

Brand Audit & Assessment – Coastal Carolina University

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Coastal Carolina University Logo & Mascot









Coastal Carolina has one of the most unique mascots in college sports. Coastal started out as a junior college in 1954, then became a branch of the University of South Carolina (USC) in the 1960's (History and Traditions, 2024). As a junior college, their mascot was the trojans, but when they became aligned with USC, an English professor and some students decided that it was time for a mascot that matched the Gamecock, USC's mascot, which is a rooster. Taking inspiration from Geoffrey Chaucer's *A Canterbury Tales*, the Chanticleer was picked from the fable *The Nun's Priest's Tale*, about a wily rooster. This makes Coastal the only owner of a literary collegiate mascot. As a thank you for coming up with the mascot, the live mascot is named after the English professor who also happened to be a former basketball coach, Cal F. Maddox (Chanticleer Traditions, 2024). Fans can still see the decedents of the original Maddox the rooster at Coastal athletic events.

From the photo above, taken from the page *What is a Chanticleer?*, the evolution of the Chanticleer mascot can be seen. It has taken on a colorful and cleaner look since its inception and currently can be easily used with or without the school's name. While the present logos are used in official capacities by the school, the 1995 logo is a fan favorite and can be seen on club sports team apparel.

A problem with the mascot comes with broadcasting. This problem has lessened ever since the baseball team won the 2016 College World Series, bringing national attention to the school, and the football program has gained popularity, but the problem is with the pronunciation of the mascot name. Geoffrey Chaucer was French, so the pronunciation of the mascot, the shortened nickname “Chants,” and the name of the mascot, “Chauncey,” do not read how they appear. This had led to phonetic spellings in media guides, on the website, and mispronunciations on live tv and radio. The correct pronunciation of Chanticleer is “SHON-ti-clear,” while the pronunciation of Chants is “SHONTS.”

Coastal Carolina University Colors

UNIVERSITY COLORS		
Spot Color	Four-Color Process (print)	RGB / Web Safe Hex (digital)
 Pantone 322	C 100 / M 0 / Y 33 / K 35	R 0 / G 111 / B 113 # 006f71
 Pantone 875	C 37 / M 53 / Y 79 / K 7	R 162 / G 119 / B 82 # a27752
 Process Black	C 0 / M 0 / Y 0 / K 100	R 17 / G 17 / B 17 # 111111

SECONDARY COLORS		
Spot Color	Four-Color Process (print)	
 Pantone 321 (uncoated)	C 100 / M 0 / Y 30 / K 24	Suggested use on uncoated paper
 Pantone 4645 (coated)	Use only when metallic ink is not an option or unavailable. Approval from the Office of University Communication is required.	
 Pantone 730 (uncoated)	Use only when metallic ink is not an option or unavailable. Approval from the Office of University Communication is required.	

Coastal Carolina's colors of Teal and Bronze, almost as unique as their mascot, were chosen based on the colors of the beach, near where Coastal is located (Teal Tuesday, 2024). Teal is supposed to represent the ocean, and bronze is supposed to represent the sand. The official colors are Teal, Bronze, and Black. White is sometimes included as an unofficial color, as one of the cheers at football games is, "You know you want to wear that teal, white, and black...and bronze."

The choice of teal and bronze make Coastal unique. Not many schools have teal and even less have bronze. Coastal takes advantage of this with their Surf Turf, installed in 2015, their teal track, and, with the opening of Springs Brooks Stadium (dubbed "The Palace") in 2015, the teal general seating, boardwalk seating and berm seating (Facilities, 2024).

Other than at athletic events, the color teal can widely be seen on campus, but especially on Tuesdays, which have been dubbed "Teal Tuesdays." Every student is told when they arrive on campus that Tuesdays are for wearing teal. T-shirts are handed almost out every Tuesday, which is a great opportunity for new students to get free shirts for their new school and for the school to do some marketing (Teal Tuesday, 2024). Professors have been known to give extra credit to any students who participate, giving an extra boost to the community feel on campus.

