

BRAND AND GRAPHICS

STANDARDS MANUAL



Stanislaus
State



Stanislaus State

BRAND AND GRAPHICS STANDARDS MANUAL

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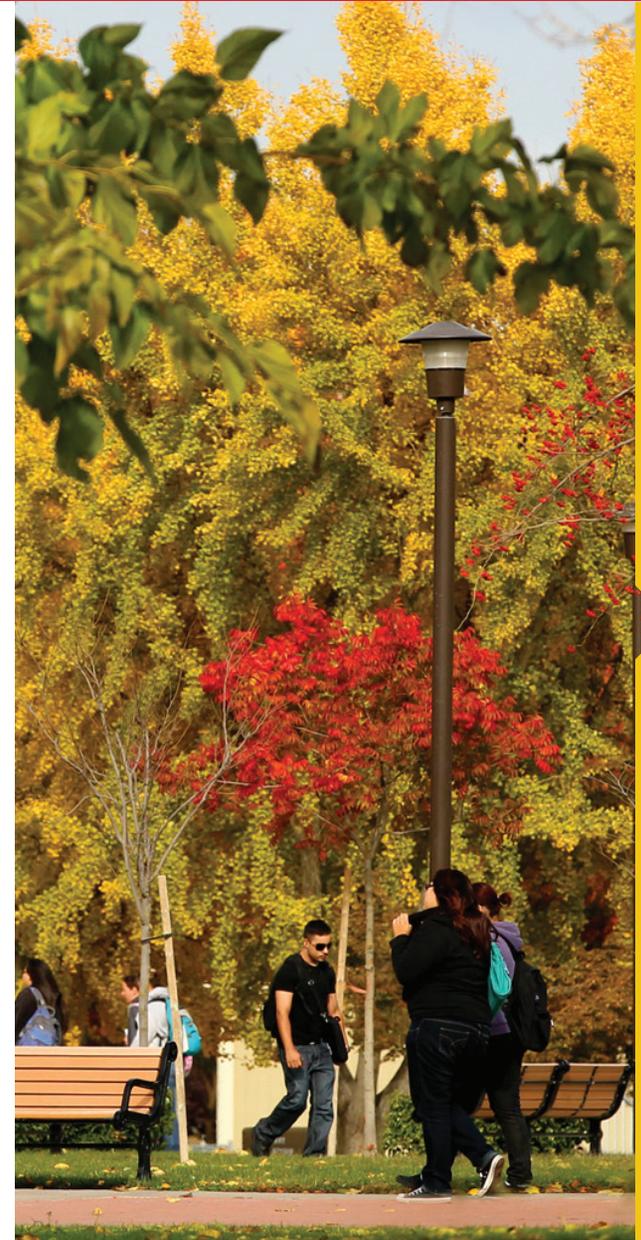
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THE BRAND

Why a Brand is Important

The Stanislaus State brand is not just a name, logo or motto. The Stanislaus State brand is and always will be the positive impact the University has on its students and the region. When the people we serve see our logo or hear our name and motto, we want them to think of the strengths, aspirations and values of our University: California State University, Stanislaus; Stanislaus State; Stan State.

It is important to note that from a branding perspective, the structure outlined in this guideline is strategic, intentional and an important piece to the success of the University's overall branding objectives. For example, primarily branding the University as "Stanislaus State" enables the University to be consistent with most of the other schools in the CSU system: it geographically puts the University "in" its surrounding area, and celebrates who we are by giving prominence to "Stanislaus."

Accurately branding the University's name, logo and motto is crucial to ensuring 1) The community knows we're here; 2) The state knows who, what and where we are; and 3) The CSU sees our incredible strengths as one of the best in its 23-school system. It's up to the leaders and representatives of the University to accurately carry the brand forward as it is presented to the campus, community, region, state and country.

We are pleased to introduce to you the new Stanislaus State logo and graphic identity system. This new identity is the result of a comprehensive exploration of ways to increase the consistency of the Stanislaus State brand.

We have created a unified, positive and distinct brand for Stanislaus State that effectively communicates the University's identity, reputation and values as the leading educational institution of higher learning in the region.

The Stanislaus State logo is an important point of identity for the University. Appearing on everything from stationery, business cards and literature, to clothing, name badges and signs, our logo makes a highly visible impression on the campus, faculty, staff, students and community each day.

