



California State University Chico

IDENTITY GUIDELINES

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INTRODUCTION

Our Chico State Identity

Our Chico State Identity exists primarily in the perceptions people have about us:

**Who we are,
what we do, and
why it matters.**

Every time we communicate—whether it's posting on social media, sending promotional material by mail, or talking with prospective students directly—people form opinions about the University based on their interactions with us.

Identities are living, breathing things in that way—and they're increasingly hard to control.

The more consistent and confident we are when telling the Chico State story, the better our audiences will understand and trust what we have to say. That's why it's so important for all of us to be on the same page about our identity—the tangible, real-world system of visuals and messaging we use every day to tell the world about ourselves.

These guidelines are designed to ensure that all University communications, big or small, are authentic, cohesive reflections of the Chico State identity.



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What separates Chico State from the hundreds of colleges and universities in California and across the country? What does our University do differently—and even better—than the rest of them?

The answer to these critical questions can be found in our identity strategy.

HOW. TODAY
DECIDES

IDENTITY STRATEGY

Strategy Drivers

Chico State, like its students, doesn't exist in a vacuum. Things change, perceptions shift, and priorities evolve over time. The foundation of any identity effort rests upon an approved strategy that drives the goals of the institution—and the identity expression then serves as a vehicle for the success of these goals.

- ▶ **SHOWCASE** what a Chico State education can provide by amplifying outcomes with storytelling
- ▶ **CAPTURE** the largeness of Chico State's education and its impact beyond California
- ▶ **BUILD** awareness as to how Chico State's educational mission impacts the community at large
- ▶ **REFOCUS** sense of place to indicate how location serves to enhance the Chico State educational experience

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Identity Platform

Based on comprehensive discovery and research, our Identity Platform reveals the key insights that establish our positioning and guide our identity strategy.

OUR IDENTITY PROMISE presents our strongest and most ownable position in the market. This is not a tagline, but rather, a simple, distilled phrase that forms a foundational point for our strategy.

OUR IDENTITY PILLARS further define our competitive advantage through our three biggest strengths: what we believe in, what connects people to us, and what we do differently or better than other institutions.

OUR PERSONALITY helps us to establish and maintain a consistent tone throughout our communications.

OUR FOUNDATION is based on points of pride that, while important to us, are not necessarily unique or differentiating among our competitor set.

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Identity Promise

**TODAY DECIDES
TOMORROW.**

Identity Pillars

Catalysts for
Change

Connections
Beyond
Campus

Culture of
Belonging

Captivating
Educational
Backdrop

Identity Personality

Approachable

We are the Wildcat
Family—down-to-
earth, relaxed, and
welcoming to all.

Committed

We provide an
ethic of care and
collaboration
throughout our
community.

Brave

We challenge
ourselves to be
uncomfortable,
think differently,
and remain resilient.

Conscious

We strive to improve
the world around us,
by giving back and
looking forward.

Proactive

We jump in, become
involved, and actively
pursue our goals.

Identity Foundation

Excellent Academic Programs

Student-Centered

Successful Career Outcomes

Hispanic-Serving Institution

Vibrant Campus Culture

Scenic Campus

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Identity Pillars

Catalysts for Change

Our high-quality, high-value education prepares students for successful lives and careers—helping them to take ownership, use their voices, and mobilize the next generation.

How We Own This

- Affordable education where students graduate with low student debt; awarded “Most Transformative College” in the US by CollegeNet
- High graduation rates; job-ready students
- Majority first-generation college student population
- Academic programs with distinction
- Opportunities for students to become engaged as leaders starting from their first year, both in and outside the classroom
- Close relationships between students and faculty/staff

Connections Beyond Campus

We recognize our community as larger than our campus and partner with the city of Chico, the North State, and beyond to apply scholarship, research, and service to address global issues.

HOW WE OWN THIS

- Alumni who are making a difference throughout the country and world
- Experiential learning and study abroad as important educational components
- Chico State has a direct impact on the city of Chico and the North State
- Academic research is focused on practical application
- We are committed to solving universal problems such as climate change and social injustice

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Identity Pillars

Culture of Belonging

We cultivate a welcoming and inclusive campus for people of all identities, and create and advocate for policies that form a more equitable society.

HOW WE OWN THIS





- Majority-minority institution
- First CSU campus to hire a director of tribal relations
- Commitment to equity, diversity, and inclusion

Captivating Educational Backdrop

We honor our environment—the traditional lands of the Mechoopda people—which provide access and bolster our academics, and foster self-reflection and personal growth.

HOW WE OWN THIS

- We acknowledge and are mindful of the fact that Chico State stands on lands originally occupied by the Mechoopda
- Most students live within two miles of campus
- With a vibrant arboretum and Big Chico Creek flowing through campus, it promotes a sense of peace and reflection for the community
- Coursework incorporates experiential learning and engaging with the environment



SECTION TWO

MESSAGING

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Writing About the Identity

Our identity strategy lays out the factors that distinguish us from other institutions. The next step is to use this information to inform the way we talk about ourselves.

These verbal guidelines, including the identity narrative and voice and tone, should guide all messaging initiatives, and provide a cohesive direction for how campus communicators should tell our story to the world.

NOTE:

When first referring to the school lead with *California State University, Chico* first and then *Chico State* in any subsequent reference.

On Do and Dare

Inspired by the expression "Today Decides Tomorrow", this concept is about purposeful action and taking ownership of the present moment in order to influence the future. Each day, class, professor, connection, and activity—every act of "doing" at Chico State—is an opportunity to truly experience the life you want to live, to build on it, and to dream bigger for a better tomorrow. Chico State students are doers, who graduate darers, ready to take on any challenge that awaits them with energy and enthusiasm.

**Normal, our Alma Mater,
To thee we sing in praise,
In pure and sweet harmony,
Our voices now we raise,**

...

**Friends, parents, sisters, brothers,
Shall all our vict'ries share.
Urged on by honor's brightest star.
We all must do and dare.**

— 1905 *THE RECORD* YEARBOOK

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TOMORROW

IDEAL
TODAY

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Narrative

The role of a narrative is to lay the foundation for writing in a distinct voice, as well as to inspire the messages we communicate going forward. The narrative is not necessarily external marketing language — rather, it should be used to inspire and guide the spirit of our brand messaging going forward. No matter who or what we're writing about, our voice should stay true to the big idea encapsulated here.

What might the world look like if, rather than wondering about some distant future, we took daily action toward the tomorrow of our dreams? If instead of life defining us, someday, we took ownership and defined our own lives, starting here, with what we have now?

Important questions to answer. Important answers to question. After all, college is the start of something great — your lifelong journey towards personal fulfillment and professional success.

We're California State University, Chico. And at Chico State, what you do today decides how you'll dare tomorrow.

You can see it; it's literally written on the campus walls, in this sacred and beautiful land we protect and nurture in recognition of the Mechoopda people. You can see it in the warmth of our community, and in the spirit of our students — daring to do the things that matter; both through their work ethic and their ethical work. It looks like both a unique and a unifying dream coming true. It's a beautiful thing.

