Colorado State University “Look”

The Colorado State University “look” was developed to add another layer of consistency for University publications and it must be used on all communication pieces. The CSU “look” incorporates all the graphic standards, typographic standards, color palette, and branding initiatives included in the graphic standards toolbox, which mandates:

• Strong, bold heads and/or “impact words” should be used to convey marketing messages from the University brand.

• Design elements should be well spaced to evoke a clean, open style.

• No more than three font families should appear on any cover, page, or spread.

• Photos should have clean edges – no multiple-layered photo effects or collages.

University Name

The preferred way to refer to Colorado State University is by the full name, “Colorado State University.” Colorado State University should always be used on first reference. However, “the University,” “Colorado State,” or “CSU” may be substituted for the full name inside publications for variety or when space does not permit the use of the full name. However, these substitutes may not appear as main heads.

Primary Type Families

Minion

Swiss 721

www.fonts.com

Alternates

Minion = Garamond

Swiss 721 = Helvetica or Arial

Ram’s Head Mark

The Ram’s head mark should never serve as a substitute for the CSU logo. Artwork is available as stand alone artwork or combined with the CSU logo. The face and horns of the Ram’s head mark should always be the lighter color (example, white or gold). Inverted uses of the mark are unacceptable.
The complete Communicators Toolbox guide and logos for print can be downloaded at: www.graphicstandards.colostate.edu

Web site requirements, guidelines, and user responsibilities are available at webdev.colostate.edu.

All CSU communications are subject to graphic standards review by Communications and Creative Services. For design review and consultation call 491-6432.

The colors shown on this page have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. PANTONE® is the property of Pantone, Inc.

The University’s primary color is CSU Green, which must be a prominent and integral part of all University communications produced in color.