



CHICAGO STATE UNIVERSITY

Mini Style Guide
05.18.2020

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SECTION 01

Logos

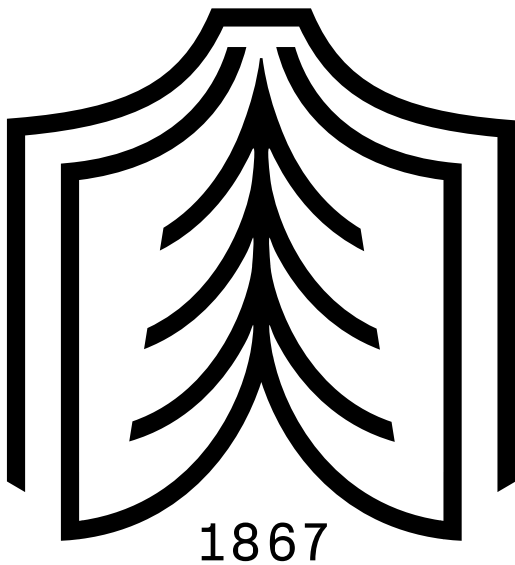


Logo Lockup A

FORMAL AND INFORMAL USES

This is our main logo lockup. It is comprised of two different elements: our book logo and our logotype.

Refer to the Usage section for information on how this logo is used.



← Book Logo

CHICAGO STATE
UNIVERSITY

← Logotype

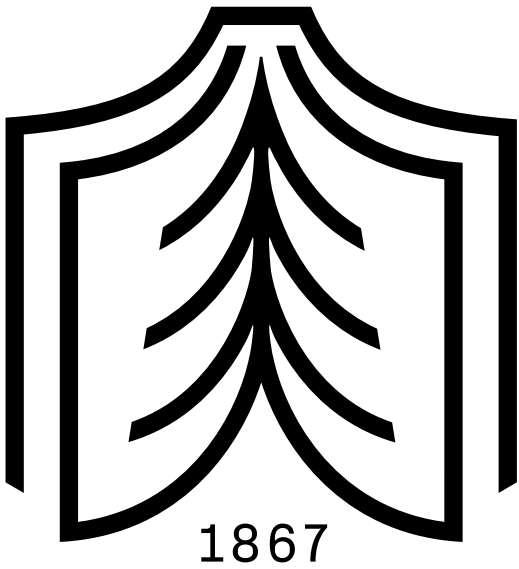


Logo Lockup B

FORMAL AND INFORMAL USES

This is our shorthand logo lockup. It is comprised of two different elements: our book logo and our shorthand logotype for scenarios when we don't need to use the word University.

Refer to the Usage section for information on how this logo is used.



← Book Logo

CHICAGO
STATE

← Logotype

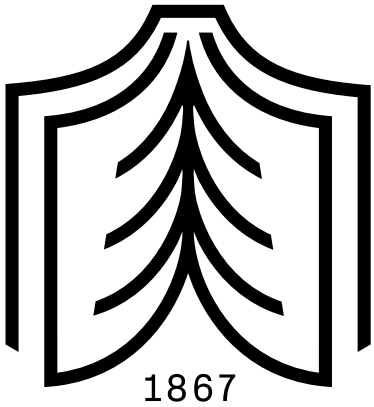


Logo Lockup C

FORMAL AND INFORMAL USES

This is our horizontal logo lockup. It is comprised of two different elements: our book logo and our horizontal logotype for scenarios when we must place the logo in a tight space like a banner ad. Due to the length of the lockup we prefer to keep the usage of this logo to a minimum.

Refer to the Usage section for information on how this logo is used.



Book Logo

CHICAGO STATE UNIVERSITY

Logotype



Book Logo Variations

FORMAL AND INFORMAL USES

Our Book Logo has two different variations. Book Logo A has our 1867 which is our standard version, and Book Logo B has CSU for times when we don't use our logotype.

Refer to the Usage section for information on how this logo is used.



Book Logo A



Book Logo B



Rally U Logo

INFORMAL USES

This is our Rally U Logo. It brings attention to the word ‘go’ in Chicago by wrapping the phrase Chicago State in a U shape with a border. This logo is a primary logo, but should never be replaced by our main logo in terms of hierarchy.

