communicate
(ke-ˌmyü-ne-ˈkāt)
1. act of transmitting
2. written, verbal, or visual message
3. exchange of information
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Communicating at Colorado State University

To succeed in today’s increasingly competitive world, institutions of higher education are reaching out and communicating as never before to build support from a broad array of constituencies such as current and prospective students, their parents, alumni, donors, internal constituencies such as faculty and staff, and external audiences as diverse as the general voting public.

This publication is dedicated to providing a set of guidelines that can be used by University communicators to build a consistent, clear, and positive image of our institution in the minds of these many constituents.

The Colorado State University Brand

The first thing to recognize when we talk about the Colorado State University brand is that it is not just our name, our vision and mission, our logo, or the style of our publications. A brand is a combination of these and more. Our brand encompasses the set of expectations associated with our services that arise in the minds of our many constituents. It is not just that we provide education or research or outreach, but how we deliver those things and how, that, in turn, makes us different from other institutions of higher education.

If you have questions about the Colorado State University brand or how to apply it, contact Jim Schirmer, director of marketing for the CSU System, (303) 376-2624.

The Brand Platform

The key themes that will focus and align our communications, deliver our promise, seat our associations, and provide context for our demeanor.

Our value proposition - the payout offered to those who choose to become involved with CSU: intellectually, financially, and/or emotionally.

Who we are - what we want to be known for and how we want to project ourselves and be perceived.

The space or niche in our target's mind we want to create and own allowing us to be distinguished and differentiated from the competition.
Applying the Brand Platform

While the CSU Brand Platform can serve several functions, two are most important:

1. It serves as a tool to establish and maintain CSU communications alignment, focus, and consistency in order to achieve a stronger, more effective, and more cohesive presence within our targeted marketplaces.

2. As a straight-forward articulation of who we are, what we want to be known for, and how we want to be perceived, it serves as an evaluation tool to protect the CSU brand when considering a potential action, activity, policy, or procedure.

The words within each element of the CSU Brand Platform are not meant for literal, repetitive application in communications. Nor are they “tag lines.” Rather, as illustrated below, they are meant to serve as filters to guide message development and as a rubric for evaluation in order to help assure long-term focus, consistency, and brand development.

Uniform Communications Assurance

Colorado State University has a need for uniform communications. Therefore, all CSU communications are subject to review by Communications and Creative Services staff prior to production. This policy applies to all official CSU print publications and Web/electronic, audio, and video communications targeted for any level of external distribution. This policy does not apply to internal memos, forms, or other publications solely intended for limited internal distribution.

Elements of this review include:

1. adherence to University Graphic Standards;
2. proper use of copyright, trademark, and service marks;
3. consistency with University marketing and brand platform;
4. production quality improvement recommendations; and
5. cost-effective pricing for printing and production services.

Communications and Creative Services, (970) 491-6432, will assist with each review in as expeditious a manner as possible.
Graphic Standards

The graphic standards in this section provide guidelines for use of many of the specific communications components that represent the Colorado State University brand including our name, trademarks, logos, and other marks. These components may be used only by official University entities and by commercial enterprises that enter into a licensing agreement with the University. These graphic standards are designed to ensure these components are used in an accurate, consistent, and responsible manner.

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.

Colorado State University Official Logos

An official Colorado State University logo must be prominently displayed on 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 Web sites. The official logo may only appear in primary or secondary CSU colors (see color palette, page 9.) Logos for print may be downloaded at graphicstandards.colostate.edu.
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.

The logo is used in either flush-right, centered, or in-line versions, (above) and may appear in either all black, all green, or all gold. On dark backgrounds the logo may be reversed.

It is acceptable to add a green or gold outline as shown below to make the logo more visible. An outline may not be added to logos in which the word "Colorado" is smaller than 1.75 inch.

Logo Alterations

The logo may not be altered in any way.

Resize Proportionately
**Logo Size**

The word “Colorado” in the logo may not be printed less than one inch wide in size.

![Logo Size Example]

**Visibility**

Do not obscure, provide insufficient contrast, or in any other way diminish the visibility of the logo.

![Visibility Example]

**Spacing**

To ensure visibility, provide adequate spacing between the logo and other elements. Minimum required spacing is 1.5 “X”-height of the letter “C” in the word “Colorado” in the logo.

