implement more palm trees into our branding, as they have become a big part of Charleston, and can be seen growing across our campus.

CHARLESTON SKYLINE



The Charleston skyline is another important symbol and design element of our school, which we are hoping to implement more into our brand, as it depicts our beautiful city and home.

ACCEPTABLE COLOR COMBINATIONS

PRIMARY LOGO

NOTE:

In certain instances it may be necessary to eliminate some of the approved colors. In that case, please use the following pages as a guide in choosing an acceptable alternative.

PRIMARY LOGO WITH SHADOW



ACCEPTABLE COLOR COMBINATIONS

PRIMARY LOGO (CONTINUED)

NOTE:

In certain instances it may be necessary to eliminate some of the approved colors. In that case, please use the following pages as a guide in choosing an acceptable alternative.

PRIMARY LOGO WITHOUT SHADOW



*As an institution, we have been using a one color with shadow option.

ACCEPTABLE COLOR COMBINATIONS

SECONDARY LOGOS



ACCEPTABLE COLOR COMBINATIONS

WORDMARKS, BLOCK

CHARLESTON™

CHARLESTON™

THE COLLEGE™

THE COLLEGE™

COUGARS™

COUGARS™

ACCEPTABLE COLOR COMBINATIONS

WORDMARKS, SCRIPT

*Charleston*TM



*Charleston*TM



ACCEPTABLE COLOR COMBINATIONS

WORDMARKS, SCRIPT (CONTINUED)

*Charleston*TM



INCORRECT USES



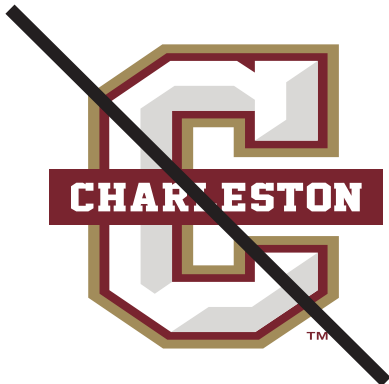
USE THE CORRECT COLORS

*CHARLESTON*TM

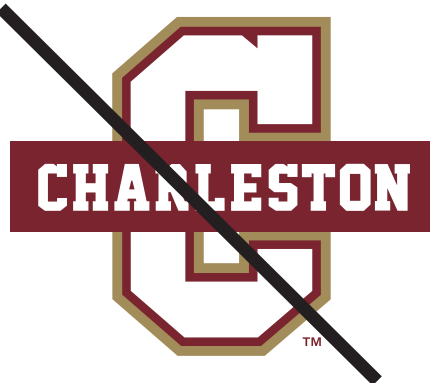
USE THE CORRECT
TYPOGRAPHY

Charleston
COUGARSTM

DO NOT LAYER GRAPHIC
ELEMENTS



DO NOT STRETCH OR
DISTORT



USE THE CORRECT LOGO
PROPORTIONS



DO NOT REARRANGE THE
ELEMENTS

REGISTERED TERMS

The following words are officially registered in association with the university and its athletic teams:

COLLEGE OF CHARLESTON™

THE COLLEGE™

CHARLESTON COUGARS™

COUGARS™

COUGAR CLUB™

C OF C ATHLETICS™

C OF C™

C OF C COUGARS™

CHARLESTON™

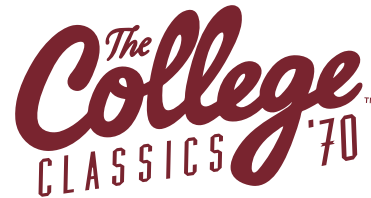
TD ARENA™

PATRIOTS POINT™

CLYDE THE COUGAR™

COLLEGE VAULT

College Vault is a vintage-inspired merchandise program that pays homage to the university's historical trademarks and traditions through fashion-forward apparel and non-apparel products. College Vault allows the College of Charleston to celebrate its vintage marks that represent a strong history in a trendy, stylish program that is clearly differentiated in the marketplace.



