

Visual Identity Overview



We all share the responsibility to present the University correctly in every form of communication, whether it occurs in print, online, or in our daily conversations. The Visual Identity Guide was created to help bring consistency to the way we all communicate about Chico State. The full guide is available online at www.csuchico.edu/style-guide/visual.

CORE IDENTITIES

Primary visual signatures for entire University, appropriate for all audiences. Please see the Visual Identity Guide for size restrictions and other requirements.



University Seal (updated 2017)



University Flame

IDENTITY EXTENSIONS

Primary visual signatures for units supporting the core mission of Chico State, serving targeted audiences such as student service organizations and Athletics.



Wildcat Icon (redesign under consideration)



Athletics Wildcat

Unauthorized use of the Athletics Wildcat is strictly prohibited. Contact the University Sports Information Office at 530-898-4658 for usage requests.

UNIVERSITY SIGNATURE COLORS

Chico Red

PANTONE™ 208
CMYK: 29, 96, 76, 29
HEX# 8C2332

Cornerstone

PANTONE™ COOL GRAY 5
CMYK: 30, 25, 25, 0
HEX# B1B3B3

Black

PANTONE™ BLACK
CMYK: 0, 0, 0, 100
HEX# 2C2A29

White

WHITE
CMYK: 0, 0, 0, 0
HEX# FFFFFFFF

UNIVERSITY FORMAL NAME

California State University, Chico Abbreviated: **CSU, Chico**

This name should always include the comma when used in written communication and should not include other elements such as a dash, bullet, or other decorative divider. In rare circumstances, the comma may be omitted for design purposes.

UNIVERSITY STANDARD/CASUAL NAME

Chico State

Chico State is the most common and frequently used nickname for the University. This name has been affectionately used by students, staff, faculty, alumni, and the local community for decades. It evokes a specific sense of place and is an emotive component of our brand.

The following are name variations for the University that should **NEVER** be used:

~~CSUC~~ ~~CSU-CHICO~~ ~~CSU-CHICO~~ ~~CSU•CHICO~~ ~~CAL STATE CHICO~~
~~CHICO UNIVERSITY~~ ~~UNIVERSITY OF CHICO~~ ~~CALIFORNIA STATE UNIVERSITY AT CHICO~~



For more information, contact University Communications at 530-898-4143 or ucomm@csuchico.edu.