CALIFORNIA STATE UNIVERSITY, CHICO

Visual Identity Guide

Effective December 2017
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At Chico State, our identity is not just a motto or logo. It is a promise we make and actions we take to support our foundational principles: high-quality and transformative education, affordability, diversity, civic and community engagement, sustainability, collaboration, accountability, transparency, trust, respect, and shared governance.

Our identity extends far beyond the boundaries of campus. It is found in the positive contributions our students make in the world. It is felt through the academic and civic impact of our faculty and staff. It is held in the heart of every person who has in some way been transformed by their connection to Chico State.

We all share a responsibility to present the University correctly in every form of communication, whether it occurs in print, online, or in our daily conversations. The following Visual Identity Guide was created to help bring consistency to the way we all communicate about Chico State.

In the pages that follow, you will find a wealth of resources: the elements of our identity and the standards and guidelines for supporting them. By utilizing this guide as a framework, we can begin to communicate a powerful and unified identity.

Sincerely,

Gayle E. Hutchinson, EdD
President
California State University, Chico

From the President
Chico State’s Visual Identity

Our official logos and marks represent us at the very highest level and they are vitally important to our brand. They act as a signature, an identifier, and a stamp of quality. Proper and appropriate usage of these elements should always be the most consistent component in our communications. While our logos, marks, and seal have evolved over the University’s long history, there is a framework that organizes their usage based on strategic and visual connections to Chico State. Below are a few examples of University identities and their categories:

<table>
<thead>
<tr>
<th>CORE IDENTITIES</th>
<th>IDENTITY EXTENSIONS</th>
<th>SUB-IDENTITIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary visual signatures for entire University, appropriate for all audiences. Usage follows Visual Identity Guide.</td>
<td>Primary visual signatures for units supporting the core mission of Chico State, serving targeted audiences—student service organizations and alumni relations.</td>
<td>Visual representation of units strategically linked to the University, supporting different missions and presenting unique identities. Uses a separate logo linked to the University visually and in text, but follows its own identity standards. Usage or licensing of these marks is restricted and may not be used by third parties without prior approval.</td>
</tr>
</tbody>
</table>

- University Seal (updated, 2017)
- Wildcat Icon (Future redesign under consideration)
- University Flame
- Alumni Association
- Chico State
- Alumni Association
- CSU Chico
- Gateway Science Museum
- NSPR North State Public Radio
University Naming

FORMAL NAME (FORMAL VOICE)

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.

The formal name and voice are best used on materials that are institutional in nature, formal documents such as administrative correspondence, or anything that will be distributed nationally or internationally.

Appropriate uses for the formal name might include but are not limited to: diplomas, awards, signage, official contracts, marketing collateral, proposals, or presentations to prospective donors or other educational institutions.

STANDARD/CASUAL NAME (STANDARD/CASUAL VOICE)

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.

It is appropriate for everyone to use but is most effective for informal communications with closely held audiences who are highly familiar with the University.

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

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

Why are they not allowed?
The examples above don’t follow University guidelines, are inaccurate or confusing, or create a negative connotation.

More information is available online at www.csuchico.edu/pub/writing-style-guide/style-guide.shtml.

Need help or approval for your project?
Email cburke@csuchico.edu or call 530-898-4776.
The Chico State color palette has two levels: primary and secondary.

Chico red, cornerstone gray, black, and white comprise Chico State’s primary color palette. They should be the dominant colors used in official communications when the project allows for color.

Chico red should be the most prominent color used for large color fields and works well for headlines, subheads, and pull quotes.

Balance and harmony are the goal when using color. Too much red or black can feel harsh, which is why we provide a secondary color palette of tones that represent the seasons and landscape of our campus. These are certainly not your only color choices, but using them helps us maintain consistency.

Need help or approval for your project? Email cjburke@csuchico.edu or call 530-898-4776.
The University Seal

The official seal is available by request only. Written approval must be secured in advance, and all materials using the official seal must be approved through Public Affairs and Publications. Allow a minimum of five working days for approvals.

For all University logos and seals used in printed publications, be sure to use print-quality images.

