



BRAND GUIDELINES

UPDATED SEPTEMBER 2026

LEARNING
LEADING
SERVING

FAITH

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HELLO WELCOME

Why the CSU brand matters. One of the central goals of our branding initiative is to establish a clear image of Charleston Southern University. Key to this effort is a consistent visual identity.

CHARLESTON SOUTHERN UNIVERSITY is an independent, comprehensive Christian university grounded in the liberal arts tradition, affiliated with the South Carolina Baptist Convention. Founded as the Baptist College at Charleston in 1964 upon the principle that students should have an opportunity for a quality education under the guidance of Christian faculty, the institution changed its name to Charleston Southern University in 1990 to reflect the offering of graduate programs.

Charleston Southern is the Lowcountry's only Christian university. Our learning community is dynamic. Students come from all over the world and many faith backgrounds. Committed faculty take the time to see student's potential to achieve their personal and career goals. Our close-knit campus offers huge opportunities – including big-time, competitive NCAA Division I athletics.

Charleston Southern University is accredited by the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) to award baccalaureate, master's, and doctorate degrees. Questions about the accreditation of Charleston Southern University may be directed in writing to the Southern Association of Colleges and Schools Commission on Colleges at 1866 Southern Lane, Decatur, GA 30033-4097, by calling 404-679-4500, or by using information available on SACSCOC's website (www.sacscoc.org).

The Charleston Southern Name

The institution's full name is Charleston Southern University. In most cases, the full name should be used on first reference. Once the identity of the institution has been clearly established, or if it is self-explanatory, refer to the institution as CSU, Charleston Southern, or the university.

Key Messages

Charleston Southern University, founded in 1964, is a private Christian liberal arts college affiliated with the South Carolina Baptist Convention.

KEY MESSAGES

Charleston Southern University, founded in 1964, is a private Christian liberal arts college affiliated with the South Carolina Baptist Convention.

VISION

To be a Christian university nationally recognized for integrating faith in learning, leading, and serving.

MISSION

Promoting academic excellence in a Christian environment.

VALUE PROPOSITION

Preparing Servant Leaders to Pursue Significant Lives.

ACCREDITATION

The Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) grants CSU authority to award bachelor's, master's, and doctoral degrees.



NATIONAL RECOGNITION

- U.S. News & World Report
 - Best Bachelor of Science in Nursing Programs
 - Best Online Bachelor's Programs (top-ranked in S.C.)
 - Best Online Bachelor's Programs for Veterans (top-ranked in S.C.)
 - Best Online Bachelor's Programs in Business
 - Best Online Master's Business Degree (non-MBA)
 - Best Online MBA Programs
 - Best Online MBA Programs for Veterans
 - Best Physician Assistant Programs
- Military Friendly School, Silver Status
- Military Friendly Spouse School, Gold Status
- VA Yellow Ribbon Program
- Washington Monthly's Best Bang for the Buck, Southeast

MARKETING & COMMUNICATION

The Office of Marketing and Communication conveys CSU's mission, vision, and impact by focusing on: highlighting brand awareness, increasing recruitment and retention, emphasizing the university's excellence, encouraging positive engagement with university constituents, and communicating the university's message in a positive and inspirational way.

The Marketing & Communication staff assists departments and programs in communicating the strategic goals of the university.

Our responsibilities include but are not limited to:

- Strategic marketing and communication plans
- Electronic and web-based marketing solutions, including social media
- Paid advertising
- Public relations
(media interviews, press releases, social media)
- Graphic design
- Printing
- Photography
- Video production
- Marketing materials
(newsletters, invitations, brochures, banners, etc.)
- Editorial assistance
(writing, editing, proofreading)
- Event materials and campus signage
- Internal campuswide communication
(BucMessage mass emails, Buc News Network campus TVs, etc.)
- University website content management and design

Our Staff:

JENNA JOHNSON

**Executive Director of Marketing
& Communication**

Strategic planning, public relations

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Content Director

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Photography and video production

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Junior Graphic Designer

Design, digital, print & promotional materials

843-863-8041

zganiszewski@csuniv.edu

ALLIE BRYANT

Digital Content Strategist

Social media, content creation

843-863-8043

agbryant@csuniv.edu

Design and Print Services

The university vendor for printing and signage is Knight Printing in North Charleston. Alternate vendor opportunities would be at the discretion of the offices of Marketing & Communication and Purchasing.