Refer to the Usage section for information on how this logo is used.



1867 Logo Variations

INFORMAL USES

Our 1867 Logo has two different variations. 1867 Logo A is locked up with our Book Logo B and is the primary version of the two. 1867 Logo B is stand-alone and can be used instead as an alternate.

Refer to the Usage section for information on how this logo is used.

1867



1867 Logo A

1867

1867 Logo B

Logo Seal

FORMAL USES

This is our Logo Seal. It is comprised of two different elements: our book logo and our logotype wrapped around the contour of the circle shape. Our primary use for the seal is official presentations, documents, announcements, and trustee communications.

Refer to the Usage section for information on how this logo is used.



SECTION 02

Color Palette



Color Palette

This is our Primary and Secondary Color Palette. These three colors work in tandem with one another to create our brand feel more dynamic as well structured and restrained. Other colors will be introduced in subsequent versions of the Style Guide such as tertiary color range with the college’s of CSU.

Refer to the Usage section for information on how the color palette is used in greater detail.

PRIMARY

CSU GREEN
PMS 343

This is our historical green, and is our lead horse when we show our brand.

C 88 M 41 Y 77 K 38

R 38 G 83 B 58

SECONDARY

CSU BLUE
PMS 2955

This is a new color addition and is an accent color.

C 100 M 78 Y 28 K 22

R 0 G 55 B 100

CSU LIGHT GREEN
PMS 7488

This is our color addition and is an accent color.

