Visual Identity *Manual*

WE DEFINE THE *Future*

CALIFORNIA STATE UNIVERSITY
SAN BERNARDINO

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OVERVIEW

Letter from Office of Strategic Communication

California State University, San Bernardino (CSUSB) made great strides in presenting a unified visual identity since the launch of our redesigned logo in 2007. With the implementation of a structured visual identity architecture system outlined in this manual, we resolve our visual identity crisis that included 100-plus variations of individual homegrown logos being used for campus units or departments, and countless instances in which the official campus logo was distorted, misplaced or misused with the wrong type or colors.

A decade later, CSUSB identified a need to take our identity to the next level. With a unified visual identity under our belt, we launched a university brand, We Define the Future, that would allow us to tell our unique story with consistent messaging across the university. The university Brand Manual can be found online at *www.csusb.edu/branding-toolkit*.

So, why do we have two manuals? The Brand Manual focuses on telling our current CSUSB story, the university brandmarks and brand graphics that support this story. The Visual Identity Manual outlines all of the university logos and guidelines for using those logos. It also established a foundation for future growth under the visual identity architecture system. This logo and identity system remain in place, and this manual provides a constant resource on how to use them.

The purpose of this manual is to make your life easier by demonstrating how to correctly use the university's visual identity package. I don't expect you to read it cover-to-cover, but it can serve as a valuable reference tool. You'll better understand how individual campus units fit in the overall identity architecture of the university, and why that architecture should be maintained so that the university and all of its parts can ensure quality, consistency and a unified visual brand identity. You'll also see how we can maintain a unified appearance while not making everything look the same.

Please address any special design needs you may have with our Office of Strategic Communication.

Sincerely,

Angela Gillespie

Angela Gillespie
Senior Creative Strategist
Strategic Communication

Objectives and Benefits

Through the proper and consistent placement of our university logo and its affiliated designs, we have the opportunity to communicate to the world messages about what Cal State San Bernardino means. Our visual identity reflects more than artistic designs and thoughtful typestyles; it speaks about our values and image. Consistent use of our visual identity, as outlined in this manual, will help our university to reinforce the image we hope to portray.

A visual identity is much more than a logo. It's more than colors and fonts. It's everything we produce that states the name of the university. When individual units and departments seek their own individual logos instead of paying special attention to the university's logo (not just how it looks, but what it means), then it sends the wrong message. There is not a clear statement as to the university's visual identity when it presents itself with numerous logos. The university is viewed as unorganized. Moreover, it is perceived as secondary to that unit, when in reality, those units are dependent on the university for their existence. Research has proven that multiple logos from a single institution dilute the core identity.

The look and feel of Cal State San Bernardino materials – whether those are publications, advertisements, video productions or Web pages – show our personality and strengths. Unfortunately, they also can show our weaknesses if we do not present them properly. A true unified visual identity will happen for Cal State San Bernardino when all of our visual communications come together to reinforce the core identity of the university.

The purpose of this manual is to help you understand the university's need to present a unified visual identity. No, things don't need to look the same. That's the last thing we would want. But there are elements that need to be consistent, and that starts with the university logo. And even with the logo, there are variations that allow you more flexibility than ever before.

Within this manual is an outline that will help to explain why certain units should eliminate or modify their current independent logos, and recommendations about how to begin that process. The Office of Strategic Communication is happy to work with the campus community to meet the standards outlined in this manual.

Why have a unified visual identity?

The simple reason is to help the university communicate more clearly to all of its audiences. By **clearly communicating** who we are and what we stand for we are better able to:

- Raise university's profile in region
- Communicate as a whole instead of in parts
- Support donor cultivation
- Help recruit new students
- Connect current students to university
- Keep alumni connected after they graduate

What's wrong with having multiple identities?

- Additional logos put the university second to those other logos
- Makes us compete with one another
- Spreads limited budgets and resources
- Frustrates marketing and communications
- Dilutes the institution's sense of itself
- Confuses the students, alumni, donors, influencers and community

Values and Themes

The visual identity that is presented in this manual is the result of more than a year of development, including research and testing sample designs. Concurrent with this project, members of the design team were involved with projects that also measured opinions about our campus. The themes of these messages are also the focus of CSUSB's key message points, which can frequently be found in our recruiting videos and throughout the campus website.

Graphics Standards Oversight

The visual identity program is administered through the Cal State San Bernardino Office of Strategic Communication, which oversees the university's brand. Policy questions about the rules contained within this manual should be directed to the assistant vice president of strategic communication. The Office of Strategic Communication works within the division of University Advancement in cooperation with the offices of Printing Services, Mail Services and Web Services to oversee implementation of these guidelines and to provide consultation and ensure compliance.

General questions about these guidelines and use of the marks should be directed to the Office of Strategic Communication at (909) 537-5007 or email logo@csusb.edu.

Approval and Usage

While this manual is intended to set policies and guidelines for the use of the university's visual identity, it is also meant to provide users with flexibility and assistance so they can visually portray the university in a consistent manner.

To ensure that materials are in compliance with this manual and Cal State San Bernardino policies, all printed materials must be officially approved by the Office of Strategic Communication. It is the policy of the university that the purchasing department will not issue payment to a print vendor unless this approval is received in advance of publication.

Letterhead, business cards and similar materials printed by the university's Printing Services office are not required to go through the Office of Strategic Communication for approval, since templates for such materials have already been approved. However, special exceptions to the standard models must be approved before printing.

Publications created outside of the CSUSB Office of Strategic Communication MUST be approved before the material is printed. Please allow at least two working days for review. Long documents could take longer to review.

To schedule a meeting to discuss design and printing needs, call the CSUSB Office of Strategic Communication at (909) 537-5007 or email logo@csusb.edu.

Visual Identity Contacts

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**TRADEMARKS AND LICENSING:
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COPYRIGHT RESOURCES**
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**USE OF THE CSUSB NAME AND
IMAGERY**
Office of Strategic Communication

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Licensed Merchandise

The university has an established procedure for the production and sale of Cal State San Bernardino merchandise.

California State University, San Bernardino contracts with Learfield Licensing Partners to be the university's exclusive licensing agent to administer the licensing program and to ensure quality control and overall compliance.

CSUSB allows the production and distribution of merchandise bearing its name and marks only through official licensees. Anyone wishing to produce merchandise must be licensed to do so. Vendors should be directed to www.smaworks.com to complete the necessary application as part of the licensing process.

Learfield, in conjunction with CSUSB personnel, including the university's Office of Strategic Communication and the Athletic Department, administers the licensing program and oversees the approval of artwork, the issuance of license agreements and the collection of royalties due to California State University, San Bernardino.

Only authorized licensees should be used for any orders and purchases of Cal State San Bernardino merchandise. This applies to campus units and to entities not affiliated with the university that produce merchandise for sale or other distribution.

Questions should be directed to Mike Molina, assistant athletic director of game management & marketing at (909) 537-3076; or Jacob Krebs, CSUSB's university services representative at Learfield at (317) 749-0623 or jkrebs@learfieldlicensing.com

THE UNIVERSITY NAME

Accepted Uses

The Cal State San Bernardino visual identity is much more than a graphic appearance; the university's visual identity represents an important component in its unique personality. It is important to use the name correctly and consistently to distinguish the university from others in the system and around the country. Through consistency, Cal State San Bernardino can continue to establish name recognition locally, regionally and on a statewide and national level as well.

California State University, San Bernardino

This is the university's formal name that identifies it as part of the California State University system. California State University, San Bernardino is one of 23 campuses in the CSU system.

In most cases, the formal full name of the university is used as the first text reference. This clearly identifies the university to readers when lack of familiarity might make a secondary name meaningless to them. This establishes a point of reference for less formal accepted names that might follow. It is usually not necessary to use the full formal name after the first reference. The name is long enough as it is.

Cal State San Bernardino

This is the acceptable shorter, less formal name for the university. It is acceptable as a first text reference, as well as subsequent references. There is no comma in this name.

CSUSB

This is the acronym for California State University, San Bernardino. This is never used as a first text reference, but is acceptable after the name of the university has been fully spelled out, either in the formal or less-formal accepted version.

Accepted but Less Preferred Uses

This variation of the name is not preferred, but is accepted in some limited circumstances with approval from the CSUSB Office of Strategic Communication.

CSU San Bernardino

The Comma

Because there are different uses of the university name, there are also different rules for use of the comma. When the formal, full name appears on a single line title or in copy, the comma is always used, separating California State University from its location in San Bernardino. It is incorrect to replace the comma with "at" or "of" or any other connecting word or symbol. In addition, when California State University, San Bernardino appears in a sentence such as this one, there is no comma following San Bernardino.