The new Stanislaus State logo is designed to identify our University and services at a glance. The purpose of these guidelines is to assist in proper and consistent use.

Brand Positioning

KEY THEMES AND ATTRIBUTES

To carry an authentic brand forward, Stanislaus State wants to be true to its campus culture and regional identity. The branding guidelines presented in this manual are the result of more than a year of campus and community development, including research and testing, to ensure the University name, mark and motto accurately represent the mission and future of the institution. As a result, the following key themes and attributes serve as the foundation for the University motto. The top three attributes of Stanislaus State are:

1) Friendly and personable with accessible and student-centered education

There is a special quality to the campus culture at Stanislaus State. The unbridled support students receive from campus leadership, faculty, staff and their peers enables them to be successful in their studies. Being able to routinely approach professors with an open-door policy is the norm, and students are impressed by the affable nature of everyone on campus – making it that much easier to make personal connections and form lifelong friendships.

2) Appeal for the aesthetics of Stanislaus State's campus

The Stanislaus State campus is routinely referred to as beautiful, with a peaceful, safe and comfortable feel. The friendly and personal experiences students have on campus can be credited to its quaint atmosphere and classic collegial feel.

3) Increased opportunities for self-discovery and success

A significant part of any college experience is self-discovery. Students at Stanislaus State are able to build a strong sense of self, find their voice and be a big fish in a small pond. Many feel the size of the campus is a positive attribute that lends to nurturing aspirations and creating more possibilities. Capitalizing on smaller class sizes, more student interactions and increased safety are important to further the University's brand while highlighting the fact that the University has all the important benefits of larger schools. And the fact that students feel they can be who they want to be at Stanislaus State is timeless, rings true and is authentic to the University.



IDENTITY

Nomenclature

As part of Stanislaus State's integrated marketing communications plan, it is important to correctly refer to the University by its formal, informal or least formal name, depending on the setting and circumstance.

FORMAL NAME

California State University, Stanislaus

This is, and will continue to be, the University's formal name. Referencing the University as California State University, Stanislaus is appropriate in all settings, but primarily will be reserved for ceremonial occasions such as commencement, the president's annual address and other occasions less frequent and more formal in nature. Using the University's formal name is also appropriate when addressing individuals who are outside of California or unfamiliar with the school or, when it is advantageous to tout the University's association with the CSU system.

INFORMAL NAME

Stanislaus State

The University may be referred to as Stanislaus State when addressing friends, family members and peers, or when addressing individuals who are either familiar with the campus, part of the local community or from California. Though it should not be used in the most formal of settings, the Stanislaus State name allows us to celebrate who we are as an institution and where we are located. It also serves to emphasize the very important connection we have to the region.

NICKNAME

Stan State

As the least formal and most affectionate reference to the University, Stan State is used by those who know and love the school. The most appropriate settings for saying Stan State would be among those who are closely connected with the campus and its culture: for example, students, faculty, staff, alumni and incoming students. Formally adopting Stan State as the University's official nickname gives us permission to move forward with a name that evokes pride in our school.

The University Motto

MOTTO

Engaging. Empowering. Transforming.

ENGAGING

Stanislaus State engages students by fostering personal connections among peers, faculty, staff and alumni – providing students with more opportunities and a true collegial experience.

EMPOWERING

At Stanislaus State, students are empowered by the knowledge, skills and guidance that can take them anywhere, help them accomplish anything, and be more successful in their individual communities, careers and lives.

TRANSFORMING

Stanislaus State is a safe and secure place where students transform as they discover their voice and work toward achieving life goals and aspiring to greatness. This is evidenced by the fact that 75 to 80 percent of our graduates are the first in their families to earn a college degree.

UNIVERSITY MARKS

Primary University Logos



FONTS

California State University
Athelas Regular

Stanislaus
Athelas Regular

Stanislaus State and Stan State
Athelas Regular

NOTE: The Athelas Regular typeface was modified to create the University logo. The logo should be used in its entirety and only as it is represented here. Hand-drawn or other recreations are not permissible. Contact the University's Office of Communications and Public Affairs to obtain the correct version for proper use.

Secondary University Logos

Whenever possible, all materials and communications should be created using a Primary logo. In situations where the Primary logo will not fit because of size constraints, a Secondary logo may be used. Secondary logo usage should follow the same guidelines as the Primary logo.