Coastal Carolina Slogan

The school has a few mottos that the entire student body utilizes at any athletic event. The first is CINO, pronounced “see-no.” This stands for “Coastal Is Number One.” It has a variety of different chants to go with it. The other motto is “Chants Up,” which also includes a hand gesture of putting the finger and thumb together with the other three fingers extended. This gesture is supposed to look like a rooster. The problem with this is that it is very close to a vulgar gesture in sign language.



The Chanticleer’s baseball motto that could be seen in their locker room if you have access and on most of their Instagram posts is “Selfless and Relentless.” This is a phrase put in place by former head coach Gary Gilmore. They are two characteristics he wanted each of his players to embody on and off the field.



Coastal Carolina Baseball Social Media

Coastal Baseball's Instagram started a little shaky, but has been consistent since 2018. Much like many athletic programs, Coastal's athletic social media was run by graduate assistants and managers. Originally, their Instagram handle was @coastalbaseball, but the graduate assistant running the account lost the password. The last post was made July 8, 2015, and then another post was not made by the team until January 29, 2018, with a new account (Coastal Carolina Baseball [@coastalbaseball_]; Coastal Carolina Baseball [@chanticleerbaseball]).

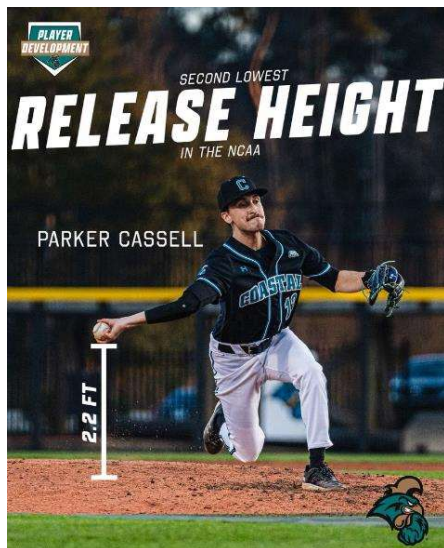
Coastal's X page has been more consistent throughout, posting updates during the offseason, as well as updates on former players turned professional. This year has been especially busy for social media as Coach Gilmore retired, so there has been a lot to cover, including reposting his number retirement for the Myrtle Beach Pelicans (Myrtle Beach Pelicans, 2024). They have also created a Twitter page for Player Development. While the main page is for general updates, this page has the specific purpose for news on strength and conditioning and player analytics.

Coastal Carolina Baseball Community Involvement

The baseball program goes all in with community involvement on a program called Miracle League. They have been involved with Miracle League for the past 17 years and put on an auction every year called the Step Up to the Plate Dinner (Step Up to the Plate, 2024). In addition to the auction, they also visit the Miracle League and help with pitching, hitting, and coaching.

Opinion and Room for Improvement

Overall, Coastal Baseball presents the image of uniqueness that the university has set up. They have built a brand over the years that everyone now knows by name, color, and mascot. There is always room for improvement and they could do so much more with their Player Development Twitter and Instagram. It appears they are mainly using it to repost information from other pages currently, but they have Trackman installed at their stadium, so they have almost limitless data at their disposal. They could produce more original content like what they did with the hashtag #CCUBaseballData, back in 2018 and with the image below in March of this year.




As for community involvement, what the baseball team is doing with Miracle League and raising money for youth camps is great, but they could be doing more. With their newfound “fame,” they could be bringing attention to other causes.

The last area is not necessarily a “need for an improvement”, but just maybe a time for change. With the retirement of longtime head coach Gary Gilmore and the promotion of associate head coach Kevin Schnall to take the reins, it may be time for a new slogan to represent a new era in Chanticleer baseball. At the same time, Coach Schnall may want to double down on the legacy Coach Gilmore built and keep as much the same as possible.

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