The only exception to this rule occurs when the two parts of the full name are divided to stack California State University above San Bernardino so that they appear on two separate lines. In this case we remove the comma.

The comma is not used with the less formal names. There is **no comma** in the name Cal State San Bernardino.

Formal Name

Correct	Incorrect
California State University, San Bernardino	California State University San Bernardino
	California State University at San Bernardino
	California State University of San Bernardino
	California State University in San Bernardino
	California State University – San Bernardino
	California State University: San Bernardino
	Cal State University San Bernardino

Informal Name and Acronym

Correct	Incorrect
Cal State San Bernardino	Cal State
CSUSB	Cal-State
	Cal State, San Bernardino
Accepted (but less preferred)	Cal State University, San Bernardino
CSU San Bernardino	Cal-State San Bernardino
	Cal State SB
	Cal State U.
	Cal State U. SB
	Cal State at San Bernardino
	Cal State of San Bernardino
	Cal State U. San Bernardino
	Cal San Bernardino
	C.S.U.S.B.
	CSSB
	C.S.S.B
	CSU, SB
	CS-SB
	CSU-SB
	CSU-San Bernardino
	CSU, San Bernardino
	C.S.U. San Bernardino
	San Bernardino State
	San Bernardino University
	San Bernardino State University
	CSU San Berdoo
	The U at Berdoo

THE UNIVERSITY LOGO

The California State University, San Bernardino logo is the primary graphic identification mark that visually distinguishes the university. Its design is intended to identify the campus as a multi-faceted institution of higher education uniquely located in San Bernardino. It should be used by all campus units to convey a sense of the whole university through uniformity and consistency.

CALIFORNIA STATE UNIVERSITY
SAN BERNARDINO

There are several main elements to the California State University, San Bernardino visual identity:

- The design of the icon
- The design of the nameplate
- The full logo (icon and nameplate)
- The lettering style (or font)
- The correct colors
- The correct size, proportion and spacing
- The correct background

No logos other than the official California State University, San Bernardino logo and those logos recognized as officially approved logos are authorized for use on any letterhead, business cards, publications, Web sites or other applications representing the university or a unit of the university.

This manual includes chapters that address the logo (the proper combined use of the icon and nameplate), along with specific guidelines for its proper use. A wide variety of accepted uses of the logo have been accommodated, allowing campus units tremendous flexibility in how they present the university's visual identity. However, all applications of the logo must follow the guidelines set forth in this manual, and such uses must be approved by the university's Office of Strategic Communication.

Consistency in the use of the logo and nameplate elements assists in protecting the university's visual identity against plagiarism. Please refer to the sample logos on the following pages for proper usage.

The university identity has been defined by an intricate architectural structure. Logos are classified as the university's core identity, identity extensions, sub-identities or independent identities. All university logos fall under one of these classifications. A complete explanation can be found starting "Visual Identity Architecture" on page 54 "Visual Identity Architecture".

Basic Rules

- Don't alter the proportions or spatial relationships of the logo or its parts (icon and nameplate);

- Don't change the color of the logo;

- Don't lighten or darken the logo;

- Don't use the logo in outline form;

- Don't add an outline to the logo;

- Don't distort, skew, morph or italicize the logo;

- A subtle shadow effect on the logo is acceptable as long as it increases the legibility of the logo. Avoid dark, harsh shadows as they can have the effect of changing the logo design.

- Don't use artificial dimensional effects (such as making the logo three-dimensional or using the digital embossing effect). Having the logo actually embossed is acceptable but using artificial dimensional effects can reduce the legibility of the logo and change the logo design.

- Don't use the icon as a stand-alone image. It must be used in combination with the nameplate, as directed;

- Don't make a pattern or decorative device out of the logo or its parts (icon or nameplate);

- Don't use any part of the logo or its styling as the basis for another design;

- Make sure there is enough contrast between the logo and any background it is against to ensure proper legibility;

- Avoid busy, complex backgrounds that interfere with legibility;

- Don't use a logo unless it is in perfect condition (no jagged edges, blurriness, missing parts).

Please consult with the Office of Strategic Communication to clarify any of the basic rules at (909) 537-5007 or email logo@csusb.edu.

THE PRIMARY LOGO

The primary California State University, San Bernardino logo consists of the icon and the nameplate. There are instances when the logo will also be accompanied by a tagline or by the name of a campus unit. This is the preferred version of the logo, providing a center-balanced image that helps the university to express its personality and core values. The primary logo should be displayed prominently on all university documents and publications (unless superseded by the university seal, which is only used on official and presidential documents).

LOGO — icon — *California blue skies* — *San Bernardino regional mountains* — *PMS 300*

nameplate — **CALIFORNIA STATE UNIVERSITY SAN BERNARDINO** — *60% black*

The Icon

The image of the mountains is intended to represent the San Bernardino Mountains, which serve as a picturesque background to the campus. The mountain image is an appropriate reflection of the mountains which tower over the Cal State San Bernardino campus and also the mountains adjacent to CSUSB's Palm Desert Campus in the Coachella Valley. The arch over the mountains represents the blue skies of Southern California.

The Nameplate

The nameplate has been crafted in all-caps in the font, Friz Quadrata. The name San Bernardino is twice in proportion the height of the words California State University, giving emphasis to the location of the campus and separating it from the other CSU campuses, while also giving prominence to the California State University system.

The Complete Logo

Please do not break out the icon by itself. Please see the sections about proper and improper uses of the logo and nameplate on the following pages to understand the accepted applications.

The logo or nameplate should not be repositioned in relation to each other in any way other than designated by these guidelines.

The logo can be used with the name of a college, department or other campus unit, as explained in this manual. This allows those units to have their own identity while linking to the overall identity of the university (see section on visual identity architecture starting on page 51). The purpose is to project the university as a whole, with its relationship to individual units in the form of an extension logo.

However, please do not create this extension logo yourself. Please reference extension logos on page 56.

The official California State University, San Bernardino logo should appear on all university printed and online communications. It should always be displayed, clearly but not necessarily conspicuously, on the front and/or back of a brochure or newsletter, and on advertisements and fliers.

The logo is available for download at www.csusb.edu/logo-request. To check for any updates to the visual identity standards visit http://identity.csusb.edu.http://identity.csusb.edu.

Configuration

Our logo has been customized with a precise design. The nameplate has been crafted in all capital letters on two lines in the font Friz Quadrata with custom kerning. The digital files are available upon request so that users never have to reinvent or redesign the logo. The height of the words, "California State University" has been identified as X, and the height of the words, "San Bernardino" is equal to 2X.

3.65x *3x*

.65x

1x

.65x

3.65x *2x*

Color Variations

Acceptable color variations of the logo include the preferred PMS 300 icon and 60% black name-plate. Alternate color variations that may be used include solid black and solid white. The logo may also be foil-stamped in gold, silver, bronze and blue. Use caution in matching foil colors to the matching color palette (see "Primary Logo Colors" on page 71-"Secondary Color Palette" on page 72).

PMS 300

60% black

Solid black

Solid white reversed out of a dark background creating sufficient contrast

Size Requirements

To ensure common print usage, it is imperative that the logo not be reduced to smaller than one-third of an inch. Anything smaller would compromise its legibility.

Minimum Size Allowed for Print

.3" — CALIFORNIA STATE UNIVERSITY SAN BERNARDINO   *For print designs the logo must be at least 1/3 inch high*

.25" — CALIFORNIA STATE UNIVERSITY SAN BERNARDINO   .2" — CALIFORNIA STATE UNIVERSITY SAN BERNARDINO   *TOO SMALL for print legibility and reproduction*

Minimum Size Allowed for Web

46 pixels — CALIFORNIA STATE UNIVERSITY SAN BERNARDINO   *For Web designs the logo must be at least 46 pixels high*

Clear Space

There must be a clear space on all sides of the logo equal to the height of the letter "A" in "SAN BERNARDINO." This clear space allows the logo to breathe and keeps the logo separated from other design elements and text. No graphics, type, borders, illustration, product features or page edges may intrude into the clear space.

Gray area is the clear space to be honored

Height of the letter "A"

CALIFORNIA STATE UNIVERSITY SAN BERNARDINO

"A"   "A"   "A"   "A"

Unacceptable Uses

The logo must not be redrawn or modified in any way. It must not be decorated, represented in perspective, outlined or used for frivolous decorative purposes. Do not use the logo on a background that interferes with the legibility of the logo. Approved alternate logos are available if the main logo does not fit your design needs. Contact the Office of Strategic Communication to determine the correct alternate logo for your needs. (See Alternate logos on page 16).

