This guide is designed to help you align your efforts with the CSU brand. Whether you are developing a communiqué, proposal, or brochure; planning an event or presentation; or creating policies or programs, this manual can help you produce communications and outcomes that fully represent CSU’s personality and ideals.

Writers Style Guide
Colorado State University has a comprehensive writing and usage guide accessible online that supplements The Associated Press Stylebook and addresses editorial questions specific to the University.
www.ccs.colostate.edu/style_guide
www.apstylebook.com

Web Guide
Colorado State University has requirements and guidelines accessible online that address design, usage, and functionality questions specific to University Web development. Visit www.graphicstandards.colostate.edu and click on Web Site Requirements and Guidelines.

Developed by the Division of External Relations, ©Copyright December, 2011.
www.graphicstandards.colostate.edu
Communications Assurance

To achieve the goal of consistent communication, all CSU communications are subject to review by the Division of External Relations prior to production. This policy applies to all official CSU print publications as well as specialty items, banners, advertisements, and web/electronic, audio, and video communications targeted for any level of external distribution.

**Elements of this review include:**

- adherence to University graphic standards;
- proper use of copyright, trademark, and service marks;
- consistency with University marketing and brand platform;
- production quality improvement recommendations; and
- cost-effective pricing for printing and production services.

The Division of External Relations, (970) 491-6432, will assist with each review in as expeditious a manner as possible.
Graphic Standards

(ˈstan-dərds)

1. something established by authority, custom, or general consent as a model or example; criterion.
This section provides standards for use of many of the specific communications components that represent the Colorado State University brand including our name, trademarks, logos, and other marks. Only official University entities and commercial enterprises that enter into a licensing agreement with the University may use these components. These graphic standards are designed to ensure accurate, consistent, and responsible use of these components.

### Colorado State University Official Logos

All official University communications including but not limited to print media, T-shirts and other specialty items, business forms, audio/visual media, banners, displays, signage, advertising, uniforms, vehicles, and websites must prominently display an official Colorado State University logo. The logos are available in either flush-right, centered, or linear versions (below) and may appear in either black, CSU Green, CSU Gold, or reversed in white on dark backgrounds. See Color section (page 29) for information on specific CSU colors.
The 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.

Suggested Logo Treatments

Colorado State University
Applying the Logo

This section provides general rules for applying the University logo. Consistency, good visibility, and legibility are key elements to ensure proper use. Do not modify or distort the Colorado State University logo in any way. The logo should only be reproduced using official University downloadable files. (See the link on page 3)

Logo Size

The size of the word “Colorado” in centered and flush right versions of the logo must be printed/reproduced at least one-inch wide; for the linear version of the logo, at least one-half-inch wide, to assure the legibility of the smallest portions of the logo.

Some items, such as small lapel pins and other specialty items may not have enough printable space to accommodate a standard-sized logo. In some of these cases, and especially for items meant for internal CSU audiences, External Relations may allow an exemption from the size limitations.

Requests for exemption from logo size minimum may be granted by the Associate Vice President of External Relations 491-2359.
**Clear Space**

To ensure visibility, provide adequate spacing between the logo and other elements. Minimum required spacing is the height of the lowercase letter “o” in the word “Colorado” in the logo. The only exception of the clear space requirement is unit identification as described on page 9.

**Resize Proportionally**

Scale the logo in proportion when resizing.

**Logo Alterations**

Do not alter or intentionally distort the logo in any way.
**Graphic File Formats**

Knowing which graphic file format to use for your graphic communication project (from Web sites to large banners), is critical for optimum reproduction. Most graphic files come in two distinct formats – vector or bitmap.

**Vector Files**

A vector image is created with mathematical points, lines, and curves, and can be scaled infinitely, both larger and smaller, with no loss of clarity. Vector files cannot be easily used on the Web; they can be used to make files to be placed on the Web. Vector files formats are commonly created using Postscript programs such as Adobe Illustrator and Adobe InDesign, and usually have a .eps or .ai extension. Vector files are the best format to use when printing any version of the CSU logo.

**Using an Outline**

In situations where the word “Colorado” is 1.75 inches or wider, the logo may include an outline. Use of this version of the logo should be limited to situations where increased legibility against a background color or photo is needed. Official logos including the outlined logo are available online in a number of color arrangements. As with all official CSU logos, do not modify or distort the outlined version of the logo.
**Bitmap Files**

A bitmap image is comprised of a series of small squares called pixels. Each pixel contains unique information about its color. If a bitmap file needs to be enlarged, the computer has to guess (or interpolate) to create new pixels between the old ones. This can result in a bitmap image becoming blurry when the size is increased. Bitmap graphic files are commonly created by digital cameras. Bitmap file formats include .jpg, .tif, .gif, .png, and .psd extensions.

**For Printing**

Logos should be created and saved in one of the vector formats. For the best printed reproduction quality, bitmap files need to have a resolution of 300 dots per inch (dpi) at the final reproduction size.

**For Web**

For the best visual appearance online, bitmap files need to be 72 dots per inch (dpi) and saved in either the .jpg or .gif formats. Files originally created in the vector format need to be saved for Web in either the .jpg or .gif format.

If you need assistance with determining the correct file format for your project, contact your Communications Coordinator in the Office of Creative Services.
The University Seal

The University seal represents the central administration of Colorado State University. The seal may not replace the official Colorado State University logo. Only official University documents – such as Presidential papers, reports, and items for commencement – may use the seal.

Requests to use the seal should be made to the Associate Vice President of External Relations, (970) 491-6432.

Unit Identification

Colleges, departments, and units can be identified under the Colorado State University logo with a standard typographical treatment established to give continuity and consistency. As the examples shown indicate, treatment offers opportunity to highlight up to two additional entities. Clear space in regard to the CSU logo does not apply to unit identification (see page 6).

The Division of External Relations will assist in providing artwork for unit identification. Requests for a unit identifier should be made to (970) 491-6432.
Visibility

Display the Colorado State University logo in such a manner as to provide maximum visibility:

- Provide sufficient contrast between the logo and the background color or photograph.
- If necessary, a subtle drop shadow may help provide adequate legibility between the logo and the background.
- Do not place the logo on a background or photo that obscures or compromises in any way the visibility of the logo.
Endorsed Brands

Endorsed brands are those approved units or entities who have independent public identities and/or are funded more than 50 percent by an entity external to CSU (for example, Extension, CSU Ventures) but which benefit from the endorsement of the University. An endorsed brand adopts the University’s graphic standards the same as all other units with the flexibility to develop a unique wordmark that compliments the CSU logo.

The development of an approved endorsed brand must be done in conjunction with the Division of External Relations prior to implementation. Requests should be made to (970) 491-6432.
Secondary Logos and Graphics

Only an official Colorado State University logo may identify the University. No other marks or graphics may replace or compete with the official University logo.

Secondary graphics may appear as artwork or design elements on printed and electronic material but not as identification. Secondary graphics may not appear on University identification elements such as stationery – see section on University Identification.
Sponsors and Partnerships

Logos of outside organizations may appear in the same size and visual plane as the University logo to indicate partnerships or joint sponsorship.