C 62 M 0 Y 100 K 0

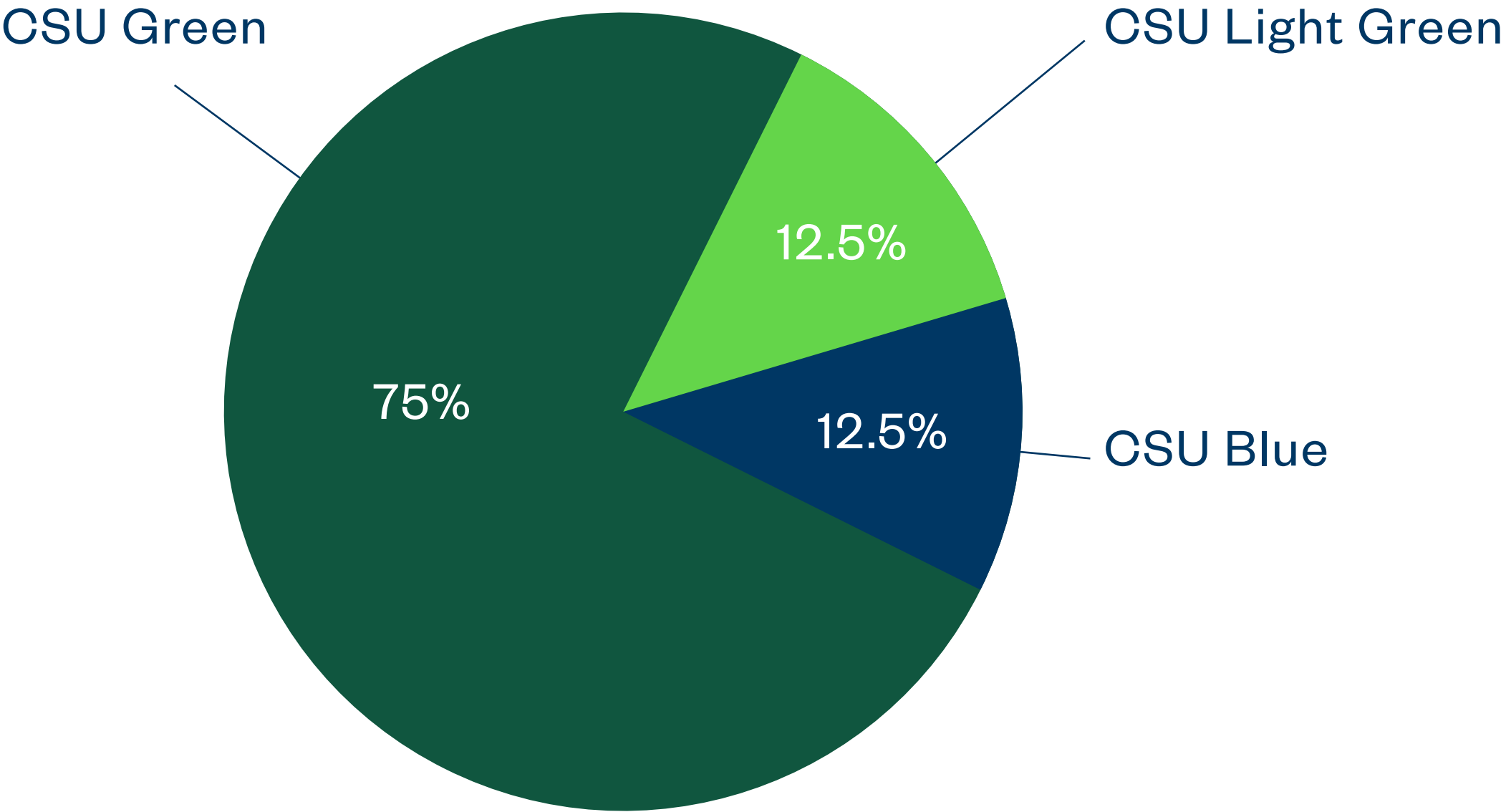
R 100 G 213 B 74



Color Balance

Our balance of color is shown here in this wheel, we want to keep the Primary Green as our largest component, and the other two colors each equally as strong, but not quite as much coverage across all of our materials.

Refer to the Usage section for information on how the color palette is used in greater detail.



SECTION 03

Usage



Which Logo Should I Use?

Our system works well when it comes to how we display our brand, but sometimes it can be confusing as to what logo we should be using for which occasion. This page provides a helpful approach to finding which logo would best suit the needs. When in doubt use the Logo Lockup A, it can be used across the board, and will always work well, unless it’s an extreme horizontal application like a banner ad.



LOGO LOCKUP A,B,C
FORMAL AND INFORMAL



SUGGESTED USES

- Signage
- Educational Brochures
- Website
- Announcements
- Marketing
- Advertising

LOGO SEAL
FORMAL



SUGGESTED USES

- Board of Trustees
- Diplomas/Certificates
- Podium Displays
- Stamps of Approvals

Avoid using on:

- PR Announcements
- Marketing
- Sports programs
- Advertising

RALLY U LOGO
INFORMAL



SUGGESTED USES

- Rally Materials
- Merchandise
- Athletic Materials
- Clothing
- Banners
- Signage

Avoid using on:

- Diplomas
- Certificates
- Podiums
- Marketing
- Advertising

1867 LOCKUP
INFORMAL



SUGGESTED USES

- Rally Materials
- Merchandise
- Clothing
- Heritage Materials
- Banners
- Signage

Avoid using on:

- PR Announcements
- Marketing
- Sports programs
- Advertising

SPORTS ANNOUNCEMENT

Which Logo
Should I Use?

An example of a sports announcement that would utilize a logo placement. Several options would not work and those are specified to the right, as well as the ones that do work.