UNIVERSITY MARKS

The University Seal

The California State University, Stanislaus seal represents the academic character of the University and is reserved to be used only in support of official University policies, decisions, ceremonies and other formal actions as an academic institution. To maintain its integrity and effectiveness, the seal may not be used for relatively informal, routine or promotional materials, or for materials not directly related to academic purposes, without permission from the University's Office of Communications and Public Affairs.

During the rebranding process, the University seal remained unchanged in design, but its approved uses have been reserved for specific applications. The seal, in full color or line art, is restricted to (but not required on) the following:

THE OFFICE OF THE PRESIDENT

University-level formal and official documents, such as: diplomas, academic awards and certificates, transcripts, resolutions, commencement invitations and University reports.

The right to use and reproduce the seal at all times will be subject to and governed by the specific terms of agreement described by the Stanislaus State Trademarks and Licensing Program, as well as the following general terms and conditions:

- The Stanislaus State seal and mark is exclusive property and copyright of the University.
- Users of the seal warrant that its use is solely for Stanislaus State purposes.
- Exclusive rights to any seal or mark are not available.
- The seal and mark of the University may not be used in a defamatory, libelous, or otherwise inappropriate context; or contrary to ethical business practices.
- User is responsible for all text used and claims made in connection with the use of any seal or mark.

All manufacturers or retailers wishing to produce or sell items bearing any trademark of Stanislaus State, must receive licensure to do so from the University's licensing agency. This includes all uses of the University's symbols on products, including those for promotions and advertising.

For questions or to submit a request for exception review, contact the University's Office of Communications and Public Affairs.



The University Logo with Motto

The University motto is available in this configuration with both the formal and informal logo. The motto is intended to define our campus for those who are not familiar with our University. If you have a need to use the motto apart from this configuration, you must obtain prior approval by contacting the University's Office of Communications and Public Affairs.



MOTTO FONT
PROXIMA NOVA SEMIBOLD

MOTTO COLOR
40% Black



UNIVERSITY MARKS

Secondary Identifiers – Colleges, Divisions, Programs, Departments and Auxiliaries

These are representative samples of how the Colleges, Divisions, Programs, Departments and Auxiliaries will be incorporated into the formal and informal logo. This will allow our University to portray a unified look and brand. To have your unique identifier created, please send a request to the University’s Office of Communications and Public Affairs. All requests will be addressed in a timely manner.



Secondary Identifier Implementation

Departments, programs or other campus units that serve the campus community on a continuous basis should request and use a secondary identifier as specified on page 12.

Events that appeal to a broad audience that may include off-campus constituents may use unique graphics to identify their activity. These graphics should be used in coordination with the most appropriate secondary identifier or a University logo.

Please contact the Office of Communications and Public Affairs to begin the conversation.

UNIVERSITY MARKS

Color Specifications

FULL COLOR

We encourage widespread use of the full-color University logo as we work toward making it a prominent and recognizable mark on campus and in the community. As the logo is being used, we ask that these basic guidelines be followed as not to negatively impact the integrity of the mark. As more uses of the logo are developed, those uses will enable us to further refine the guidelines, and these suggestions will be reflected in future revisions of this guidebook.



RED

PMS 1797
C2 / M98 / Y85 / K7
R209 / G50 / B57



DK. RED

PMS 1807 (2 pts Black)
C7 / M94 / Y65 / K31
R169 / G52 / B57



GOLD

PMS 7406
C0 / M17 / Y100 / K0
R245 / G196 / B0



GRAY

80% Black
C0 / M0 / Y0 / K80
R88 / G89 / B91

Color Specifications

The following are examples of the full-color logo applied to a colored background. In all applications, the contrast between the logo and the background must allow for readability of the logo. Note that in these examples the informal logo is used, but keep in mind that the same rules apply for the formal, secondary and nickname logos.



WHITE



100% BLACK



25% BLACK — MAXIMUM TINT %



100% RED — PMS 1807



Photo with a light background



Photo with a dark background

UNIVERSITY MARKS

Color Specifications

ONE COLOR

While we encourage widespread use of the full-color University logo, we do acknowledge that there are times that one color is your only option. The preference is to use only an official University color as shown in these examples. When that is not possible, please contact the University's Office of Communications and Public Affairs for guidance and approval.