**Do what you love. Dare to do it your own way.
Today, tomorrow, and every day that follows.**

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Voice and Tone

Each story we tell should have both a clear purpose and an authentic tone that feels distinctively like Chico State. A helpful first step for any communicator is to commit the personality words to memory, as a reference. Then, use the following writing tips as a stylistic gauge.

Writing Tips

1. KNOW YOUR AUDIENCE

The Chico State identity will be communicated to lots of different audiences, with different needs. Before you start writing, know who it is you're aiming to connect with.

2. BE CLEAR AND CONCISE

The most effective messages are uncomplicated. Rather than getting hung up on academic language or marketing jargon, write clearly and keep communications short and simple wherever possible.

3. MAKE IT ALL ABOUT "YOU"

Use the second-person "you" or "your" to engage and motivate the reader. While everything you write will feel like it's about us, in reality, it's about them.

4. SAY ONE THING WELL

Every tweet, pamphlet, headline, or blurb should have one distinct message. Get to the point and refrain from sending mixed messages, so that your audience knows how to act on the information you're giving them.

5. FOCUS ON THE DOING

We pride ourselves on giving our students the confidence and purposefulness to take steps today towards a tomorrow of their own making. Keep this in mind when sharing stories and examples—what are our students, faculty, and staff doing, and how are they daring to make an impact?

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Writing Tips

6. PROVIDE A BENEFIT

What's in it for the reader? If you can't answer this question, it's time to pause and reconsider the piece.

7. BACK IT UP

Our storytelling should feature relevant points of pride, statistics, testimonials, and emotion—but use them to support our messaging, not as a substitute for it.

8. GIVE THE READER SOMETHING TO DO

Always provide a single, clear call to action.

9. BE HUMAN

Our students, faculty, and alumni are the best examples of the work we're doing. Highlight their stories, their wins, and the challenges they face as part of the fabric of the Chico State story.

10. BE RELATABLE

The level of humor in our messaging will vary depending on the message, audience, and medium (e.g., social media vs print pieces); but where appropriate, don't be afraid to have fun, and be relatable. After all, some experiences (like stress before exams, or mixed emotions at Commencement) are universal.

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Boilerplate

A boilerplate is a description of the University that should stay relatively stable over time. A boilerplate is most commonly used in an 'About Us' segment, and can be utilized on both the Chico State website and externally (for example, in a U.S News description.)

At Chico State, we empower students to Do and Dare in their careers and lives.

Founded in 1887, Chico State is the second-oldest institution in the 23-campus CSU, the nation's largest public university system. Chico State enrolls approximately 16,000 students and serves as the comprehensive university of the North State. A 20-time US News & World Report "Top Public School in the West," Chico State prides itself on its high-quality, high-value education, its active and engaged student body, and its strong connection with the local community and the state of California. Recognized for its focus on sustainability and community involvement, students expand their possibilities through more than 340 academic offerings and co-curricular programs, and work closely with expert faculty to devise solutions for the unprecedented global challenges of the 21st century.

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Elevator Pitch

The following pitch is presented in a casual tone, designed for impromptu one-off conversations between faculty or staff and someone unfamiliar with the University. This is the language to internalize and keep handy for conversations where you're asked, "Tell me about Chico State."

As the heart of the tree-filled college town of Chico, California, Chico State is a nationally recognized public university and a 20-time *US News & World Report* Top Public School in the West. With a welcoming spirit and vibrant campus culture, we encourage students to discover their passions and advocate for what they care about through more than 340 academic offerings and co-curricular programs.

Invigorated by the North State's natural beauty, our students enjoy all the benefits of an inclusive, diverse, and close-knit community in close proximity to the state capital and the Bay Area. Our expert faculty work closely with undergraduate and graduate students to create innovation solutions to issues big and small, focusing on practical application with global impact.

Confident, capable, and connected, Chico State Wildcats graduate ready to do and dare in their careers and lives.

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Website Meta Description & Social Media Profiles

WEBSITE META DESCRIPTION (155-CHARACTER LIMIT)

Chico State is home to high-value programs, an active community, and engaging faculty who will empower you to #DoAndDare in your career & life. [143 characters]

FACEBOOK

DESCRIPTION (155-CHARACTER RECOMMENDATION)

Our hands-on programs, engaged faculty, and active campus community give students the experience and confidence to #DoAndDare in their careers and lives. [153 characters]

ABOUT US (NO CHARACTER LIMIT)

Chico State is home to a community of 16,000 students in over 150 experiential programs. A U.S News “Top Public School in the West” for 20 years running, we pride ourselves on our student-centered approach and our commitment to sustainability and community engagement. Our faculty encourage students to become the very best versions of themselves, focusing on personal and professional growth and developing in them the confidence to take daily action towards the issues and goals that are most important to them.

Located in the city of Chico in Northern California, our location gives students access to everything the state capital and Bay Area has to offer, from boutiques and breweries to scenic woodland trails—not to mention our

proximity to major NorCal cities like Sacramento. Our approach to learning means our students develop close connections to the local community and to the greater region that stretch far beyond classrooms and textbooks.

As a result, Chico students graduate as natural leaders; socially conscious, intellectually curious, and ready to make an impact and drive positive change in their industries and communities.

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TWITTER (160-CHARACTER LIMIT)

Our hands-on programs & active community create graduates who are socially conscious, intellectually curious, and ready to #DoAndDare in their careers & lives. [159 characters]

YOUTUBE (NO CHARACTER LIMIT)

Chico State is home to a community of 16,000 students in over 150 experiential programs. A U.S News “Top Public School in the West” for 20 years running, we pride ourselves on our student-centered approach and our commitment to sustainability and community engagement. Our faculty encourage students to become the very best versions of themselves, focusing on personal and professional growth and developing in them the confidence to take daily action towards the issues and goals that are most important to them.

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INSTAGRAM (150-CHARACTER LIMIT)

Our immersive programs and active, engaged community give our students the experience and confidence to #DoAndDare in their careers & lives. [140 characters]

LINKEDIN (2000-CHARACTER LIMIT)

Founded in 1887, California State University, Chico, is an award-winning public institution in Chico, Northern California, serving over 16,000 students in more than 150 experiential programs. We pride ourselves on providing a high-quality, high-value education that teaches our students to be socially conscious and intellectually curious, developing in them the confidence to create a tomorrow of their own making. Our location in Northern California allows our students to be actively involved in their community and experience everything the state capital and Bay Area have to offer. The living and learning community at Chico is active, engaged, and diverse, encouraging personal and professional growth and developing

graduates who have the skills and the confidence to do and dare in their careers and lives. [813 characters]

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Identity Headlines

We dare to do _____

(the unimaginable / the things
that matter / the hard yards /
the work that counts)

Dare to _____

(define your own future / take
the first step / explore the
unexplored)

Daring to _____

(take the scenic route / use our
talents for good / take on the
competition)

With steadfast hearts and
purpose, we all must
do and dare.

