STYLE GUIDE
TABLE OF CONTENTS
1. Color Palette
4. Typography
7. Logo
12. Word Mark
COLOR
PALETTE
Our colors of choice follow Chico State's Identity guide.

Chico Red

Cornerstone Gray

White

Black
ACCENT COLORS

When looking for colors that pop, these are the supporting colors we are able to use:

Terracotta
Orange

Golden Hour
Yellow

CMYK: 0 / 82 / 82 /0
RGB: 222 / 87 / 80
HEX: #DE5750

CMYK: 0 / 32 / 100 / 0
RGB: 235 / 167 / 14
HEX: #EBA70E
TYPOGRAPHY
Lubalin Graph is associated with Intramural Leagues as well as Sport Clubs.

“It’s the athletic font of choice for headers, subheaders, or limited copy on fliers or posts!”

We like to pair Montserrat and Lubalin Graph since there is great contrast between a slab serif font (Lubalin) and a sans serif font (Montserrat).
Montserrat comes in many weights, so choose the best one according to hierarchy (most to least important information).

Brother’s OT typeface is used for big and bold copy, mostly for Chico State outreach and advertisements.
The Recreational Sport’s logo has been replaced with the Chico State Paw.

There is the two-color paw as well as the single color option.
ADDITIONAL LOGOS

There are a variety of logos to choose from when you are designing—each with its own message.

All logos can use interchangeable colors: the font can be any one of primary colors along with a corresponding, high contrast background.

There are Rec. Sport logos for each program and they can all be found in Box.
BIG C
Another logo we are able to place on our work is the “Big C” Mark.
LOGOS WE CAN’T USE

There are certain symbols, marks, and logos that are not accessible to us.

They are the older Wildcat head (and all associated logos including previous Rec Sport logos) and the newer Athletic Wildcat.

Another logo we must not use is the AS logo, unless there is a specific collaboration with them and they provide the logo themselves.
OUR MARK

The horizontal word mark is for more academic or “paperwork” kind of material.

It is important to keep them on a background that helps legibility, so nothing busy or low contrast.

You can also apply the word mark as the header of any printed material.

Each program has their own horizontal word mark and they can all be found in Box.
STACKED

The stacked mark can be used interchangeably with our logo on digital and print materials.

It is important to keep the stacked mark on a background that helps legibility, so nothing busy or low contrast.
FOOTERS
Place these on any printed materials created.

The footer must be legible so backgrounds should be at a reasonable opacity, not too busy, and with enough contrast.

(530) 898-6186 | imsports@csuchico.edu | www.csuchico.edu/recsports/

(530) 898-5170 | summercat@csuchico.edu | www.csuchico.edu/recsports/