Note: Office and building signage is produced by Knight Printing using CSU architectural standards set by the Facilities Services department. Office and building signage must meet CSU brand standards, and proofs must be approved by Marketing & Communication.

All requests for graphic design and printing services must be submitted to Marketing & Communication at least **four weeks** before the completed project is needed. Larger projects may take more time for the design, review, and production processes.

The originating department is responsible for providing:

- Text content in Microsoft Word format
- Any additional content (*external photos, logos, etc.*)
- Accurate, factual information
- Quantity of materials
- Due date
- Purchase Order Number

**If adequate information or content is not included to begin work, you may be required to resubmit and the due date adjusted accordingly.*

Mailing

All departments mailing publications/projects through Knight Printing need to forward a mailing list in Excel format to CSU's graphic designer for submission to Knight. For projects that require mailing services, a mailing list is required in order to receive an estimate. **It is best practice to include your mailing list when you create your MarComm Request.**

Editing and Proofing

Marketing & Communication edits and proofs your project according to the *Associated Press Stylebook*. The *Chicago Manual of Style* serves as a secondary resource. Each project is evaluated to make sure the content and design adhere to CSU branding and marketing standards.

Approval and Printing

The originating department will approve the project for correct content, departmental information, etc. Review and approval is done through the Filestage web application, and not email. The originating department will work with a CSU Graphic Designer on quantities and details of the project. The Graphic Designer will obtain an estimate from Knight Printing. The originating department is responsible for completing a purchase requisition request based on the estimate. Once a PO number is obtained, the order will be processed, printed, and delivered to campus.

Note: Print production cannot begin until a PO# is received by the vendor.

Photography and Video Services

Marketing & Communication provides limited photography services for marketing and PR. Full event coverage requires the use of approved vendors.

To book a headshot, fill out all necessary information on the [booking Form](#).

All requests for photography must be submitted to Marketing & Communication at least two weeks in advance.

Requests for video must be submitted two to four weeks in advance depending on the scope of the project. Larger projects may take more time.

A camera is available for departments to sign out. If services need to be outsourced, Marketing and Communication can provide a list of approved vendors. Departments are directly responsible for vendor invoices.

Public Relations Services

Marketing & Communication manages media and news coverage for all departments at CSU with the exception of athletics.

All requests for Media coverage should be submitted at least one week prior to the event.

Marketing & Communication reserves the right to determine the newsworthiness of each event/story and to manage the distribution and publication of each event/story.

Depending on our coverage schedule, we may not have a full-time staff member available to cover your event. We employ capable work-study students who may be available to take photographs and/or write an article. In the event that no one is available to cover your event, Marketing & Communication has a camera which may be borrowed by university departments.

Ordering Stationery and Business Cards

For standard items such as letterhead, envelopes, notepads, and business cards, CSU utilizes the Knight Printing Virtual Marketing Department (VMD).

Knight Printing VMD Login

Employees who will be ordering through the Knight Printing VMD program should request a user ID and password by emailing VMD@dayorknight.com.

The CSU Business Office requires all Knight Printing VMD orders to have a CSU purchase order number **prior to ordering**. There is a section in the Knight Printing VMD to enter the PO number.

members.printable.com/knightpress/csu

Web Services

The digital content specialist manages the university website: charlestonesouthern.edu. **The Marketing and Communication Office does not manage MyCSU, Acalog, or Blackboard.**

To make changes to webpages, please complete a Marcomm Request. This includes, but is not limited to: web calendar event submissions, content and contact changes, ranking, and cost updates, etc.

To be listed on the directory, full-time faculty members must fill out the [directory form](#). Official titles come from the office of Human Resources. If your title or name changes, report to your supervisor to fill out the appropriate HR paperwork.

Requesting Service / Beginning a Project

Marketing & Communication uses project management software to schedule, track, and manage projects.