LOGO LOCKUP A IS GREAT FOR THIS APPLICATION



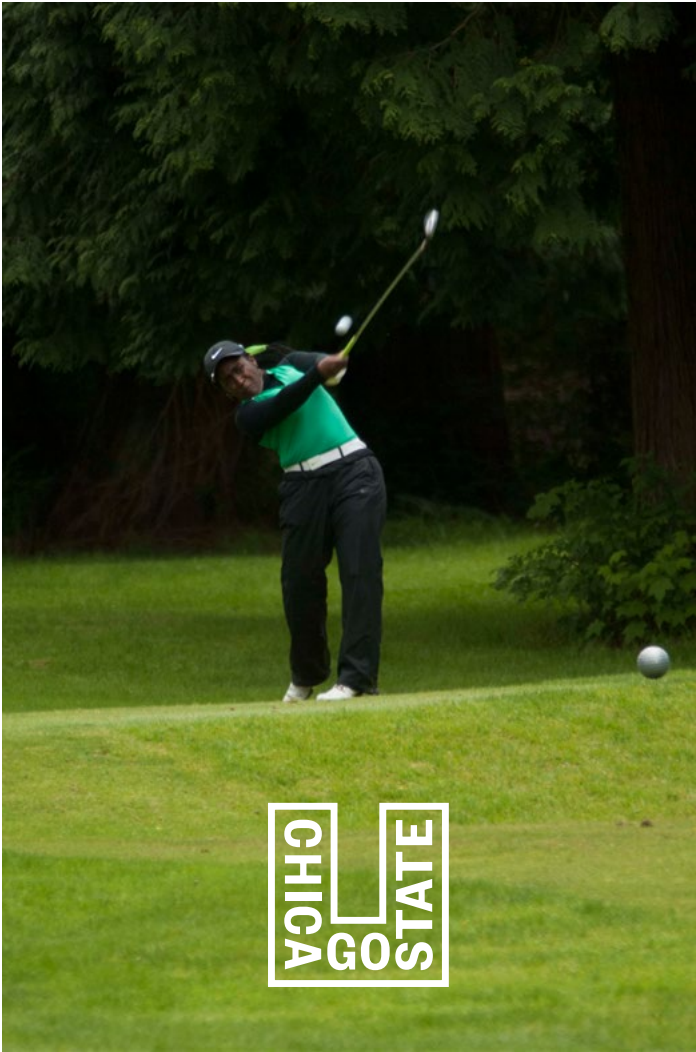
THIS IS NOT A FORMAL BROCHURE SO THE LOGO SEAL IS NOT RIGHT



THIS IS NOT A HORIZONTAL APPLICATION SO LOGO LOCKUP C IS NOT RIGHT



RALLY U LOGO IS GREAT FOR SPORTS APPLICATIONS.



Logo Restrictions

Our logo is very versatile, but there are many things that we must keep in mind when using our new brand system. Examples to the right give a brief introduction to what not to do.



DON'T SKEW LOGO



DON'T USE NON-PALETTE COLORS



DON'T SEPARATE THE LOGOTYPE FROM THE ICON AND USE THEM IN THE SAME SPACE.



DON'T CHANGE ORIENTATION OF LOGOS AS LOCKUP



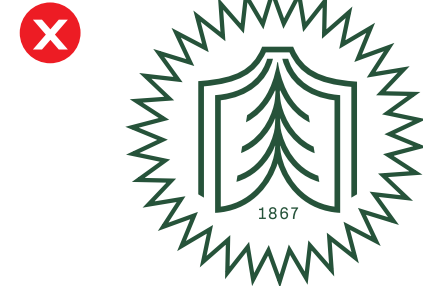
DON'T CHANGE ORIENTATION OF LOGOS AS LOCKUP



DON'T CHANGE TYPEFACE OF LOGOTYPE



DON'T ADD ARTWORK TO LOGO



Color Usage with Logos

All of our colors work well together, but some of our color combinations hinder our visibility and should not be used.



WHITE ON PRIMARY GREEN



SECONDARY BLUE ON PRIMARY GREEN



SECONDARY LIGHT GREEN ON PRIMARY GREEN

Color Usage with Logos

All of our colors work well together, but some of our color combinations hinder our visibility and should not be used.