BLACK ON WHITE



PMS 1797 ON WHITE



WHITE REVERSED OUT OF BLACK

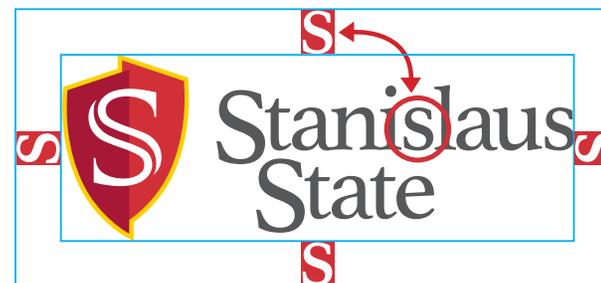


WHITE REVERSED OUT OF PMS 1797

Clear Space

The logo always must have a clear space around it to maintain legibility and visual impact. No other graphic elements, such as typography, rules and pictures should infringe upon this space.

The height of the lower case “s” in the word “Stanislaus” is used to determine the amount of clear space required around the logo.



Minimum Size

FOR PRINT

FORMAL LOGO: The letters CALIFORNIA STATE UNIVERSITY cannot be less than 7 points.

INFORMAL LOGO: The word STANISLAUS cannot be less than 1 inch wide.

NICKNAME LOGO: The entire logo cannot be less than 1.5 inches wide.

FOR WEB AND VIDEO

FORMAL & INFORMAL LOGOS: The word STANISLAUS cannot be less than 150 pixels.

NICKNAME LOGO: The entire logo cannot be less than 175 pixels wide.

There are no maximum size limits, however, all design elements of the logo must appear intact and in proportion.

Please contact the University’s Office of Communications and Public Affairs if you have any exceptions to these size restrictions.

If you would like to use a treatment of the shield or the “S” as a stand-alone element in any design, please contact the Office of Communications and Public Affairs for guidance.



UNIVERSITY MARKS

Unacceptable Uses

The University logo must not be redrawn or modified in any way. Decorating, representing in perspective, outlining or using for frivolous decorative purposes is not permissible. Please contact the University's Office of Communications and Public Affairs if you need assistance.



STAN STATE

DO NOT
CHANGE THE
CONFIGURATION OF THE
SHIELD AND TYPE



*Stanislaus
State*

DO NOT
SKEW OR SLANT



CALIFORNIA STATE UNIVERSITY
Stanislaus

DO NOT
STRETCH

STAN  STATE

DO NOT
SQUEEZE OR CONDENSE



Stanislaus
State

DO NOT
APPLY EFFECTS



CALIFORNIA STATE UNIVERSITY
Stanislaus

DO NOT
WATERMARK THE LOGO
WITH TEXT

STAN  STATE

DO NOT
REPLACE SHIELD WITH
ANY OTHER MARK



Stanislaus
State

DO NOT
OUTLINE



CALIFORNIA STATE UNIVERSITY
Stanislaus

DO NOT
USE OTHER COLORS

STAN  STATE

DO NOT
MIX UP COLORS



Stanislaus
State

DO NOT
CHANGE FONT



CALIFORNIA STATE UNIVERSITY
Stanislaus

DO NOT
ROTATE OR TILT

Affiliate Marks



DEPARTMENT OF ATHLETICS

The Department of Athletics maintains its own marks and graphic standards for athletics related publications and apparel. Please reference these guidelines online at warriorathletics.com/logos.

Graphic Elements



STUDENT CLUBS AND ORGANIZATIONS

The Warrior Head is a unique graphic element to be used by student clubs and organizations. As a long-standing symbol of Warrior Pride, use of the Warrior Head should be done with thought toward respecting the integrity of the graphic design.

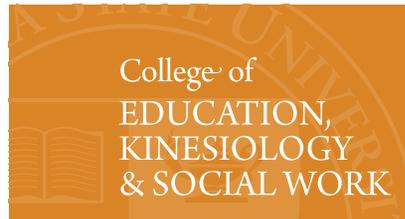
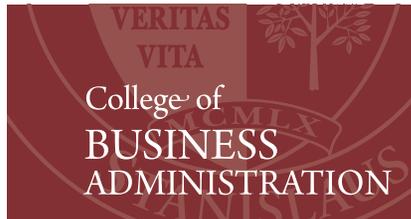
UNIVERSITY MARKS

Retired Marks

The following marks have been retired and should no longer appear on newly created University documents or apparel. Please continue to use your existing collateral. Over the next 12 months we encourage you to restock materials that incorporate the new brand.

