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Main CSU Logo

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.

<table>
<thead>
<tr>
<th>PRIMARY</th>
<th>SECONDARY</th>
<th>CSU LIGHT GREEN</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CSU GREEN</strong></td>
<td><strong>CSU BLUE</strong></td>
<td><strong>CSU LIGHT GREEN</strong></td>
</tr>
<tr>
<td>PMS 343</td>
<td>PMS 2955</td>
<td>PMS 7488</td>
</tr>
</tbody>
</table>

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

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

This is our color addition and is an accent color.

<table>
<thead>
<tr>
<th>C 88</th>
<th>M 41</th>
<th>Y 77</th>
<th>K 38</th>
</tr>
</thead>
<tbody>
<tr>
<td>R 38</td>
<td>G 83</td>
<td>B 58</td>
<td></td>
</tr>
<tr>
<td>0d5540</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>C 100</th>
<th>M 78</th>
<th>Y 28</th>
<th>K 22</th>
</tr>
</thead>
<tbody>
<tr>
<td>R 0</td>
<td>G 55</td>
<td>B 100</td>
<td></td>
</tr>
<tr>
<td>17375f</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>C 62</th>
<th>M 0</th>
<th>Y 100</th>
<th>K 0</th>
</tr>
</thead>
<tbody>
<tr>
<td>R 100</td>
<td>G 213</td>
<td>B 74</td>
<td></td>
</tr>
<tr>
<td>7bba4c</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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.
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

<table>
<thead>
<tr>
<th>SUGGESTED USES</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Signage</td>
</tr>
<tr>
<td>• Educational Brochures</td>
</tr>
<tr>
<td>• Website</td>
</tr>
<tr>
<td>• Announcements</td>
</tr>
<tr>
<td>• Marketing</td>
</tr>
<tr>
<td>• Advertising</td>
</tr>
</tbody>
</table>

Avoid using on:
• PR Announcements
• Marketing
• Sports programs
• Advertising

Not available for mass use

LOGO SEAL

<table>
<thead>
<tr>
<th>SUGGESTED USES</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Board of Trustees</td>
</tr>
<tr>
<td>• Diplomas/Certificates</td>
</tr>
<tr>
<td>• Podium Displays</td>
</tr>
<tr>
<td>• Stamps of Approvals</td>
</tr>
</tbody>
</table>

Avoid using on:
• Diplomas
• Certificates
• Podiums
• Marketing
• Advertising

Not available for mass use

RALLY U LOGO

<table>
<thead>
<tr>
<th>SUGGESTED USES</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Rally Materials</td>
</tr>
<tr>
<td>• Merchandise</td>
</tr>
<tr>
<td>• Athletic Materials</td>
</tr>
<tr>
<td>• Clothing</td>
</tr>
<tr>
<td>• Banners</td>
</tr>
<tr>
<td>• Signage</td>
</tr>
</tbody>
</table>

Avoid using on:
• PR Announcements
• Marketing
• Sports programs
• Advertising

Not available for mass use

1867 LOCKUP

<table>
<thead>
<tr>
<th>SUGGESTED USES</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Rally Materials</td>
</tr>
<tr>
<td>• Merchandise</td>
</tr>
<tr>
<td>• Clothing</td>
</tr>
<tr>
<td>• Heritage Materials</td>
</tr>
<tr>
<td>• Banners</td>
</tr>
<tr>
<td>• Signage</td>
</tr>
</tbody>
</table>

Avoid using on:
• PR Announcements
• Marketing
• Sports programs
• Advertising

Not available for mass use
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.
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** is acceptable.
- **SECONDARY BLUE** ON **PRIMARY GREEN** is not acceptable.
- **SECONDARY LIGHT GREEN** ON **PRIMARY GREEN** is acceptable.
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
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.

- **Print 1.5” Digital 125px**
- **Print 3.5” Digital 300px**
- **Print .75” Digital 70px**
- **Print 1.5” Digital 125px**
- **Print .65” Digital 45px**
- **Print 3.5” Digital 300px**
- **Print .65” Digital 45px**
- **Print 1.82” Digital 240px**
- **Print 1.2” Digital 87px**

1867

CHICAGO STATE UNIVERSITY

CHICAGO STATE

1867

CHICAGO STATE UNIVERSITY
Logos over photography

Our logo should only be used as white on top of any photograph, 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.