

THE CITADEL  
The Military College of South Carolina  
171 Moultrie Street  
Charleston, SC 29409

MEMORANDUM  
NUMBER 7-006

5 March 2021

**BRAND ASSETS POLICY**

**1. PURPOSE**

This policy defines the rules and procedures set forth by the Office of Communications and Marketing for the use of The Citadel Brand Assets by all divisions, departments, business units, auxiliaries and individuals on campus.

This policy applies to all forms of communication—print and electronic—and establishes guidelines and standards for presentation of The Citadel’s institutional identity.

Campus Units benefit from their affiliation with and support of The Citadel brand. The Citadel brand and adherence to its components and guidelines ensures consistency and recognition of the brand. All divisions, departments, business units, auxiliaries and individuals communicating on behalf of The Citadel must follow The Citadel Brand Guidelines, published online at <http://brand.citadel.edu>.

**2. REFERENCE**

The Citadel Brand Guidelines published online at <http://brand.citadel.edu>.

**3. DEFINITIONS**

- A. Branded Consumer Products refer to any goods bearing The Citadel Brand Assets (e.g. clothing, promotional items, gifts, or any emblematic merchandise), whether such goods are commercially or personally produced and regardless of whether the intent is commercial (i.e., offered for sale) or promotional (i.e., given away).
- B. Campus Units refer to officially recognized departments or divisions (both academic and non-academic) as well as other official entities of The Citadel, including but not limited to schools, departments, programs, centers, auxiliaries, and offices.
- C. Intercollegiate Athletic Logos collectively refers to any marks either currently in use or previously used to represent The Citadel Athletics and its affiliates.
- D. Sponsorship refers to financial or in-kind support given to an event, organization, or activity in exchange for acknowledgement, recognition, or promotion.
- E. The Citadel Brand Assets collectively refers to The Citadel’s Visual Assets and The Citadel Name.
- F. The Citadel Brand Guidelines are the directions provided by the Office of Communications and Marketing that provide guidance on the proper use of The Citadel Visual Identity System and furnish elements to align and unify The Citadel and its many endeavors with consistent messaging. The Citadel Brand Guidelines are available at <http://brand.citadel.edu>.

- G. The Citadel Logo collectively refers to the system of graphic elements that can be used individually or in unison to represent The Citadel. The Citadel Logo includes the Padgett-Thomas Brandmark, The Citadel Wordmark, The Citadel Brand Signature, and The Citadel Marketing Lockup.
- 1) Padgett-Thomas Brandmark refers to the visual asset within The Citadel Logo System that graphically depicts Padgett-Thomas barracks.
  - 2) The Citadel Wordmark refers to the visual asset within The Citadel Logo System that contains the words The Citadel.
  - 3) The Citadel Brand Signature refers to the paired presentation of the Padgett-Thomas Brandmark and The Citadel Wordmark in accordance with The Citadel Brand Guidelines.
  - 4) The Citadel Marketing Lockup refers to the paired presentation of the Padgett-Thomas Brandmark, The Citadel Wordmark and sub-brand affiliation text in accordance with The Citadel Brand Guidelines.
- H. The Citadel Name refers to the name “The Citadel,” “The Citadel, the Military College of South Carolina,” “The Military College of South Carolina” and any other name or abbreviation that has college-wide application.
- I. The Citadel Seal refers to the official seal of The Citadel, the Military College of South Carolina.
- J. Visual Assets collectively refers to The Citadel Logo System and The Citadel Seal.
- K. Visual Identity System collectively refers to The Citadel Logo System, The Citadel Seal, and all colors, fonts, graphic elements or other visual assets used by The Citadel to represent the college.

#### **4. POLICY**

##### **A. The Citadel Brand Guidelines**

Use of The Citadel Brand Assets is subject to this policy and The Citadel Brand Guidelines, which facilitate the implementation of this policy. The Office of Communications and Marketing is responsible for creating, maintaining, and managing The Citadel Brand Guidelines, published online at <http://brand.citadel.edu>.

