Table of Contents

01 Logos
02 Color Palette
03 Usage
SECTION 01 Logos
Main CSU Logo

**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.
Horizontal CSU Logo

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.
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
0d5540

**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
17375f

**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
7bba4c
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.

<table>
<thead>
<tr>
<th>LOGO LOCKUP A,B,C</th>
<th>LOGO SEAL</th>
<th>RALLY U LOGO</th>
<th>1867 LOCKUP</th>
</tr>
</thead>
<tbody>
<tr>
<td>FORMAL AND INFORMAL</td>
<td>FORMAL</td>
<td>INFORMAL</td>
<td>INFORMAL</td>
</tr>
</tbody>
</table>

#### SUGGESTED USES

- **CHICAGO STATE UNIVERSITY**
  - **SUGGESTED USES**
    - Signage
    - Educational Brochures
    - Website
    - Announcements
    - Marketing
    - Advertising
  - **Avoid using on:**
    - PR Announcements
    - Marketing
    - Sports programs
    - Advertising
  - **Not available for mass use**
- **LOGO SEAL**
  - **SUGGESTED USES**
    - Board of Trustees
    - Diplomas/Certificates
    - Podium Displays
    - Stamps of Approvals
  - **Avoid using on:**
    - Diplomas
    - Certificates
    - Podiums
    - Marketing
    - Advertising
  - **Not available for mass use**
- **RALLY U LOGO**
  - **SUGGESTED USES**
    - Rally Materials
    - Merchandise
    - Athletic Materials
    - Clothing
    - Banners
    - Signage
  - **Avoid using on:**
    - Rally Materials
    - Merchandise
    - Clothing
    - Heritage Materials
    - Banners
    - Signage
  - **Not available for mass use**
- **1867 LOCKUP**
  - **SUGGESTED USES**
  - **Avoid using on:**
    - PR Announcements
    - Marketing
    - Sports programs
    - Advertising
  - **Not available for mass use**
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 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.
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 LIGHT GREEN ON PRIMARY GREEN**
- **SECONDARY BLUE 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

✓ SECONDARY LIGHT GREEN ON PRIMARY GREEN

✗ PRIMARY GREEN ON SECONDARY BLUE
Logo 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.
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.
Minimum Sizing

Ensure the legibility of our school by using at least the minimum size for each width configuration.
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.
While many of the Brand Guidelines are provided here, full establishment of our brand is still evolving.

Please reach out to the CSU Marketing Department directly for any updates to these Brand Style Guidelines.