To request service or begin a project, visit: csuniv.edu/marcommrequest

From there, you will be instructed on how to create a MarComm Request, choosing from a combination of 10 categories:

- | | | |
|-----------------------------------|------------------|-------------------------------------|
| - Brand/Design Approval | - Copy Editing | - Story/News Ideas |
| - Buc News Network
(Campus TV) | - Graphic Design | - Web Update/Calendar
Submission |
| - BucMessage/Buc's Eye View | - Photo/Video | - Materials Rental Request |
| | - Social Media | |

Once a request is placed, someone from Marketing & Communication will follow up with you about your project.

You can check the status of your request at any time by visiting

csuniv.edu/requeststatus



MarComm Request

Please complete the form below. Requests are responded to within two business days. You may check the status of your request anytime at the request status page at csuniv.edu/requeststatus.

NOTE: If this is a request that requires ordering from a vendor, you will need a PO to ensure the project progresses in a timely fashion.

For MyCSU support, submit an IT work order at charlestonesouthern.topdesk.net. For the academic catalog, contact the registrar's office. Directory information can be submitted here: <https://waf.ms/2KilQmg>

Project Title*

Back

Save as draft

Next

03 BRANDING & DESIGN STANDARDS

Branding is CSU's overall image and identity, while design standards ensure consistency in the use of brand elements across various media. They help us stand out, build trust with our audience, and create coherence across products and communications. Design standards also make it easier to create new content that aligns with the university's branding strategy. Overall, they are essential for building and maintaining a strong and recognizable brand identity.

Branding and Design Standards

All editorial printing and visual images must be approved by Marketing & Communication prior to production and delivery from university-approved vendors. This office reviews and approves all materials funded from the CSU budget and anything featuring the Charleston Southern name or logo.

Please allow at least two business days for this review and approval process prior to production.

These policies apply to, but are not limited to:

- Publications - including newsletters, brochures, posters, direct mail pieces, and enewsletters
- Advertisements - including prints, billboard, social media, radio, and TV
- Apparel - including t-shirts, embroidery, and uniforms
- Promotional materials and give aways
- Displays, signage, and banners - internal and external
- Website and social media (TikTok, Facebook, X, Instagram, YouTube, etc.)
- Photography and video - image/video content, lighting, backgrounds, angles, print quality

LOGO USAGE

Logo Basics

Charleston Southern University has a family of official logos to represent the university in a range of contexts and settings. These are the only marks that should be used when developing communications.

- The CSU logo has two elements: the logomark and the logotype.
- The logomark is not to be used independently, apart from a few exceptions approved by the creative director.
- Do not attempt to recreate the font used in the logotype.
- Only use official CSU logos downloaded from **charlestonsouthern.edu/marcomm**.
- Marketing & Communication will determine if a request to use the CSU logo will be granted. Departments, organizations, clubs, and third-party vendors must request permission to use the CSU logo. **csuniv.edu/marcommrequest**



CHARLESTON
SOUTHERN
UNIVERSITY



CHARLESTON
SOUTHERN
UNIVERSITY

University Logo

This is the official logo of the university and is to be used by all academic and nonathletic areas.



LOGOMARK



CHARLESTON
SOUTHERN
UNIVERSITY

LOGOTYPE

Acceptable Uses



Unacceptable Uses



Though these are the correct colors, they are not meant to be switched in this way. In the full color version of the logo, the logomark should be gold, and the logotype should be navy.



Do not warp or stretch the logo.



Do not change the logotype to any other fonts.



Do not rotate the logo to any angle.



CHARLESTON SOUTHERN UNIVERSITY

Do not alter the positions of the graphic or the logotype.

Color Palette

The primary palette for the CSU brand.

TRUE BLUE

Pantone: 295C

CMYK
100 69 8 54

RGB
0 45 91

HEX
002d5b

OCEAN BLUE

Pantone: 7710CP

CMYK
60 10 15 0

RGB
94 182 205

HEX
5eb6cd

BUCCANEER GOLD

Pantone: 7503C

CMYK
10 15 50 29

RGB
173 158 110

HEX
ad9e6e

CUTLASS GRAY

CMYK
69 62 61 54

RGB
55 55 55

HEX
383838

Ocean Blue is best when utilized in a secondary or tertiary fashion. Used to accent or brighten a piece in careful ways. The primary CSU colors remain True Blue and Buccaneer Gold.

Ocean Blue must never be used with Athletics-related materials.
Its use next to True Blue becomes similar to the two blues used by The Citadel. While not exactly the same, it is best to keep a healthy separation between the two schools in Athletic circumstances.