![Spacing Example]

**Secondary Logos and Graphics**

Only an official Colorado State University logo may be used to identify the University. No other marks or graphics may replace the official logo.

Secondary graphics may be used as artwork or design elements on printed and electronic material, but not as identification. No secondary graphic may appear near the University logo. Secondary graphics that appear in the same visual plane as the University logo must be subordinate in size. Secondary graphics may not appear on Primary Identification Elements such as stationery – see section on Primary Identification Elements.

**Partnerships**

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

The official university seal represents the central administration of Colorado State University and may only be used by permission on a limited number of official University-wide documents such as Presidential white papers and reports and on items for commencement such as diplomas. The seal is not the official Colorado State University logo and may not be used in its stead. Requests to use the seal should be made to the director of marketing for the CSU System, (303) 376-2624.

The Ram’s Head Mark

The Ram’s head mark was created primarily for Athletics, not for scholarly or academic use. The primary users of the Ram’s head mark are Athletics, Alumni, and student organizations; however, the Ram’s head mark may be used by other organizations on spirit-related, student-focused, or celebratory materials with short shelf life.

The Ram’s head mark may never be used on Primary Identification Elements such as stationery items (business cards, letterhead, etc.) with two exceptions: Athletics and Alumni. However, even with these exceptions, the Colorado State University logo must be the dominant visual. See Primary Identification Elements section for examples.
Typographic Identity

This section identifies typography consistent with the Colorado State University brand. Minion and Swiss 721 are primary typefaces for Colorado State University. Primary typefaces are used on all recruitment materials produced by the University.

**Primary Typefaces:**

- Minion Condensed
- Minion Condensed Italic
- Minion Condensed Bold
- Minion Condensed Bold Italic
- Minion Display
- Minion Regular
- Minion Italic
- Minion Semi-bold
- Minion Semi-bold Italic
- Minion Bold
- Minion Bold Italic
- Minion Black
- Swiss 721 BT Light Condensed
- Swiss 721 BT Light Condensed Italic
- Swiss 721 BT Condensed
- Swiss 721 BT Condensed Italic
- Swiss 721 BT Bold Condensed
- Swiss 721 BT Bold Condensed Outline
- Swiss 721 BT Bold Condensed Italic
- Swiss 721 BT Black Condensed
- Swiss 721 BT Black Condensed Italic
- Swiss 721 BT Thin
- Swiss 721 BT Thin Italic
- Swiss 721 BT Light
- Swiss 721 BT Light Italic
- Swiss 721 BT Roman
- Swiss 721 BT Italic
- Swiss 721 BT Medium
- Swiss 721 BT Medium Italic
- Swiss 721 BT Bold
- Swiss 721 BT Bold Outline
- Swiss 721 BT Bold Rounded
- Swiss 721 BT Bold Italic
- Swiss 721 BT Heavy
- Swiss 721 BT Heavy Italic
- Swiss 721 BT Black
- Swiss 721 BT Black Outline
- Swiss 721 BT Black Rounded
- Swiss 721 BT Black Italic
- Swiss 721 BT Light Ext.
- Swiss 721 BT Ext.
- Swiss 721 BT Bold Ext.
- Swiss 721 BT Black Ext.

**Alternate Typefaces**

Garamond and Helvetica are very similar to Minion and Swiss 721 and may be used on a limited basis instead. Designers who create layouts on a regular basis should purchase Minion and Swiss 721.
Color Palette

Colorado State University’s official colors are green and gold. The University has developed a system to help apply these colors consistently and effectively. The primary color green must appear on every color publication. Both green and gold may be predominant colors of any communication. Accent colors are exactly that – they may be used in limited quantities to add accent to publications. Avoid the use of color combinations that are commonly identified with other colleges and universities such as black and gold.

Primary Colors

Green (PMS 555) is Colorado State’s primary color. It may or may not be the predominant color on the page, but it must appear on every communication that uses color.

Secondary Colors

Gold (PMS 1255) is Colorado State’s secondary color. It does not have to appear on every communication that has color, but its use is encouraged. Like the primary color, green, it may be the predominant color. PMS 110 can be used on uncoated stock. PMS 872 may be used where a metallic ink is appropriate.