What will you
dare to do?

It's impossible not to
get involved here.

Tomorrow's leaders
are made here.

Where dreaming
becomes doing, and
doing becomes daring.

Doing and daring
starts here and now.

Do what you love.
Dare to do it your way.

Doing and daring
on the daily.

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Undecided Undergrad

— is often a first-generation student and is not certain that a four-year university is the best path for them. They have also considered community college but want to understand what a four-year university will provide them. They want to make sure that they will have career opportunities. They also want to ensure a sense of community and inclusiveness.

The Undecided Undergrad has huge potential to succeed in a collegiate environment but needs additional support to help encourage them along the way.

IT'S IMPOSSIBLE NOT TO FIND BELONGING HERE

Our students create a vibrant campus culture that's welcoming, inclusive, and actively involved in the local Chico community, coming from every background to contribute to the rich tapestry that makes up our warm, friendly, and diverse Chico culture.

IT'S NOT CALLED THE "CENTRAL VALLEY" FOR NOTHING

With its abundance of woodland trails, farmers markets, and small businesses, and its proximity to the Bay Area, our beautiful location in Northern California sparks our students' intellectual curiosity and encourages them to connect with the great outdoors, both recreationally and academically.

A SUPPORT SYSTEM FROM DAY ONE

Our outstanding faculty create close partnerships with their students, fostering their talents and recognizing them as individuals. (It's no coincidence we have one of the highest four-year graduation rates in the CSU system.)

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Continued Learner

— has already been successful as an undergraduate and is motivated to continue their education.

The Continued Learner is interested in Chico State because of its programmatic offerings and approach to education. The Continued Learner is interested in making a difference in their career.

COLLABORATION OVER COMPETITION

Our students collaborate within and across disciplines, not just to enhance their learning but to develop creative solutions to problems big and small; using their skills to address the critical issues facing society and our environment.

EDUCATION THAT DELIVERS

The learning environment at Chico State is active and dynamic, encouraging students to speak up, drive change, and develop the specific skills that will allow them to progress in their careers and lead successful and fulfilling professional lives.

USING OUR TALENTS FOR THE GREATER GOOD

The campus culture at Chico State encourages students to get involved in the issues that are most important to them. Chico students graduate socially conscious, intellectually curious, and ready to make an impact and drive positive change in their industries and communities.

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Cost & Career Conscious (Undergrad Parent)

— is most concerned if college is worth the cost. They want to ensure that their child is job-ready and has a job lined up upon graduation. They are slightly hesitant for their child to attend college far from home and are not sure that the college experience will change their child in a positive way.

The Cost & Career Conscious parent may not have attended college and is not sure that attending college is the best option.

A SUPPORT SYSTEM FROM DAY ONE

Our student-centered approach means our supportive and experienced faculty are committed to treating students as individuals, recognizing their unique talents and helping them to become the best possible versions of themselves.

SETTING THE FOUNDATION FOR A BRIGHT FUTURE

Boasting one of the highest four-year graduation rates in the CSU system, as well as 100% job placement rates for many of our programs, Chico State provides a high-value education that serves as a launchpad to our students' futures, developing in them the confidence and leadership skills essential for personal fulfillment and professional success.

IT'S IMPOSSIBLE NOT TO GET INVOLVED HERE

Chico State is an extension of our beautiful Northern Californian environment, and our students engage and connect with the local community and region through a plethora of service and experiential learning projects; developing their understanding and sparking their intellectual curiosity.

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Active & Engaged (Internal Audiences)

— are motivated to connect Chico State with the outside world and to begin to make a difference. They are passionate about issues in the world and enjoy connecting with their peers on campus and in the community.

The Active & Engaged audience is committed to practical learning experiences and relationship building.

TOMORROW'S LEADERS ARE MADE HERE

The active learning environment at Chico State means our students graduate as natural leaders; socially conscious, intellectually curious, and ready to make an impact and drive positive change in their industries and communities.

THE CHICO/NORCAL CONNECTION'

Our students create a vibrant campus culture that's welcoming, inclusive, and actively involved in the local community — and Chico State alumni remain connected to Chico long after graduation.

A COMMUNITY ROOTED IN HISTORY

Chico State students, faculty, and staff enjoy our beautiful campus and its surrounding environment with the acknowledgement of and gratitude to its original occupants, the Mechoopda people.

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Invested Friends (Community Members and Donors)

—want to be aware about what is happening at Chico State. They are invested in seeing the University advance, as they believe the larger community will also benefit as a result. Some members of Invested Neighbors are current donors or have donated in the past, while others are only passionate community members.

They are proud of the interactions that they've had with the University and want to continue to improve their relationships with Chico State. They want to make sure that the university values them as partners.

CHANGING THE WORLD, ONE GRADUATE AT A TIME

The active learning environment at Chico State means our students graduate as natural leaders; socially conscious, intellectually curious, and ready to make an impact and drive positive change in their industries and communities.

A CAMPUS WITHOUT BORDERS

Both during and after their time on campus, Chico State students are actively engaged in the greater Chico community, through immersive learning projects, internships, and service partnerships.

A COMMUNITY ROOTED IN HISTORY

Chico State students, faculty, and staff are connected to their environment and committed to protecting the beautiful Northern Californian region, and honoring its original occupants, the Mechoopda people.

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Audience-Specific Messaging

North State Nostalgia (Alumni)

— connect their Chico State experience closely to its natural environment. They have pride in their University, their degree, and their college experiences.

The North State Nostalgia audience may no longer live in the North State region but want to go back to visit if given the opportunity. They value the connection with the campus community, the city of Chico, and the environment.

THE CHICO/NORCAL CONNECTION

Through immersive learning, recreation, and service projects, Chico State students establish a deep connection with their environment and the town of Chico, sparking an appreciation for the region that stretches for years beyond graduation.

FROM STUDENTS AND MENTORS TO INDUSTRY COLLEAGUES

Our faculty are dedicated to helping students become the very best versions of themselves. Chico State students and faculty form close professional partnerships, often becoming industry colleagues, and many of our alumni give back to the Chico community by offering internships and career opportunities.

USING OUR TALENTS FOR THE GREATER GOOD

The campus culture at Chico State encourages students to get involved in the issues that are most important to them. Chico students graduate as natural leaders — socially conscious, intellectually curious, and ready to make an impact and drive positive change in their industries and communities.



SECTION THREE

VISUAL IDENTITY

California State UniversityChico

A comprehensive update in 2021 refreshed all official University logos in a holistic way. Together, they unite our identity and create an instantly recognizable look.

Familiar but evolved, sophisticated but personable, each visual has creative nuances that reflect our rich history, Wildcat personality, exceptional student success, and enduring commitment to create a better tomorrow.

The framework in these guidelines organizes their usage based on strategic and visual connections to Chico State.