WHITE ON PRIMARY GREEN



SECONDARY BLUE ON PRIMARY GREEN



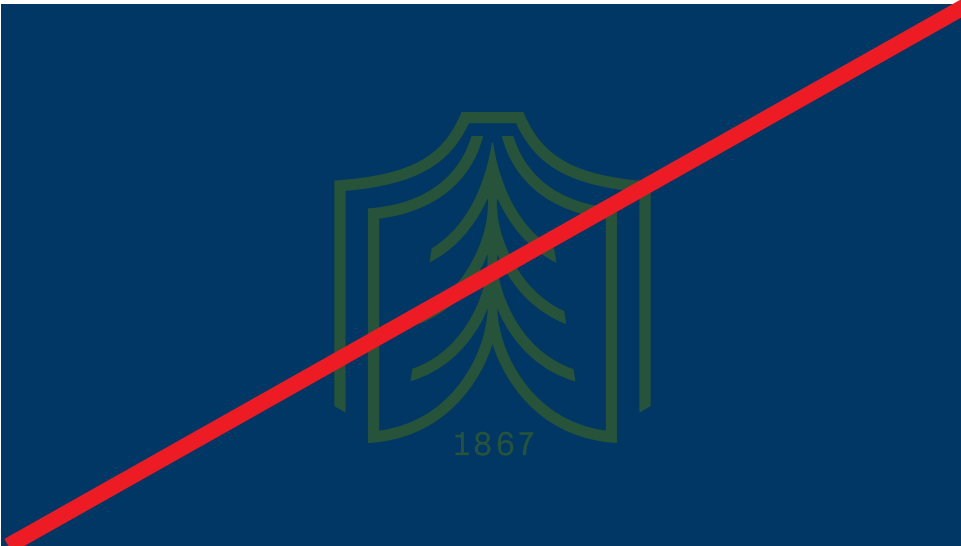
SECONDARY LIGHT GREEN ON PRIMARY GREEN

Color Usage with Logos

All of our colors work well together, but some of our color combinations hinder our visibility and should not be used.



WHITE ON PRIMARY GREEN



PRIMARY GREEN ON SECONDARY BLUE



SECONDARY LIGHT GREEN ON PRIMARY GREEN



Rally U Example

Here we see how our Secondary Blue is used with our Rally U logo as a wall banner in a basketball court/gymnasium.



Logo Lockup C In Horizontal Placements

Here we have an example of our Logo Lockup C in a horizontal placement of a banner ad.



Logo Placement

Our logos work in many places within an ad, a banner, or a presentation. Here is a matrix of areas where the placement of a logo works, and does not work.

Refer to the next page for more examples.



Logo Placement

Our logos work in many places within an ad, a banner, or a presentation. Here is a matrix of areas where the placement of a logo works, and does not work.

Refer to the next page for more examples.



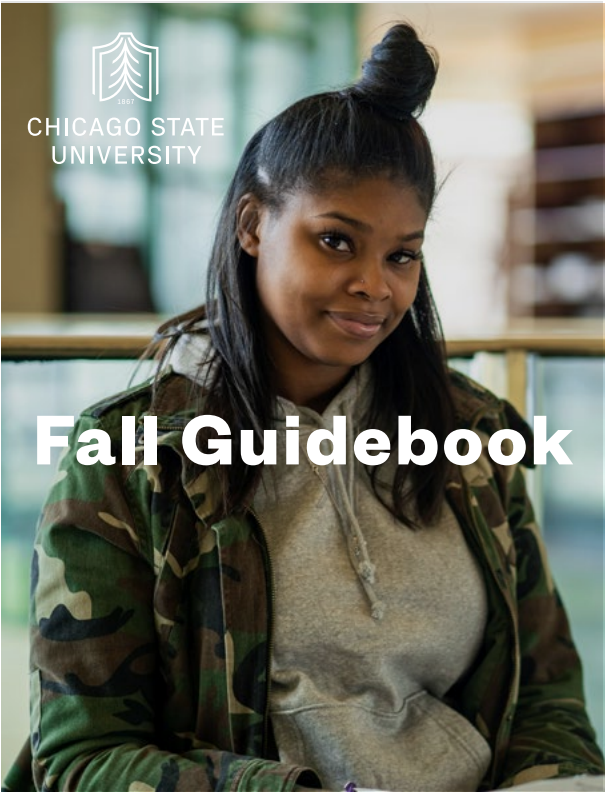
✓ BOTTOM LEFT



✗ TOP RIGHT



✓ TOP LEFT



✓ BOTTOM RIGHT



✗ RIGHT CENTRAL



✗ LEFT CENTRAL



Logo Placement

Here our Book Logo works centered on the backside of Dr. Scott’s business card.

Refer to the next page for more examples.



Spacing Around Logos

The spacing around our logo lockups must be breathable, so a rule to maintain should be close to the width of the CHI lettering all the way around.



Spacing Around Logos

The spacing around secondary logos is also just as important and we can see from these examples what the distance around each one is based off of.