Banners and Displays

All exhibits and displays produced by or on behalf of University entities must prominently display the official University logo and should follow University graphic standards.

Advertising

All advertising produced by or on behalf of University entities must prominently display the official University logo. The University name may be substituted for the logo to identify all nonvisual communications efforts (for example, radio spots or in classified ads) originating from Colorado State University.
Social Media Profile Images

Refrain from using only the CSU word mark or Ram’s head logo as your account(s)’s profile/avatar image, as they tend to be overly used and lack individuality. The University encourages the creation of a profile image that reflects your CSU unit but allows for individuality as well.

It is recommended to use a photo commonly associated with your organization as your profile picture. If desired, incorporate the CSU logo or your official CSU “unit identifier” into your profile picture. Please see page 5 for reference on using the CSU logo.

Be careful not to stretch or distort the CSU logo or Ram’s head in any way and do not modify the logo in any way.

Ensure proper resolution of the logo.

Green is the preferred color for the CSU logo or Ram’s head, with black or white as an alternative.

The CSU logo and Ram's head are trademarked materials. Any communication containing the CSU logo and/or Ram's head must be approved by the Office of the Vice President of External Relations at 491-6432.

If your unit is in need of an official unit identifier or if you would like help in creating an avatar/profile image for your social media accounts, please contact Natalie McCatty in CSU's Division of External Relations at 491-4179 or Natalie.McCatty@colostate.edu.

For more information, visit www.socialmedia.colostate.edu.
Audio/Visual Media

All television spots, films, videos, slide shows, and software produced by or on behalf of University entities must display the official University logo. Be aware that varying resolution of these media can affect the legibility of small logos. All University entities are required to pretest logo size to ensure readability. The University name may be substituted for the logo to identify all nonvisual communications efforts (for example, radio spots) originating from Colorado State University.

For an estimate or to schedule an audio/visual project, call (970) 491-6432 or contact TV/Video online at www.video.colostate.edu.
Apparel and Promotional Items for University Entities

An official CSU logo must appear on all apparel and promotional items (for example, T-shirts, hats, bags) produced by entities of the University, including colleges, departments, and other units. The CSU logo and all text must be in compliance with the University’s graphic standards. Items may be in green, gold, white, yellow, gray, or black but must include the color green. Color combinations that are commonly identified with other colleges and universities, such as black and gold, should be avoided. All artwork should be representative of the CSU brand and is subject to approval. For questions and approval on apparel and other items, please contact the Division of External Relations, (970) 491-6432.

Student Organizations

Student organizations, while affiliated with and recognized by Colorado State University, are considered independent of the University and are exempt from following the University’s graphic standards. However, if a student organization chooses to use the Colorado State University logo or Ram’s head mark on apparel and other items, the University’s graphic standards must be followed. Student organizations can apply to use the Colorado State University logo through any licensed manufacturer. For a list of licensed vendors visit www.graphicstandards.colostate.edu and click on Licensing Program in the Resources section.

Student organizations are not exempt from federal trademark law. If an item produced by a student organization contains logos, words, language, or artwork referencing
CSU, the item must be manufactured through a CSU licensed vendor. Language includes but is not limited to:

- Colorado State®
- Colorado State® University
- Colorado State® Rams™
- Rams™
- CSU™
- Ram U™
- Green & Gold™
- CAM™

If no reference to CSU is made, the item does not have to be produced by a licensed vendor. For questions or approval, please contact the Division of External Relations, (970) 491-6432.

**Apparel and Promotional Items for Student Organizations**

If a student organization chooses to use an official CSU logo on apparel or other promotional items, the organization must use the logo in compliance with the University’s graphic standards. It is strongly recommended, but not required, that the organization use green and gold as the primary colors of the item (for example, T-shirts, hats, bags). Organizations should avoid using colors that are commonly identified with other colleges and universities, specifically black/gold and brown/gold color combinations.

It is also recommended, but not required, that the organization use type families established by the University’s graphic standards (see page 18). Student organizations may not use copyrighted images or illustrations. All artwork should be representative of the CSU brand and is subject to approval.

For approval on apparel and other items, please contact the Division of External Relations, (970) 491-6432.
1. the appearance of printed characters on the page.
2. the activity or business of preparing texts for printing.
3. the style, arrangement, or appearance of typeset matter.
This section identifies typography consistent with the Colorado State University brand. Minion, a serif family of fonts, and Swiss 721, a sans-serif family of fonts, have been selected as the CSU brand type families and should be used in all communication materials produced by the University.*

To maintain the overall clean and sophisticated look of the CSU brand, it is suggested that no more than three different type families be used in any one communication vehicle. An accent font may appear as a graphic element for titles or headlines to help illustrate a message but may not appear in the body text. Accent fonts should be substantially different from Swiss 721 or Minion and should be used sparingly.

*Alternate Type Families

Garamond, which is similar to Minion, and Helvetica or Arial, which are similar to Swiss 721, may be substituted for the CSU brand type families. Garamond, Helvetica, and Arial are standard fonts on most computer operating systems. Helvetica Neue may also be used as a substitute for the Swiss 721 family. Helvetica Neue has more weight and width options than the operating system fonts of Helvetica and Arial, and is available at a fraction of the cost of the Swiss 721 family. In addition, the Helvetica Neue family is available in the Open Type format, which allows for cross platform font use.

The Helvetica Neue and Minion families of fonts are two of more than 1,000 font families included in the Adobe Font Folio, which can be purchased through RAMtech.

Primary Type Families

Fonts or faces are the individual variations within each type family as shown here.

<table>
<thead>
<tr>
<th>Minion</th>
<th>Swiss 721</th>
<th>RAMtech</th>
</tr>
</thead>
<tbody>
<tr>
<td>Condensed</td>
<td>Light Condensed</td>
<td>Medium Italic</td>
</tr>
<tr>
<td>Condensed Italic</td>
<td>Light Condensed Italic</td>
<td>Bold</td>
</tr>
<tr>
<td>Condensed Bold</td>
<td>Condensed</td>
<td>Bold Outline</td>
</tr>
<tr>
<td>Display</td>
<td>Condensed Italic</td>
<td>Bold Rounded</td>
</tr>
<tr>
<td>Regular</td>
<td>Bold</td>
<td>Bold Italic</td>
</tr>
<tr>
<td>Italic</td>
<td>Black</td>
<td>Heavy</td>
</tr>
<tr>
<td>Semibold</td>
<td>Black Condensed</td>
<td>HeavyItalic</td>
</tr>
<tr>
<td>Semibold Italic</td>
<td>Black Condensed Italic</td>
<td>Black</td>
</tr>
<tr>
<td>Bold</td>
<td>Black</td>
<td>Black Outline</td>
</tr>
<tr>
<td>BoldItalic</td>
<td>BoldExtended</td>
<td>Black Rounded</td>
</tr>
<tr>
<td>Black</td>
<td>Light</td>
<td>BlackItalic</td>
</tr>
<tr>
<td></td>
<td>LightExt</td>
<td>LightExtended</td>
</tr>
<tr>
<td></td>
<td>Roman</td>
<td>Extended</td>
</tr>
<tr>
<td></td>
<td>Italic</td>
<td>BoldExtended</td>
</tr>
<tr>
<td></td>
<td>Medium</td>
<td>BlackExtended</td>
</tr>
</tbody>
</table>
Typography Example

Publication Cover

Cover uses the University’s primary type families.
1. Minion Bold
2. Minion Roman
3. Swiss Roman
On a given day in Mérida, the capital and largest city of the state of Yucatán in Mexico, tourists and residents alike can visit magnificent cathedrals and Mayan ruins and enjoy the rich cultural ambiance of the city. Founded in 1542 by a Spanish conquistador, Mérida, which is about 22 miles from the Gulf of Mexico, is ranked 13th among the most populous Mexican cities. Mérida also is an area where mosquitoes can carry dangerous disease agents like the dengue virus. However, Colorado State’s new Infectious Disease Supercluster will fight dengue and other infectious diseases in Mérida and throughout the world.