California State University | Stanislaus

California State University |
Stanislaus



VISUAL ELEMENTS

Templates

The following templates are available online to download for your use in creating documents and collateral that promote the University and our activities and events. Instructions for the use of these templates can be found in the online Creative Toolkit at csustan.edu/brand.



1. A-frame template
2. Flyer template
3. Meeting agenda template
4. Memorandum template
5. Electronic letterhead
(for digital distribution only)



Powerpoint Template

1. Intro slide
2. Content slide
3. Closing slide

Complementary Fonts

Please consider using these font combinations to complement the University logo in your documents and collateral. The combination of serif and sans serif fonts can provide attractive contrast in your document and these fonts are designed to be easy to read.

GEORGIA

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

12345678910

VERDANA

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

12345678910

VISUAL ELEMENTS

Complementary Colors

Here are some examples of colors that are complimentary to the primary colors used in the University logo. We encourage you to use these colors when ordering apparel or promotional items — consistently using these complimentary colors will help our brand stand out.



Brand in Action

Here is an example of our logo used in concert with another mark. The arrangement and spacing of the marks and graphics allow the viewer to easily discern the message of the document and maintain the integrity of both marks.

You can find more great examples of our brand in action — and inspiration for your projects — online at csustan.edu/brand.



1. Arrangement: The identifying elements on this page are laid out in a way that allows each mark to stand out.
2. Hierarchy: Winter Intercession is the subject in this case, and it appears more prominently in a central position on the page. The Stanislaus State logo anchors the page in the upper right, making it clear to the reader that the event is sponsored by the University.
3. Contrast: using the mark with white text achieves maximum contrast against the design's darker background colors.
4. Clearance: Elements in the design are not too close together, they do not crowd each other and they have room to breathe.

UNIVERSITY BUSINESS SYSTEM

Informal

You have the option to use the informal name or the formal name on each of these pieces. Please note there is no increase in pricing from the previous business system, even though the new business card is double-sided.

Please continue to use your existing stationery. Over the next 12 months we encourage you to restock materials that incorporate the new brand.

You may order these items from the University Print Shop by visiting csustan.edu/communications/branding/business-system-order.

If you have questions about utilizing the items in the business system, please feel free to contact the Office of Communications and Public Affairs at (209) 664-6780 or cpa@csustan.edu.

If you have questions about placing a print order, or need to check the status of an existing order, please contact the University Print Shop at (209) 667-3013 or reprographics@csustan.edu.



Formal

You have the option to use the informal name or the formal name on each of these pieces. Please note there is no increase in pricing from the previous business system, even though the new business card is double-sided.

Please continue to use your existing stationery. Over the next 12 months we encourage you to restock materials that incorporate the new brand.

You may order these items from the University Print Shop by visiting csustan.edu/communications/branding/business-system-order.

If you have questions about utilizing the items in the business system, please feel free to contact the Office of Communications and Public Affairs at (209) 664-6780 or cpa@csustan.edu.

If you have questions about placing a print order, or need to check the status of an existing order, please contact the University Print Shop at (209) 667-3013 or reprographics@csustan.edu.