Web Colors

Green: hexadecimal #13694E
Gold: hexadecimal #AA800E

Accent Colors

Graphic standards provides a range of accent colors selected to augment green and gold on publications that are produced in color. Accent colors may never be used as the predominant color, but are instead intended to provide highlights.
Colorado State University “Look”

The Colorado State University “look” was developed to add another layer of consistency for externally focused, high-profile, University-wide publications and must be used on all recruiting materials. The CSU “look” incorporates all the graphic standards, typographic standards, color palette, and branding included in this manual and further 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 3 font families should appear on any cover, page, or spread.
- Photos should have clean edges – no multiple-layered photo effects or collages.
Primary Identification Elements

Only the official Colorado State University logo may appear on Primary Identification Elements. No other logos, graphics, or artwork are permitted with the exception of 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. Primary identification elements include:

* Business cards
* Mailing labels
* Letterhead and Stationery
* Envelopes
* Mail panels on self-mailing publications
* Fax forms
* Building signage
* Vehicle identification

Business Cards

Standard business card size is 3.5" x 2". Standard format is below. Additional information may be printed below the logo or on the back. Text is in Minion. The logo may appear in either black or dark green (PMS 555). Business cards may be purchased at cost from Communications and Creative Services (491-6622).

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**Colorado State University**

CLIENT NAME, Client Title

Client Department
Client Address • Client Address
Client Telephone Number • Client FAX Number
Client E-Mail Address
Mailing Labels

Standard size for mailing labels is 5" x 3.5". The text is printed in black ink in Minion typeface. The logo may appear either in black or dark green (Pantone 555). Mailing labels may be purchased from Communications and Creative Services (491-6622).

Letterhead and Stationery

Letterhead may be printed on regular (8.5" x 11"), half-sheet (5.5" x 8.5"), or monarch size (7.25" x 10.5"). All University entities are encouraged to print text in black ink in Minion typeface. The logo may appear in either black or dark green (PMS 555). Letterhead and stationery may be purchased from Communications and Creative Services (491-6622).

Envelopes

Envelopes are available in a wide variety of sizes. Text appears in black ink in Minion typeface. The logo may appear in either black or dark green (PMS 555). Additional information may be added on letterhead and stationery. Envelopes of all sizes may be purchased from Communications and Creative Services (491-6622).
Mail Panels on Self-Mailing Publications

Many publications may be printed with a mailing panel on the back. Text is printed in Minion typeface.

Fax Cover Sheets

Fax cover sheets must prominently display the University logo no smaller than 2 inches wide to ensure legibility on most fax machines.

Signage

Signage is administered by the University Physical Development Committee. Contact Fred Haberecht at 491-0162.

On the Main Campus, official building signage may only use the official Colorado State University logo, as pictured below.
Other Items Requiring Identification

Vehicle Identification

When feasible, the official logo should be displayed on the front doors of University vehicles. The logo should appear in a dark green (PMS 555) centered version between 12" and 18" wide. Moldings, radical contours, and side mirrors should be avoided. The name of the University unit may be added below the 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 Communications and Creative Services and must be used on all University business reply mail. Business reply mail envelopes may be purchased from Communications and Creative Services (491-6622).
**Internal Department Forms**

Forms that are specifically for use within a department do not need to display the official logo. Any form or other document designated for use outside the department must display the logo.

**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 encouraged to pretest logo size to ensure readability. The University name may be substituted for the logo to identify all non-visual communications efforts (i.e., radio spots) originating from Colorado State University.

**Banners and Displays**

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

**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 non-visual communications efforts (e.g., radio spots) originating from Colorado State University.

**Employee Uniforms**

The official logo must be prominently displayed on uniforms worn by University employees. The Ram's head mark developed specifically for athletics should be a major element on all athletic apparel.

**Web Site Requirements, Guidelines, and User Responsibilities**

**Introduction**

The World Wide Web supports the teaching, research, and outreach missions of Colorado State University as an interactive medium for communication, scholarship, and online services. The following guidelines acknowledge the importance of the Web for open communication and scholarly activity, while also recognizing that users have the responsibility to make use of these resources in an efficient, ethical, and legal manner.

Web page content presents an image of the University to the world, and therefore official University pages must undergo the same professional scrutiny and careful preparation given to any other official University publication.
Web Site Requirements – all sites

The following requirements apply to all pages of official University Web sites and Web applications:

- Colorado State University logos approved for official use can be downloaded at http://webdev.colostate.edu

- The official Web version of the University logo will appear at least once on all official University Web pages and should be visible, without scrolling down, in an 800 by 600 pixel window. The logo should serve as a link to the University’s home page (welcome.colostate.edu).