Typefaces

Gotham Book/Bold

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmopqrstuvwxyz
1234567890

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmopqrstuvwxyz
1234567890

Gotham Narrow Book/Medium

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmopqrstuvwxyz
1234567890

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmopqrstuvwxyz
1234567890

Adobe Caslon Pro Regular

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmopqrstuvwxyz
1234567890

Pantone®: Printing industry standard color system. Use the Pantone® number system to print colors accurately. For more information, visit [pantone.com](https://www.pantone.com).

Four-Color Process: CMYK (mixture of cyan, magenta, yellow, and black). The four-color process allows for color to be reproduced precisely. However, matching Pantone® colors in four-color process is approximate, so pay close attention to the color.

Screen Color: RGB (mixture of red, green, and blue to create a screen image). Colors appear differently on the monitor than they will in printed form.

Color Matching

Colors vary when printed as ink on paper, as ink on vinyl, as colored fabric, on plastic giveaways, etc. It is essential to work with your printing representative to match the colors as closely as possible to **Pantone® 295C and Pantone® 7503C**.

Do not simply use navy or gold and assume that these colors will be correct; most colors called gold are too yellow to meet the standards for Charleston Southern's official colors.

UNACCEPTABLE USAGE



Do not use brighter or darker shades of blue or yellow to substitute CSU colors. Use CSU Blue and white if you cannot match the CSU gold.

Apparel and Promotional Item Standards

All apparel or promotional items produced for CSU should comply with these standards and be approved by Marketing & Communication prior to production.

In cases where materials are created outside of Marketing and Communication, please submit a Brand Approval workorder and include your proof. This way our Brand Manager can review and approve, or suggest changes for best results.

Use of the CSU logo may be placed on the following material colors:

- Navy
- Vegas Gold
- Gray
- White
- Black
- Light Blue
- Denim



The following material colors are strongly discouraged:

- Colors outside the CSU identity (e.g., Red, Orange, Green, Purple)
- Patterned fabric (e.g., checkered, plaid, etc.)
- Special cases can be made under certain circumstances with Brand Manager approval (e.g., Pink in the case of Breast Cancer awareness)

Ordering Tablecloths, Attire, and Promo Items

In an effort to keep all materials consistent with the CSU brand, select, preapproved items are available to order through the Online Store via IMM Promos.

Online Store via IMM Promos

If the item you would like to order is not available on the Online Store, please select “Can’t Find What You’re Looking For?” and fill out the form with all necessary information.

csuniv.edu/promoportal

Ordering Items Unavailable in the Online Store

To order apparel or promotional items through Marketing and Communication, place a Brand/Design Approvals request, and include the number of items needed and sizes if applicable.

csuniv.edu/marcommrequest



Size Specifications

Minimum Size in Print

The CSU Logo should be no smaller than 1" wide.



Include minimum spacing around the logo, of at least 1/4".

The CSU Logo should not be the dominant element in any page layout. It should be presented with reserve and restraint.

Charleston Southern Logo Hierarchy

The university has a wide range of logos used by various departments, colleges, doctoral programs, and institutions. In order to keep close to the overall CSU brand and manage these logos, different levels of hierarchy have been developed.

Sublogos

Each of CSU's many colleges, departments, and doctoral programs are provided a sublogo under the university brand umbrella. The primary university logo is displayed with the specific college, department, doctoral program, etc., beneath or beside the university logo.

Vertical Sublogo



Horizontal Sublogo



Limited or unique spacing in some print and digital materials may call for the use of a horizontal sublogo.

Institution Logos

Institution level logos are created on a case by case basis for centers and programs. In order to remain closely under the university brand umbrella, a dedicated logo treatment and styling has been developed specifically for these circumstances.



Iconography can be developed through the creative process, giving the logo a unique watermark. However, it must appear in this same line and color styling in order to retain brand cohesion between each of the institution level logos.

**THE CENTER
FOR CHAPLAINCY**
CHARLESTON SOUTHERN UNIVERSITY

These logos must utilize the same overarching university brand colors and typography standards.

The text Charleston Southern University or at Charleston Southern University is required in institution level logos in order to solidify the connection to the university as a whole. The logo must never be used without it.

