CHICAGO STATE UNIVERSITY

1867

Style Guide - For University-Wide Usage
04/07/2023

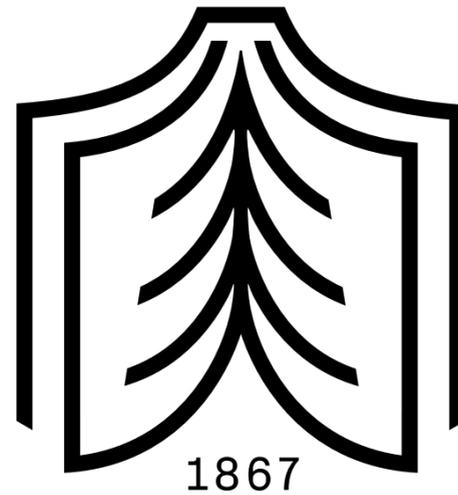# Table of Contents

1867

SECTION 01 Logos

1867

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.

1867

CHICAGO STATE UNIVERSITY

Book Logo

Logotype

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.

1867

CHICAGO STATE UNIVERSITY

Book Logo

Logotype

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

1867

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.

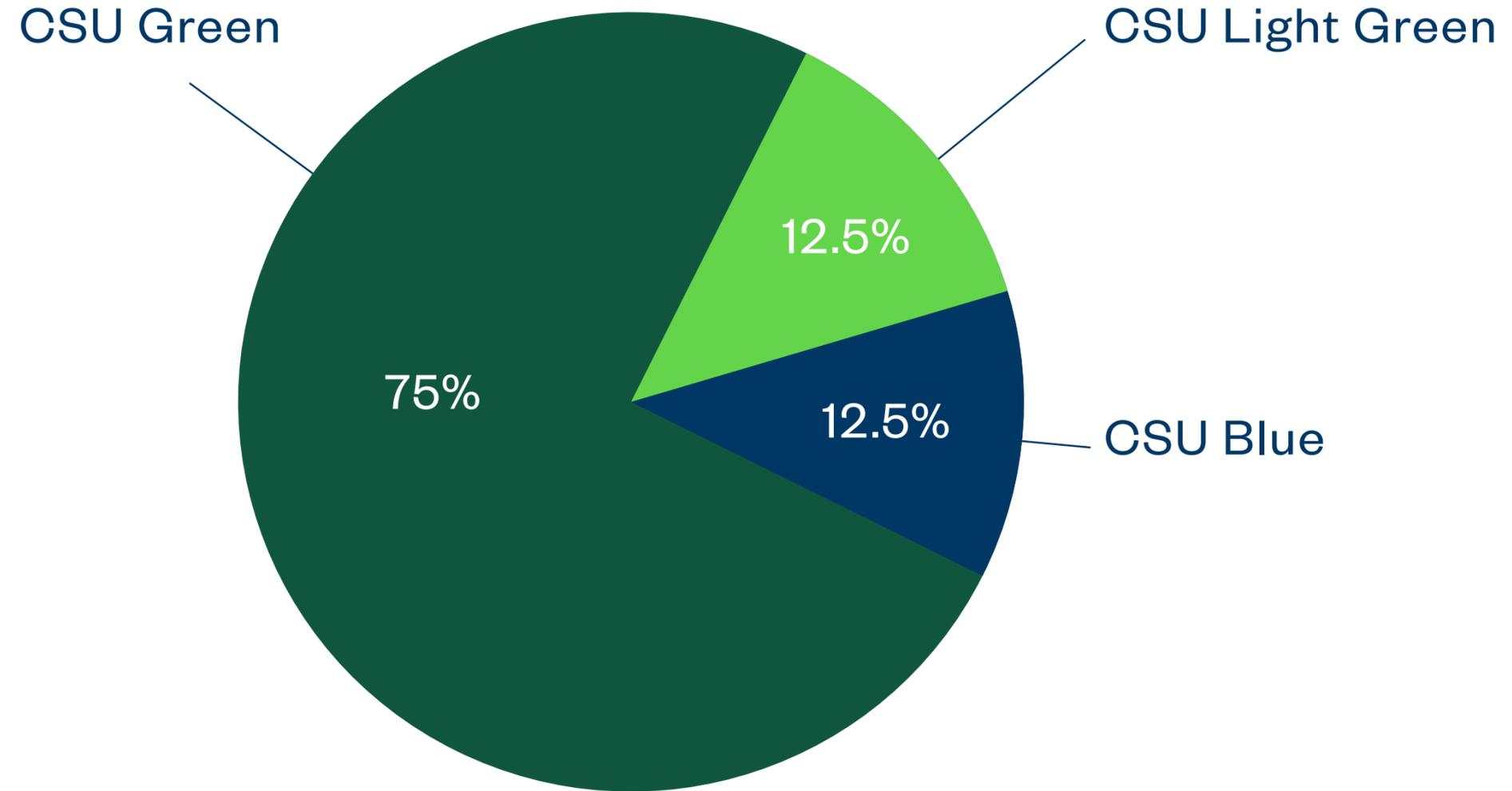C 62   M 0   Y 100   K 0

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.

CSU Green

CSU Light Green

12.5%

75%

12.5%

CSU Blue