The icon in the logo cannot be moved to a new position relative to the nameplate.

The icon in the logo cannot be used separately from the nameplate.

The logo must stay in correct proportion and not be "squeezed" into other shapes.

The nameplate (text) color in the logo cannot be changed. If the color logo isn't legible use the solid black or solid white version of the logo so that it is legible. (see page 13 for more information on color variations)

The nameplate (text) in the logo cannot be modified. If you need an Identity Extension logo (see page 53-54 for more information on Identity Extension logos) created with your college, department, office, etc., please contact the Office of Strategic Communication at (909) 537-5007 or email logo@csusb.edu.

The Logo on Background Colors

In all applications, the contrast between the logo and the background should allow for legibility and readability of the logo.

In all of these examples there is enough contrast between the logo and the color behind it for print

In this example there is not enough contrast between the background color and the logo

The Logo on a Photograph

Photographs can produce an extra challenge to legibility with color variations in images. The contrast between the logo and the image should allow for legibility and readability of the logo. A subtle drop shadow will be permissible to increase the legibility of the logo; however, do not use the embossing effect option available in graphic design applications because of the decreased legibility results. Under no circumstances should an outline be added to the logo.

The area that the logo is on top of is ideal in this photograph. The area doesn't have much texture and none of the elements come too close to the logo, allowing the required clear space around the logo.
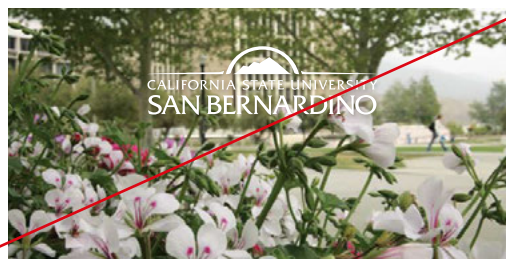
The area in the photo under this logo has too much visual texture, reducing the logo's legibility to an unacceptable level.

The Logo and Drop Shadows and Embossing

A subtle drop shadow will be permissible to increase the legibility of the logo; however, do not use the embossing effect option available in graphic design applications because of the decreased legibility results. The actual physical embossing of the logo on a surface is acceptable.
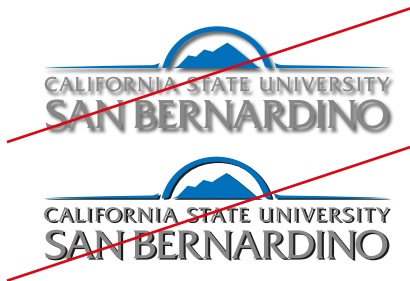
A subtle drop shadow that doesn't reduce legibility or change the effect the design of the logo is acceptable.

Drop shadows or embossing that reduce the clarity of the logo or changes the look of the logo are unacceptable.

ALTERNATE LOGOS

The logo is available in several variations to accommodate different layouts. However, we encourage you to use the center-balanced logo as your first priority, whenever possible. All of these variations utilize the full name of the university, but the relationship between the icon and the nameplate has been adjusted to accommodate various graphic design requirements. For example, the placement of the icon on the left of the two-line nameplate works well when the logo used in a flush-left application. The variation with the longer, single-line nameplate might be appropriate when vertical space is limited and as an identity bar at the bottom of fliers or other publications.

If the layout or application dictates, it is acceptable to use the other logo variations or the nameplate by itself, but only as a secondary choice to the primary center-balanced logo.

Shown below are several approved configurations of the logo, allowing additional flexibility. Do not create applications other than those outlined below. Other configurations are incorrect and unacceptable.

Two-Line Full or Formal Name Alternate Logo

CALIFORNIA STATE UNIVERSITY
SAN BERNARDINO

Single-Line Full or Formal Name Alternate Logo

CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO

Informal or Cal State Alternate Logo

CAL STATE SAN BERNARDINO

Acronym Vertical Alternate Logo

CSUSB

Acronym Horizontal Alternate Logo

CSUSB

Palm Desert Campus Primary Logo

CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO
PALM DESERT CAMPUS

Palm Desert Campus Alternate Logo

CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO
PALM DESERT CAMPUS

Palm Desert Campus Acronym Alternate Logo

CSUSB
PALM DESERT CAMPUS

The Two-Line Full Name Alternate Logo

This version of the logo includes the formal name of the university, but the icon has been moved to the left of the nameplate, which is crafted on two lines. The proportions of the nameplate and icon remain the same as in the primary logo. This is the only two-line alternate variation of the logo. It is mostly used in cases where size limitations prevent the use of the primary logo (for example, on pens or other promotional items). The primary logo should be used when the logo appears in the center of a page (the primary logo is preferred for most uses).

The logo is available for download at www.csusb.edu/logo-request. To check for any updates to the visual identity standards visit *http://identity.csusb.edu*.

LOGO

PMS 300

CALIFORNIA STATE UNIVERSITY
SAN BERNARDINO

60% black

icon   *nameplate*

Configuration

Our logo has been customized with a precise design. The nameplate has been crafted in all capital letters on two lines in the font Friz Quadrata with custom kerning. The digital files are available for download so that users never have to reinvent or redesign the logo. The height of the words, "California State University" has been identified as X, and the height of the words, "San Bernardino" is equal to 2X.

CALIFORNIA STATE UNIVERSITY
SAN BERNARDINO

x
2x

Color Variations

Acceptable color variations of the logo include the preferred PMS 300 icon and 60% black name-plate. Alternate color variations that may be used include solid black, solid blue (PMS 300) and solid white. The logo may also be foil-stamped in gold, silver, bronze and blue. Use caution in matching foil colors to the matching color palette (See "Primary Logo Colors" on page 71-"Secondary Color Palette" on page 72).

PMS 300

CALIFORNIA STATE UNIVERSITY
SAN BERNARDINO —— 60% black

CALIFORNIA STATE UNIVERSITY
SAN BERNARDINO —— Solid black

CALIFORNIA STATE UNIVERSITY
SAN BERNARDINO —— Solid white reversed out of a dark background creating sufficient contrast

Size Requirements

To ensure common print usage, it is imperative that the logo not be reduced to smaller than .16 of an inch. Anything smaller would compromise its legibility.

Minimum Size Allowed for Print

.16"   CALIFORNIA STATE UNIVERSITY **SAN BERNARDINO**   For print designs the logo must be at least .16 of an inch high

.125"   CALIFORNIA STATE UNIVERSITY SAN BERNARDINO   .1"   CALIFORNIA STATE UNIVERSITY SAN BERNARDINO   TOO SMALL for print legibility and reproduction

Minimum Size Allowed for Web

24 pixels   CALIFORNIA STATE UNIVERSITY **SAN BERNARDINO**   For Web designs the logo must be at least 24 pixels high

Clear Space

There must be a clear space on all sides of the logo equal to the height of the letter "A" in "SAN BERNARDINO." This clear space allows the logo to breathe and keeps the logo separated from other design elements and text. No graphics, type, borders, illustration, product features or page edges may intrude into the clear space.

Gray area is the clear space to be honored

Height of the letter "A"

"A"

"A"

"A"

"A"

CALIFORNIA STATE UNIVERSITY
SAN BERNARDINO

Unacceptable Uses

The logo must not be redrawn or modified in any way. It must not be decorated, represented in perspective, outlined or used for frivolous decorative purposes. Do not use the logo on a background that interferes with the legibility of the logo. Additional approved alternate logos are available for download at https://www.csusb.edu/logo-request if this logo does not fit your design needs.

The same examples given previously for the primary version of the logo apply to this logo as well. (See"Color Variations" on page 18).

The Logo on Background Colors

In all applications, the contrast between the logo and the background should allow for legibility and readability of the logo. A subtle drop shadow will be permissible to increase the legibility of the logo; however, do not use the embossing effect option available in graphic design applications because of the decreased legibility results. The actual physical embossing of the logo is acceptable.

The same examples given previously for the primary version of the logo apply to this logo as well. (See"The Logo and Drop Shadows and Embossing" on page 15).

The Logo on a Photograph

Photographs can produce an extra challenge to legibility with color variations in images. The contrast between the logo and the image should allow for legibility and readability of the logo. A subtle drop shadow will be permissible to increase the legibility of the logo; however, do not use the embossing effect option available in graphic design applications because of the decreased legibility results. Under no circumstances should an outline be added to the logo.