During a recent trip to Mérida in early 2007, Barry Beaty, professor of virology at CSU, continued ongoing work with colleagues at the Universidad Autónoma de Yucatán to study dengue fever and an especially severe disease manifestation called dengue hemorrhagic fever. Beaty, a University Distinguished Professor and director of the Infectious Disease Supercluster, says that dengue hemorrhagic fever started appearing in Mérida in about 1995 and that the disease ranges throughout the tropical world.

“Dengue fever affects probably 50 million to 100 million people a year,” Beaty says. “It can affect so many people in a community that it has major socio-economic impacts.” He adds that there is no cure and no vaccine to treat the disease once a person has been infected. The disease can cause high fever, joint pain, and bleeding from the skin, nose, and gums.

Research into disease requires intricate lab work (above) and innovative projects such as insecticide-treated curtains (above right) to keep mosquitoes out of houses.

Photos: Bill Cotton

Layout uses an accent font as well as the University’s primary type families.

1. Accent Font
2. Accent Font
3. Minion Condensed
4. Swiss 721 Roman

Typography Example

1. Accent Font
2. Accent Font
3. Minion Condensed
4. Swiss 721 Roman
By purchasing CSU license plates or a vanity plate you support the CSU Legacy Scholarship Fund as well as alumni and student programming. Through the license plate program, the Alumni Association has awarded $40,000 in scholarships to deserving legacy students.

Order your plates online at: www.CSUAlum.com/plates or call (800) 286-2586.

Ad uses the University’s primary type families.

1. Swiss 721 Bold
2. Swiss 721 Thin
3. Swiss 721 Medium
4. Swiss 721 Bold
Poster uses the University’s primary type families.

1. Swiss 721 Light
2. Swiss 721 Light
3. Swiss 721 Heavy
Typography Example

Large-Format Banner

Banner uses the University’s primary type families.

1. Swiss 721 Bold Condensed Italic
2. Swiss 721 Condensed
3. Minion Bold
1. the aspect of the appearance of objects and light sources that may be described in terms of hue, lightness, and saturation.
Consistent use of Colorado State University’s official brand colors is critical to building brand consistency and awareness in the marketplace. Many well known brands use color as a primary visual identifier, UPS brown and The Coca-Cola Company red are excellent examples of this concept. The Colorado State University brand color palette consists of primary, secondary and accent colors.

### Primary Colors

The University’s primary color is CSU Green, which must be a prominent and integral part of all University communications produced in color. The print specifications (see chart below) for CSU Green is PANTONE 555C for coated stock, or PANTONE 349U for uncoated stock. Other greens (PANTONE 350C or 357C) can be used as an alternate CSU Green.

<table>
<thead>
<tr>
<th>Color Name</th>
<th>CMYK Build</th>
<th>Spot Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>CSU Green</td>
<td>(75-0-60-55)</td>
<td>PANTONE 555 C</td>
</tr>
<tr>
<td>CSU Alternate Green</td>
<td>(76-36-71-21)</td>
<td>PANTONE 349 U</td>
</tr>
<tr>
<td>CSU Alternate Green</td>
<td>(79-0-100-75)</td>
<td>PANTONE 350 C</td>
</tr>
<tr>
<td>CSU Alternate Green</td>
<td>(80-0-100-56)</td>
<td>PANTONE 357 C</td>
</tr>
</tbody>
</table>
**Accent Colors**

The University’s graphic standards provide a number of accent colors to augment CSU Green and Gold. This range of colors may be used in limited quantities and should never appear as the dominant color in any communication vehicle. The intended use of the accent colors is to provide highlight options for text and graphics.

<table>
<thead>
<tr>
<th>Color Name</th>
<th>CMYK Build</th>
<th>Spot Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>CSU Gold</td>
<td>(0-27-100-34)</td>
<td>PANTONE 1255 C</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Color Name</th>
<th>CMYK Build</th>
<th>Spot Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>CSU Gold</td>
<td>(20-35-100-1)</td>
<td>PANTONE 110 U</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Color Name</th>
<th>CMYK Build</th>
<th>Spot Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>CSU Metallic Gold</td>
<td>(n/a)</td>
<td>PANTONE 872 C</td>
</tr>
</tbody>
</table>

**Secondary Colors**

The University’s secondary color is CSU Gold, which does not have to appear on every communication containing color, but its use is strongly encouraged. CSU Gold may be used as a dominant color only if used with CSU Green but should never be used alone with black. The print specifications (see chart below) for CSU Gold is PANTONE 1255C for coated stock, and PANTONE 110U for uncoated stock. CSU Metallic Gold (PANTONE 872C) may be used only as a spot color (never as a build) and only where a metallic ink is appropriate.

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

**Working with Color**

- Avoid the use of color combinations that are commonly identified with other colleges and universities such as black and gold.
• Use the CSU brand colors only according to the formulas provided in this toolkit.

• For printed documents, never rely on the output produced by a desktop color printer or by the appearance of colors on a computer monitor for true color accuracy.

• Lighting conditions in offices in addition to printer and monitor calibration typically do not match the Pantone Matching System colors used by offset printers.

<table>
<thead>
<tr>
<th>Color Name</th>
<th>CMYK Build</th>
<th>Spot Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grass Green</td>
<td>(56-0-100-27)</td>
<td>PANTONE 370 C</td>
</tr>
<tr>
<td>Bright Green</td>
<td>(50-0-100-0)</td>
<td>PANTONE 376 C</td>
</tr>
<tr>
<td>Tan</td>
<td>(0-7-39-17)</td>
<td>PANTONE 4525 C</td>
</tr>
<tr>
<td>100% Yellow</td>
<td>(0-0-100-0)</td>
<td>n/a</td>
</tr>
<tr>
<td>Maize</td>
<td>(0-18-100-0)</td>
<td>PANTONE 7406 C</td>
</tr>
<tr>
<td>Aggie Orange</td>
<td>(0-47-100-8)</td>
<td>PANTONE 145 C</td>
</tr>
<tr>
<td>Rust</td>
<td>(0-65-100-35)</td>
<td>PANTONE 7526 C</td>
</tr>
<tr>
<td>Red</td>
<td>(0-94-100-0)</td>
<td>PANTONE 1795 C</td>
</tr>
<tr>
<td>Purple</td>
<td>(67-100-30-10)</td>
<td>PANTONE 519 C</td>
</tr>
<tr>
<td>Dark Blue</td>
<td>(100-72-0-32)</td>
<td>PANTONE 281 C</td>
</tr>
<tr>
<td>Sky Blue</td>
<td>(100-4-0-30)</td>
<td>PANTONE 641 C</td>
</tr>
</tbody>
</table>

Suggested Accent Colors

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

Publication Cover

Cover uses the University's brand color palette.

