

Tablet & Mobile Applications Standard

CO_MK_ME_10

Responsible Officer
Ian McIlwraith
Responsible Office
Marketing and Communication
Approving Body
Board of Trustees
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Policy Statement

Prior to publishing an app referencing or identifying Carolina University, CU community members must have permission from their department and the Marketing and Communication Department.

Rationale

The purpose of creating an approved tablet and mobile apps on behalf of Carolina University is to support CU's mission, goals, programs and sanctioned efforts, including university news, information, marketing and content. When creating an app that will be identified with Carolina University, it is critical that members of the CU community recognize that they are representing Carolina University to the world. These policies and guidelines apply to all CU community members creating approved apps for Carolina University.

Policy Procedures

The Marketing and Communication Department will review the app for adherence to Carolina University brand standards prior to designating the app as an approved Carolina University social media channel.

Carolina University Tablet and Mobile Application Standards:

CU Web Standards regarding contact information, accuracy, confidential information, advertising/sponsorship, copyright, use of Carolina University's name, and spelling/grammar apply equally to approved apps. Contact the Marketing and Communication Department for assistance.

Carolina University Name, Seal and Logos (Branding):

CU name, seal and logos policy and procedure applies equally to Carolina University tablet and mobile apps