SIGNATURE SEAL COLORS

**OLD**

- **Chico Red**
  - PANTONE™ 208
  - CMYK: 29, 96, 76, 29
  - RGB: 140, 35, 50
  - HEX: #B23332

- **Cornerstone**
  - PANTONE™ COOL GRAY S
  - CMYK: 30, 25, 25, 0
  - RGB: 177, 179, 179
  - HEX: #B18383

- **Black**
  - PANTONE™ BLACK
  - CMYK: 0, 0, 0, 100
  - RGB: 44, 42, 41
  - HEX: #222222

- **White**
  - CMYK: 0, 0, 0, 0
  - RGB: 255, 255, 255
  - HEX: #FFFFFF

**NEW**

The University Seal was originally designed by Professor Emeritus Gregg Berryman. The Latin “ARS PROBAT ARTIFICEM” means “Art is the test of the artisan.”

The illustration depicting Kendall and Trinity Halls was updated in 2017 by world-renowned artist Steven Noble to commemorate the inauguration of University President Gayle E. Hutchinson.

As the formal symbol of the University, the official seal is used selectively and with the distinction appropriate for what it represents. It is intended for formal occasions and materials. Examples include diplomas, certificates, or medals given on behalf of the University, programs for presentations, collateral for formal events, and on official architectural signage.

The University Seal is not for casual use. It should not be used as a department logo or design element on unsanctioned apparel, marketing fliers, or newsletters. Nor should it appear in conjunction with other logos or elements.

The use of the seal must be approved by the Office of the President or Public Affairs.

Need help or approval for your project?
Email cjburke@csuchico.edu or call 530-898-4776.
The University Seal

Shown here are some examples of improper use of the University Seal. The mark should always be used in its original configuration.

For all University logos and seals used in printed publications, be sure to use print-quality images.

The Seal is not to be altered in any way or used smaller than 1.25 inches or 120 pixels across.

Do not use any colors other than the signature colors (Chico Red PMS 208, Cornerstone PMS Cool Gray 5, white, black).

Do not distort, squeeze, or stretch the Seal.

Do not create the logo with any other typefaces.

Do not place the Seal over complex backgrounds or patterns.

Do not use the Seal to create a new department or club logo.

Do not use gradient or pattern fills in the Seal.

Do not use the Seal as a replacement for the letter “O” or the number zero in designs.

Need help or approval for your project?
Email cjburke@csuchico.edu or call 530-898-4776.
The University Flame

The University Flame and line signature are available by request. All materials using the Flame must be approved through Public Affairs and Publications. Allow a minimum of five working days for approvals.

The Flame is a core identity of the University. It is intended for less-formal applications such as marketing communications, student-facing collateral, and college and department materials. It may be used as a department logo or design element on sanctioned apparel, marketing fliers, or newsletters. It should not be combined with other logos or with nonstandard typefaces.

The University Flame is available as an approved logo and line signature.

The University Flame, above, was created by Professor Emeritus Gregg Berryman.
University Flame

Shown here are some examples of improper use of the University Flame. The mark should always be used in its original configuration.

For all University logos used in print, always use high-resolution, print-quality images. Vectored artwork is the preferred file type for most vendors (.PDF, .EPS) and can be scaled up without losing quality. Minimum resolution for rastered files is 300 dots per inch (dpi).

Do not add 3-D filters or other effects to the Flame.

Do not use colors other than the signature colors (Chico Red PMS 208, Cornerstone PMS Cool Gray 5 white, black).

Do not distort, squeeze, or stretch the Flame.

Do not place the Flame over complex backgrounds or patterns.

Do not alter the Flame or re-create it with other elements.

Do not use gradients, images, or patterns inside the Flame.

Do not use the Flame as a replacement for the letter “O” or the number zero in designs.

½ in 36 px

The Flame is not to be altered in any way or used smaller than ½ inch, or 36 pixels wide.

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The University Wildcat

The Wildcat is the official mascot of Chico State University. Throughout the years, there have been many iterations of our beloved mascot to meet the various needs of the University. There are currently four versions of the Wildcat in use today, each representing a unique tone and style.