1. CSU Green (PANTONE 350 C)
2. CSU Gold
3. Maize
Discovering Hope

The hopes and dreams of those with Down syndrome are becoming reality as researchers focus on children’s positive achievements.

“We’re coming a long way,” says Debbie Fidler, associate professor in the Department of Human Development and Family Studies who has developed an award-winning research program to study how children with Down syndrome learn.

Down syndrome is a genetic disorder associated with intellectual disability. Afflicting more than 1 in 1000 individuals, the United States has an estimated 600,000 people with Down syndrome.

Fidler’s research seeks to describe the earliest measurable patterns of developmental strength and challenges in young children with Down syndrome. She has looked at the early milestones of language, more pronounced behavioral outcomes in toddlers, evaluating behaviors as they relate to problem solving, information processing, and social understanding.

Wanda and Larry Werth are the Fort Collins area support group leaders of the Mile High Down Syndrome Association. Their daughter, Alaya, 6, and her kindergarten classmates with Down syndrome, Werth says, “Using the information and techniques from Debbie’s participation in the CSU studies, we have designed the Individual Education Plan, a personalized helpful support at school, and function more similarly as a family.

“Debbie’s inspirational message brings hope to many new families who attend our support group. Families who have participated in her research studies are given valuable tools to incorporate into their daily lives. It has been a win-win relationship for everyone.”

With her discoveries behind, Fidler is applying for funding to develop specific techniques and interventions to target early development in children with Down syndrome. She says, “We now understand so much more about the profile of Down syndrome in young children – what their strengths are and where they need support. We are building on at special education for this group from a different angle now.”

Through the federal Individuals with Disabilities Education Act (IDEA), a “free and appropriate public education” is guaranteed to all children. The original legislation passed in 1975, resulting in the Morrill-Down Syndrome Research Award from the National Down Syndrome Society, Werth says, “With the knowledge gained from Debbie’s work, we move forward as empowered parents and support group leaders into a positive future for our child and families.”

Fidler’s research with the Charles J. Epstein Down Syndrome Research Award from the National Foundation for Children and Development, provides funding for a team of researchers to investigate how children with Down syndrome can live independently, succeed in a job, and participate in society. But we can do better.”

“We have made great strides and they have taken us to a new place in which people with Down syndrome can live independently, succeed in a job, and participate in society. But we can do better.”

With her research, Fidler attributes the inspiration for her research to a summer camp experience at Camp Ramah in New England. Children with special needs are integrated with children without disabilities. Fidler attended the camp, served as a counselor, and eventually became the director of the special needs program. “Giving in a community where children with disabilities were a valued – and over-taxed – part of the larger social group inspired me to look at disabilities in the daily lives of individuals with disabilities,” Fidler says.

Fidler’s current grant, funded by the Centers for Disease Control and Prevention, provides funding for a team of researchers to investigate how children with Down syndrome can live independently.

After a telephone screen with parents of children with Down syndrome who volunteer for the study, researchers offer parents full assessments of their children if they are determined to be at risk for either co-occurring disabilities. Fidler attributes the inspiration for her research to a summer camp experience at Camp Ramah in New England. Children with special needs are integrated with children without disabilities. Fidler attended the camp, served as a counselor, and eventually became the director of the special needs program. “Giving in a community where children with disabilities were a valued – and over-taxed – part of the larger social group inspired me to look at disabilities in the daily lives of individuals with disabilities,” Fidler says.

Fidler is working to improve the quality of education for young children with Down syndrome. She says, “The techniques in the special education world are wonderful. We have made great strides and they have taken us to a new place in which people with Down syndrome can live independently, succeed in a job, and participate in society. But we can do better.”

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Wanda and Larry Werth are the Fort Collins area support group leaders of the Mile High Down Syndrome Association. Their daughter, Alaya, 6, and her kindergarten classmates with Down syndrome, Werth says, “Using the information and techniques from Debbie’s participation in the CSU studies, we have designed the Individual Education Plan, a personalized helpful support at school, and function more similarly as a family.

“Debbie’s inspirational message brings hope to many new families who attend our support group. Families who have participated in her research studies are given valuable tools to incorporate into their daily lives. It has been a win-win relationship for everyone.”

With her discoveries behind, Fidler is applying for funding to develop specific techniques and interventions to target early development in children with Down syndrome. She says, “We now understand so much more about the profile of Down syndrome in young children – what their strengths are and where they need support. We are building on at special education for this group from a different angle now.”

Through the federal Individuals with Disabilities Education Act (IDEA), a “free and appropriate public education” is guaranteed to all children. The original legislation passed in 1975, resulting in the Morrill-Down Syndrome Research Award from the National Down Syndrome Society, Werth says, “With the knowledge gained from Debbie’s work, we move forward as empowered parents and support group leaders into a positive future for our child and families.”

Fidler’s research with the Charles J. Epstein Down Syndrome Research Award from the National Foundation for Children and Development, provides funding for a team of researchers to investigate how children with Down syndrome can live independently, succeed in a job, and participate in society. But we can do better.”

“We have made great strides and they have taken us to a new place in which people with Down syndrome can live independently, succeed in a job, and participate in society. But we can do better.”

With her research, Fidler attributes the inspiration for her research to a summer camp experience at Camp Ramah in New England. Children with special needs are integrated with children without disabilities. Fidler attended the camp, served as a counselor, and eventually became the director of the special needs program. “Giving in a community where children with disabilities were a valued – and over-taxed – part of the larger social group inspired me to look at disabilities in the daily lives of individuals with disabilities,” Fidler says.

Fidler’s current grant, funded by the Centers for Disease Control and Prevention, provides funding for a team of researchers to investigate how children with Down syndrome can live independently.

After a telephone screen with parents of children with Down syndrome who volunteer for the study, researchers offer parents full assessments of their children if they are determined to be at risk for either co-occurring disabilities. Fidler attributes the inspiration for her research to a summer camp experience at Camp Ramah in New England. Children with special needs are integrated with children without disabilities. Fidler attended the camp, served as a counselor, and eventually became the director of the special needs program. “Giving in a community where children with disabilities were a valued – and over-taxed – part of the larger social group inspired me to look at disabilities in the daily lives of individuals with disabilities,” Fidler says.

Fidler’s research seeks to describe the earliest measurable patterns of developmental strength and challenges in young children with Down syndrome. She has looked at the early milestones of language, more pronounced behavioral outcomes in toddlers, evaluating behaviors as they relate to problem solving, information processing, and social understanding.