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

CHICAGO STATE
UNIVERSITY

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

Not available for mass use

RALLY U LOGO
INFORMAL

SUGGESTED USES

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

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

Not available for mass use

1867 LOCKUP
INFORMAL

1867

SUGGESTED USES

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

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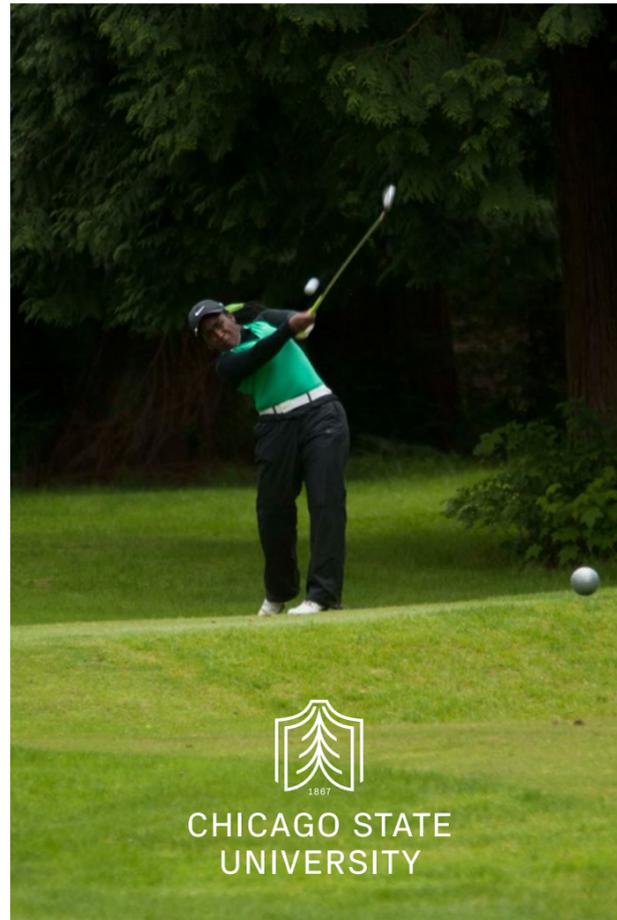- Sports programs
- Advertising

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.

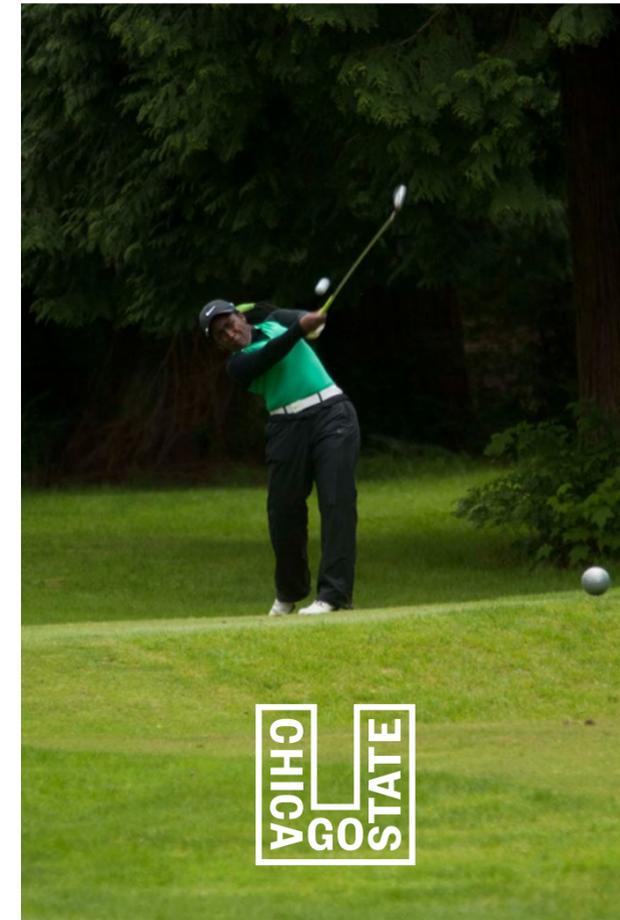✓ LOGO LOCKUP A IS GREAT FOR THIS APPLICATION

