

University Graphic Identity Guidelines

JANUARY 2004

These graphic identity guidelines for Cleveland State University have been developed by the Department of Marketing and Public Affairs to assist all members of the University community in presenting a unified, contemporary and positive image to our many internal and external constituencies. They are an important part of our overall effort to improve the visibility and image of the University and are to be implemented in developing all printed, web or electronic materials.

In addition to these general guidelines, the Department of Marketing and Public Affairs can assist with advice or actual design work in developing high-quality communications that comply with the guidelines. I encourage you to work closely with your representative from Marketing and Public Affairs for further assistance with your publications, advertising, promotional and marketing needs.

All materials used in the recruitment of students to Cleveland State University are to be reviewed by the Department of Marketing and Public Affairs prior to production.

Michael Schwartz, President

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INTRODUCTION

Every organization – whether a corporation, association, hospital, university or small business – works hard to create and maintain a positive “image,” a favorable and unique identity that contributes to the organization’s success and a “brand” by which it is known.

What Cleveland State offers to students, employers and the community is important to its image as is the appearance of the campus. Communication however, is the key element in creating and maintaining a desired image. The University needs to communicate its accomplishments – and continually reinforce the key messages of exceptional faculty, dedicated students and wealth of partnerships and collaborations – constantly and consistently in both public and internal media. And all members of the University community also need to keep in mind that everything they say or do reflects on the University’s image as well as their own. The image of Cleveland State University, therefore, is the sum of all that its people say and do.

Compliance with these graphic identity guidelines is necessary to ensure the “family” look for all University publications. The identity guidelines described in this document will help the University achieve a unified, unique identity. These guidelines are to be used by anyone who is producing printed, web or electronic material for the University because an identity program is effective only if it is correctly and uniformly applied.

The Department of Marketing and Public Affairs will provide assistance to anyone who needs clarification of the guidelines or assistance in implementing them.

Additionally, all University printed materials are to be produced in accordance with the University’s Purchasing Policy, approved by the Board of Trustees (current issue July 1, 2002), which states:

“All printed materials should comply with current University Graphics Standards (University Graphic Identity Guidelines). This includes business stationery (letterhead), envelopes, business cards, brochures, pamphlets, bulletins, posters, programs, self-mailers and other direct mail pieces, invitations, news releases, promotional material, advertisements, etc. In addition to normal procurement policy and regulation, contracts for printing are restricted by Section 3345.1 of the Ohio Revised Code to contractors having manufacturing facilities in the State of Ohio. Please also consult the Mail Services Users Guide, available from the Mail Department, for guidelines on any printed material which may need to comply with United States Postal standards.”

We all need to work together to spread the good news about Cleveland State. We are, fortunately, a collective force that includes not just marketing and public affairs professionals, but members of the faculty, administrators at all levels, staff members, alumni and students. The need to communicate our good news with a single, unified voice is critical in the increasingly competitive marketing environment of higher education.

IDENTITY ELEMENTS

LOGOS

University Logo Version 1



Cleveland State University

University Logo Version 2:



College Logo (sample)



Department, Center or Administrative Unit Logo (sample)



Logotype:

Cleveland State University

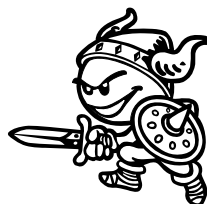
Seal



Stylistic Logo

CSU

Spirit Logo



IDENTITY ELEMENTS (continued)

The University logo, the University logotype, the College logo or the Department, Center or Administrative Unit logo must appear prominently on the cover or front page of a publication, preferably at the top. The Department of Marketing and Public Affairs can provide digital files or laser prints of these elements which are also available on the web at: www.csuohio.edu/identity.

None of these symbols may be altered or further customized in any way. They are not to be used in close conjunction with another symbol or mark so as to give the appearance of a single graphic element.

- The logo may be printed all in black, all in green (PMS 342), or a combination of seal in black and logotype in green
- To ensure maximum contrast, do not use a white logo on a light background
- To ensure maximum contrast, do not print the logo over a dark background
- Do not repeat or alter the logo or any of its elements to create a pattern or design.
- Do not surround the logo with another shape (such as a box, oval or circle).
- Do not distort the logo.
- Do not crop or truncate the logo.

Special Logos —

Special logos for events, anniversaries and the like, may be designed for use in promotional and other marketing materials if they work in conjunction with the official University identity elements. The use of “special” logos for a specific program or event must be limited to a defined period of time and approved in advance by the Department of Marketing and Public Affairs.

SPECIFIC LOGO GUIDELINES

OFFICIAL UNIVERSITY LOGO (VERSION 1/VERSION 2)

The seal and the logotype are combined to form our official University logo. There are only two approved ways to graphically combine the University seal and logotype. These combinations are authorized for use in most applications, such as brochures, newsletters, stationery and web pages. Do not change the proportion of seal to logotype.