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Color Example

Cover features the University's brand color palette.

1. CSU Green is dominant color
2. Accent colors Rust and Aggie Orange
3. Accent colors Maize
4. Accent colors Bright Green and Grass Green
Banner uses the University’s brand color palette.

1. CSU Green (PANTONE 350 C)
2. Bright Green
3. Maize
4. CSU Gold (PANTONE 1255 C)
University Look

(ˈlʊk)

1. to have an appearance
   or style that befits or
   accords with.
CSU developed the Colorado State University “look” to add another layer of consistency for externally focused, high-profile Universitywide publications. The University “look” applies to all recruiting materials and incorporates all the graphic standards, typographic standards, color palette, and branding included in this manual and further mandates:

- Use strong, bold heads and/or “impact words” to convey marketing messages from the University brand.

- Provide plenty of space for design elements to evoke a clean, open style.

- Suggested use of no more than three different fonts families in any one communication vehicle.

- Photos should have clean edges – do not use multiple-layered photo effects or collages.

- The University logo may only appear in the primary CSU Green, secondary CSU Gold, black, or reversed in white on a dark background. See Color section (on page 25) for information on specific CSU colors.
University Look
Example

Housing Guide

Publication Cover

Cover illustrates the combined elements comprising the CSU look.

1. CSU Green is dominant color throughout.
2. Uses University’s primary type families.
3. Uses image that conveys appropriate message.
4. Logo with unit identification.
University Look Example

Sustainable Solutions

Today’s environmental problems are complex and intertwined. The world’s scientists must collaborate and bring the knowledge from many disciplines to solve these problems. The School of Global Environmental Sustainability at CSU will build upon environmental education and research that already exists within all eight colleges on campus; from the Warner College of Natural Resources to the College of Business.

The School will prepare students to be trained in areas such as:

- Biodiversity loss
- Climate and atmospheric change
- Land use change
- Society and environment
- Sustainable enterprise
- Geospatial science
- Public policy
- Soils and carbon cycling
- Human, plant and animal disease
- Crops and global food economies
- Water management
- Economic issues including carbon offsets
- Land and forest conservation and management
- Renewable and sustainable energy technologies

Brochure Layout

Layout illustrates the combined elements comprising the CSU look.

1. CSU Green is the dominant color throughout.
2. Appropriate use of accent colors.
3. Uses only the University’s primary type families.
4. Uses images that convey appropriate message.
University Look
Example

Preserve. Restore. Sustain.
Dedicated to conservation solutions locally and around the globe. Colorado State is The Green University.

Ad Layout

Ad illustrates the combined elements comprising the CSU look.

1. Good white space throughout.
2. Large, bold headline in CSU colors.
3. Uses University’s primary type families.
4. Logo prominently displayed.
5. Images convey appropriate message.
Cover illustrates the combined elements comprising the CSU look.

1. CSU Green is used in text and the logo.
2. Uses the University’s primary type families.
3. Uses images that convey appropriate message.
4. Logo prominently displayed.
University Look Example

A Ram’s Guide to Surviving the Real World
Keeping You Connected to Colorado State!

Publication Cover

Cover illustrates the combined elements comprising the CSU look.

1. CSU Green is dominant color throughout.
2. Appropriate use of accent colors.
3. Uses University’s primary type families.
4. Uses images that convey appropriate messages.
5. Logo with unit identification.
Banner illustrates the combined elements comprising the CSU look.

1. CSU Green is dominant color throughout.
2. Appropriate use of accent colors.
3. Uses University’s primary type families.
4. Uses images that convey appropriate messages.
5. Logo with unit identification.
University Identification

(ɪ-,dent-ə-fə-'kɑ-shən)

1. an act of identifying or the state of being identified.
University Identification

Only the official Colorado State University and Ram logos may appear on standard University identification elements. No other logos, graphics, or artwork are permitted with the exception of an approved endorsed brand identifier; the University seal, which may be used in President’s Office materials; and the Ram’s head mark, which may be used on Athletics, Alumni, and student organizations’ items.

University identification elements include:

- Business cards
- Letterhead and stationery
- Envelopes
- Mailing panels on self-mailing publications
- Mailing labels
- Internal department forms
- Business Reply Mail
- Fax cover sheets

Business Cards

Standard business card size is 3.5" x 2". There are two options. Text is in Minion. The logo may appear in either black or CSU Green. See Color section (on page 25) for information on specific CSU colors. The University also now offers premium business cards. See premium business card offerings on next page.

Order business cards from Creative Services online at www.ccs.colostate.edu.
Premium Business Card Options

Several unique designs and colors are offered beyond the current standard business cards. Order business cards from Creative Services online at www.ccs.colostate.edu.
Nametags

Print nametags on 3" x 1.5" brass or plastic, using Minion typefaces with an official University logo. The logo may appear in CSU Green only when using brass. Text may be in CSU Green. When using a green background, text may be either CSU Gold or white. Nametags must be purchased from a CSU licensed vendor. See Color section (on page 29) for information on CSU colors.

Please visit: www.graphicstandards.colostate.edu and click on Licensing Program for a list of licensees.
Letterhead and Stationery

Letterhead may be printed on regular (8.5" x 11"), half-sheet (5.5" x 8.5"), or monarch (7.25" x 10.5") sizes. Text is printed in black ink using the Minion type family. The logo may appear in either black or CSU Green (PANTONE 349U). See Color section (on page 25) for information on specific CSU colors. Additional information may be added on letterhead and stationery.

Order letterhead and stationery from Creative Services online at www.ccs.colostate.edu.
Envelopes

Envelopes are available in a wide variety of sizes. Text is printed in black ink using the Minion type family. The logo may appear in either black or CSU Green (PANTONE 349U). See Color section (on page 25) for information on specific CSU colors. Envelopes are available with barcodes.

Purchase envelopes from Creative Services online at www.ccs.colostate.edu.

Mailing Panels on Self-Mailing Publications

Many publications may be printed with a mailing panel on the back. Text is printed in black ink using the Minion type family.

Contact Creative Services, (970) 491-6432, for assistance producing self-mailing publications.
Mailing Labels

Standard size for mailing labels is 5" x 3.5". Text is printed in black ink using the Minion type family. The logo may appear either in black or CSU Green (PANTONE 555 C). See Color section (on page 25) for information on specific CSU colors.

Purchase mailing labels from Creative Services online at www.ccs.colostate.edu.

Departmental Forms and Communications

Forms that are specifically for use within a department do not need to display the official logo. Any form of communication designated for use outside the department or for external audiences, including prospective and current students, must display the official University logo.
**Business Reply Mail**

Business Reply Mail permits are used on a variety of items from envelopes to postcards. Each type of item has its own special bar code and ZIP-plus-four code. These codes are available from Mail Services or Creative Services and must be used on all University Business Reply Mail.

Purchase Business Reply Mail envelopes from Creative Services online at www.ccs.colostate.edu.