The Citadel Brand Guidelines contain detailed information about proper use of The Citadel Brand Assets and The Citadel’s Visual Identity System.

The Office of Communications and Marketing reserves the right to make updates and changes to The Citadel Brand Guidelines as necessary. It is the responsibility of all divisions, departments, business units, auxiliaries, and individuals on campus to maintain familiarity and compliance with the guidelines.

##### **B. Use of The Citadel Name**

The Citadel Name is the property of The Citadel. The use of The Citadel Name must support The Citadel brand.

1. Proper use. The college’s proper name is “The Citadel, the Military College of South Carolina.”

- (1) It is appropriate to refer to the college as “The Citadel.”
  - (2) Always capitalize “The” in “The Citadel.”
  - (3) As a proper noun, always use “The,” never just “Citadel.”
  - (4) The “the” in “the Military College of South Carolina” should only be capitalized at the beginning of a headline or sentence. In all other instances “the.”
  - (5) The college should not be referred to by nicknames or slang terms in official communications or publications (e.g., El Cid is one of the nation’s six senior military colleges”).
2. Use by Campus Units. Campus Units are required to use The Citadel Name to identify their association with The Citadel.
    - (1) The name “The Citadel” should always precede the sub-brand affiliation of any Campus Unit (e.g., The Citadel Office of Communications and Marketing).
    - (2) Campus Unit names should not begin with “The” (e.g., “Krause Center for Leadership and Ethics”, not “The Krause Center for Leadership and Ethics”).
  3. Use by student organizations. Any student organization that uses The Citadel Name must accurately represent its status as a separate entity from The Citadel and use The Citadel Name in a locational sense, including the formal name of the organization and when entering into legally binding agreements, or signing official documents (e.g., “The Citadel Chess Club” should be “Chess Club at The Citadel”). Student organizations whose formal name was developed before this policy was implemented are exempt from this requirement.
  4. Use by third parties. Third parties affiliated with The Citadel and officially supported by a Campus Unit whose activities support the mission of The Citadel may use The Citadel Name in accordance with this policy and The Citadel Brand Guidelines but must first seek approval through the Brand Compliance and Approval Process (see section 4.J.).

#### C. Use of The Citadel Logo

The Citadel Logo is the property of The Citadel. The use of The Citadel Logo must support The Citadel brand.

1. Proper use. Use of The Citadel Logo must be consistent with The Citadel Brand Guidelines.
  - (1) The authority to grant approval to use The Citadel Logo is delegated to the Vice President for Communications and Marketing or their designee.
  - (2) Any proposed use of The Citadel Logo not covered through this policy must be coordinated through the Brand Compliance and Approval Process (see section 4.J.).
2. Use by Campus Units. Use of The Citadel Logo is reserved for Campus Units. Campus Units are required to use The Citadel Logo to identify their association with The Citadel, provided the use is consistent with The Citadel Brand Guidelines;

- (1) The Citadel Logo should appear on all publications and materials that represent The Citadel. All materials, print or electronic, published for public consumption must display The Citadel Logo in accordance with The Citadel Brand Guidelines.
  - (2) Campus Units are authorized to use The Citadel Marketing Lockup. Marketing Lockups can be downloaded or requested through The Citadel Brand Website at <https://brand.citadel.edu/tools/lockup-generator/>. The Office of Communications and Marketing retains the right to modify the formal name of a Campus Unit within Marketing Lockups in order to maintain compliance with The Citadel Brand Guidelines
3. Use by student organizations. Student organizations are not authorized to use The Citadel's Visual Assets for the promotion of their organization. However, elements within The Citadel's Visual Identity System other than The Citadel Logo, including all colors, fonts, graphic elements, or other visual assets used by The Citadel to represent the college, may be used by student organizations.
  4. Use by third parties. Third parties affiliated with The Citadel and officially supported by a Campus Unit whose activities support the mission of The Citadel may use The Citadel Logo in accordance with this policy and The Citadel Brand Guidelines but must first seek approval through the Brand Compliance and Approval Process (see section 4.J.).

