Graphic Design

Graphic Design is one way to enhance internal and external communication. Here is how CSU offices, departments and programs can incorporate graphic design into marketing messaging:

- **College Collateral:** Revamp boring brochures, publications and postcards with bold colors and captivating visuals to draw readers into messaging;
- **Panache-Driven Web Pages:** Place graphics strategically with university-related links, news and announcements to entice readers to learn more;
- **Post-Secondary Packaging:** Make sure mailers, promo cards and giveaways are visually appealing and consistent throughout marketing campaigns; and
- **Standardized Social Media:** Catch eyes and turn heads with breathtaking graphics that continue to reinforce the university's brand and highlight students, faculty, staff, programs and services.