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**Fax Cover Sheets**

Fax cover sheets must prominently display the University logo, in which the word "Colorado" in the logo appears no smaller than two inches wide to ensure legibility on most fax machines.
Signage

(ˈsī-nij)

1. signs as of identification, warning, direction or a system of such signs.
Signage

Signage is administered by the University Physical Development Committee. On the Main Campus, official building signage may only use the official Colorado State University logo. The following pages illustrate the different types of common building, wayfinding, and vehicle signage found on campus.

For questions about University signage, contact Fred Haberecht, assistant director of Facilities Management, (970) 491-0162.

Primary Signage Fonts

Minion Semibold       Swiss 721 Medium

For more information about the official University fonts, please see the Typography section on page 18.

Primary Signage Colors

<table>
<thead>
<tr>
<th>Sign Facing</th>
<th>3M color</th>
<th>Spot Color Match</th>
</tr>
</thead>
<tbody>
<tr>
<td>.080 aluminum</td>
<td>#220-56</td>
<td>PANTONE 555 C</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Sign Facing</th>
<th>MAP color</th>
<th>Spot Color Match</th>
</tr>
</thead>
<tbody>
<tr>
<td>.080 aluminum</td>
<td>Gold</td>
<td>PANTONE 1255 C</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Horizontal Rule</th>
<th>3M color</th>
<th>Spot Color Match</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vinyl</td>
<td>#280-81</td>
<td>PANTONE 7406 C</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Text</th>
<th>3M color</th>
<th>Spot Color Match</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reflective Vinyl</td>
<td>#280-10</td>
<td>White</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Cabinet</th>
<th>MAP color</th>
<th>Spot Color Match</th>
</tr>
</thead>
<tbody>
<tr>
<td>Metal</td>
<td>Black</td>
<td>Black</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Cabinet</th>
<th>MAP color</th>
<th>Spot Color Match</th>
</tr>
</thead>
<tbody>
<tr>
<td>Metal</td>
<td>Dark Bronze</td>
<td>PANTONE 476 C</td>
</tr>
</tbody>
</table>

The colors shown on this page have not been evaluated by 3M or Matthews Paint for accuracy and may not exactly match their color standards. Please consult 3M or Matthews Paint directly for more information.
Campus Wayfinding Sequence

1. Main Entry
2. Complex Entry
3. Directional
4. Building Name

Judson M. Harper Complex
1234 Rampart Road

ARBL
Fishery
AIDL
Biomass
Judson M. Harper Complex
Campus Signage Examples

Campus Stone Monument

Shepardson
301 University Avenue

4" SQUARE TUBE POSTS
MOUNTED IN CONCRETE
Campus Signage Examples

Aylesworth Hall

- Department or Organization .......... Rm 207
- Department or Organization .......... Rm 209
- Department or Organization .......... Rm 211
- Department or Organization .......... Rm 213
- Department or Organization .......... Rm 215
- Department or Organization .......... Rm 217

Interior Directory (Building)

Atmospheric Sciences CIRA

Traffic Directional

Communications and Creative Services

Window or Door
University Vehicles

When feasible, the official logo should be displayed on the front doors of University vehicles. The logo should appear in a centered version in CSU Green (PANTONE 555 C) between 12” and 18” wide. See Color section (on page 25) for information on specific CSU colors. Avoid moldings, radical contours, and side mirrors.

Donor Recognition Signage

The information outlined in this section will provide the underlying strategies and design specifications for donor recognition for a wide variety of facilities at Colorado State University. The standards noted below have been created to provide flexibility to address the needs and complexities of the greater campus community, provide a high degree of consistency, and maintain the overall campus visual climate. The standards and information noted below will address:

- Graphic and Style Standards
- Signage Materials
• Signage Locations

• Complex facilities and organizations such as entire buildings, colleges or other organizations

• Small facilities such as rooms, laboratories, atriums, etc.

• Outdoor facilities such as fields, parks, courts, etc.

All permanent signage proposals must be approved by the Physical Development Committee for compliance with the standards noted below.

Graphic and Style Standards

Graphic standards for all building signage and naming must adhere to University graphic standards.

Fonts

Use of the CSU brand fonts (Swiss or Minion) are required on all exterior or interior signage. Great care should be exercised when designing and producing signage for the University. Fonts and typesetting should be appropriate to the campus environment, the architectural integrity of the facility, the location of the signage, and the available lighting for the signage location. Swiss is recommended for more modern facilities, while Minion is recommended in more traditional locales. Font size and spacing should be appropriate to the specific location and viewing distance of the signage. For more information specifically on University fonts and their usage please see the Typography section (on page 18).
Editorial Style

Consistent use of the University’s editorial style for all recognition materials is critical in providing a clear and consistent message to the University’s various audiences. Please refer to the University’s Writers Style Guide for more details, online at www.ccs.colostate.edu/style_guide.

All caps and italicized type should be used sparingly and with discretion. Messages in all caps or italics are difficult to read. Sentences should be written in regular sentence case. Avoid using the ampersand.


Language - General

All language on donor recognition signage must be approved by the Office of the Vice President for Advancement. To ensure consistency, signs recognizing benefactors should utilize one of the phrases below:

“In recognition of (donor name) for (his/her/their) generous support.”

“This facility was made possible through the generous contributions of (donor name).”

“With gratitude to (donor name) for (his/her/their) generous contributions to this facility.”

“Colorado State University would like to thank the following donors for their generous support which made this facility possible.” (listing of donor names)
**Language - Campaign**

Facilities developed as part of “The Campaign for Colorado State University” should include the following wording as part of the recognition signage:

“This facility made possible by the Campaign for Colorado State University.”

**Language - Student Fees**

Facilities developed as part of the student fees initiative may include the following wording as part of the recognition signage:

“This facility made possible in part through student directed fees allocated by the Associated Students of Colorado State University.”

**CSU Logo**

Use of the CSU logo is restricted to official University building identifier and way-finding signage. To allow maximum donor recognition, the CSU logo will not be included on any exterior or interior donor recognition signage. Should the words Colorado State University need to be included in the message, the words should be typed out.
**Corporate Logos**

Individual benefactor names will be spelled out using Swiss or Minion typeset text when included in any message. Corporate logos should always be paired with approved recognition language describing the donated facility. Corporate logos can be displayed in black, white, CSU green, or CSU gold, and should not include corporate color schemes.

**Signage Materials**

Materials used to display benefactor recognition should be selected from the approved materials list. Materials should be used in combination, (aluminum/acrylic, aluminum/stone, aluminum/wood, etc.) The combination of materials selected must fit appropriately with the integrity of the original building design, aesthetics, and structure. Signs should be easily removed and have limited damage to the permanent facility.

- **Cast Bronze** - indoor and outdoor use.
- **Brass** - indoor and outdoor use.
- **Brushed Aluminum** - indoor and outdoor use.
- **Acrylics** - indoor use only.
- **Glass** - indoor and outdoor use.
- **Wood** - indoor use only.
- **Flagstone or sandstone** - indoor and outdoor use.
**Material Colors**

Various colors of materials may be used but should always reflect the CSU brand. Use of CSU Green (Pantone 555) or CSU Gold (Pantone 1255) as the dominant signage colors are recommended. For more information on the primary University colors for signage, please see the signage section (on page 49).