University Logo Version 1



Cleveland State University

University Logo Version 2:



Cleveland State
University

IDENTITY ELEMENTS (continued)

OFFICIAL COLLEGE LOGOS

The following is a sample logo authorized for use by the University's Colleges:



OFFICIAL DEPARTMENT, CENTER OR ADMINISTRATIVE UNIT LOGOS

The following is a sample logo authorized for use by the University's Departments, Centers or Administrative units:



OFFICIAL UNIVERSITY LOGOTYPE

The Cleveland State University logotype is a unique typographic treatment of the University name. Do not attempt to recreate the logotype through typesetting as there is no comparable font available. At minimum, this should appear on the front of all Cleveland State University publications, ideally at the top. Do not distort the logotype by stretching or condensing it.

Cleveland State University

OFFICIAL UNIVERSITY SEAL

The emblem of the University, the seal, is commonly used on official and formal documents and ceremonial materials. The University seal is not to be altered in any way.

Seal for use on light backgrounds.



Seal adjusted for use on dark backgrounds.



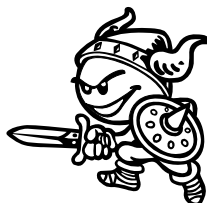
STYLISTIC LOGO

The stylistic logo may be used in informal applications, such as sports equipment, book bags, wearing apparel, signage and similar items.

CSU

SPIRIT LOGO

"Vike" is the symbol of the University's intercollegiate athletics programs, and is to be used only for athletics-related and student spirit materials.



IDENTITY ELEMENTS (continued)

COLORS

Primary Official Color/Secondary Coordinating Palette —

The University's official color is forest green, Pantone 342, hereafter referred to as Cleveland State green. Cleveland State green is to be the primary color (other than black) in all publications.

When printing in one color, Cleveland State green is the preferred choice, black second. The entire logo is to be printed in Cleveland State green or black, or may be reversed out in white against a dark background.

When printing in two colors, one of the colors is to be Cleveland State green and the other black (preferred) or an appropriate coordinating color from the secondary coordinating palette (see below).

When printing in three colors, the dominant color is to be Cleveland State green, the others selected from the coordinating palette (see below) or black.

Exceptions: It is strongly recommended that when designing a publication, Cleveland State green or black be used so the identity of the University is consistently reinforced. However, this may not always be feasible. For example, in a series of publications that need to be differentiated by color, it may not be appropriate to always use green or black. In these rare instances, print the publication in one of the secondary coordinating palette colors with the entire logo at full strength (not screened) or reversed to white.

Requests for any other exceptions should be directed to the Department of Marketing and Public Affairs.

Primary Color

<u>Color</u>	<u>Pantone Number</u>	<u>Process Color Equivalent</u>
Cleveland State Green	Pantone 342	(C=100 M=0 Y=69 K=43)

Secondary Coordinating Palette

<u>Color</u>	<u>Pantone Number</u>	<u>Process Color Equivalent</u>
Plum	Pantone 511	(C=83 M=100 Y=69 K=0)
Dark Teal	Pantone 3025	(C=100 M=0 Y=0 K=51)
Dark Navy	Pantone 655	(C=100 M=69 Y=0 K=56)
Brick Red	Pantone 704	(C=0 M=87 Y=72 K=27.5)
Gold	Pantone 131	(C=0 M=27.5 Y=100 K=8.5)
Taupe/Warm Gray	Pantone 4515	(C=0 M=8.5 Y=47 K=23.5)

FONTS

The following type styles, which are compatible with the official logotype, are recommended for body copy in printed pieces:

FONT NAME	EXAMPLE (14 PT.)
GARAMOND	Sample typeface
TIMES NEW ROMAN (or TIMES ROMAN)	Sample typeface
HELVETICA (or ARIAL)	Sample typeface

STANDARD LANGUAGE AND STYLE

Copy for all printed material should be written in clear and correct standard English, generally from an impersonal, third party point of view. Writing should be in the active voice. A recommended guide to good writing style is *The Elements of Style* by Strunk and White.

Punctuation, capitalization and related mechanics of publishing should follow the latest edition of the *Associated Press Stylebook* and *Webster's New Collegiate Dictionary*.

AFFIRMATIVE ACTION, EQUAL OPPORTUNITY STATEMENT

All printed material (including web pages) produced by the University must bear specific language related to equal opportunity law. Text should be used as specified by the University's Affirmative Action Office as follows:

Cleveland State University is committed to the principle of equal opportunity in employment and education. No person at the University will be denied opportunity for employment or education or be subject to discrimination in any project, program or activity because of race, color, religion, national origin, sex, age, sexual orientation, handicap or disability, disabled veteran, Vietnam era veteran or protected veteran status.