<table>
<thead>
<tr>
<th>WILDCAT ICON</th>
<th>WILDCAT ILLUSTRATION</th>
<th>WILDCAT MASCOT “WILLIE”</th>
<th>ATHLETICS WILDCAT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Available as an approved logo for the entire University and all audiences. It should only be used in the signature colors of the University. It is intended for less-formal applications such as marketing communications, student-facing collateral, and college and department materials. Typical applications can include fliers, banners, and club sports apparel. <strong>Note:</strong> This logo is currently under consideration for a design update.</td>
<td>Appropriate for entire University and for all audiences. Typical applications of this logo are reserved for informal promotion of University programs and initiatives, but versions of it have been used for apparel and other promotional materials in special circumstances.</td>
<td>Our mascot Willie appears at many sporting and special events on and around campus to support and promote Chico State. Photos of Willie are used to support a variety of University initiatives. They are not typically allowed for off-campus use by third-parties.</td>
<td>The Wildcat icon, related marks, and logotypes are registered trademarks and property of Chico State Athletics. Unauthorized use is strictly prohibited. All materials and apparel using the Chico State Athletics Wildcat logos and wordmarks must be authorized. For more information, contact: Associate Director of Athletics 530-898-6470 <a href="http://www.chicowildcats.com">www.chicowildcats.com</a></td>
</tr>
</tbody>
</table>

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Source Sans Pro, a free font offered by Google, is the standard font for all University web pages. It can be used in the following variations:

**Heading 1**
**Heading 2**
**Heading 3**
**Heading 4**
**Heading 5**
**Heading 6**
**Paragraph Bold**
**Paragraph Bold Italic**
**Paragraph Italic**
**Paragraph**

Headings should be used to organize content within a webpage, making the page more accessible to all users. Headings should never be used as anything other than section titles.

A NOTE ABOUT HEADINGS

The Campus Web 3.0 framework was designed to offer users a consistent experience that complements the University brand. Sites built within the campus web content management system come with standard style options that ensure accessibility, visual consistency, and ease of use. Creative Media and Technology will provide CSS files for official University web applications or non-WCMS and vendor websites upon request.

### PRIMARY WEB COLORS

- **Tradition**: HEX #960000
- **Excellence**: HEX #540303
- **Pathway**: HEX #433F34
- **Creek Bed**: HEX #6F695E
- **Bidwell**: HEX #DDD7C9

### SECONDARY WEB COLOR OPTIONS

- **Almond**: HEX #EFECED
- **Acorn**: HEX #B25215
- **Harvest**: HEX #89360F
- **Legacy**: HEX #102E52
- **Skyline**: HEX #BFDBF2
- **Cascade**: HEX #EAF3FC

The CSU, Chico Web Signature

The CSU, Chico web signature is a digital identity of the University. Its use is restricted to official University websites, web applications, and approved vendor sites only. It should not be combined with other logos, elements, or typefaces.

Logos other than the web signature should be limited in use and must be approved by Public Affairs and Publications.

Visit www.csuchico.edu/web for website best practices, accessibility information, and more.
Clearspace for Logos

The recommended minimum amount of clearspace around any logo should be half the size of the logo itself. Do not place any text, graphics, or images within this area of clearspace.

There may be situations that limit or restrict the amount of clearspace due to the number of other logos or elements included in a layout, such as multiple sponsor logos on a T-shirt or banner. In cases like this, use your best judgement and always try to position our logos for maximum visibility and impact.

Our logos are some of the University’s most valuable assets. Clear space is the term for an equal and comfortable boundary of space that a logo must have on all sides, no matter where it is used.

Maintaining a generous amount of clearspace between the logo and other graphic elements such as type, images, other logos, etc. ensures that the logo always appears unobstructed and distinctly separate from any other graphic elements.

Need help or approval for your project?
Email cjburke@csuchico.edu or call 530-898-4776.
Using Logos with Photography

LOGOS AND SEALS ON TOP OF PHOTOS
When placing one of the University logos or logotypes over a photograph, it must remain completely legible. Use the following guidelines when choosing where to place it on your image:

• The image area behind and around the logo must have very little texture or activity.