**Acrylics**

![Acrylic Colors](image)

**Brushed Aluminum**

![Brushed Aluminum Colors](image)

**Stone**

![Stone Colors](image)

**Wood**

![Wood Colors](image)

**Glass**

![Glass Colors](image)

**Signage Locations**

Newly developed and donated facilities should be built with a central donor recognition area in a public space. Existing facilities should utilize a central public donor recognition area as much as possible. The installation of recognition signage should be at an appropriate level to allow for maximum viewing for the general public. Font size, room/space size, and the visual plane at which the signage will be viewed should be accounted for in the development of any signage project.
Complex Facilities and Organizations

Building Exterior

Complete buildings to be named after a benefactor can have the name of the organization or individual displayed in an appropriate University typeface on the building facade. Official University building way-finding signage can include the name of the benefactor using University building signage standards when the entire building reflects the benefactor’s name. The size of recognition must be appropriately proportional to the original building design. To maintain the overall integrity of the campus environment, corporate marks/symbols, or logotypes should not be used on the external facade of any University building or on any external building signage. The materials used to develop the recognition must come from the approved materials list.

Building Interior

Recognition of a benefactor on the interior of a building must include the organization or individual's name displayed in the official University typeface. The benefactor’s corporate logo may also be used (see corporate logo standards on page 58).

College/Organization Names

Recognition of a benefactor for a named college/organization should be displayed on the interior of the building in which the organization’s main office is located. The recognition may be displayed either outside and or inside the Dean’s or Director’s office.
Small Facilities

Recognition of a benefactor for a room, laboratory and other interior spaces should be in one location either on or near the main doorway to the facility or within the room itself. The size of recognition should be appropriately proportional to the room design. The materials used for the recognition must come from the approved materials list.

Outdoor Facilities

Recognition of a benefactor for an outdoor facility should be placed near the most common main entrance to the facility. The size of recognition must appropriately proportional to the fit the integrity of the location. The materials used for the recognition must come from the approved materials list.
Extension

(ɪk-stɛnˈʃən)

1. the act of extending.

2. An educational opportunity provided by colleges and universities to people who are not enrolled as regular students.

3. The purposive transfer of skills.
This section outlines the standards to be used to build a clear, consistent, and positive image for CSU Extension. Through frequent, long-term use of the Colorado State University logo and Extension word mark in addition to other visual identifiers, Extension will continue to be Colorado’s resource for programs, including agriculture, nutrition and food safety, horticulture and youth programs.

The CSU Logo and the Extension Word Mark

The Colorado State University logo/Extension word mark must be present on all Extension publications, communications, and marketing materials. Combined versions of the CSU logo/Extension word mark are provided online at www.ext.colostate.edu/logos. This artwork cannot be altered in any manner nor can it be combined with any other logo without prior approval. For more details on use of the CSU logo see page 5.
Extension Stationery

Only the CSU logo/Extension word mark may appear on Extension stationery items. The use of the Extension word mark on stationery includes business cards, letterhead and envelopes. All other applications must use the approved CSU logo/extension word mark. No other logos, graphics, or artwork are permitted. For more details on official CSU stationery standards see page 45. To order stationery visit: www.ccs.colostate.edu/online_order.aspx.
County Stationery

In recognition of the strong and equal partnership between Colorado State University and Colorado county governments, the word Extension will be combined with county names in equal presence on business cards. County names (see below) will appear on correspondence materials. To order stationery visit: www.ccs.colostate.edu/online_order.aspx.

Joe Agent
Extension Agent

Jefferson County
Extension
15200 West Sixth Avenue, Suite C
Golden, Colorado 80401-5018
(123) 456-7890; Fax: (123) 456-7890
joe.agent@jeffco.us
http://www.coopext.colostate.edu/jefferson

Weld County
Extension
525 North 15 Avenue
Greeley, Colorado 80631-2049
(970) 304-6535
http://www.coopext.colostate.edu/weld
Regional / Area Stationery

Area names will appear in the location for county names on area stationery. At the regional/area director’s discretion, one county name may be included below the individual title line along with the bolder area name above the Extension word mark. Area directors may also choose to use the standard format with the county name above Extension word mark. To order stationery visit: www.ccs.colostate.edu/online_order.aspx.
Advertising and Educational Materials

The combined CSU logo/Extension word mark must be placed in a prominent position on all advertising and educational materials. County logos may be used as a second identifying element on the page, and may be the same size as the CSU logo/Extension word mark, but not larger. All items must be purchased through a CSU licensed vendor.

Extension Sub-brands (Programs)

Identification of Extension sub-brands (programs) by name such as Food Safety Works, Master Food Safety Advisor, Colorado Master Gardener, and Native Plant Masters; will appear in the same typographic treatment as colleges and department identifiers (see below and page 12). This identifier will be the word mark for a sub-brand. Graphics that were previously used as logos for a program can still be incorporated into a design as long as the design meets University graphic standards (see page 12). All designs for signs, displays, stickers, T-shirts, etc., must be approved by Joanne Littlefield at Joanne.Littlefield@colostate.edu.

Ask a Colorado Master Gardener

Colorado State University
Extension
Colorado Master Gardener

Food Safety Works
An Educational Manual For the Food Service Worker

Master Food Safety Advisor

Native Plant Master

Colorado State University
Extension
Colorado Master Gardener

Food Safety Works

Colorado State University
Extension
Native Plant Master
Name Badges

*Extension staff* name badges should be worn frequently and proudly. Name badges will include the staff member’s name and the CSU logo/Extension word mark.

Name badges may also include the name of a county, area, region, or campus department. To order name badges, an electronic form can be downloaded at:
www.ext.colostate.edu/staffres/nametagform.pdf

*Extension volunteer* name badges should include the volunteer’s name and one of the following:

- *Colorado Master Gardener Volunteer*
- *Master Food Safety Advisor*
- *4-H Volunteer*
- *Native Plant Master Volunteer*

Use of the Ram's Head

The Ram’s head graphic (see page 4) may be used by Extension communicators in conjunction with the CSU Extension logo. See the online samples at www.ext.colostate.edu/logos/ or contact Joanne Littlefield, Joanne.Littlefield@colostate.edu or 970-491-4640.
Building Signage

Below are examples of appropriate usage. Creative Services can help you develop a signage plan and/or designs (970) 491-6432.

Sample interior sign

Sample exterior signs
**Websites**

Design and development resources are located online at www.ext.colostate.edu/training/website.html.

The use of the CSU logo/Extension word mark on websites is slightly different than for print applications. It is permissible to separate the CSU logo/Extension word mark, but only so that they can be included in the top header. The CSU logo/Extension word mark may not be separated into other portions of the page. Other program graphics may be included in the top header, but should not be more prominent than the CSU logo/Extension word mark.

For details on Web standards visit: www.graphicstandards.colostate.edu/ and click on *Web Site Requirements and Guidelines*.

