

CSU BRAND GUIDELINES

The CSU's brand identity is the aggregation of all the visual elements that we use to present the university or communicate about it to the wider world. Projecting a strong, consistent identity is one important way we can communicate the excellence and value of the CSU to a variety of audiences.

Please contact the Chancellor's Office Communications Department to request digital brand files:
communications@calstate.edu | (562) 951-4670

THIS RESOURCE INCLUDES GUIDANCE ON:

- The CSU wordmark
- The CSU seal
- The CSU color palette
- Typography
- Photography
- Print materials

CSU WORDMARK

The CSU wordmark is the core component of the CSU's visual identity system. The wordmark creates a distinctive graphic presence for the institution and serves as an instantly recognizable visual cue for the CSU's constituents. It expresses the CSU's brand through color, shape, typography and style.

The complete mark is comprised of the "CSU" block and the California State University name in type. The wordmark must appear on all CSU communications. A single-line version and two-line version are available. The "CSU" block can also transform into a horizontal bar for some applications.

CSU WORDMARK GUIDELINES

- Use the wordmark in its entirety on all CSU print and electronic communications.
- Use the wordmark in an area in which other type is not touching it or superimposed over it.
- Use only reproduction-quality electronic images of the wordmarks available from CSU Communications. The wordmark has been specifically designed through careful kerning and type manipulation to create a unique collegiate mark to represent the CSU. Please do not attempt to recreate this mark.
- The wordmark need not be the dominant element on the page, but the name of the university should appear prominently.

In cases in which the CSU or one of its representatives works with an outside entity or entities that desire to be named on stationery, business cards and the like, the wordmark may be printed with the partner agency's or institution's official symbol or logo. Neither entity should appear more prominent than the other; each should have equal weight, size, etc.

CSU The California State University

CSU The California
State University

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Endorsed Wordmarks

CSU entities or departments may contact the CSU Chancellor's Office communications team to request their own "endorsed wordmark," in which elements of the CSU wordmark are incorporated with the department name. CSU entities may not promote themselves independent of the university.

Graphic Signatures

Graphic signatures using the CSU wordmark and typography are the primary visual device used to identify CSU departments, units, and services, along with their address, telephone number and other information.

Departments, systemwide programs and services should use graphic signatures in all media to display contact information.



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CSU SEAL

The CSU seal is one of the core trademarks of the California State University system. The official seal was designed in 1962 by Fresno State Professor Emeritus Darwin Musselman, and the current seal has evolved from that original design.

Learn more about the seal's history: [History of the CSU Seal \(PDF\)](#)

The official seal of the California State University signifies the academic character of the CSU and is appropriately used in support of official CSU policies, decisions, ceremonies or other formal actions of the CSU as an academic institution. In order to maintain its integrity and effectiveness, the seal should not be used for relatively informal or routine materials, or for materials not directly related to academic purposes.



CSU SEAL GUIDELINES

- The seal must be reproduced from an authorized electronic file provided by the Chancellor's Office. It should not be redrawn, separated into component parts or modified in any way.
- The seal can be rendered in a selection of colors from the CSU color palette. The color chosen for a particular publication should be coordinated with the color families suggested in this guide. It is properly rendered using the following colors only:
 - Black or screen tint of black
 - Reversed out of a solid color
- It can also be rendered using these special processes:
 - Metallic gold ink
 - Metallic silver ink
 - Blind-embossed or engraved
 - Foil-stamped in silver or gold with a matte finish
- The seal should not be combined with another emblem or symbol.
- The seal may be combined with the California State University name or other type, but type should not touch or be superimposed on it.
- Minimum size for the seal is 3/4 inch in diameter



The California State University



The California State University

CSU COLOR

The color palette offers colors chosen to express the brand of the CSU and complement campus identity systems. Consistent use of a strong color palette projects the CSU's position as an education leader and unifies communication materials across the CSU system. The primary palette consists of CSU Red (Pantone #186), Cool Gray 1 and Black C.