#### D. Use of The Citadel Seal

The official seal of The Citadel is not interchangeable with The Citadel Logo. The seal may only be used by the Office of the President and on academic degree diplomas. Any other uses of The Citadel Seal are strictly prohibited unless otherwise approved by the Vice President for Communications and Marketing or their designee.

#### E. Use of Intercollegiate Athletic Logos

The Citadel's Intercollegiate Athletic Logos are not interchangeable with The Citadel Logo. Intercollegiate Athletics Logos may only be used by The Citadel Athletics to represent its programs. Any other uses of The Citadel's Intercollegiate Athletic Logos are strictly prohibited unless otherwise approved by the Athletics Director or their designee.

#### F. Unauthorized use of Brand Assets

Certain uses of The Citadel Logo are strictly prohibited, while other uses require prior authorization before they can proceed.

1. Strictly prohibited. The following uses are strictly prohibited:
  - (1) Use of The Citadel Seal that is not compliant with this policy.
  - (2) Alterations or modifications to, or imitations of the officially designated versions of The Citadel's Visual Assets.
  - (3) Creation of new logos or proxy logos representing or implying an organization or group's association with The Citadel.
  - (4) Use of The Citadel Brand Assets for personal promotion.

- (5) Use of The Citadel Brand Assets for the promotion of tobacco, sexually oriented products or services, religious products, political parties or organizations, gaming or games of chance, or fireworks.
  - (6) Use of The Citadel Brand Assets in any way that discriminates or implies discrimination against any person or group based on age, ancestry, belief, color, creed, disability, gender identity, national origin, race, religion, sex, sexual orientation, veteran status, or in any other way that would be in violation of The Citadel's anti-discrimination policies or practices.
2. Restricted. The following uses are prohibited unless prior authorization has been granted in accordance with the Brand Compliance and Approval Process (see section 4.J.):
- (1) Creating any graphical or typographical design to represent The Citadel, its Campus Units or implying an organization or group's association with The Citadel.
  - (2) Any use of The Citadel Brand Assets by, for, or with a third-party entity.
  - (3) Any use of The Citadel Brand Assets in any manner that suggests or implies That Citadel's support, endorsement, or advancement of, or opposition to, any issue, activity, or program, whether political, religious, economic or otherwise; or
  - (4) Any use of The Citadel Brand Assets that implies endorsement of a commercial product or service, gives a false impression, is misleading, or could cause confusion regarding The Citadel's relationship with any person or entity.

#### G. Trademarks, Licensing and Commercial Use of Brand Assets

The Citadel owns trademark and service mark registrations for The Citadel Brand Assets across a wide variety of goods and services. Their use is legally restricted. Unauthorized use of The Citadel Brand Assets, regardless of how expressed, depicted, or represented, may constitute an infringement of the rights afforded The Citadel under state, federal, and international trademark laws. The Citadel's trademarks include but are not limited to The Citadel Name, The Citadel Logo, The Citadel Seal, the Intercollegiate Athletic Logos, Big Red, The Citadel Tartan, and all other identifying marks of The Citadel.

The Office of Communications and Marketing regulates the use of The Citadel's trademarks and service marks, both internally and externally.

1. Licensing requirements. A license is required for any individual, organization, or company outside of The Citadel wishing to use The Citadel Brand Assets on goods or services that are sold commercially or given away as a premium on promotional items. Additionally:
  - (1) All licensed goods must be purchased from a licensed vendor of The Citadel.
  - (2) All licensees must maintain compliance with this policy and adhere to The Citadel Brand Guidelines.
  - (3) All uses of The Citadel's trademarks on commercial products shall incorporate the appropriate trademark designation symbols.
2. License agreements. License agreements may be obtained through The Citadel's contracted trademark and licensing company in coordination with the Vice President

for Communications and Marketing or their designee. More information about obtaining a license can be found online at <https://brand.citadel.edu/licensing/>

3. Enforcement. The Office of Communications and Marketing works diligently to protect The Citadel's trademarks both domestically and internationally. Federal trademark law requires that trademark owners actively protect their marks to maintain the full benefit of registration. The Citadel will prosecute misuse of its trademarks.