The latest version is also available online at: www.csuohio.edu/affiract.

When designing communications, effort should be made to leave sufficient room to incorporate the full affirmative action statement (above). However, when space prohibits this, the following statement may be used as a minimum:

Cleveland State University is an Affirmative Action/Equal Opportunity Institution.

UNIVERSITY NAME AND ADDRESS

The official name of the University is Cleveland State University. After the full name has been used, the shorter names of Cleveland State or the University may be used. The use of CSU is discouraged except for athletic and informal applications, and for signage.

The official address of the University is:

Cleveland State University
2121 Euclid Avenue
Cleveland, Ohio 44115-2214

PRINTED MATERIALS

Brochures, Programs, Posters, Fliers — All printed publications must be designed in compliance with the University Graphic Identity Guidelines. Cleveland State University must appear prominently on the cover or front page of the publication in the approved logo or logotype, preferably at the top. The names of administrative units, colleges or departments may also appear, as well as the name of the publication, event or topic of the publication.

Periodicals — Newsletters, newspapers, magazines, journals, catalogs, bulletins and other regularly issued publications must be designed in compliance with the University Graphic Identity Guidelines. The approved logo or logotype must appear prominently on the cover or first page, in addition to the name of the publication.

Stationery — This includes all letterhead, envelopes, mailing labels, business cards and internal and external memorandum forms used anywhere in the University. The design of all stationery for all University offices must be in compliance with the University Graphic Identity Guidelines. Stationery is to be ordered through the University's Duplicating Department, Rhodes Tower Room 1003A, phone 216-687-3707.

No other symbol or graphic element may appear on stationery items, except as approved by the Department of Marketing and Public Affairs for unusual or special needs.

- *Letterhead* shall display the University Logo Version 1 and shall provide for the name of a college, department, center or administrative unit. Non-University information is prohibited on University letterhead and all other business stationery.
- *Business cards* will include the same information as the letterhead, as well as individual phone numbers (e-mail addresses and fax numbers if desired).
- *Envelopes* will be imprinted in the upper left-hand corner with the University Logo Version 2 or Logotype alone, and the official University address.

No other symbol or graphic element may appear on stationery items, except as approved by Department of Marketing and Public Affairs for unique or special needs.

See stationery samples at www.csuohio.edu/identity.

Forms — Forms for both internal and external use should bear the official Cleveland State University Logo Version 1 or 2 or Logotype alone.

ADVERTISING

University advertising is the responsibility of the Department of Marketing and Public Affairs. All forms of advertising for any University college, program or event are to be coordinated through the Department of Marketing and Public Affairs to ensure uniformity of look and message, appropriate media placement and cost efficiency benefits derived from single-source procurement.

OTHER MEANS OF COMMUNICATION

WEB PAGES

The official Cleveland State University Logo Version 1 or Version 2 or Logotype alone must appear prominently on the University home page and College or Department, Center or Administrative Unit home pages. Wherever the Cleveland State green color appears, use “HEX 003300”. Other elements of these graphic identity guidelines must also be implemented in web pages as appropriate. For more information, go to:

www.csuohio.edu/identity

TEMPORARY SIGNAGE AND BANNERS

One-color applications are to use green or black. For temporary signage and banners using more than two colors, the primary color is to be Cleveland State green. Two-color applications are to be Cleveland State green and white, or Cleveland State green and black (Cleveland State green being dominant).

PERMANENT UNIVERSITY SIGNAGE

University signage is the responsibility of the University Architect’s office, and is designed in accordance with these identity guidelines, working with the Department of Marketing and Public Affairs.

POLE/STREET BANNERS

Pole banners on the streets throughout and surrounding the campus are reserved for University use and paid for by the University. Their appearance, color and message are the responsibility of the Department of Marketing and Public Affairs as part of the University’s advertising program.

OUTSIDE CONTRACTED SERVICES

Work that is produced by individual departments or colleges or by outside vendors is to comply with all identity guidelines. This ensures uniformity of look and message and compliance with Ohio laws, which prohibit purchases from out-of-state vendors and requires competitive bidding prior to contract award.

The Department of Marketing and Public Affairs is prepared to recommend outside services for copywriting, design, printing and photography on an as-needed basis

FOR MORE INFORMATION

CONTACT:

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WEB: www.csuohio.edu/news
E-MAIL: pr@csuohio.edu

Cleveland State University

Cleveland State University is committed to the principle of equal opportunity in employment and education. No person at the University will be denied opportunity for employment or education or be subject to discrimination in any project, program or activity because of race, color, religion, national origin, sex, age, sexual orientation, handicap or disability, disabled veteran, Vietnam era veteran or protected veteran status.