

Responsibility: Chief Marketing & Brand Strategy Officer
Authority: Title 59, Chapter 53, Sections 810-860 of the
1976 Code of Laws of South Carolina, as Amended

Original Approval Date: 03-11-2026
Last Cabinet Review: 03-11-2026
Last Revision:

Chairperson

The Horry-Georgetown Technical College's (HGTC) Brand Policy establishes standards for the consistent and effective use of HGTC's brand assets, ensuring a unified, professional, and recognizable institutional image. The policy supports the College's strategic communication goals by ensuring all branding efforts accurately reflect HGTC's mission, values, and identity.