The same examples given previously for the main version of the logo apply to this logo as well. (See "The Logo on a Photograph" on page 14).

The Single-Line Full Name Alternate Logo

This version of the logo includes the formal name of the university, with the icon located to the left of the nameplate, which is on one line. The size of the lettering is the same for the entire name. Use of this logo variation should be very limited and would most likely be used to identify the university at the footer of a document (such as a flier or poster). The primary logo should be used whenever possible.

The logo is available for download at *www.csusb.edu/logo-request*. To check for any updates to the visual identity standards visit *http://identity.csusb.edu*.

LOGO

CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO — *60% black*

PMS 300

icon   *nameplate*

Configuration

Our logo has been customized with a precise design. The nameplate has been crafted in all capital letters on a single line in the font Friz Quadrata with custom kerning. The digital files are available upon request so that users never have to reinvent or redesign the logo. In this variation, the height of the words, "California State University, San Bernardino" has been identified as X.

CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO *x*

Color Variations

Acceptable color variations of the logo include the preferred PMS 300 icon and 60% black nameplate. Alternate color variations that may be used include solid black, solid blue (PMS 300) and solid white. The logo may also be foil-stamped in gold, silver, bronze and blue. Use caution in matching foil colors to the matching color palette (See "Primary Logo Colors" on page 71-"Secondary Color Palette" on page 72).

PMS 300

CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO — *60% black*

CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO — *Solid black*

CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO — *Solid white reversed out in sufficient contrast*

Size Requirements

To ensure common print usage, it is imperative that the logo not be reduced to smaller than .1 of an inch. Anything smaller would compromise its legibility.

Minimum Size Allowed for Print

.1" CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO

For print designs the logo must be at least .1 of an inch high

.0625" CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO

TOO SMALL for print legibility and reproduction

Minimum Size Allowed for Web

12 pixels CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO

For Web designs the logo must be at least 12 pixels high

Clear Space

There must be a clear space on all sides of the logo equal to the height of the letter "A" in "SAN BERNARDINO." This clear space allows the logo to breathe and keeps the logo separated from other design elements and text. No graphics, type, illustration, product features or page edges may intrude into the clear space.

Gray area is the clear space to be honored

Height of the letter "A"

CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO

"A"

"A"

"A"

"A"

Unacceptable Uses

The logo must not be redrawn or modified in any way. It must not be decorated, represented in perspective, outlined or used for frivolous decorative purposes. Do not use the logo on a background that interferes with the legibility of the logo. Additional approved alternate logos are available for download at *https://www.csusb.edu/logo-request* if this logo does not fit your design needs.

Examples given previously for other variations of the logo apply to this logo as well.
(See "Unacceptable Uses" on page 13 for visual examples).

The Logo on Background Colors

In all applications, the contrast between the logo and the background should allow for legibility and readability of the logo. A subtle drop shadow will be permissible to increase the legibility of the logo; however, do not use the embossing effect option available in graphic design applications because of the decreased legibility results. The actual physical embossing of the logo is acceptable.

The same examples given previously for the primary version of the logo apply to this logo as well.
(See "The Logo on a Photograph" on page 14 for visual examples).

The Logo on a Photograph

Photographs can produce an extra challenge to legibility with color variations in images. The contrast between the logo and the image should allow for legibility and readability of the logo. A subtle drop shadow will be permissible to increase the legibility of the logo; however, do not use the embossing effect option available in graphic design applications because of the decreased legibility results. Under no circumstances should an outline be added to the logo.

The same examples given previously for the main version of the logo apply to this logo as well.
(See "The Logo on a Photograph" on page 14 for visual examples).

The Informal or Cal State San Bernardino Alternate Logo

A shorter version of the university logo is available with the informal name of the university, Cal State San Bernardino. It is only available with the icon positioned to the left of the nameplate and not as a center-balanced graphic. The nameplate is presented in all capital letters on a single line. There is no comma when using the informal name or logo. This logo variation has been developed to accommodate layout needs and is acceptable to use, but only as a secondary choice to the primary center-balanced, formal-name logo. The primary logo should be used whenever possible.

The informal logo is shown below. Please use only as illustrated and do not create other variations. Other configurations are incorrect and unacceptable.

The logo is available for download at *www.csusb.edu/logo-request*. To check for any updates to the visual identity standards visit *http://identity.csusb.edu*.

LOGO

PMS 300 ——— CAL STATE SAN BERNARDINO ——— *60% black*

icon   *nameplate*

Configuration

Our logo has been customized with a precise design. The nameplate has been crafted in all capital letters on a single line in the font Friz Quadrata with custom kerning. The digital files are available upon request so that users never have to reinvent or redesign the logo. In this variation, the height of the words, "Cal State San Bernardino" has been identified as X.

CAL STATE SAN BERNARDINO   *x*

Color Variations

Acceptable color variations of the logo include the preferred PMS 300 icon and 60% black name-plate. Alternate color variations that may be used include solid black, solid blue (PMS 300) and solid white. The logo may also be foil-stamped in gold, silver, bronze and blue. Use caution in matching foil colors to the matching color palette (See "Primary Logo Colors" on page 71-"Secondary Color Palette" on page 72).

PMS 300

CAL STATE SAN BERNARDINO ——— *60% black*

CAL STATE SAN BERNARDINO ——— *Solid black*

CAL STATE SAN BERNARDINO ——— *Solid white reversed out in sufficient contrast*

Size Requirements

To ensure common print usage, it is imperative that the logo not be reduced to smaller than .1 of an inch. Anything smaller would compromise its legibility.

Minimum Size Allowed for Print

.1" CAL STATE SAN BERNARDINO   *For print designs the logo must be at least .1 of an inch high*

.0625" CAL STATE SAN BERNARDINO   *TOO SMALL for print legibility and reproduction*

Minimum Size Allowed for Web

12 pixels CAL STATE SAN BERNARDINO   *For Web designs the logo must be at least 12 pixels high*

Clear Space

There must be a clear space on all sides of the logo equal to the height of the letter "A" in "SAN BERNARDINO." This clear space allows the logo to breathe and keeps the logo separated from other design elements and text. No graphics, type, borders, illustration, product features or page edges may intrude into the clear space.

Gray area is the clear space to be honored

Height of the letter "A"

CAL STATE SAN BERNARDINO

"A" "A" "A" "A"

Unacceptable Uses

The logo must not be redrawn or modified in any way. It must not be decorated, represented in perspective, outlined or used for frivolous decorative purposes. Do not use the logo on a background that interferes with the legibility of the logo. Additional approved alternate logos are available for download at *https://www.csusb.edu/logo-request* if this logo does not fit your design needs.

Examples given previously for other variations of the logo apply to this logo as well.
(See "Unacceptable Uses" on page 13 for visual examples).

The Logo on Background Colors

In all applications, the contrast between the logo and the background should allow for legibility and readability of the logo. A subtle drop shadow will be permissible to increase the legibility of the logo; however, do not use the embossing effect option available in graphic design applications because of the decreased legibility results. The actual physical embossing of the logo is acceptable.

Examples given previously for the primary version of the logo apply to this logo as well.
(See "The Logo on a Photograph" on page 14-"The Logo and Drop Shadows and Embossing" on page 15 for visual examples).

The Logo on a Photograph

Photographs can produce an extra challenge to legibility with color variations in images. The contrast between the logo and the image should allow for legibility and readability of the logo. A subtle drop shadow will be permissible to increase the legibility of the logo; however, do not use the embossing effect option available in graphic design applications because of the decreased legibility results. Under no circumstances should an outline be added to the logo.

Examples given previously for the main version of the logo apply to this logo as well.
(See "The Logo on a Photograph" on page 14 for visual examples).

The Acronym Vertical Alternate Logo

Two versions of the university logo featuring only the icon and the acronym CSUSB are also available. They were created for use in spaces where a more condensed logo is more appropriate. It is important that the audience is already familiar with the university, or that the name (formal or informal) appears elsewhere on the document.

This variation was created for applications such as lapel pins and for spaces that are limited to a square or vertical configuration. The icon and acronym nameplate should be used together and not separated. The icon should never be used as a stand-alone graphic. Please use only as illustrated and do not create other variations. Other configurations are incorrect and unacceptable.

The logo is available for download at *www.csusb.edu/logo-request*. To check for any updates to the visual identity standards visit *http://identity.csusb.edu*.