#### H. Sponsorship

Advertising that displays or lists The Citadel's Sponsorship of an event, program, or publication may be permitted provided the role as sponsor is clearly indicated by accompanying language (e.g., "sponsored by," "presenting sponsor" or similar) and approved as outlined by the Brand Compliance and Approval Process (see section 4.J.).

#### I. Procurement of Branded Consumer Products by Campus Units

All Branded Consumer Products that bear The Citadel Brand Assets shall be purchased through the contracted campus bookstore operator. Their contract includes the directive to be The Citadel's provider of branded items offered for sale, both in-store and through an online web store presence, including internal sales to Campus Units. Branded Consumer Products include, but are not limited to, merchandise such as embroidered shirts, t-shirts, pens, tablecloths, decals, and any other promotional items bearing The Citadel Brand Assets.

Branded Consumer Products that are procured through the contracted campus bookstore operator are not subject to the Brand Compliance and Approval Process (see section 4.J.).

If a requested item is not part of the standard catalog offering of products, the bookstore operator shall have the right of first refusal to attempt to fill the order with the desired, branded, specialty item. If the bookstore operator expresses in writing that they are unable to meet the special order need, Campus Units may procure the item from an alternative source, with the understanding, however, that the supplier must be licensed to use The Citadel Brand Assets and adhere to established guidelines for its use.

Branded Consumer Products that are procured through an alternative source must be coordinated with The Office of Communications and Marketing through the Brand Compliance and Approval Process (see section 4.J.).

#### J. Brand Compliance and Approval Process

Any use of The Citadel Brand Assets outside of the acceptable use defined within this policy requires prior approval from the Vice President for Communications and Marketing or their designee.

Any required approvals may be granted, withheld, or retracted at The Citadel's absolute discretion. If such approval is not expressly granted, in writing (including email), then the proposed use is disapproved and may not proceed.

It is the requesting individual or group's responsibility to maintain a record of all required approvals.

Additional information and instructions regarding how to request approval for uses as outlined in this policy are available at <http://brand.citadel.edu/approvals>

## **5. COMPLIANCE**

Any person or organization found to be in violation of this policy will be subject to disciplinary action. In the case of a student or student organization, suspected violations will be referred to the administrator and/or Office of the Commandant, as appropriate. In the case of an employee or employee organization, suspected violations will be referred to an appropriate supervisor or human resource official.

Violations by external entities should be reported to The Citadel's General Counsel.

In accordance with this policy, employees who make purchases in violation of The Citadel Brand Guidelines commit unauthorized purchases. In accordance with college policy, the employees may encounter a personal obligation to the vendor. Employees who intentionally violate this policy and fail to take corrective measures may be subject to disciplinary action.

External entities employed by The Citadel or its Campus Units to provide design, composition, printing, publishing, web development, or any related services must comply with The Citadel Brand Guidelines in accordance with this policy.

## **6. NOTES**

### **A. Dates of Official Enactment and Amendments:**

Approved by Vice President for Communications and Marketing, 29 January 2021.

### **B. Responsible Department:**

Office of Communications and Marketing

### **C. Responsible Official:**

Vice President for Communications and Marketing

### **D. Cross References:**

None

## **7. RESCISSION**

None

## **8. REVIEW**

Schedule for review: annual.

FOR THE PRESIDENT:

OFFICIAL

xx/John L. Dorrian  
JOHN L. DORRIAN  
Colonel, USAF, Retired  
Vice President for Communications and Marketing