**4-H Materials**

The CSU logo/Extension word mark should always be used with the 4-H logo – including the appropriate trademark number – on all 4-H communication materials. Both Colorado State University and 4-H benefit from co-branding that helps clientele, legislators, and the public understand this youth program is a part of, and funded through, Extension and their land-grant university.

The only exception to including the full CSU logo/Extension work mark is on small promotional items intended for 4-H audiences (e.g., pencils, stickers, etc.) where space does not allow the use of both logos. Exceptions must be approved by Joanne Littlefield, Joanne.Littlefield@colostate.edu. All items must be purchased through a CSU licensed vendor.
4-H Business Cards

CSU recognizes the valuable association with 4-H and has included the 4-H Clover prominently on official CSU/Extension/4-H business cards. The watermark Ram is available for those individuals holding titles in the 4-H program.

For more information and guidelines about using the 4-H logo, download the pdf at:
www.national4-hheadquarters.gov/library/4-Hguidelines-v4-26-04.pdf

To order 4-H business cards visit:
www.ccs.colostate.edu/online_order.aspx.
OnlinePlus

DIVISION OF CONTINUING EDUCATION

onlineplus

'ân`lIn plus

1. The value of Colorado State University delivered to students who cannot or choose not to come to campus.

2. Convenient, flexible, and quality programs offered online and at a distance to more than 7,500 students each year.

3. Personalized service that helps each student achieve his or her individual educational goals.
This guide outlines the standards to be used to build a clear, consistent, and positive image for Colorado State University OnlinePlus, which is the marketing identity for the programs offered through the Division of Continuing Education. Through frequent, long-term use of the Colorado State University logo and OnlinePlus word mark in addition to other visual identifiers, OnlinePlus will expand awareness of and interest in Colorado State’s online and off-campus degree programs and courses in support of the University’s outreach and access mission.

The CSU Logo and the OnlinePlus Word Mark

The Colorado State University logo/OnlinePlus word mark must be present on all OnlinePlus advertisements, publications, communications, and marketing materials. Where space is available, the text “Courses offered through Division of Continuing Education” must also be present.

The Colorado State University logo/OnlinePlus word mark artwork (available versions below) cannot be altered in any manner nor can it be combined with any other logo without prior approval.
OnlinePlus Stationery

Both the CSU logo/OnlinePlus word mark and the text “Division of Continuing Education” must appear on OnlinePlus stationery items, which includes business cards, letterhead, and envelopes. No other logos, graphics, or artwork are permitted.
Advertising and Marketing Materials

The combined CSU logo/OnlinePlus word mark must be placed in a prominent position on all advertising and marketing materials. In all advertising where space allows, the text “Courses offered through Division of Continuing Education” must also be present.
OnlinePlus Promotional Items

On small promotional items, such as pens, mugs, and notepads, either the CSU logo/OnlinePlus word mark or the text “Colorado State University OnlinePlus” must appear. Because space on such items is limited, the text “Division of Continuing Education” may not be included. No other logos, graphics, or artwork are permitted. All promotional items must be purchased through a CSU licensed vendor.
**OnlinePlus Website**

The use of the combined CSU logo/OnlinePlus word mark on websites is slightly different than for print applications. It is permissible to change the Ram head and the justification of the logo and word mark to the left. In addition to the OnlinePlus visual element in the header, the text “Division of Continuing Education” will be included in all footers. Because this site is used for online student registration outside CSU’s systems, the CSU logo/OnlinePlus word mark will link to the homepage of OnlinePlus at www.online.colostate.edu.
University PowerPoint Templates

To ensure consistent presentation of the University’s brand, Colorado State University units are encouraged to use the PowerPoint template files below when developing presentations. Each template file contains an appropriate CSU logo, graphic elements and colors that communicate the overall University brand.

Downloadable files can be found at www.graphicstandards.colostate.edu
Resources

Colorado State University Official Logos

Ram's head Mark

Minimum Size 1.75”
if using the outlined logo

Minimum Size

Clear Space
the height of lowercase "o"

Downloadable Logos

The official CSU logo may only appear in primary or secondary CSU colors, black, or white. Logos for print including the outlined logo, may be downloaded by visiting www.graphicstandards.colostate.edu and click on Logos in the download section.
### Primary Colors

<table>
<thead>
<tr>
<th>Color Name</th>
<th>CMYK Build</th>
<th>Spot Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>CSU Green</td>
<td>(75-0-60-55)</td>
<td>PANTONE 555 C</td>
</tr>
<tr>
<td>CSU Green</td>
<td>(76-36-71-21)</td>
<td>PANTONE 349 U</td>
</tr>
<tr>
<td>CSU Alternate Green</td>
<td>(79-0-100-75)</td>
<td>PANTONE 350 C</td>
</tr>
<tr>
<td>CSU Alternate Green</td>
<td>(80-0-100-56)</td>
<td>PANTONE 357 C</td>
</tr>
</tbody>
</table>

### Secondary Colors

<table>
<thead>
<tr>
<th>Color Name</th>
<th>CMYK Build</th>
<th>Spot Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>CSU Gold</td>
<td>(0-27-100-34)</td>
<td>PANTONE 1255 C</td>
</tr>
<tr>
<td>CSU Gold</td>
<td>(20-35-100-1)</td>
<td>PANTONE 110 U</td>
</tr>
<tr>
<td>CSU Metallic Gold</td>
<td>(n/a)</td>
<td>PANTONE 872 C</td>
</tr>
</tbody>
</table>

### Accent Colors

<table>
<thead>
<tr>
<th>Color Name</th>
<th>CMYK Build</th>
<th>Spot Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grass Green</td>
<td>(56-0-100-27)</td>
<td>PANTONE 370 C</td>
</tr>
<tr>
<td>Bright Green</td>
<td>(50-0-100-0)</td>
<td>PANTONE 376 C</td>
</tr>
<tr>
<td>Tan</td>
<td>(0-7-39-17)</td>
<td>PANTONE 4525 C</td>
</tr>
<tr>
<td>100% Yellow</td>
<td>(0-0-100-0)</td>
<td>n/a</td>
</tr>
<tr>
<td>Maize</td>
<td>(0-18-100-0)</td>
<td>PANTONE 7406 C</td>
</tr>
<tr>
<td>Aggie Orange</td>
<td>(0-47-100-8)</td>
<td>PANTONE 145 C</td>
</tr>
<tr>
<td>Rust</td>
<td>(0-65-100-35)</td>
<td>PANTONE 7526 C</td>
</tr>
<tr>
<td>Red</td>
<td>(0-94-100-0)</td>
<td>PANTONE 1795 C</td>
</tr>
<tr>
<td>Purple</td>
<td>(67-100-30-10)</td>
<td>PANTONE 519 C</td>
</tr>
<tr>
<td>Dark Blue</td>
<td>(100-72-0-32)</td>
<td>PANTONE 281 C</td>
</tr>
<tr>
<td>Sky Blue</td>
<td>(100-4-0-30)</td>
<td>PANTONE 641 C</td>
</tr>
</tbody>
</table>