LOGO — *icon* / *nameplate*
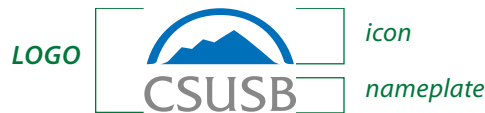
Configuration

Our logo has been customized with a precise design. The CSUSB acronym nameplate has been crafted in all capital letters on a single line in the font Friz Quadrata with custom kerning. The digital files are available upon request so that users never have to reinvent or redesign the logo. In this variation, the height of the letters, "CSUSB" has been identified as X. The letters fall directly under the icon, creating a stacked logo that is appropriate for vertical or square space applications.

x

Color Variations

Acceptable color variations of the logo include the preferred PMS 300 icon and 60% black nameplate. Alternate color variations that may be used include solid black, solid blue (PMS 300) and solid white. The logo may also be foil-stamped in gold, silver, bronze and blue. Use caution in matching foil colors to the matching color palette (See "Primary Logo Colors" on page 71-"Secondary Color Palette" on page 72).

PMS 300

60% black

Solid black

Solid white reversed out in sufficient contrast

Size Requirements

To ensure common print usage, it is imperative that the logo not be reduced to smaller than .2 of an inch. Anything smaller would compromise its legibility.

Minimum Size Allowed for Print

.2"   *For print designs the logo must be at least .2 of an inch high*

.15"   .075"   *TOO SMALL for print legibility and reproduction*

Minimum Size Allowed for Web

24 pixels   *For Web designs the logo must be at least 24 pixels high*

Clear Space

There must be a clear space on all sides of the logo equal to the height of the letter "B" in "CSUSB." This clear space allows the logo to breathe and keeps the logo separated from other design elements and text. No graphics, type, borders, illustration, product features or page edges may intrude into the clear space.

Gray area is the clear space to be honored

Height of the letter "B"

"B"

"B"

"B"   "B"

Unacceptable Uses

The logo must not be redrawn or modified in any way. It must not be decorated, represented in perspective, outlined or used for frivolous decorative purposes. The icon and acronym nameplate should be used together and not separated. The icon should never be used as a stand-alone graphic. Do not use the logo on a background that interferes with the legibility of the logo. Additional approved alternate logos are available for download at *https://www.csusb.edu/logo-request* if this logo does not fit your design needs.

Examples given previously for other variations of the logo apply to this logo as well.
(See "Unacceptable Uses" on page 13 for visual examples).

The Logo on Background Colors

In all applications, the contrast between the logo and the background should allow for legibility and readability of the logo. A subtle drop shadow will be permissible to increase the legibility of the logo; however, do not use the embossing effect option available in graphic design applications because of the decreased legibility results. The actual physical embossing of the logo is acceptable.

The same examples given previously for the primary version of the logo apply to this logo as well. (See "The Logo on a Photograph" on page 14-"The Logo and Drop Shadows and Embossing" on page 15for visual examples).

The Logo on a Photograph

Photographs can produce an extra challenge to legibility with color variations in images. The contrast between the logo and the image should allow for legibility and readability of the logo. A subtle drop shadow will be permissible to increase the legibility of the logo; however, do not use the embossing effect option available in graphic design applications because of the decreased legibility results. Under no circumstances should an outline be added to the logo.

The same examples given previously for the main version of the logo apply to this logo as well.
(See "The Logo on a Photograph" on page 14).

The Acronym Horizontal Logo

This variation of the acronym logo was created for applications for more horizontal applications, and where space and size restrict the use of the primary logo or other alternative logos. With either acronym logo, it is important that the audience is already familiar with the university, or that the 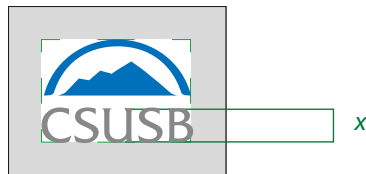name (formal or informal) appears elsewhere on the document. The icon and acronym nameplate should be used together and not separated. The icon should never be used as a stand-alone graphic. Please use only as illustrated and do not create other variations. Other configurations are incorrect and unacceptable.

The logo is available for download at *www.csusb.edu/logo-request*. To check for any updates to the visual identity standards visit *http://identity.csusb.edu*.

LOGO

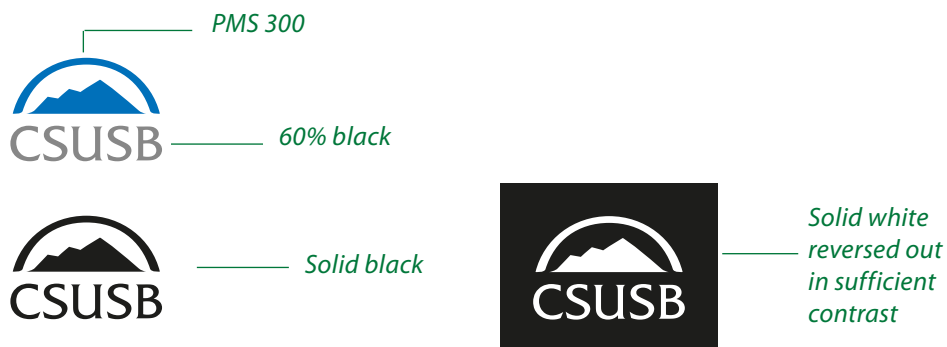**PMS 300** ———

60% black
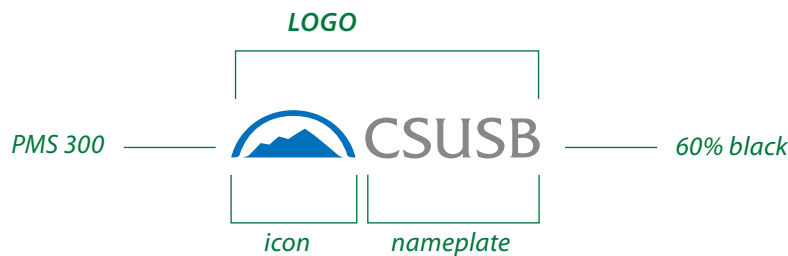
icon   **nameplate**

Configuration

Our logo has been customized with a precise design. The CSUSB acronym nameplate has been crafted in all capital letters on a single line in the font Friz Quadrata with custom kerning. The digital files are available upon request so that users never have to reinvent or redesign the logo. In this variation, the height of the letters, "CSUSB" has been identified as X. The icon is positioned to the left of the acronym nameplate, creating a horizontal logo.

x

Color Variations

Acceptable color variations of the logo include the preferred PMS 300 icon and 60% black nameplate. Alternate color variations that may be used include solid black, solid blue (PMS 300) and solid white. The logo may also be foil-stamped in gold, silver, bronze and blue. Use caution in matching foil colors to the matching color palette (See "Primary Logo Colors" on page 71 -"Secondary Color Palette" on page 72).

PMS 300

60% black

Solid black

*Solid white reversed out
in sufficient contrast*

Size Requirements

To ensure common print usage, it is imperative that the logo not be reduced to smaller than .083 of an inch. Anything smaller would compromise its legibility.

Minimum Size Allowed for Print

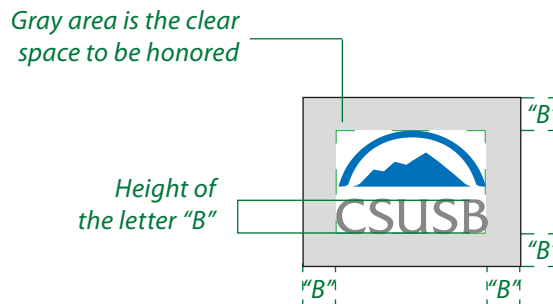.083"   *For print designs the logo must be at
least .083 of an inch high*

.0625"   .045"   *TOO SMALL for print legibility
and reproduction*

Minimum Size Allowed for Web

12 pixels   *For Web designs the logo must
be at least 12 pixels high*

Clear Space

There must be a clear space on all sides of the logo equal to the height of the letter "B" in "CSUSB." This clear space allows the logo to breathe and keeps the logo separated from other design elements and text. No graphics, type, borders, illustration, product features or page edges may intrude into the clear space.

*Gray area is the clear
space to be honored*

*Height of
the letter "B"*

"B"

"B"

"B"   "B"

Unacceptable Uses

The logo must not be redrawn or modified in any way. It must not be decorated, represented in perspective, outlined or used for frivolous decorative purposes. The icon and acronym nameplate should be used together and not separated. The icon should never be used as a stand-alone graphic. Do not use the logo on a background that interferes with the legibility of the logo. Additional approved alternate logos are available for download at *https://www.csusb.edu/logo-request* if this logo does not fit your design needs.

