

California State University Stanislaus
Policy on University Identity and Branding

I. INTRODUCTION

The policy and procedures outlined in this document are intended to protect the brand identity of California State University, Stanislaus. Branding is more than just sticking a logo on a brochure. It is about defining what kind of experience we want our students, faculty, staff, alumni, friends, and the public to have with our institution and what kind of reputation we want to build. Effective branding of CSU Stanislaus will convey the ideals of cultural, artistic, and academic excellence as embodied in the University mission statement.

The CSU Stanislaus identity integrates all elements of the University's graphic design and their application to print, Web, interactive and broadcast media, environmental graphics, and all other forms of media and collateral materials.

A consistent visual identity unifies an organization and presents a memorable and stable public face. Inconsistency can compromise the integrity of our brand and weaken the University's public image.

The policy and procedures contained herein are supplemented by a more comprehensive University Identity/Graphic Standards Manual. To obtain a copy of the Manual, download it from the Web at <http://www.csustan.edu/communications/graphicstandards.html>, or contact the Office of Communications & Public Affairs at 209-667-3798.

II. PURPOSE

The purpose of a University Identity Policy is to help establish and maintain visual consistency, which in turn supports a strong sense of identity and excellence for CSU Stanislaus. Adherence to these standards will help us build and maintain the University's brand image in a diverse marketplace of academic brands.

III. UNIVERSITY LOGOS & MARKS

Approved identifying marks for CSU Stanislaus include the University seal, wordmark, Warrior logo, Warrior signature, and college badges. These marks may not be altered in any way.

The seal signifies the University's commitment to tradition, education, and innovation. It is primarily used as a signal of authentication and academia. In order to maintain its strength and prestige, it should only be used on official CSU Stanislaus documents (transcripts, diplomas, formal stationery, etc...) and top-level publications.

The University wordmark should be the primary mark for all general promotion uses, including marketing publications, brochures, fliers, and event programs. In most cases, the use of the wordmark together with the seal is redundant and should be avoided.

The Warrior logo and athletic signature (Warrior logo and Warrior wordmark combined) may not be used for scholarly or academic purposes. Their primary uses are for athletics, alumni, and student organizations -- for spirit-related and celebratory purposes.

College badges were developed to provide distinct identifiers for each of the University's six colleges. They are intended to be used in conjunction with the University seal or wordmark. Each badge has a specific color associated with it. Therefore, they are best used in color applications.

No logos, other than those stated above, are approved for use by University divisions, departments, units, or programs. Branding opportunities for specific departments or programs come through products and publication nameplates/mastheads.

All approved marks are available on the University's Web site at <http://www.csustan.edu/logos>, or by contacting the Office of Communications & Public Affairs.

IV. NOMENCLATURE

The official name of the University is "California State University, Stanislaus" and should be referred to as such in the first reference to the University's name in all print and electronic documents. Subsequent references may be "CSU Stanislaus" or, for Warrior Athletics, "Cal State Stanislaus."

Use of the initials "CSUS" is strongly discouraged. Avoid referring to the University as "Stan State" or "Stanislaus State."

V. TYPOGRAPHY, EDITORIAL STYLE, & MARKETING MESSAGES

Serif typefaces and fonts are preferred for CSU Stanislaus print documents. Examples of such include Times New Roman and Georgia. For electronic, Web-based documents, Georgia is the preferred typeface for titles while Verdana is preferred for body text and links.

Editorial styles vary from company to company and institution to institution. Nevertheless, while several standards of grammar and editorial style may be technically accurate, CSU Stanislaus generally follows AP style to provide consistency throughout campus publications. Of particular importance is the name of the University; "California State University, Stanislaus" should be written with a comma in text, but should not include the comma when used as a title; "CSU Stanislaus" should never include a comma. For questions and a listing of editorial style guidelines, please contact the Office of Communications & Public Affairs.

Consistent marketing messages are essential to building a strong identity for California State University, Stanislaus. The Office of Communications & Public Affairs staff can assist University departments with crafting audience-appropriate messages that promote the strengths of CSU Stanislaus and its key messages.

This policy and procedures document was developed by the Office of Communications & Public Affairs, within the Division of University Advancement, and has been approved by the Office of the President at California State University, Stanislaus.