

# Branding Guidelines

## Summary

Columbus State University has branding specifications and restrictions for branding institutional programs and units.

## Purpose

The purpose of this document is to describe the guidelines for branding Columbus State University programs and units.

## Policy

Columbus State University's brand is spread by reaching all of our constituents and leaving them with a positive experience. Every person and unit associated with CSU plays an important part in our brand image, or how CSU is perceived. We strengthen our image and our impact by increasing exposure to our name, our offerings and the good feeling we leave people with after they interact with us. Publication requirements and logo guidelines help with this process by enhancing visual identity through consistent customer loyalty. Correct application of the Columbus State University logo strengthens the Columbus State University brand and is part of our strategic plan to improve reputation. Use of the Columbus State University logo and any of the brand's defining elements is essential to all communications that represent Columbus State University.

[Click here \(PDF\)](#) for our **Marketing/Branding Quick Reference Guide**.

## Logo Guidelines

Columbus State University's current logos, introduced in 2010, are designed to better identify the university and reflect its energy, relevance and future. Here are key points about their use:

- **Do not use these logos in any way except as they are presented here.**
- **No unit, department or other CSU entity may create its own logo.** CSU's President's Staff agreed to this when the new logos were developed so that the university's logo and brand could be prevalent. Exceptions have been allowed for externally focused units and named schools or colleges.
- **PowerPoints:** Faculty, students and staff are welcome to download [PowerPoint slide backgrounds](#) bearing CSU's logos.
- **Colors:** In trying to match nearby colors to the logo's colors, follow the specifications for "CSU blue" and "CSU red."
  - Pantone Matching System (PMS) colors are 540 for the CSU blue and 186 for the CSU red.

- In CMYK, that's C: 100, M: 55, Y: 00, K: 55 for CSU blue and C: 00, M: 100, Y: 81, K: 4 for CSU red.
- In RGB, that's R: 0, G: 51, B: 91 for CSU blue and R: 198, G: 12, B: 48 for CSU red.
- In hexadecimal code for the Web, that's #003359 for CSU blue and #c60c30 for CSU red.
- Four choices for each logo are available as transparent PNG files via the links below.
- If the logo is to be displayed on a clear glass or red background, University Relations recommends using the logos marked B&W for a *dark* background.
- For specialty print projects, **Encapsulated Postscript (EPS) and Adobe Illustrator (AI) versions of each logo are available upon request.** Refer to the names used for [academic logos \(PDF\)](#) and [athletics logos \(PDF\)](#) in requesting specific versions via email to UR@ColumbusState.edu.
- **Questions?** Email University Relations at UR@ColumbusState.edu, call us at 706-507-8720 or visit us in Richards Hall 241. For more details, view the university's [Brand Identity Guidelines \(PDF\)](#).

## **Related USG Policy**

10.3 Identifications

## **Last Update**

8/2016

## **Responsible Authority**

University Relations