Examples given previously for other variations of the logo apply to this logo as well.
(See "Unacceptable Uses" on page 13 for visual examples).

The Logo on Background Colors

In all applications, the contrast between the logo and the background should allow for legibility and readability of the logo. A subtle drop shadow will be permissible to increase the legibility of the logo; however, do not use the embossing effect option available in graphic design applications because of the decreased legibility results. The actual physical embossing of the logo is acceptable.

The same examples given previously for the primary version of the logo apply to this logo as well.
(See "The Logo on a Photograph" on page 14-"The Logo and Drop Shadows and Embossing" on page 15for visual examples).

The Logo on a Photograph

Photographs can produce an extra challenge to legibility with color variations in images. The contrast between the logo and the image should allow for legibility and readability of the logo. A subtle drop shadow will be permissible to increase the legibility of the logo; however, do not use the embossing effect option available in graphic design applications because of the decreased legibility results. Under no circumstances should an outline be added to the logo.

The same examples given previously for the main version of the logo apply to this logo as well. See ("The Logo on a Photograph" on page 14).

CSUSB Palm Desert Campus Primary Logo

Cal State San Bernardino's Palm Desert Campus is not only geographically located in a different location from the main campus, but it also communicates different messages to a different audience. However, it is also important that CSUSB's Palm Desert Campus maintain its relationship with the main campus of California State University, San Bernardino. Therefore, a separate logo has been developed that unites the graphic approach of the Cal State San Bernardino logo with the focus on the Palm Desert Campus.

The logo echoes the elements of the Cal State San Bernardino, including the font Friz Quadrata and the mountain icon, which in this case is meant to represent the mountains which surround the Coachella Valley. The logo incorporates the same colors as those used in the university's primary and alternate logos.

LOGO
icon
nameplate

California blue skies
Regional mountains
PMS 300
60% black

CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO
PALM DESERT CAMPUS

The logo for the Cal State San Bernardino Palm Desert Campus is very specialized and should only be used by CSUSB's Palm Desert Campus. It should appear on all printed and online communications that are specific to CSUSB's Palm Desert Campus, and it should be displayed, clearly but not necessarily conspicuously, on the front and/or back of a brochure or newsletter, and on advertisements and fliers.

The logo can be used with the name of a college, department or other campus unit, as explained for the primary logo in this manual. This allows those units to have their own identity while tying to the overall identity of the university (see section on visual identity architecture "Visual Identity Architecture" on page 54 -"Visualizing Identity Architecture" on page 60). The purpose is to project the campus as a whole, with its relationship to individual units.

However, please do not create this logo yourself. Please reference extension logos "Identity Extension" on page 56 "Identity Extension" and note that we have versions specific to Cal State San Bernardino Palm Desert Campus.

Please do not break out the icon by itself. Please see the sections about proper and improper uses of the logo and nameplate on the following pages to understand the accepted applications.

The logo or nameplate should not be repositioned in relation to each other in any way other than designated by these guidelines.

Three variations of the Cal State San Bernardino Palm Desert Campus logo have been approved for use. Please use only as illustrated and do not create other variations. Other configurations are incorrect and unacceptable.

The logo is available for download at *www.csusb.edu/logo-request*. To check for any updates to the visual identity standards visit *http://identity.csusb.edu*.

Configuration

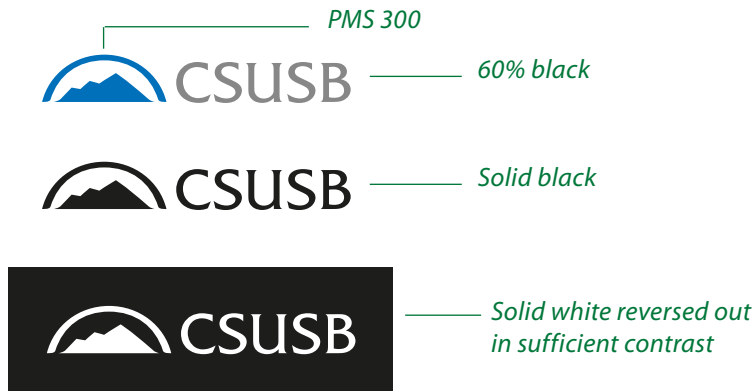The Cal State San Bernardino Palm Desert Campus logo has been customized with a precise design. The nameplate has been crafted in all capital letters on two lines in the font Friz Quadrata with custom kerning. The digital files are available upon request so that users never have to reinvent or redesign the logo. The height of the words, "California State University, San Bernardino" has been identified as X, and the height of the words, "Palm Desert Campus" is equal to 2.5X.

4.94x

4.19x

.85x
1x
.85x
2.5x

4.25x

CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO

PALM DESERT CAMPUS

Color Variations

Acceptable color variations of the logo include the preferred PMS 300 icon and 60% black name-plate. Alternate color variations that may be used include solid black, solid blue (PMS 300) and solid white. The logo may also be foil-stamped in gold, silver, bronze and blue. Use caution in matching foil colors to the matching color palette (See "Primary Logo Colors" on page 71 -"Secondary Color Palette" on page 72).

PMS 300

CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO
PALM DESERT CAMPUS

60% black

CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO
PALM DESERT CAMPUS

Solid black

CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO
PALM DESERT CAMPUS

Solid white reversed out of a dark background creating sufficient contrast

Size Requirements

To ensure common print usage, it is imperative that the logo not be reduced to smaller than one-third of an inch. Anything smaller would compromise its legibility.

Minimum Size Allowed for Print

.4" — CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO · PALM DESERT CAMPUS — *For print designs the logo must be at least 4/9 inch high*

.3" — CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO · PALM DESERT CAMPUS   .2" — CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO · PALM DESERT CAMPUS — *TOO SMALL for print legibility and reproduction*

Minimum Size Allowed for Web

52 pixels — CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO · PALM DESERT CAMPUS — *For Web designs the logo must be at least 52 pixels high*

Clear Space

There must be a clear space on all sides of the logo equal to the height of the letter "A" in "PALM DESERT CAMPUS." This clear space allows the logo to breathe and keeps the logo separated from other design elements and text. No graphics, type, borders, illustration, product features or page edges may intrude into the clear space.

Gray area is the clear space to be honored

"A"

CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO
PALM DESERT CAMPUS

Height of the letter "A"

"A"

"A"   "A"

Unacceptable Uses

The logo must not be redrawn or modified in any way. It must not be decorated, represented in per-spective, outlined or used for frivolous decorative purposes. Do not use the logo on a background that interferes with the legibility of the logo. Additional approved alternate logos for CSUSB's Palm Desert Campus are available for download at *https://www.csusb.edu/logo-request* if this logo does not fit your design needs.

Examples given previously for other variations of the logo apply to this logo as well.
(See "Unacceptable Uses" on page 13 for visual examples).

The Logo on Background Colors

In all applications, the contrast between the logo and the background should allow for legibility and readability of the logo. A subtle drop shadow will be permissible to increase the legibility of the logo; however, do not use the embossing effect option available in graphic design applications because of the decreased legibility results. The actual physical embossing of the logo is acceptable.

The same examples given previously for the primary version of the logo apply to this logo as well.
(See "The Logo on a Photograph" on page 14-"The Logo and Drop Shadows and Embossing" on page 15 for visual examples).

The Logo on a Photograph

Photographs can produce an extra challenge to legibility with color variations in images. The contrast between the logo and the image should allow for legibility and readability of the logo. A subtle drop shadow will be permissible to increase the legibility of the logo; however, do not use the embossing effect option available in graphic design applications because of the decreased legibility results. Under no circumstances should an outline be added to the logo.

The same examples given previously for the main version of the logo apply to this logo as well.
(See "The Logo on a Photograph" on page 14).

CSUSB Palm Desert Campus Alternate Logo

This version of the Cal State San Bernardino Palm Desert Campus logo includes the formal name of the university, but the icon has been moved to the left of the nameplate, which is crafted on two lines. The proportions of the nameplate and icon remain the same as in the primary logo. It is mostly used in cases where the logo is featured on the left side of a document (although the primary Palm Desert Campus logo can also be used on the left side). The primary Palm Desert Campus logo should be used when the logo appears in the center of a page (the primary Palm Desert Campus logo is preferred for most uses).

The logo is available for download at *www.csusb.edu/logo-request*. To check for any updates to the visual identity standards visit *http://identity.csusb.edu*.