CHICAGO STATE
UNIVERSITY

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

CHICAGO STATE
UNIVERSITY

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

CHICAGO STATE UNIVERSITY

✓ RALLY U LOGO IS GREAT FOR SPORTS APPLICATIONS.

CHICAGO STATE

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

CHICAGO STATE
UNIVERSITY

DON'T USE NON-PALETTE COLORS

CHICAGO STATE
UNIVERSITY

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

CHICAGO STATE UNIVERSITY

DON'T CHANGE ORIENTATION
OF LOGOS AS LOCKUP

CHICAGO STATE
UNIVERSITY

DON'T CHANGE ORIENTATION
OF LOGOS AS LOCKUP

CHICAGO STATE
UNIVERSITY

DON'T CHANGE TYPEFACE OF LOGOTYPE

CHICAGO STATE
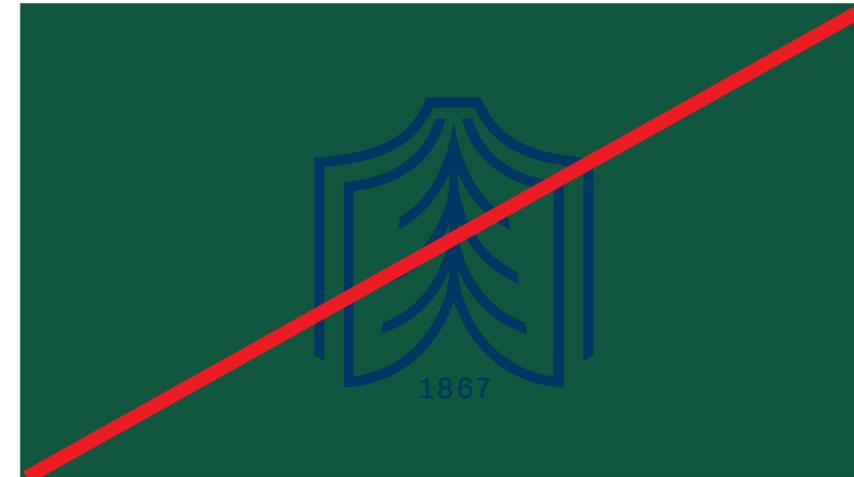UNIVERSITY

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

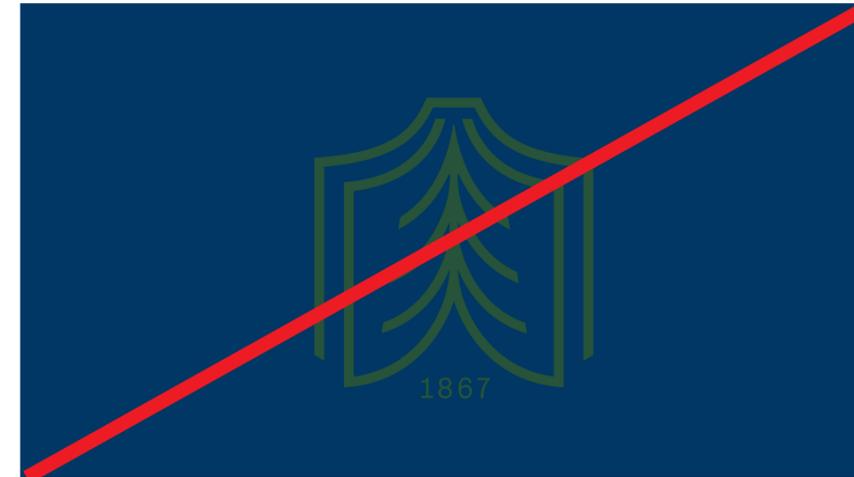✅ SECONDARY LIGHT GREEN ON PRIMARY GREEN

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

1867

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
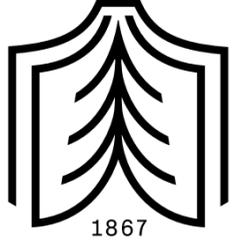
Logo In Horizontal Placements