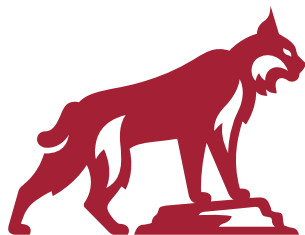
These marks can each be used on their own, or in approved combinations.

All artwork is provided as .EPS files, which are vector-based files that can generally be enlarged and reduced without diminishing image quality. An EPS file can only be opened directly in a vector-based application such as Adobe Illustrator.

To access these files, visit www.csuchico.edu/style-guide.

TODAY DECIDES TOMORROW

1. Institutional Mark



2. Ceremonial Seal



3. Athletic Mark



4. Big "C" Spirit Mark



5. Paw Print Spirit Mark



6. Associated Students Mark



The Associated Students logo is managed by AS. Contact asmarketing@csuchico.edu for more information.

California State UniversityChico

The Wildcat is the foundation of the University's visual identity and the most commonly used graphic mark.

Designed to honor *Lynx rufus californicus*, our Wildcat mascot, it is also an enduring symbol of our cherished natural environment and honors our connection to the ancestral lands of the Maidu and Mechoopda people, upon which our institution is built.

Looking brightly toward the future, we seek out and embrace opportunity. With a firm foundation, like the basalt bedrock that grounds our region, we have the confidence to take action daily and dare to do it our own way.

The Institutional Logo is intended for all applications such as marketing communications, student-facing collateral, and college and department materials. It is used in official college and department logos, and may be used as design element on sanctioned apparel, marketing fliers, or newsletters. It should only appear in the Signature Colors.

Design files can be accessed online in multiple formats and in conjunction with the University wordmark.

Contact University Communications if other configurations are needed.

Institutional Mark

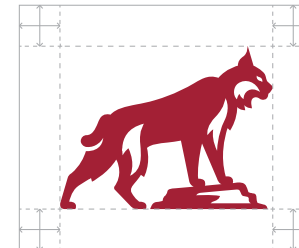


Minimum Use



No maximum usage restriction.
Minimum usage is 0.5 inches wide.

Clear Space



1/4 of the height of the mark is used to create the clear space around the mark. Nothing should be placed in this area.

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Using the Chico State Logos

Note:

Please refer to the [Chico State Logo Standards Guidelines](#) for a more detailed look at all of the logo variations and their proper usage.

ON INFORMAL LOCKUPS:

The Informal variations of each of these lockups should be used exclusively on marketing communications for internal audiences and alumni.

PRIMARY LOCKUP

This should be the logo variation *used most often* in marketing communications. This tall, stacked configuration is best in layouts when its designated space is square and large.

For Example, Figure 1: Folder

Additional Examples: Notebook, Banner, T-shirt

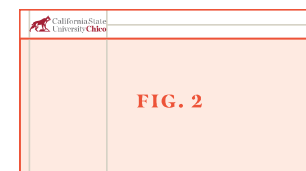


HORIZONTAL LOCKUP

This logo variation should be *used somewhat often* in marketing communications. This mark's horizontal configuration allows it to fit into smaller designated spaces than the primary lockup.

For Example, Figure 2: Website Header

Additional Examples: Letterhead, Email Signatures, USB Drive



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Note:

Please refer to the [Chico State Logo StandardsGuidelines](#) for a more detailed look at all of the logo variations and their proper usage.

ON INFORMAL LOCKUPS:

The Informal variations of each of these lockups should be used exclusively on marketing communications for internal audiences and alumni.

SINGLE LINE LOCKUP

This logo variation should be *used least often* in marketing communications. Its horizontal configuration allows it to fit into the smallest, horizontal space.

For Example, Figure 3: Pen
Additional Examples: Lanyard

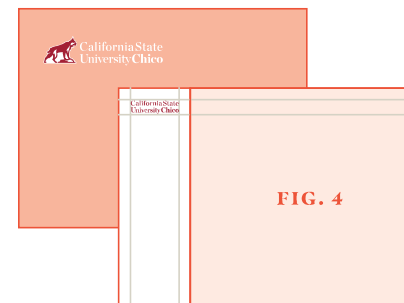
FIG. 3



WORDMARK LOCKUPS

The Wordmark logo variations should only be used when the Chico State Wildcat mark appears elsewhere in the composition or design. For example, here we see an earlier use of the Wildcat logo and logotype lockup on a cover page and then a later page show the logotype being used without the Wildcat logo.

For Example, Figure 4: These Guidelines
Additional Examples: Other internal documents where the logo is repeated multiple times across multiple pages.



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NOTE:

Always check the accessibility of the colors in your design — your use of color must conform to [web accessibility standards](#).

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Primary and Secondary Colors

Beyond our logo, color is the most recognizable aspect of our identity. Using color appropriately is one of the easiest ways to make sure our materials reflect a cohesive Chico State identity.

Note that while our identity colors may be used in many different combinations, Chico Red should be dominant throughout any given piece (or series of pieces).



CHICO RED PRIMARY

PMS 201 C

CMYK: 0 / 100 / 63 / 31

RGB: 157 / 34 / 53

HEX: #9D2235

CORNERSTONE GRAY LOGO COLOR

PMS COOL GRAY 9 C

CMYK: 50 / 40 / 34 / 17

RGB: 117 / 120 / 123

HEX: #75787B

WHITE LOGO COLOR

PMS N/A

CMYK: 0 / 0 / 0 / 0

RGB: 255 / 255 / 255

HEX: #FFFFFF

BLACK LOGO COLOR

PMS 6 C

CMYK: 0 / 0 / 0 / 100

RGB: 0 / 0 / 0

HEX: #000000

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NOTE:

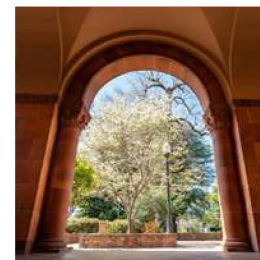
Always check the accessibility of the colors in your design — your use of color must conform to [web accessibility standards](#).

VISUAL IDENTITY

Supporting Colors

Although our primary color palette should drive most Chico State communications materials, other colors can be added as appropriate. For those circumstances, we have developed this supporting palette to provide creative flexibility, but exercise restraint. They should not become the primary colors for a college, school, center, or department, but can be used as accents.

These supporting colors are intended to complement our Primary Chico State colors. Do not introduce other colors into Chico State visual communications materials.