- Official University Web pages will incorporate links to the University’s equal opportunity statement (welcome.colostate.edu/index.asp?url=info_csu-equalop), disclaimer statement (welcome.colostate.edu/index.asp?url=info_csu-disclaimer), and privacy policy (welcome.colostate.edu/index.asp?url=info_csu-privacy_pol).

- To assist users in finding information, all official University Web pages will include a link to the University’s central “Finding Information” resource (search.colostate.edu). The link may read either “Search CSU” or “Finding Information.”

- All official University Web pages must include contact information. The contact may be a specific individual, a generic contact (e.g. College of Business Webmaster), or a link to a page of contacts for the department or unit. Contact information should be specific to the department or unit and should not link to the University’s central “Contact Information” page. The contact(s) must include an e-mail address(s) and/or a telephone number(s). Providing both is encouraged.

- Each official University Web page must include the date it was last updated.

- Written permission will be obtained for use of copyrighted materials, with the clear understanding on the part of the copyright holder that these materials will be used on the Web. This applies to the use of text, logos, photographs, drawings, video clips, sound clips, or other copyrighted materials.

- Directory information of faculty, staff, and students may be included without permission. In compliance with the Family Educational Rights and Privacy Act (FERPA), students have the option of removing themselves from the directory.

- Sites containing eCommerce will be useful, manageable, and secure. In particular, all such sites must be in compliance with University fiscal procedures, while protecting the privacy of online customers. All eCommerce done under the auspices of the University must be pre-approved by Business and Financial Services and Communications and Creative Services.

- All official University Web pages, Web sites, and Web applications for academic departments will include, in a prominent location, a link to the Office of Admissions Web site (admissions.colostate.edu). The link may read “Apply to Colorado State” or “Apply to CSU” or even simply “Admissions.” The goal in this is to ensure that prospective students and others always have a clear pathway to joining our University from all entry pages.
learn discover engage

Important Dates  Our Students  Quick Facts

Our Students are Making a Difference
Globally and locally, our students are engaged in programs and activities that make a difference. From working on engines that reduce third world pollution, to eco-tourism and sustainability in Central America, you too can be a part of research and service that matter.

Junior biology major, Holly Gleason, is engaged in programs and activities that make a difference. From working on engines that reduce third world pollution, to eco-tourism and sustainability in Central America, you too can be a part of research and service that matter.

Erat augue sit cui te feugait quis quis diam validus ymo consectetuer. Paratus quadrum distineo consequat, facilis in facilis.

Erat augue sit cui te feugait quis quis diam validus ymo consectetuer. Paratus quadrum distineo consequat, facilis in facilis.

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Student Web pages and applications

The following requirements apply to all pages of student Web sites and Web applications maintained on Colorado State University computers, disk storages, networks, or other resources:

- All pages of student Web sites and Web applications maintained on Colorado State University resources must include a link to the student personal Web page disclaimer statement (welcome.colostate.edu/index.asp?url=info_studentpage-disclaimer).

Web Site Guidelines

The following guidelines should be considered when developing official University Web sites and Web applications:

- Official University Web sites are expected to follow the same professional and graphic standards that apply to official publications in any other medium. Communications and Creative Services is responsible for the appearance and consistency of campus Web pages.

- Official University Web sites should primarily make use of the industry-standard technologies, such as those defined by the World Wide Web Consortium (W3C) and use the technologies according to specification.

- All pages of official CSU University Web sites should conform to the CSU Web Accessibility Standards (see http://accessibility.colostate.edu/)

- To enhance Web site functionality with search engines and to promote University identification, official University Web pages should include a meaningful, unique <title> tag that includes the text “Colorado State University.” Example: “College of Business at Colorado State University” or “Colorado State University - College of Business.” Official University Web pages should also include accurate <meta> description and <meta> keyword tags.

- Links to commercial sites are strongly discouraged, with the exception of resources licensed by the University and links to various search engines that include advertising.

- Materials should be carefully checked for proper grammar and spelling.

- Materials should be updated and maintained in a timely manner.

- Materials should be developed with proper regard for the generally observed principles of electronic etiquette (“netiquette”). For more information, visit http://www.albion.com/netiquette/.