Tips to ensure the consistency of the CSU's visual identity with color:

- The CSU wordmark should be printed only in red or black; it may also be reversed out to white against a dark background.
- Pantone Matching System (PMS)* colors are provided for printing applications using spot colors

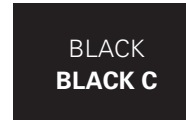
Use CMYK values equivalent to the PMS colors for four-color printing applications. These color choice equivalents were made to provide consistency between various types of printing and media. Always match color to the appropriate PMS swatch number when printing.



RGB 200, 16, 46
CMYK 2, 100, 85, 6
HEX #CC0B2A



RGB 217, 217, 214
CMYK 4, 2, 4, 8
HEX #D9D9D6



RGB 45, 41, 38
CMYK 63, 62, 59, 94
HEX #2F2F2F

* The PANTONE MATCHING SYSTEM (PMS) is a worldwide printing, publishing and packaging color language for the selection, marketing and control of color. The colors shown throughout the website have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE color standards. For accurate standards, refer to current PANTONE publications. PANTONE® is a registered trademark of Pantone, Inc.

TYPOGRAPHY

Two type families, Univers and ITC Garamond, have been selected for use on print communications throughout the CSU identity program. These two typefaces, a serif and a sans serif, allow flexibility while maintaining a consistent visual character within the whole range of communication materials. Consistent use of the recommended typography is necessary in order to achieve visual continuity and strengthen the CSU's brand presence.

The Univers and Garamond type families may be freely combined (with a maximum of two typefaces in any sentence). The typeface color is generally black, brown or grey, or white (against a color or photographic background or a tonal value of the background color).

In marketing communications or advertising, either:

- use ITC Garamond for headings and body text, and use Univers as a typographic accent in, for example, subheadings, page numbers and captions; or
- reverse the emphasis by using any version of Univers in the headings and text, and use ITC Garamond as a typographic accent.

UNIVERS

49 Light Ultra Condensed
59 Ultra Condensed
47 Light Ultra Condensed
47 Light Condensed Oblique
57 Condensed
57 Condensed Oblique
67 Bold Condensed
67 Bold Condensed Oblique
45 Light
45 Light Oblique
55 Roman
55 Oblique
65 Bold
65 Bold Oblique
75 Black
75 Black Oblique
85 Extra Black
85 Extra Black Oblique
53 Extended
53 Extended Oblique
63 Bold Extended
63 Bold Extended Oblique
73 Black Extended
73 Black Extended Oblique
93 Extra Black Extended
93 Extra Black Extended Oblique

ITC GARAMOND

Ultra Condensed
Ultra Condensed Italic
Light Condensed
Light Condensed Italic
Book Condensed
Book Condensed Italic
Bold Condensed
Bold Condensed Italic
Light Narrow
Light Narrow Italic
Bold Narrow
Bold Narrow Italic
Ultra Narrow
Ultra Narrow Italic
Light
Light Italic
Book
Book Italic
Bold
Bold Italic
Ultra
Ultra Italic

PHOTOGRAPHY

Photographs used in CSU communications, print and electronic media must communicate a message or illustrate an idea. Here are some guidelines for the use of photography in CSU print or electronic publications:

- Use real photos such as actual images of CSU campuses and people rather than stock photography.
- Know your audience. Choose images that relate to the intended message of the related content.
- Cropping can create emphasis of a subject or concept. When cropping, try not to crop at the end of a limb or head. For example, when cropping a portrait always show some neck and shoulders, not just the head. Be wary of cropping outside of standard shapes such as squares and rectangles.
- Always obtain a [photo release form](#) when conducting a photography shoot.



CSU PRINT MATERIALS

The CSU Chancellor's Office communications staff produces CSU print materials, including conference materials, stationery and business cards from approved templates.

For more information, contact Communications at communications@calstate.edu or (562) 951-4670. Find CSU letterhead templates at calstate.edu/brand.