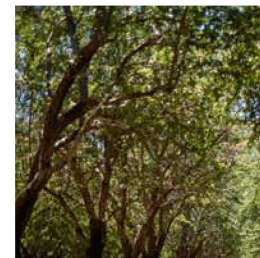
TERRACOTTA ORANGE

PMS 7417 C

CMYK: 0 / 82 / 82 / 0

RGB: 222 / 87 / 80

HEX #DE5750



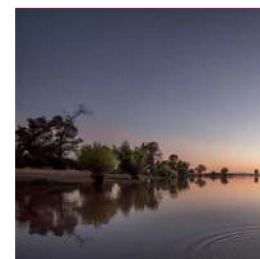
ORCHARD GREEN

PMS 5747 C

CMYK: 39 / 19 / 96 / 76

RGB: 71 / 76 / 33

HEX #474C21



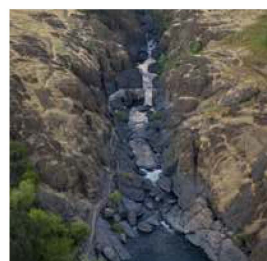
DUSK BLUE

PMS 303 C

CMYK: 100 / 33 / 6 / 84

RGB: 4 / 53 / 70

HEX #043546



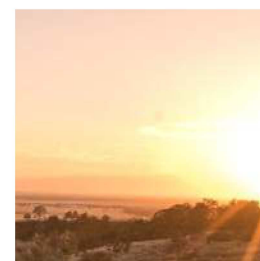
CANYON STONE

PMS COOL GRAY 2 C

CMYK: 14 / 10 / 8 / 0

RGB: 208 / 209 / 201

HEX #D0D1C9



GOLDEN HOUR YELLOW

PMS 130 C

CMYK: 0 / 32 / 100 / 0

RGB: 235 / 167 / 14

HEX #EBA70E

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NOTE:
These ratios are not hard and fast rules, but guidance as you select colors for your communication pieces.

In most cases where dusk blue can stand-in, black should be avoided.



VISUAL IDENTITY

Color Ratios

There are a number of different audiences within the Chico community, each with a different association with the brand identity and color palette. Refer to these ratios when creating targeted materials.

PROSPECTIVE STUDENTS



CURRENT STUDENTS



FACULTY & STAFF / PROSPECTIVE PARENTS



ALUMNI & DONORS



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Typography

Logo Typefaces

Logo typefaces are used when typesetting college or departmental titles. These typefaces appear not only in these logos, but any formal wayfinding that might be used on campus. They should not be used as headlines, subheadlines, etc. on marketing materials. While Gotham is used as a body copy font on marketing materials, Chronicle should not appear anywhere else aside from the typeset logo.

Note:

Please refer to the [Chico State Logo Standards Guidelines](#) for a more detailed look at logo typefaces and more examples of typesetting college and department titles with them.

Chronicle

Gotham

EXAMPLES OF TYPESETTING WITH LOGO TYPEFACES



California State University **Chico**
**College of Behavioral
and Social Sciences**



California State University **Chico**
**College of Engineering,
Computer Science and
Construction Management**

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Overview

Marketing Typefaces

Marketing typefaces are used used on marketing materials. Our typefaces were chosen to create bold, distinct headlines and easily-legible body copy that would translate smoothly between digital and print applications.

BROTHERS OT

DO&DARE

MASQUELERO

**Today decides
tomorrow.**

The future's just a day away.
What will you do to shape it?

GOTHAM

Important questions to answer. Important answers to question. After all, college is the start of something great—your lifelong journey towards personal fulfillment and professional success.

GEORGIA

Important questions to answer. Important answers to question. After all, college is the start of something great—your lifelong journey towards personal fulfillment and professional success.

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Display—Impact Statements, Short Headlines, Short Subheadlines

BROTHERS OT
Regular / BOLD

Brothers OT is a serif type that can be used to convey a daring and strong tone. It was designed by John Downer for Emigre type foundry.

We suggest using it for short, impactful headlines and subheads in regular or bold weights.

SYSTEM ALTERNATIVE

There is no System Alternative for Brothers OT — please avoid using this display type look unless you can use the brand typeface.

BROTHERS OT

NOTE:

Occasionally Brothers OT can be used outlined as opposed to filled. This can only happen when the background is a solid color or close to a solid color and the type is outlined in a color that is in high-contrast to the background in order to preserve readability.

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NOTE:

Always check the accessibility of the colors in your design — your use of color must conform to [web accessibility standards](#).

The usage of yellow type on a white background works here because of its large scale.

PROW. TODAY
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Serif—Headlines, Subheadlines, Intro Copy

Masqualero
Regular / Bold / Black

SYSTEM ALTERNATIVE

Masqualero is a serif type that can be used to convey a formal tone. It was designed by Monotype Studio.

Georgia

We suggest using it for headlines, subheadlines, and intro copy in regular, bold, or black weights.

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Sans Serif—Headlines, Subheadlines, Body Copy, Caption Copy

Gotham

Book / *Book Italic*

Bold / Bold Italic

SYSTEM ALTERNATIVE

Gotham is a sans-serif typeface that works well for headlines, subheadlines, and body copy for its clear legibility. It was designed by Tobias Frere-Jones.

Verdana

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Sans Serif—Body Copy, Caption Copy

Georgia
Regular/ *Italic*
Bold / *Bold Italic*

SYSTEM ALTERNATIVE

Georgia is a serif typeface that we use exclusively for body copy for its clear legibility. It was designed by Matthew Carter.

Georgia

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Leading

Leading, also called line spacing, is the vertical distance between lines of text. In most cases, try leading that is 3-4 points higher than the type point size.

Leading that's too loose leaves
too much pause between lines.

10 PT. TYPE / 18 PT. LEADING

Leading that's too tight leaves
too little pause between lines.

10 PT. TYPE / 8 PT. LEADING

When leading is correct, the
reader won't even notice.

10 PT. TYPE / 13 PT. LEADING

Tracking

Tracking is unified spacing between groups of letters. Tracking can be used to even out line lengths or make text more legible. In most cases, tracking should be set at the default "0."

Tracking that's too loose leaves
too much space between letters.

75 TRACKING

Tracking that's too tight leaves
too little space between letters.

-75 TRACKING

When tracking is correct,
the reader won't even notice.

0 TRACKING

Line Length

Reading a long line of type causes fatigue, because the reader must move their head at the end of each line and search for the beginning of the next line. When line lengths are too short, words or phrases are broken up that are generally read as a unit.

The optimal text line (shown here) is a maximum of 70 characters long.

10 PT TYPE, 0 TRACKING, 70 CHARACTERS

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NOTE:

These sizes and weights are not a hard and fast rule, but rather a general guideline to follow when preparing marketing and internal collateral.



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Hierarchy

BROTHERS OT BOLD
60PT / -10 LEADING / 0 KERNING

MASQUELERO BOLD
28PT / -2 LEADING / 0 KERNING

MASQUELERO REGULAR
16PT / +4 LEADING / 0 KERNING

MASQUELERO BLACK
10PT / +4 LEADING / +100 KERNING

GOTHAM BOOK
10PT / +4 LEADING / -10 KERNING

GEORGIA REGULAR
8 PT / +4 LEADING / 0 KERNING

DO&DARE

Today decides
tomorrow.

The future's just a day away.
What will you do to shape it?

CHICO STATE

Important questions to answer. Important answers to question. After all, college is the start of something great—your lifelong journey towards personal fulfillment and professional success.

Important questions to answer. Important answers to question. After all, college is the start of something great—your lifelong journey towards personal fulfillment and professional success.