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

PAGE AREA

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.
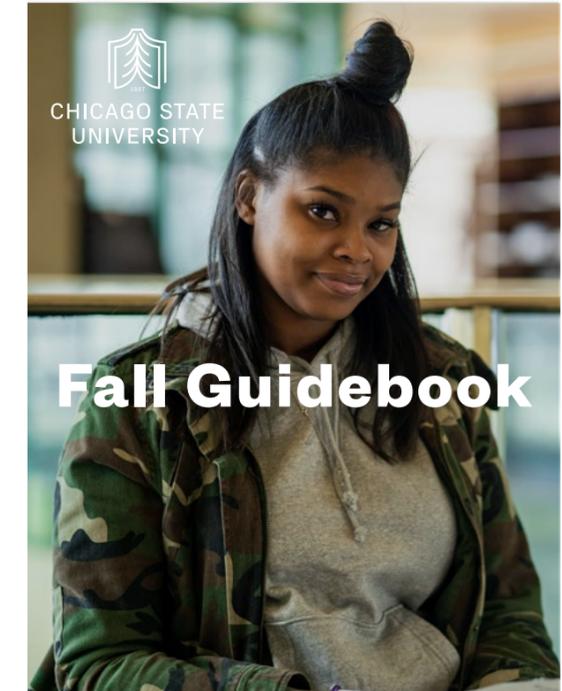
Refer to the next page for more examples.

✅ BOTTOM LEFT

Fall Guidebook

CHICAGO STATE UNIVERSITY

❌ TOP RIGHT

CHICAGO STATE UNIVERSITY

Fall Guidebook

✅ TOP LEFT

CHICAGO STATE UNIVERSITY

Fall Guidebook

✅ BOTTOM RIGHT

Fall Guidebook

CHICAGO STATE UNIVERSITY

❌ RIGHT CENTRAL

Fall Guidebook

CHICAGO STATE UNIVERSITY

❌ LEFT CENTRAL

Fall Guidebook

CHICAGO STATE UNIVERSITY
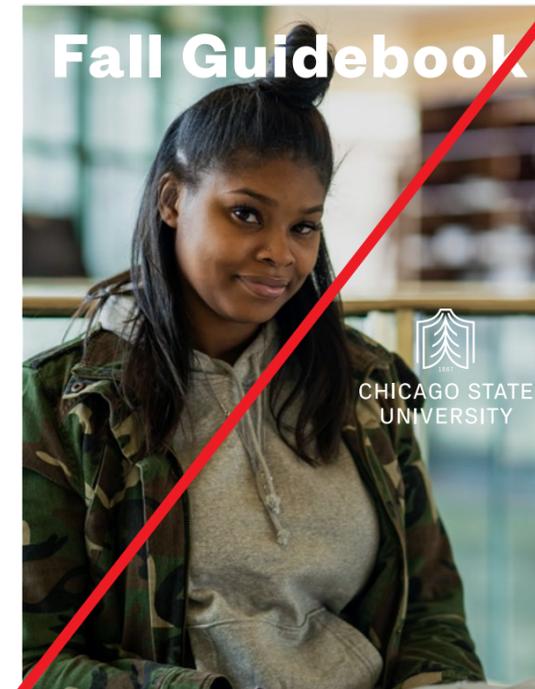
Logo Placement

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.

CHICAGO STATE UNIVERSITY

CHICAGO STATE

CHICAGO STATE UNIVERSITY

Minimum Sizing

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

CHICAGO STATE
UNIVERSITY

Print 1.5"
Digital 125px

CHICAGO STATE UNIVERSITY

Print 3.5" Digital 300px

CHICAGO
STATE

Print .75"
Digital 70px

1867

Print 1.5"
Digital 125px

Print .65"
Digital 45px

CHICA GO STATE

Print .65"
Digital 45px

1867

CSU

Print 1.82"
Digital 240px

CHICAGO STATE
UNIVERSITY

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.

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.