ELECTRONIC COMMUNICATIONS

Email Signatures



FIRST AND LAST NAME

Title

STANISLAUS STATE

T 000.000.0000

F 000.000.0000

email@csustan.edu

DIVISION OR DEPARTMENT

One University Circle MSR 310D

Turlock, CA 95382



FIRST AND LAST NAME

Title

CALIFORNIA STATE UNIVERSITY, STANISLAUS

T 000.000.000

F 000.000.000

email@csustan.edu

DIVISION OR DEPARTMENT

One University Circle MSR 310D

Turlock, CA 95382

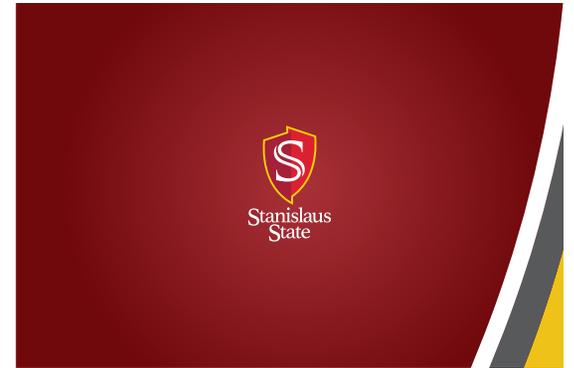
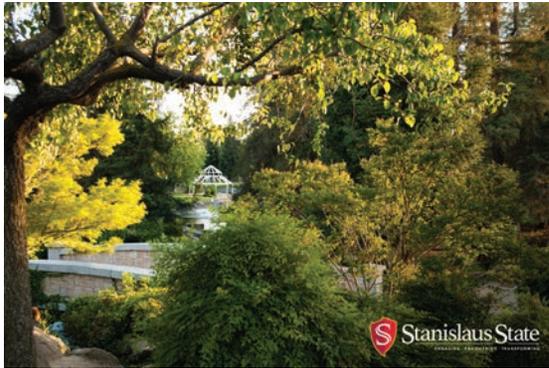
You may continue to use your own email signature. If you would like to use the new logo in your email, here are the permissible options. These options are designed to help spread awareness of our new brand within daily communications.

Go to csustan.edu/communications/branding/email-signatures for directions on how to incorporate these signatures into Microsoft Outlook.

If you have questions about how to use one of the email signatures in the template below, please feel free to contact the Office of Communications and Public Affairs at (209) 664-6780 or cpa@csustan.edu.

Wallpapers

A variety of desktop wallpaper options are available to download online. View more options at csustan.edu/brand.



ELECTRONIC COMMUNICATIONS

Social Media Guide

INTRODUCTION

For many, social media have become an integral part of daily communication. The potential impact of messages on these platforms is robust. Examples include, but are not limited to, Facebook, Twitter, Instagram, LinkedIn, YouTube, and Periscope. Social media bridge distances, educate and entertain, and they provide communication in real-time.

These guidelines are specific to the use of social media for University business; however, you will find many of these best practices applicable to all uses of social media. This guide is meant to empower and inspire you to be an active and effective user of social media on behalf of your department or program at the University. The Office of Communications and Public Affairs would be pleased to answer any questions you may have about social media, or to help you decide how to get started. Please feel free to contact us at cpa@csustan.edu or (209) 664-6780.

OFFICIAL UNIVERSITY SOCIAL MEDIA

Stanislaus State maintains a social media presence in order to tell our story to multiple audiences, to build relationships and to encourage discussions in a central forum. We are eager to hear from our students, faculty, staff, alumni and friends on the following official University social media sites:



FACEBOOK [csustan.edu/stanstate](https://www.facebook.com/csustan.edu/stanstate)

Facebook is the most popular social networking website in the world. Members can create profiles and connect with friends; share updates, contents and activities; create pages for businesses, non-profits or causes; and follow updates from their favorite places. A Facebook

page can be a great way to promote activities in your department or program; showcase accomplishments or events; engage with students, faculty, staff, alumni and the community; and create a forum for conversation or discussion. Please note that it is against Facebook policy to create a personal profile for a business/institution.



TWITTER twitter.com/stan_state

Twitter is a very popular social networking and micro-blogging platform where users share concise posts — 140 characters or less, called tweets — in a largely public forum. The pace of information is more rapid than other social media, making it a good resource to share timely information.



INSTAGRAM [instagram.com/stanstate/](https://www.instagram.com/stanstate/)

Instagram is a highly visual, mobile social platform that focuses on sharing photos or videos. Instagram also can be linked to other social media sites, such as Facebook or Twitter. The fastest growing major social network in 2014, Instagram provides opportunities to connect with current or prospective students as well as the community.



LINKEDIN [linkedin.com/edu/school?id=17835](https://www.linkedin.com/edu/school?id=17835)

Our LinkedIn University Page provides a unique opportunity to reach alumni and professionals. LinkedIn groups and company pages also are excellent forums to connect with alumni and professionals related to the field of your department or program and foster discussions and relationships.

SOCIAL MEDIA BEST PRACTICES

Be ethical. Protect confidential and proprietary information related to the University, its students, employees and alumni. Federal requirements, including FERPA, HIPA and NCAA regulations, apply to communication in social media. Be sure to adhere to all applicable University privacy and confidentiality policies.

Be accurate. Be transparent about your role at Stanislaus State and be authentic in your communications with others. Admit and correct mistakes quickly and accurately. Be mindful of your responsibility to use University time and resources wisely.