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Graphic Elements Overview

The Chico State identity has a variety of graphic tools that create a unique look and make us immediately recognizable. These elements can be dialed up or down individually to add visual interest and enhance our storytelling. When used consistently, these elements create continuity among families of materials.

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YESTERDAY. TODAY DECIDES TOMORROW.

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ARROW. TODAY DECIDES TOMORROW.

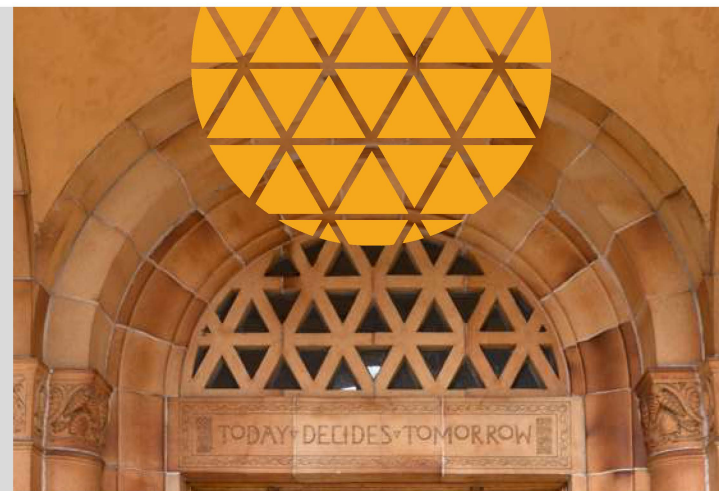
VISUAL IDENTITY

Geometric Elements

WINDOW CIRCLE

The Geometric Elements are inspired by the windows above the doors of Kendall Hall and the window circle is the direct, graphic interpretation of that.

This element is used at varying scales with the triangles situated as they are in the window. This element should always be set in a color that will provide contrast against the background.



ARROW TRIANGLES

The Arrow Triangles are made of triangles pulled from the Window Circle and can be used outlined or filled. These elements should be small and frame or border a layout or piece of impact type. There are no color restrictions when using the Arrow Triangles.



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Hand-Drawn Elements

The Hand-Drawn underline and circling elements add a human emphasis to a layout in combination with type.

These elements should never be used in Chico Red or evoke a sense of "correcting." They should never overlap words to the extent that they obscure them and make them unreadable. Circles overlay words while underlines are placed behind or under the word.



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Graphic Typography

ANGLED IMPACT TYPE

The Angled Impact Type treatment creates a dynamic sense of depth in a composition highlighting a powerful word.

Always set the angle at 45 degrees to ensure consistency across pieces. Avoid highlighting a portion of a word that may create unintended meaning (*for example: "war" in "warmth."*)

SPIRIT

TYPE BADGE

The "Today Decides Tomorrow" Badge references the writing above the doors of Kendall Hall.

The Badge can be used at varying scale and angles as long as the highlighted word is always readable. It looks best when hanging off the composition, but can also be shown not cropped off of the composition.

No other words should be set in this badge configuration unless approved by marketing and communications.

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Background Elements

Background Elements can be dialed up or down individually to add visual interest and enhance our storytelling. When used consistently (and subtly), these elements create continuity among families of materials. You should never use more than one of these background elements on a given piece.

TORN PAPER

The Torn Paper Texture is a textural element that reflects the look of the NorCal terrain that surrounds Chico State.

OPACITY: 100% / LAYER EFFECT: MULTIPLY

PLASTER TEXTURE

The Plaster Texture adds a rugged, natural feel and, when used in combination with Cool Gray, reflects the stone structure of many original buildings on Chico's campus.

OPACITY: 50% / LAYER EFFECT: MULTIPLY

LUMINOSITY PHOTO

Photos of students doing & daring or of the Chico campus can be set at a low opacity with the luminosity effect—allowing for increased text legibility on images.

OPACITY: 20% / LAYER EFFECT: LUMINOSITY

The max opacity when using the luminosity effect should always be 20% and never more. Photos should feature landscapes or group shots and not use photos of identifiable subjects.

OPACITY: 10% / LAYER EFFECT: LUMINOSITY

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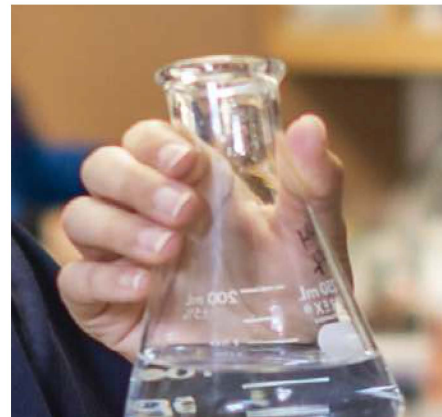
Photography Overview

We talk about doing & daring, but our photography lets us show it up close (and from every other angle). All photos should feature engaged individuals and/or dynamic movement. Subjects should rarely look directly at the camera. When possible, leave negative space for type and graphic overlay. Stock photography should never be used and photos cannot be mirrored.



WIDE

Wide photography should feature landscapes and interior spaces unique to the Chico State experience, always with an engaged individual or group interacting with their surroundings.



DETAIL

As with wide photography, all detail photography should feature human engagement. Capture active poses with dynamic movement. When possible, show a behind-the-scenes glimpse of the doing & daring lifestyle.



SUBJECTS

Subject photography can be captured in individual or group formats, always actively engaged in their environment, or with one another, and rarely looking directly at the camera.

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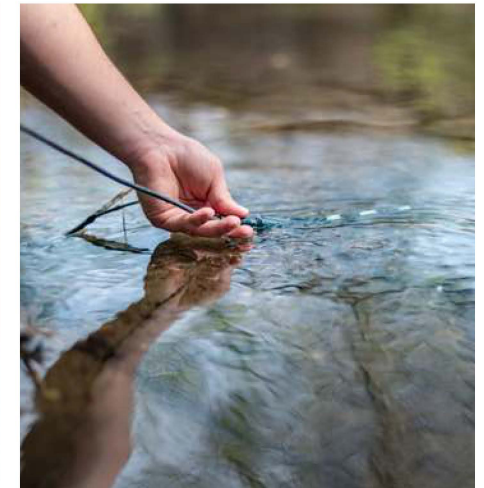
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Detail Photography



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Cropping and Composition

The “Rule of Thirds” is one of the most fundamental elements of photography to keep in mind when composing or cropping a photo. The basic principle is to imagine the photo broken into thirds, both horizontally and vertically. Placing points of interest along the lines or at their intersections will help a photo become more balanced and will compel a viewer to interact with it more naturally. A photo with poor composition can be made more compelling when cropped with the “Rule of Thirds” in mind.



