

# Branding Columbus State University

A brand is more than a creative logo, a catchy slogan or motto, and a set of design guidelines. When curated properly, it is an organization's collective products, services or concepts that distinguish it from others and easily communicate its distinctive characteristics. It represents the sum of its target audiences' perceptions of its customer service, reputation, corporate messaging, marketing and visual identity. When all these parts of the organization are aligned, an overall brand tends to be healthy.

That said, how the university is represented visually is an important and the most identified element of our brand. Every person associated with Columbus State plays a role in ensuring our brand is used correctly and consistently. Visual identity and publication guidelines help with this process by enhancing our visual identity.

The Office of Strategic Communication + Marketing maintains the university's official [brand and graphic identity guidelines](#). These guidelines are provided for reference, but any creative works featuring the university's graphic identity should originate from, designed in concert with, or reviewed by the professionals in the Office of Strategic Communication + Marketing before they are placed in circulation.

A few of the university's official logos are available below for download. For additional options or to request graphic assistance or design guidance, submit a Communication + Marketing Project Request Form or email [marketing@columbusstate.edu](mailto:marketing@columbusstate.edu).

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## "Academic" Logos



COLUMBUS STATE  

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UNIVERSITY

Logo shown is web version, color for light background(bg).

[Vertical Logo - Color for Light Background \(Web\)](#)

[Vertical Logo - Color for Dark Background \(Web\)](#)

[Vertical Logo - B&W for Light Background \(Web\)](#)

[Vertical Logo - B&W for Dark Background \(Web\)](#)

[Vertical Logo - Color for Light Background \(Print\)](#)

Vertical Logo - Color for Dark Background (Print)

Vertical Logo - B&W for Light Background (Print)

Vertical Logo - B&W for Dark Background (Print)



COLUMBUS STATE  
UNIVERSITY

Logo shown is web version, color for light background(bg).

Horizontal Logo - Color for Light Background (Web)

Horizontal Logo - Color for Dark Background (Web)

Horizontal Logo - B&W for Light Background (Web)

Horizontal Logo - B&W for Dark Background (Web)

Horizontal Logo - Color for Light Background (Print)

Horizontal Logo - Color for Dark Background (Print)

Horizontal Logo - B&W for Light Background (Print)

Horizontal Logo - B&W for Dark Background (Print)

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## "Athletic" Logos



Logo shown is web version, color for light background(bg).

"Athletic" Logo - Color for Light Background Web

"Athletic" Logo - Color for Dark Background Web

"Athletic" Logo - B&W for Light Background Web

"Athletic" Logo - B&W for Dark Background Web

"Athletic" Logo - Color for Light Background Print

"Athletic" Logo - Color for Dark Background Print

"Athletic" Logo - B&W for Light Background Print

"Athletic" Logo - B&W for Dark Background Print

For more information on university logos, contact Strategic Communication + Marketing at [ur@columbusstate.edu](mailto:ur@columbusstate.edu)