Industry Specific Circumstances

A special case is made in the instance of some programs. For example, the unique situation of the aeronautics program and standards set by the aeronautics industry required the development of a separate logo and patch.

These should never replace the main university logo and should always be used in supplement to the main logo in signage, ads, polos, and most materials. Certain formal invitations and promotional items are allowable per approval by the MarComm office.



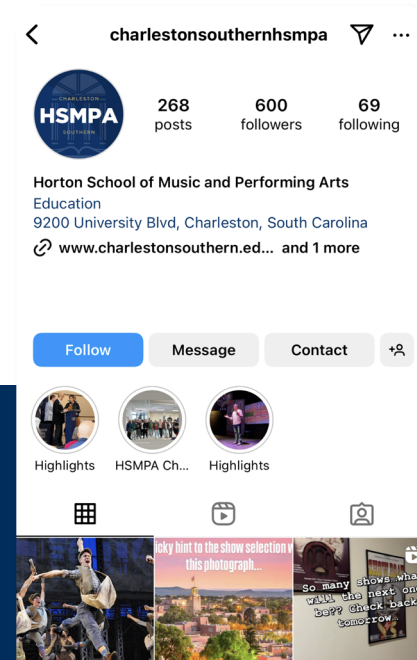
Social Media Standards

The Charleston Southern brand standards extend to social media. These profile pictures are to be used for every social media platform the college/department runs. The digital content specialist will provide the profile pictures after the college/department has completed the approval process for new social media accounts.



Need an official CSU profile image for your social media page?

Let us know. Fill out a MarComm Request at csuniv.edu/marcommrequest



Official Social Media Accounts

-  Instagram: @charlestonsouthern
-  Facebook: facebook.com/charlestonsouthernuniversity
-  Twitter: @csuniv
-  YouTube: youtube.com/charlestonsouthern
-  LinkedIn: linkedin.com/school/charleston-southern-university
-  TikTok: @charlestonsouthern

Email Signatures

CSU employees must use a consistent email signature. See below for an example of a signature that is formatted correctly.



First Last Name
Title or Positions
Department or College
843-xxx-xxxx
charlestonsouthern.edu
9200 University Boulevard
Charleston, SC 29406



First Last Name
Title or Positions
Department or College
843-xxx-xxxx
charlestonsouthern.edu
[Instagram](#) | [Facebook](#) | [YouTube](#) | [LinkedIn](#)

Examples of the correct email signature formatting with either the university address or social media accounts listed.

Email signatures are created during the on-boarding process. If you did not receive the email signature from your on-boarding, please reach out to the office of Marketing and Communication. The creation of signatures outside of the examples listed above is prohibited; for inquiries about special exceptions, please reach out to the office of Marketing and Communication.



Quick Response (QR) Codes are matrix barcodes that can be read by QR barcode scanners through apps or most smart phone cameras. These have been proven to be ineffective on digital materials, but work well in a printed format. QR codes should not be used in social media posts, website content, digital downloads, etc. Instead, it is best to use a direct web link.

Athletic Logo

The official athletic logo is the side profile of Bucky with the Buccaneers wordmark. The logo may be black or certain combinations of True Blue, Buccaneer Gold, and white.

As a member of the Big South Conference, Charleston Southern athletics may use the Big South logo and the NCAA logo on publications. The Big South Conference and NCAA logo guidelines apply to use of these graphics.



LOGOMARK



LOGOTYPE



CSU + EMBLEM



BUCKY EMBLEM



BUCKY HEAD

Alternate Versions

The athletic logo has various different iterations to be used in different circumstances. Since this newest iteration is still young, and will be for several years, it is best to use the primary, and CSU + Emblem versions of the logo whenever possible.



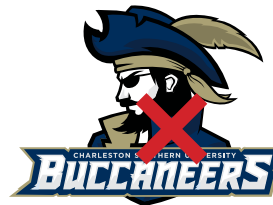
When placed on a True Blue or other similarly dark background, the white outlined or a full white version should be used to keep the True Blue hat and coat from blending in to the background.



Unacceptable Usage



Do not place the logo next to or alter the CSU logotype.



Do not reverse in any instance. Bucky is meant to be looking and advancing forward. Not in retreat, or looking to the past.