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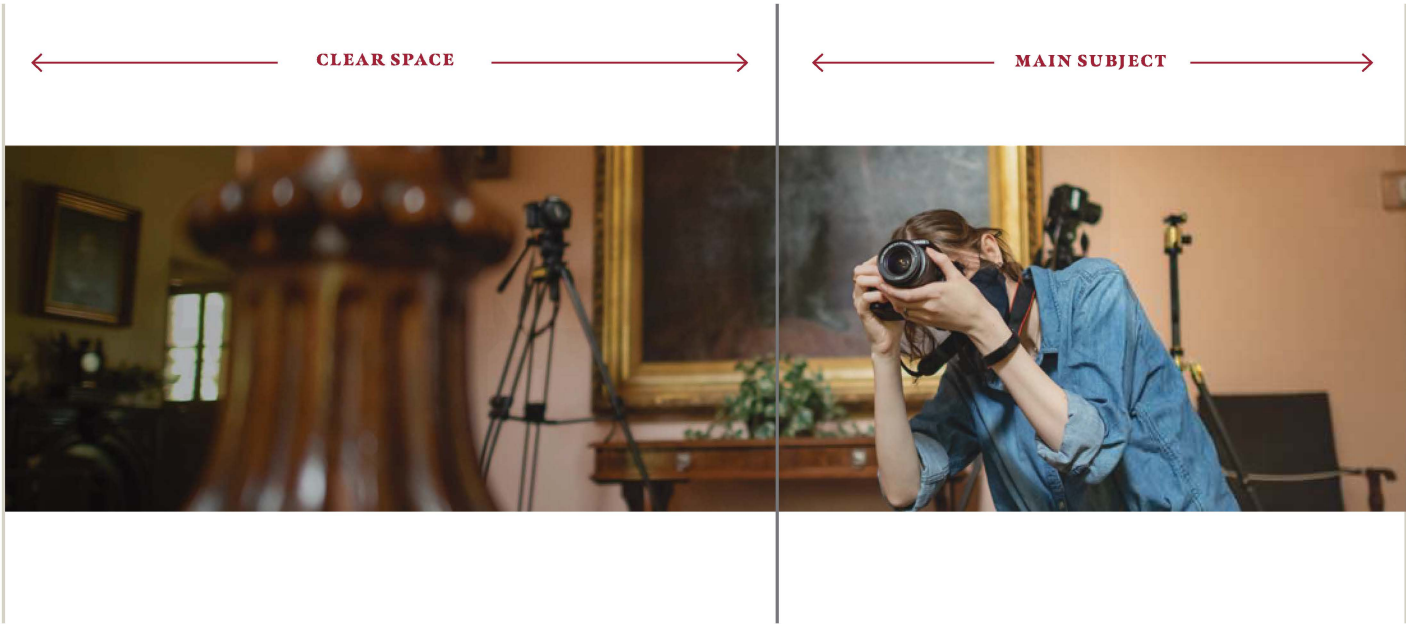
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Hero Images with Overlaid Content

When layering content over a hero image, take care to place it in an area of the photo free from distracting activity. Look for photos with (relatively) clear space for text.



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Viewbook

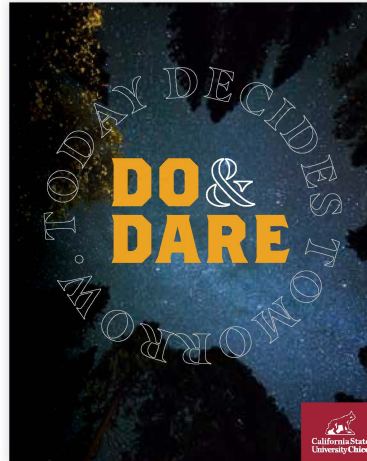
Lightpole Banners

Sidewalk Decals

Packaging & Swag

Social Media

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Viewbook

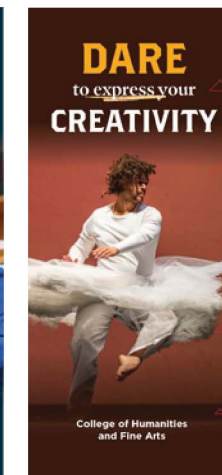
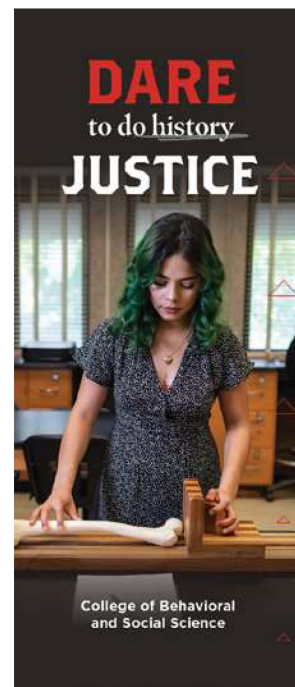
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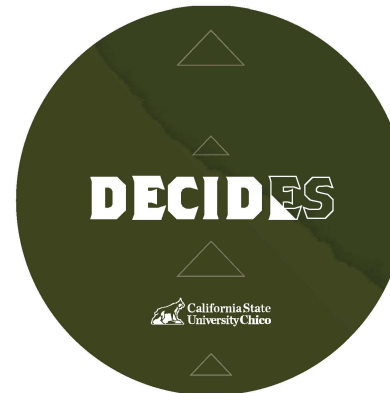
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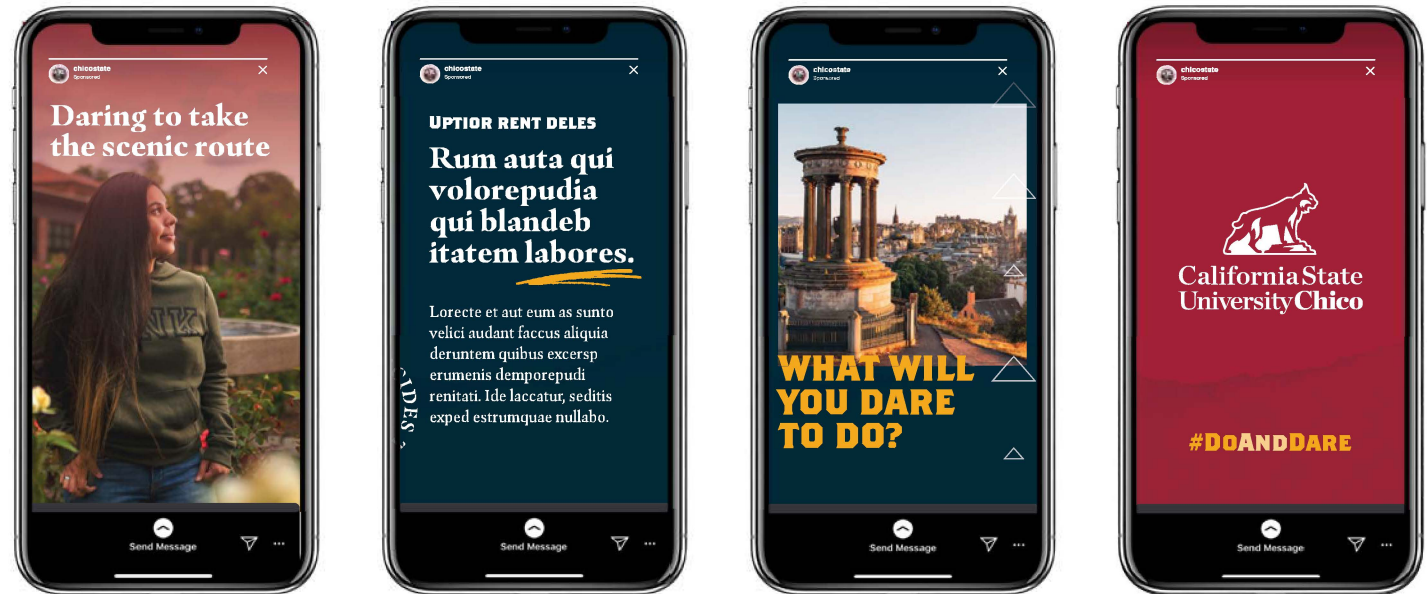
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Examples of how Chico students do and dare.
This would be the story of a student who found her
career passion through a study abroad trip.

