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.

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

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

<table>
<thead>
<tr>
<th>Chico Red</th>
<th>Cornerstone</th>
<th>Black</th>
<th>White</th>
</tr>
</thead>
<tbody>
<tr>
<td>PANTONE™ 208</td>
<td>PANTONE™ COOL GRAY 5</td>
<td>PANTONE™ BLACK</td>
<td>WHITE</td>
</tr>
<tr>
<td>CMYK: 29, 96, 76, 29</td>
<td>CMYK: 30, 25, 25, 0</td>
<td>CMYK: 0, 0, 0, 100</td>
<td>CMYK: 0, 0, 0</td>
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<td>HEX# B1B3B3</td>
<td>HEX# 2C2A29</td>
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</tbody>
</table>

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.