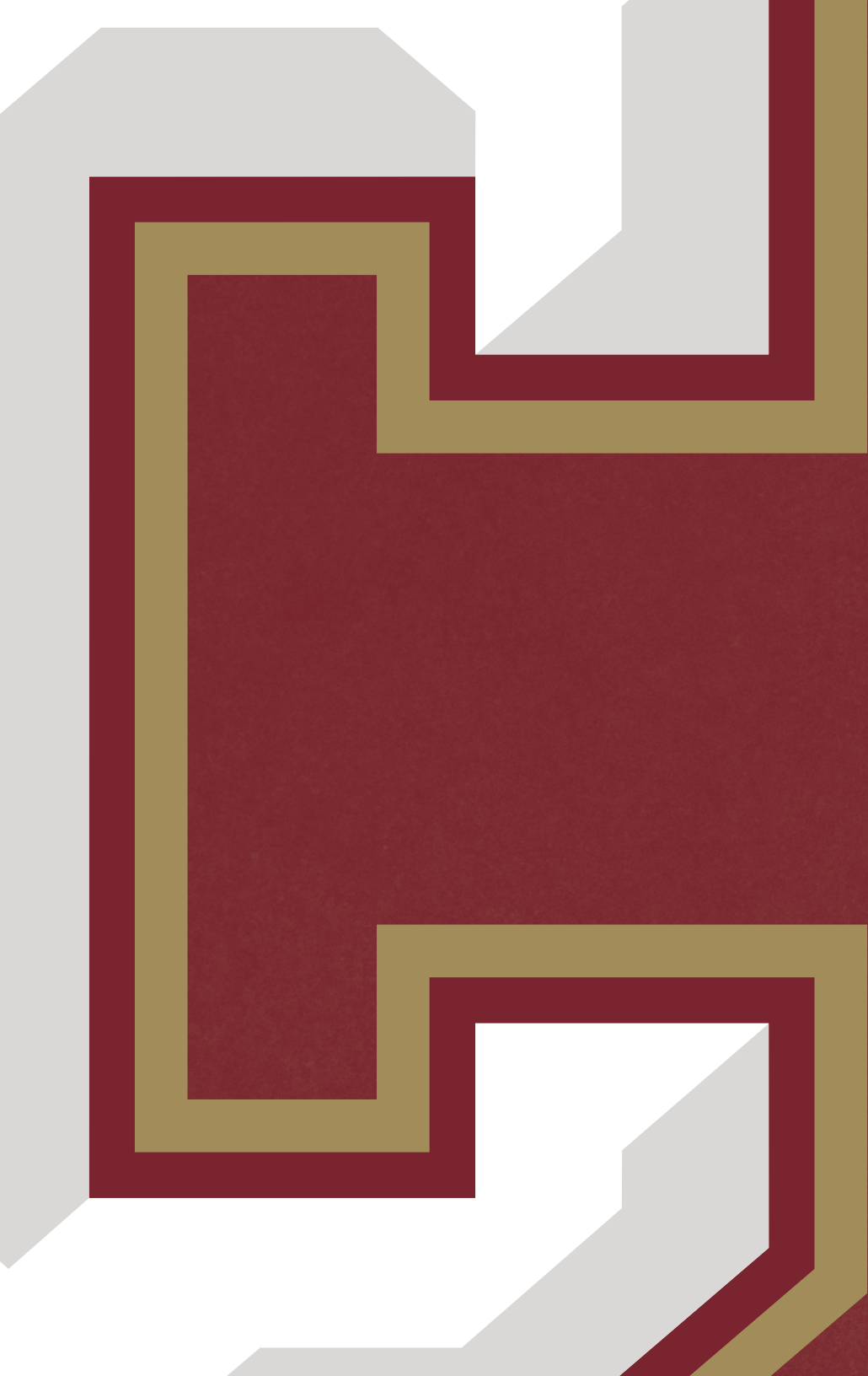
College Vault

ADDITIONAL GUIDELINES

REFERENCE - STATISTICS ABBREVIATIONS

“College of Charleston” or “Charleston” are the preferred reference for use by announcers, on scoreboard displays, statistic abbreviations, etc.

For television in-game and studio graphics, the abbreviations CofC, CHS, or Charleston Script Logo are preferred.



COLLEGE OF CHARLESTON – ATHLETICS

66 George St Charleston, SC 29424
(843) 805-5507

Revised: 01/29/25