LOGO

PMS 300

CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO
PALM DESERT CAMPUS

60% black

icon

nameplate

Configuration

The Cal State San Bernardino Palm Desert Campus logo has been customized with a precise design. The nameplate has been crafted in all capital letters on two lines in the font Friz Quadrata with custom kerning. The icon is located to the left of the nameplate. The digital files are available upon request so that users never have to reinvent or redesign the logo. The height of the words, "California State University, San Bernardino" has been identified as X, and the height of the words, "Palm Desert Campus" is equal to 2.5X.

CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO
PALM DESERT CAMPUS

x

2.5x

Color Variations

Acceptable color variations of the logo include the preferred PMS 300 icon and 60% black name-plate. Alternate color variations that may be used include solid black, solid blue (PMS 300) and solid white. The logo may also be foil-stamped in gold, silver, bronze and blue. Use caution in matching foil colors to the matching color palette (See "Primary Logo Colors" on page 71 -"Secondary Color Palette" on page 72).

PMS 300

CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO
PALM DESERT CAMPUS

60% black

CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO
PALM DESERT CAMPUS

Solid black

CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO
PALM DESERT CAMPUS

Solid white reversed out of a dark background creating sufficient contrast

Size Requirements

To ensure common print usage, it is imperative that the logo not be reduced to smaller than .2 of an inch. Anything smaller would compromise its legibility.

Minimum Size Allowed for Print

.2" CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO
PALM DESERT CAMPUS

For print designs the logo must be at least .2 of an inch high

.15" CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO
PALM DESERT CAMPUS

.1" CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO
PALM DESERT CAMPUS

TOO SMALL for print legibility and reproduction

Minimum Size Allowed for Web

26 pixels CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO
PALM DESERT CAMPUS

For Web designs the logo must be at least 26 pixels high

Clear Space

There must be a clear space on all sides of the logo equal to the height of the letter "A" in "PALM DESERT CAMPUS." This clear space allows the logo to breathe and keeps the logo separated from other design elements and text. No graphics, type, borders, illustration, product features or page edges may intrude into the clear space.

Gray area is the clear space to be honored

Height of the letter "A"

"A"

CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO
PALM DESERT CAMPUS

"A"

"A"

"A"

Unacceptable Uses

The logo must not be redrawn or modified in any way. It must not be decorated, represented in perspective, outlined or used for frivolous decorative purposes. Do not use the logo on a background that interferes with the legibility of the logo. Additional approved alternate logos are available for download at *https://www.csusb.edu/logo-request* if this logo does not fit your design needs.

The same examples given previously for the primary version of the logo apply to this logo as well. (See "Unacceptable Uses" on page 13 for visual examples)

The Logo on Background Colors

In all applications, the contrast between the logo and the background should allow for legibility and readability of the logo. A subtle drop shadow will be permissible to increase the legibility of the logo; however, do not use the embossing effect option available in graphic design applications because of the decreased legibility results. The actual physical embossing of the logo is acceptable.

The same examples given previously for the primary version of the logo apply to this logo as well. (See "The Logo on a Photograph" on page 14-"The Logo and Drop Shadows and Embossing" on page 15for visual examples).

The Logo on a Photograph

Photographs can produce an extra challenge to legibility with color variations in images. The contrast between the logo and the image should allow for legibility and readability of the logo. A subtle drop shadow will be permissible to increase the legibility of the logo; however, do not use the embossing effect option available in graphic design applications because of the decreased legibility results. Under no circumstances should an outline be added to the logo.

The same examples given previously for the main version of the logo apply to this logo as well. (See "The Logo on a Photograph" on page 14).

CSUSB Acronym Palm Desert Campus Alternate Logo

This version of the CSUSB Palm Desert Campus logo features the icon, the CSUSB acronym and the Palm Desert Campus portion of the PDC nameplate. This was created for use in spaces where a more condensed logo is more appropriate. It is important that the audience is already familiar with the university, or that the name (formal or informal) appears elsewhere on the document.

The icon, acronym nameplate and PDC nameplate should be used together and not separated. The icon should never be used as a stand-alone graphic. Please use only as illustrated and do not create other variations. Other configurations are incorrect and unacceptable.

LOGO

icon *acronym nameplate*

PMS 300 *60% black*

CSUSB
PALM DESERT CAMPUS

Palm Desert Campus nameplate

Configuration

The CSUSB Palm Desert Campus logo has been customized with a precise design. The CSUSB acronym nameplate has been crafted in all capital letters on a single line in the font Friz Quadrata with custom kerning. The icon is located to the left of this nameplate. The PDC nameplate is then position under these two elements. The digital files are available upon request so that users never have to reinvent or redesign the logo. In this variation, the height of the letters, "CSUSB" has been identified as X.

CSUSB
PALM DESERT CAMPUS
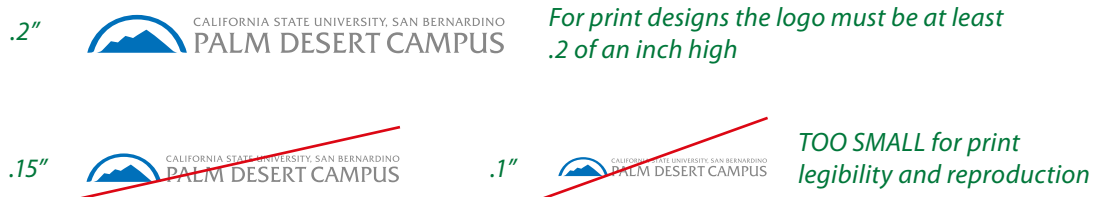
2.5x

x

Color Variations

Acceptable color variations of the logo include the preferred PMS 300 icon and 60% black name-plate. Alternate color variations that may be used include solid black, solid blue (PMS 300) and solid white. The logo may also be foil-stamped in gold, silver, bronze and blue. Use caution in matching foil colors to the matching color palette (See "Primary Logo Colors" on page 71-"Secondary Color Palette" on page 72).

PMS 300

60% black

Solid black

Solid white reversed out of a dark background creating sufficient contrast

Size Requirements

To ensure common print usage, it is imperative that the logo not be reduced to smaller than .16 of an inch. Anything smaller would compromise its legibility.

Minimum Size Allowed for Print

.16"

For print designs the logo must be at least 1/3 inch high

.125"

.1"

TOO SMALL for print legibility and reproduction

41

Minimum Size Allowed for Web

24 pixels

For Web designs the logo must be at least 24 pixels high

Clear Space

There must be a clear space on all sides of the logo equal to the height of the letter "A" in "PALM DESERT CAMPUS." This clear space allows the logo to breathe and keeps the logo separated from other design elements and text. No graphics, type, borders, illustration, product features or page edges may intrude into the clear space.

Gray area is the clear space to be honored

Height of the letter "B"

"B"

"B"

"B"

Unacceptable Uses

The logo must not be redrawn or modified in any way. It must not be decorated, represented in perspective, outlined or used for frivolous decorative purposes. Do not use the logo on a background that interferes with the legibility of the logo. Additional approved alternate logos are available for download at *https://www.csusb.edu/logo-request* if this logo does not fit your design needs.

The same examples given previously for the primary version of the logo apply to this logo as well. (See "Unacceptable Uses" on page 13 for visual examples).

The Logo on Background Colors

In all applications, the contrast between the logo and the background should allow for legibility and readability of the logo. A subtle drop shadow will be permissible to increase the legibility of the logo; however, do not use the embossing effect option available in graphic design applications because of the decreased legibility results. The actual physical embossing of the logo is acceptable.

The same examples given previously for the primary version of the logo apply to this logo as well. (See "The Logo on a Photograph" on page 14-"The Logo and Drop Shadows and Embossing" on page 15 for visual examples).

The Logo on a Photograph

Photographs can produce an extra challenge to legibility with color variations in images. The contrast between the logo and the image should allow for legibility and readability of the logo. A subtle drop shadow will be permissible to increase the legibility of the logo; however, do not use the embossing effect option available in graphic design applications because of the decreased legibility results. Under no circumstances should an outline be added to the logo.

The same examples given previously for the main version of the logo apply to this logo as well. (*See "The Logo on a Photograph" on page 14*).

The logo is available for download at *www.csusb.edu/logo-request*. To check for any updates to the visual identity standards visit *http://identity.csusb.edu*.

THE UNIVERSITY NAMEPLATE

The university's nameplate is the type section of the logo without the icon. It is a unique typographic element displaying the name of the university. Type has been specifically drawn to create this look in the font Friz Quadrata. In the primary or two-line full nameplate, the name San Bernardino is twice in proportion the height of the words California State University, giving emphasis to the location of the campus and separating it from the other CSU campuses, while also giving prominence to the California State University system.