Minimum Sizing

Ensure the legibility of our school by using at least the minimum size for each width configuration.



Print 1.5”
Digital 125px



Print 3.5” Digital 300px



Print .75”
Digital 70px

1867

Print 1.5”
Digital 125px



Print .65”
Digital 45px



Print .65”
Digital 45px

1867



Print 1.82”
Digital 240px



Print 1.2”
Digital 87px



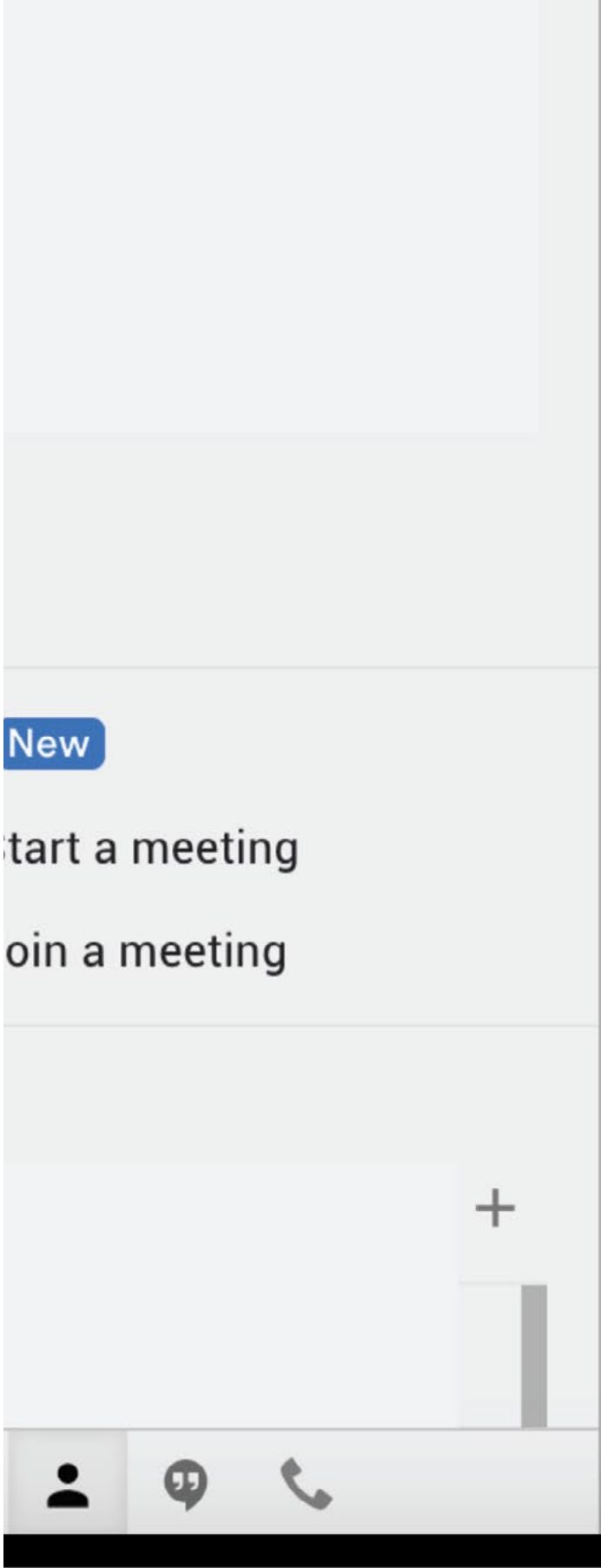
Logos over photography

Our logo should only be used as white on top of any photograph ever, regardless of the color of the photograph / Black & White / Duotone etc.



Email Signatures

Our Horizontal (Logo Lockup C) should be used in the case of our email signature as shown here.



Chicago State University is a predominantly Illinois. It is a member school of the Thurgood accredited by the Higher Learning Commission undergraduate students from all U.S. states.

Sabrina Land, M.S.

