COLUMBUS STATE
UNIVERSITY

IDENTITY GUIDELINES

TYPOGRAPHY

Proper application of brand fonts ensures a seamless extension of the Columbus State brand identity.

PRIMARY FONT: **Futura Std**   USES: Headlines, Body Copy

THEME FONT: *Rollerscript*   USES: Brand Theme Statements

FORMAL FONT: Berling   USES: Formal Documents

ATHLETIC FONT: **CSU**   USES: Athletic Assets

COLORS

Columbus State Blue and Red are the university's official colors. Secondary colors Light Blue and Gray can be used to compliment the primary colors.

PRIMARY COLORS

CSU Blue

Pantone 540C
C:100 M:55 Y:0 K:55
R:25 G:57 B:102
Hex: #003767

CSU Red

Pantone 186C
C:0 M:100 Y:81 K:4
R:227 G:24 B:55
Hex: #e31837

SECONDARY COLORS

Light Blue

Pantone 2995C
C:91 M:25 Y:0 K:13
R:20 G:168 B:223
Hex: # 14a8df

Gray

Pantone Cool Gray 1 C
C:0 M:0 Y:0 K:18
R:209 G:209 B:209
Hex: #D1D1D1

ACCESSIBILITY

In compliance with WCAG Accessibility Criteria, text is required to have a certain level contrast ratio of your background and text colors. The below chart indicates how CSU brand colors can be combined to ensure accessibility for people with low vision or color blindness in both print and digital materials.

	White Text	Black Text	Blue Text	Red Text	Light Blue Text	Gray Text
Blue Background	Aa				Aa*	Aa
Red Background	Aa	*Against brand guidelines*				Aa*
Light Blue Background	Aa*	Aa	Aa*			
Gray Background		Aa	Aa	Aa*		
Black Background	Aa			*Against brand guidelines*	Aa	Aa
White Background		Aa	Aa	Aa	Aa*	

*Indicates contrast ratio that does not meet the criteria for text smaller than size 17 / smaller than bold size 14

INSTITUTIONAL LOGOS

The Primary Institutional Logo features the Whitley Clock Tower and a river or pathway, which are symbolic of the university's Main Campus, RiverPark Campus and the mission of academic excellence and intellectual growth.

PRIMARY LOGO

ADDITIONAL COLOR VARIATIONS

INSTITUTIONAL LOGOS

The Secondary Logo is ideal for horizontal format applications.

SECONDARY LOGO

ADDITIONAL COLOR VARIATIONS

ATHLETIC LOGOS

As an extension of the institutional brand, the CSU Athletics' brand logos and colors provide instant identification and association of the Cougar Logo and colors with Columbus State University Athletics Department.

PRIMARY LOGO

ADDITIONAL COLOR VARIATIONS

BRAND ICONS

CLOCK TOWER

COUGAR

USE:

Brand Icons can be used as design elements in materials, but they must be used in addition to an official institutional logo or official athletic logo.

BRAND ELEMENTS

The Brand Elements are meant to engage audiences and evoke an emotional connection to the university. The Elements are meant for promotional applications, and are not meant for formal use.

PRIMARY ELEMENT

CREATE YOU

ADDITIONAL COLOR VARIATIONS

BRAND ELEMENTS

SECONDARY ELEMENT

CREATE YOU
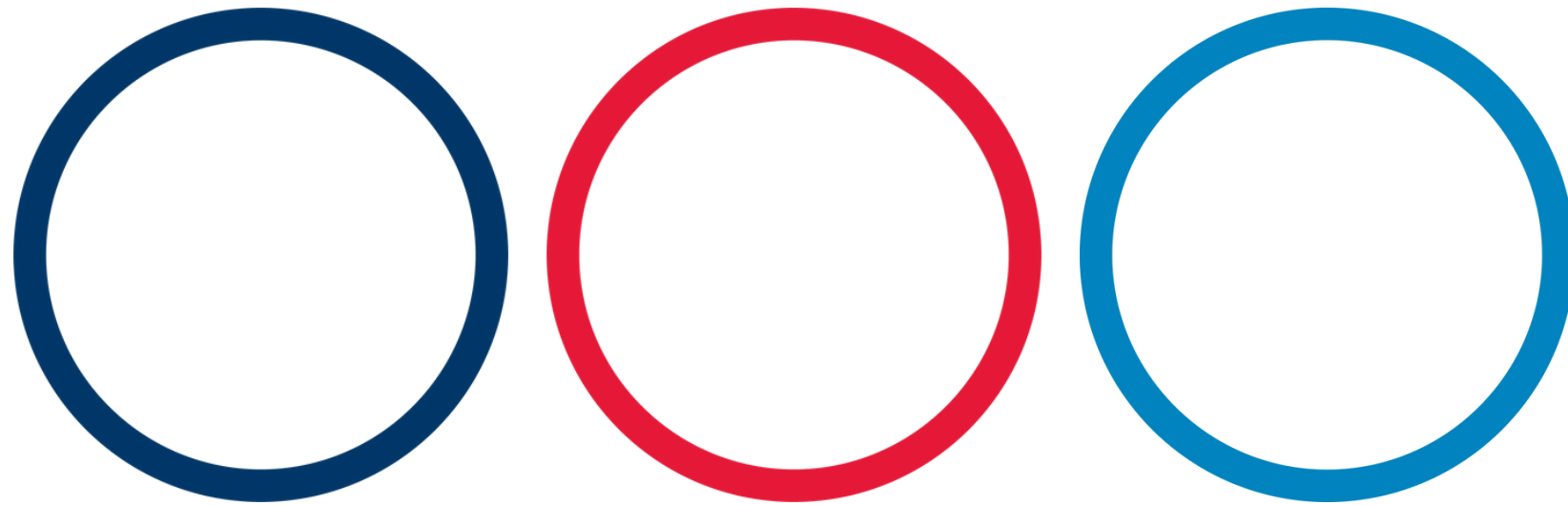
ADDITIONAL COLOR VARIATIONS

CREATE YOU

CREATE YOU

CREATE YOU

CREATE YOU

BRAND ELEMENTS

CIRCLES

USE:

The Circle can be used as a frame around photos and as a design element.

RESOURCES

LOGO LIBRARY

columbusstate.edu/scm/logos

PHOTOGRAPHY

flickr.com/photos/columbusstateu

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