• Allow for the logo or logotype individual clearspace requirement (see clearspace section). The edge of the page, major color shifts, active areas, and major elements of the image visually distract and should not fall within the clearspace.

• Effects should only be applied to the logo or logotype to increase legibility and should not change the logo or logotype.

Be cautious when:
· Using program filters to make the logos or logotypes look embossed or beveled
· Outlining the logos or logotypes
· Applying heavy shadows or glows

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Email cjburke@csuchico.edu or call 530-898-4776.
Using Logos with Promotional Items

LOGOS AND SEALS ON PROMOTIONAL ITEMS

When placing one of the University logos or logotypes over a photograph, it must remain completely legible. Use the following guidelines when choosing where to place it on your image:

- The background color behind the logo must provide sufficient contrast to clearly read it.

- Most vendors provide a standard selection of product colors to choose from. You may only have “red” or “maroon” when trying to match University signature colors. We recommend choosing a product with black, white, gray, or brushed metal finishes, as you can generally specify an imprint color that matches the signature colors (PMS 208, black, or white). If you wish to choose a red from the vendor’s standard color choices, we recommend an imprint color that complements our signature colors (usually black or white).

- Use your best judgment to achieve the desired look that is appropriate to your audience and the University. Public Affairs is happy to help provide recommendations, artwork creation, and formatting.

Need help or approval for your project?
Email cjburke@csuchico.edu or call 530-898-4776.
WHY DO FONTS MATTER?
Whether in campus signs, brochures, or emails, typography either helps unify and clarify our brand message, or make us look amateur and fractured.

Most of the time, one font will do, especially if it’s one with many different weights that work together like the FF Meta® or HF Verlag® families shown to the right.

Free fonts and display faces that can be downloaded from the Internet (think grungy or scripty) are generally poor quality and are best used in small doses and for unique projects.

Using unlicensed fonts for design projects is prohibited and can create legal risk for the University.

FF Meta® and HF Verlag® are the preferred typefaces of Chico State. They feature both serif and sans serif styles, and offer a wide range of professional features and alternative glyphs, which make them extremely flexible for any project.

If FF Meta or HF Verlag are unavailable to you, acceptable alternatives are Work Sans® and Merriweather®, which are open-source Google Fonts that can be licensed and downloaded for free at fonts.google.com.
University Typography: System Fonts

WHICH FONT TO USE?

It’s helpful to consider the intended audience and the format (print, web, etc.) of your communications to determine which fonts will work best. Sans serif fonts generally convey a more casual feel, but are more legible in print and on screen. Serif fonts have a more formal or academic character and are suited for pieces that require more subtle treatments.

Most of us are working on PC or Mac® computers and creating documents with Microsoft Office™. There are a number of fonts that are already installed on your computer, called system fonts. While they are generally optimized for ease of readability onscreen and in print, some are better than others. If you are limited to using system fonts, we recommend the following fonts.

Serif
Georgia
Garamond
Palatino
Cambria

Sans serif
Calibri
Helvetica
Arial
Optima

Some fonts may feel fun but should be used sparingly and never in official or professional communications that represent the University. While many fonts fall into the questionable category, using the three below could be damaging to your or the University’s credibility.

Comic Sans  Curlz MT  Papyrus

Need help or approval for your project?
Email cjburke@csuchico.edu or call 530-898-4776.
The intercollegiate athletics program at Chico State offers seven women's sports and six men's sports. In the fall of 1998, Chico State became affiliated with the California Collegiate Athletic Association, the all-time leader among NCAA Division II schools.

The Wildcat icon and related marks and logotypes are registered trademarks and property of Chico State Athletics. Unauthorized use is strictly prohibited.

All materials and apparel using the Chico State Athletics Wildcat logos and wordmarks must be authorized and approved prior to production.

For more information contact:
Associate Director of Athletics
California State University, Chico
400 West First
Chico, CA 95929-0300
530-898-6470
www.chicowildcats.com

Sports Information Office
530-898-4658
Acker Gym 127