Director of Marketing & Media Relations
Department of Marketing and Communications

O (773) 821-4976 **M** (773) 821-4976

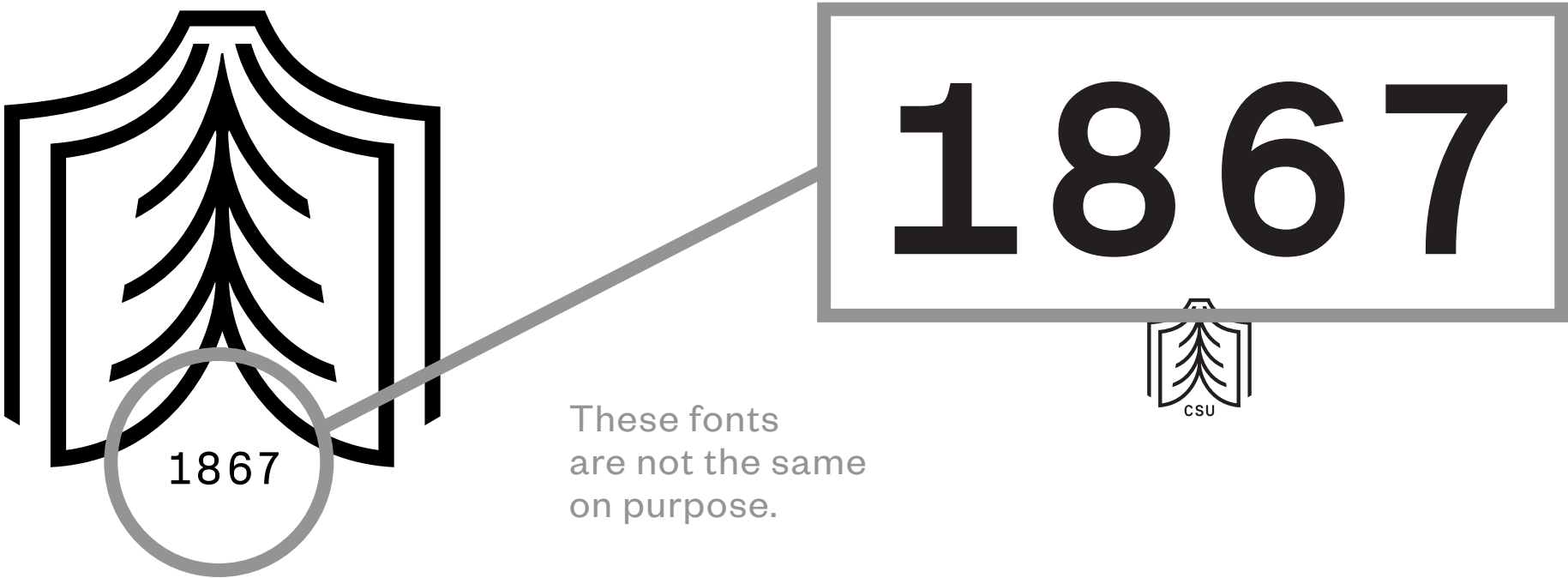


9501 S. King Drive Chicago, IL 60628



1867 Restrictions

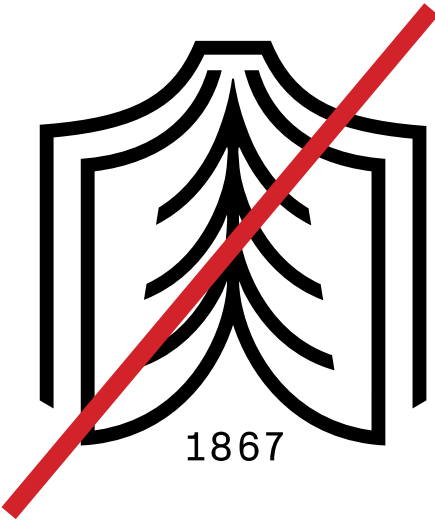
Our Book Logo uses a font that is not the same font as our standalone 1867 logo lockup. The 1867 from the Book Logo must never be removed from the logo and used on it's own.



1867

1867 Restrictions

Our Book Logo uses a font that is not the same font as our standalone 1867 logo lockup. The 1867 from the Book Logo must never be removed from the logo and used on it's own.



The 1867 lockup must never be rearranged and locked up with the smaller 1867 book logo, it must stay with the CSU book logo