Don't use this version of the reversed white logo. Bucky works best when he is darker than the background he is on. Use any of the versions on the previous page instead.



Do not recolor the logo in any way. Only use preapproved versions that are provided.

Restricted Logos



THE UNIVERSITY SEAL RESTRICTED

The university seal is the legal seal of Charleston Southern and is used for diplomas, transcripts, certificates, and other legal documents as designated by the registrar. The seal is not to be used as a design on buildings/architecture, on letterhead, or as an alternative to the CSU logo in any capacity.



CSU SECURITY LOGO RESTRICTED

The CSU Security Logo is for CSU Security uniform and vehicle use only. It is not to be used on letterhead or as an alternative to the CSU Logo.



CSU BASEBALL LOGO RESTRICTED

The CSU Baseball Logo is for use on CSU Baseball uniforms and publications only. It is not to be used on letterhead or as an alternative to the CSU Athletic Logo.

Obsolete Logos



THE 50TH ANNIVERSARY LOGO (JUNE 2014 - MAY 2015)

The CSU 50th Anniversary celebration concluded at the end of the 2014-2015 academic year, and the Anniversary logo may no longer be used. It may appear in publications as a historical reference. Publications and stationery with this logo should be reprinted with the CSU Logo.



THE ROUND CSU LOGO (1991-2004)

The Round CSU Logo was phased out years ago and is not used in new publications or signage. Publications and stationery with this logo should be reprinted with the CSU Logo.



Charleston Southern University

THE ITALICS CSU LOGO (1991-2004)

The Italics CSU Logo was phased out years ago and is not used in new publications or signage. Publications and stationery with this logo should be reprinted with the CSU Logo.



THE BUCCANEER (1964-2004)

The old Buccaneer was phased out in print years ago and is not used in new publications or signage.



THE CROSSED CUTLASS LOGO (2004-2021)

The crossed cutlasses logo was officially retired as the logo for athletics in summer of 2021. Moving forward it should not be used on any new print, signage, or digital materials.

STATIONERY

This section serves as a set of guidelines for official CSU stationery. This includes items like business cards, letterhead, envelopes, and more.

Business Cards

All CSU employees use the blue and gold business card. Business cards include:

- Name (Employees have the option of including credential initials after names: e.g., John Smith, PhD; Jane Smith, CPA)
- Title (Some faculty and staff may have multiple titles. Due to space, you must choose a single title or abbreviate titles for business card usage.)
- Email address
- Office Phone
- Mobile Phone (Optional)
- Website: charlestonsouthern.edu
- Address



CSU business cards and stationery can be ordered at <https://members.printable.com/knightpress/csu>

Stationery

Division or department names may be included on letterhead and envelopes, e.g., Registrar’s Office, Nielsen College of Business or Dean of Students Office.

University letterhead and stationery items are for official business conducted by employees in officially recognized areas, departments, offices, or other units. Letterhead and envelopes are never to be used for correspondence of a personal nature.



Name Badges

Name badges are gold with black engraving.

For employees who have earned a doctorate, the prefix Dr. may be used.

For employees who are ordained ministers, the prefix Rev. may be used.

Nothing is to be listed after employee names.

- Acceptable:

Dr. John Smith
John Smith
- Unacceptable:

John Smith, EdD
John Smith, MA, PhD

Custom badges may be requested by individual groups but must be approved and designed by the Marketing and Communication team.

Please note that custom badges do not replace the need for the standard gold CSU badges and are only approved for specific group use. In an effort to preserve brand recognition across campus, at any external event, or any event that takes place outside of that specific group, the standard name badge must be used.

University approved vendors for name badges are ABC Trophies and Knight Printing (available for order in the Knight VMD).

Name badges may have up to 3 lines:

Name
Title
Department or School

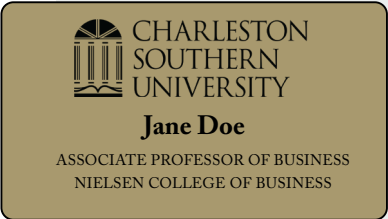
Name
Title



OR

Jane Doe
Associate Professor of Business
Nielsen College of Business

Jane Doe
Associate Professor of
Business



QUESTIONS?

Office of Marketing & Communication | 843-863-7606 | marcomm@csuniv.edu