Be respectful. Conversations should stay on topic, and can include positive and negative perspectives. Moderate conversations respectfully to foster relationship building. Include language in your account description asking those who participate on your social media site to be courteous as well.

Be thoughtful. Have a plan to share relevant, interesting and succinct content, and know your audience. Create posts related to your field or area of expertise, and cross-promote content from related units on campus. Think before you post — your content can be shared widely and publicly.

Be engaged. Remember that creating effective social media will take work. Commit the required time and passion to engage with your social audience. Consistency is critical. Start small, measure your efforts and make adjustments.

Be in touch. Let us know if you plan to start a social media site for your program or department. We would be delighted to help you get started and to find ways to reach your audience.

Be authentic. Personally address participants on your social media sites by name and respond to them in the first person. Let your enthusiasm for Stanislaus State shine through.

Be helpful. Answer requests for information quickly and accurately. You often can link back to resources on the University website. Providing information swiftly demonstrates that you are listening and responsive to the needs of those in your social sphere, and builds a sense of community.

UNIVERSITY IDENTITY ON SOCIAL MEDIA

Many individuals are following multiple Stanislaus State social media feeds, making it important to distinguish each feed while maintaining the important relationship of each department or program to the University as a whole.

NAMING YOUR ACCOUNT

When choosing a name for your social media account, use the name of the University first (use the informal name or the nick name), followed by the name of your department, program, etc.

Stanislaus State Alumni Association
 Stanislaus State Department of Theatre
 Stan State Men's Basketball
 Stan State Geography Club



ELECTRONIC COMMUNICATIONS

PROFILE PHOTO

Choose a photo that represents your program or department with a strong focal point, or that tells a story. Keep in mind that the photo should be recognizable when viewed at very small sizes.

The shield logo, as shown below, should be used only by official University communications social media platforms. It should not be used by any other offices, departments or programs for their social media profile image.

You can create a profile image that uses the new University brand by applying the template below to a photo that represents the students or activities in your department or program.



You can download the profile photo template and find instructions for use at csustan.edu/communications/social-media.

ONLINE RESOURCES

The University branding and style guidelines apply to content posted on social media. If you are planning to share a post that uses the University brand, please be sure to follow the guidelines at csustan.edu/brand.

For more information about how you can begin to utilize social media for your department or program, please visit our online social media guide at csustan.edu/communications/social-media.

QUESTIONS?

We would be pleased to answer any questions you may have about social media or using the brand on new or existing social media sites. If your department or program is interested in consolidating or eliminating duplicate social media accounts, a member of our team would be pleased to help you create a resolution strategy. Please feel free to contact the Office of Communications and Public Affairs at (209) 664-6780 or cpa@csustan.edu.

WRITING STYLE GUIDE

The online version of this guide includes a writing style guide meant to stand as a constantly evolving reference to address issues specific to the University (place names, for example) and terms frequently used in academia.

The stylebook can be found here:

csustan.edu/communications/writing-style-guide.

Writing style guides in general serve three significant purposes:

They are an arbiter of factual and grammatical accuracy, they ensure clarity and consistency, and they serve as references. The Stanislaus State writing style guide is intended to supplement and occasionally supersede the Associated Press Stylebook, which is the widely accepted standard.

In addition to the usual alphabetized and cross-referenced content found in all style guides, the Stanislaus State writing style guide contains several unique entries. Included is a list of Stanislaus State deans and their proper titles, as well as a list of the proper and general-use names of major buildings on campus. And the writing style guide ends with a list of five free online resources to assist writers of all levels to make certain their words deliver the intended meaning to their audiences.

You might wonder why this style guide is online and not included as part of this brand book. It's in large part because language evolves and changes. Names and issues unheard of a year or two ago gain relevance and a foothold in everyday use. A style guide in print form becomes outdated the minute it lands on someone's desk, which is why a well-used guide should contain so many handwritten additions and updates. With that in mind, this style guide shall remain as an online document to be updated and revised as needed.



We always reserve the right to review and approve, prior to final draft stage, any materials and items that contain our logo or name. Materials that contain our logo must comply with these brand and graphics standards.

If you have any questions, need assistance or have a specific request please contact the University's Office of Communications and Public Affairs at cpa@csustan.edu or 209.664.6780.