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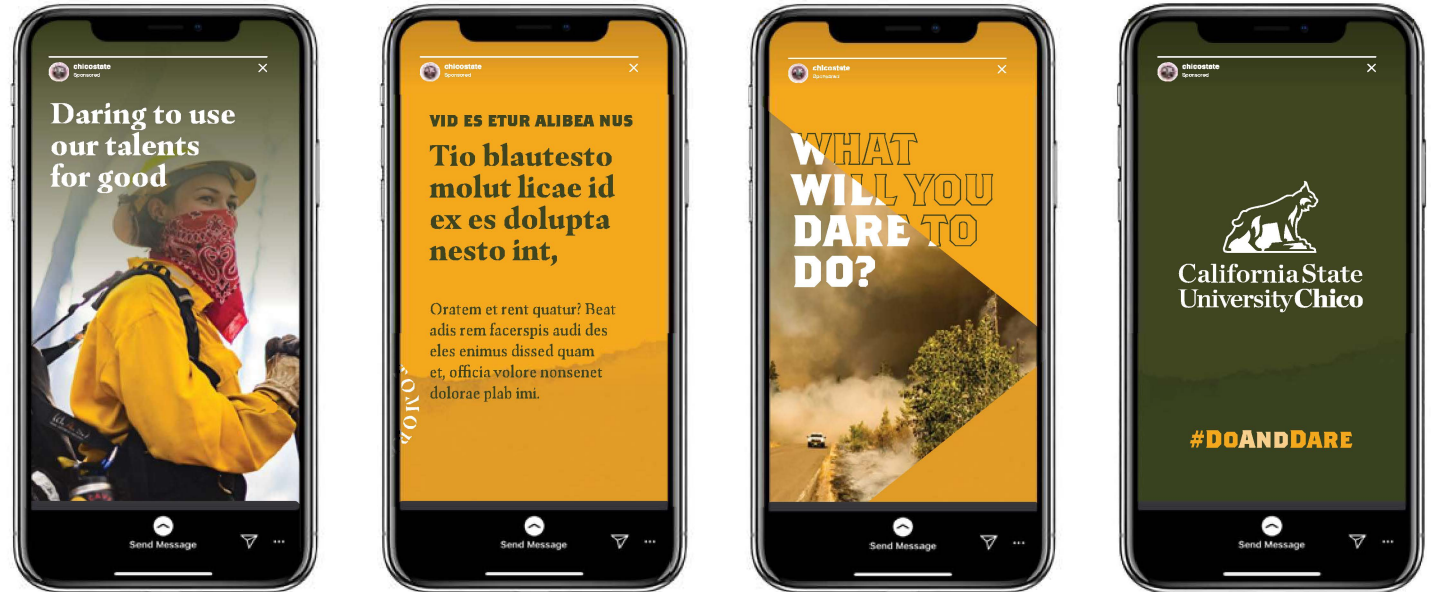
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Examples of how Chico students do and dare.
This would be the story of a nursing student who helped to provide medical care after the Butte wildfires.

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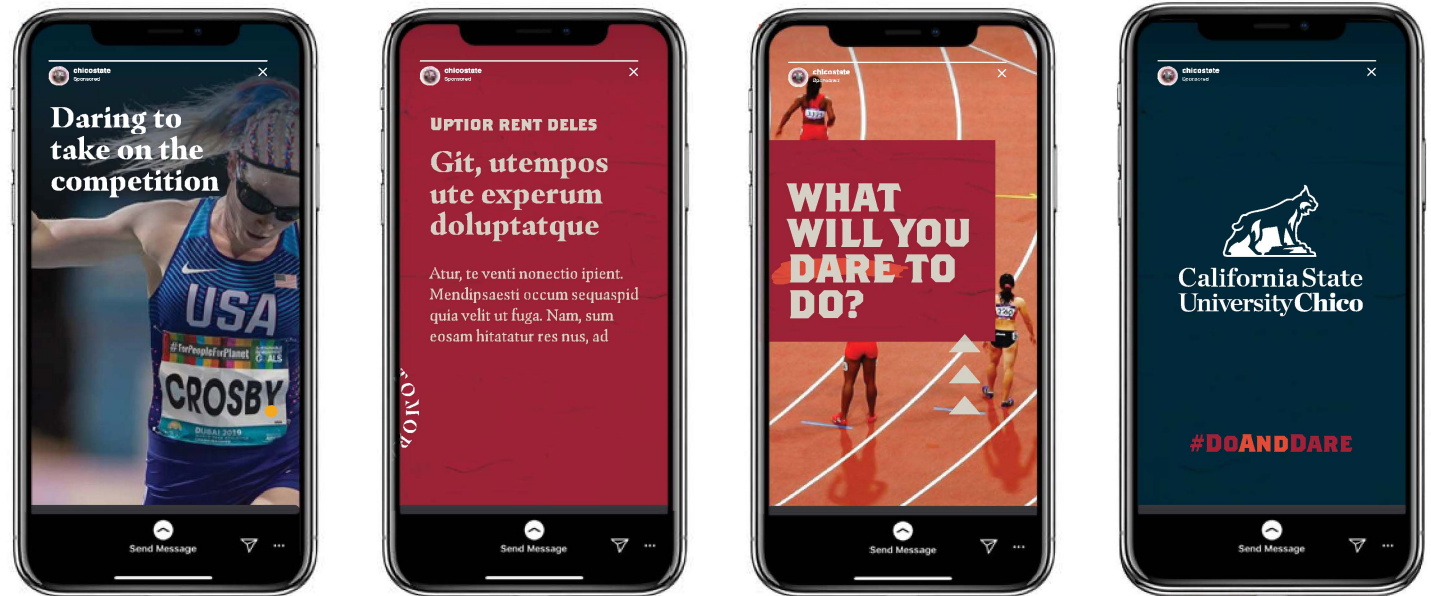
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Examples of how Chico students do and dare.
This would be the story of alumna Kym Crosby,
who is trying out for the Olympics.

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FROM TODAY

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