It is preferred that the full university logos be used rather than the nameplate alone. Only approved variations of the logo or nameplate are allowed.

The nameplate and the logo make up the official university signature marks and cannot be altered in any way other than what is approved in this manual.

The nameplates are available through the Office of Strategic Communication. To request a a nameplate, visit *www.csusb.edu/logo-request*. To check for any updates to the visual identity standards visit *http://identity.csusb.edu*.

Two-Line Full or Formal Name Nameplate

CALIFORNIA STATE UNIVERSITY
SAN BERNARDINO

Single-Line Full or Formal Name Alternate Nameplate

CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO

Informal or Cal State San Bernardino Alternate Nameplate

CAL STATE SAN BERNARDINO

Acronym Alternate Nameplate

CSUSB

Palm Desert Campus Nameplate

CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO
PALM DESERT CAMPUS

CSUSB PALM DESERT CAMPUS

Configurations

The nameplate has been crafted with a precise design in all capital letters in the font Friz Quadrata with custom kerning. The configurations mimic those in the university logo and the alternate logos. The digital files are available upon request so that users never have to reinvent or redesign the nameplate.

In the two-line version, the height of the words, "California State University" has been identified as X, and the height of the words, "San Bernardino" is equal to 2X.

There are also variations in which the full name of "California State University, San Bernardino" appears on one line, and there is also a single-line version of the informal nameplate with the words "Cal State San Bernardino" (no comma).

The digital files are available upon request so that users never have to reinvent or redesign the logo.

Color Variations

Acceptable color variations of the nameplate are limited to shades of black and solid white.

Size Requirements

To ensure common print usage, it is imperative that the nameplate not be reduced to smaller than the sizes indicated below. Anything smaller would compromise its legibility.

Minimum Size Allowed for Print

.1527" CALIFORNIA STATE UNIVERSITY
SAN BERNARDINO

For print designs the this nameplate must be at least 1/3 inch high

.0654" CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO

For print designs this nameplate must be at least .0654 of an inch high

.0632" CAL STATE SAN BERNARDINO

For print designs this nameplate must be at least .0632 of an inch high

.0632" CSUSB

For print designs this nameplate must be at least .0632 of an inch high

.2167" CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO
PALM DESERT CAMPUS

For print designs this nameplate must be at least .2167 inch high

.0632" CSUSB PALM DESERT CAMPUS

For print designs this nameplate must be at least .0632 of an inch high

Minimum Size Allowed for Web

23 pixels — **CALIFORNIA STATE UNIVERSITY SAN BERNARDINO**
For Web designs this nameplate must be at least 23 pixels high

8 pixels — CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO
For Web designs this nameplate must be at least 8 pixels high

7 pixels — CAL STATE SAN BERNARDINO
For Web designs this nameplate must be at least 7 pixels high

7 pixels — CSUSB
For Web designs this nameplate must be at least 7 pixels high

24 pixels — CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO **PALM DESERT CAMPUS**
For Web designs this nameplate must be at least 24 pixels high

7 pixels — CSUSB PALM DESERT CAMPUS
For Web designs this nameplate must be at least 7 pixels high

Clear Space

There must be a clear space on all sides of the logo equal to the height of the letter "A" in "SAN BERNARDINO." This clear space allows the logo to breathe and keeps the logo separated from other design elements and text. No graphics, type, borders, illustration, product features or page edges may intrude into the clear space.

Gray area is the clear space to be honored

Height of the letter "A"

CALIFORNIA STATE UNIVERSITY
SAN BERNARDINO

"A"
"A"
"A"
"A"

Height of the letter "A"

CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO

"A"
"A"
"A"
"A"

Height of the letter "A"

CAL STATE SAN BERNARDINO

"A"
"A"
"A"
"A"

Height of the letter "B"

CSUSB

"B"
"B"
"B"
"B"

Gray area is the clear space to be honored

Height of the letter "A"

CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO
PALM DESERT CAMPUS

"A"
"A"
"A"
"A"

Height of the letter "B"

CSUSB PALM DESERT CAMPUS

"B"
"B"
"B"
"B"
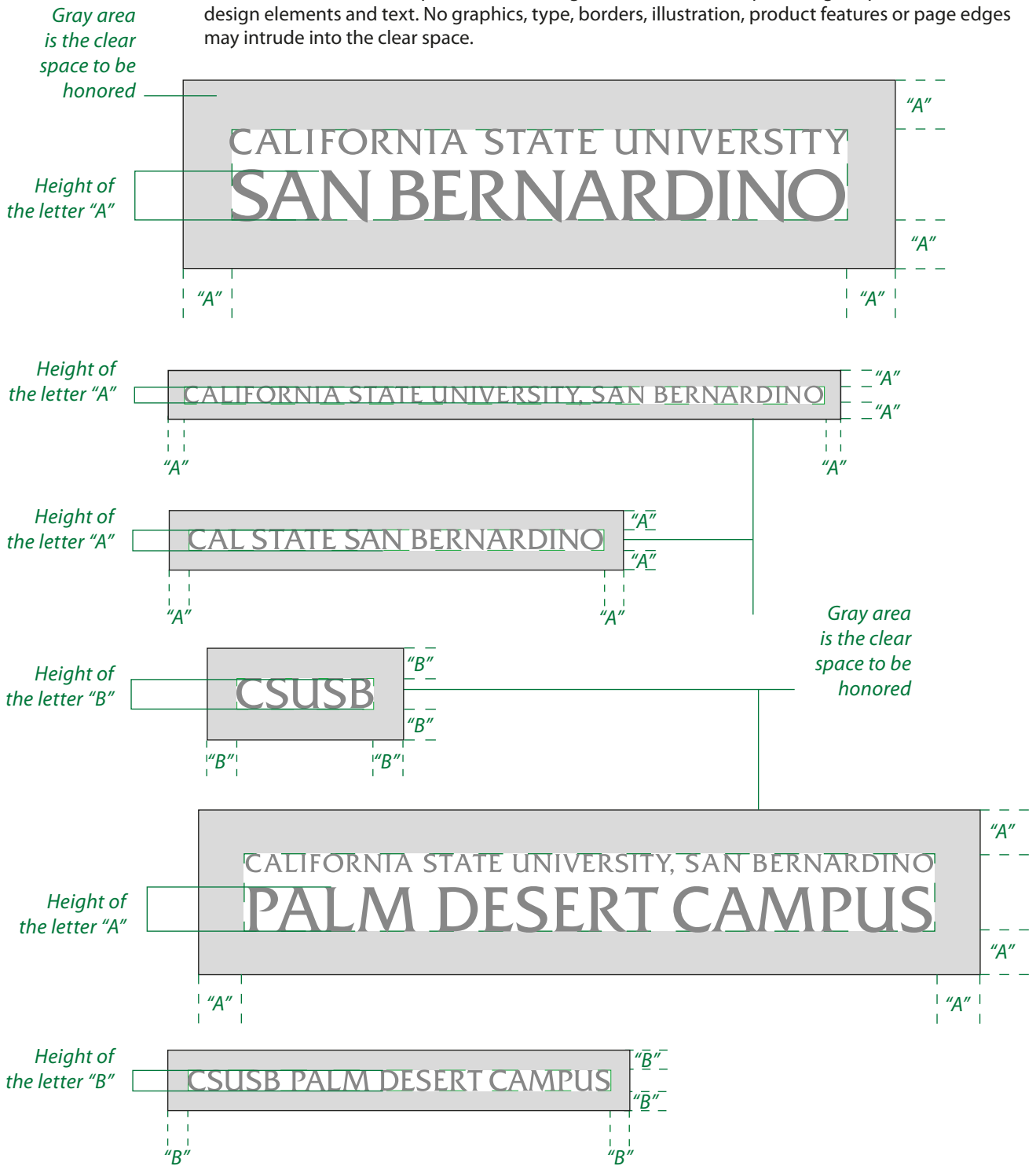
Unacceptable Uses

The nameplate must not be redrawn or modified in any way. It must not be decorated, represented in perspective, outlined or used for frivolous decorative purposes. Do not use the nameplate on a background that interferes with the legibility of the logo. Only these approved variations of the nameplate are allowed. The nameplate is allowed without the icon, but **the icon must not be used without the nameplate.** To request a nameplate, visit www.csusb.edu/logo-request.

CALIFORNIA STATE UNIVERSITY
SAN BERNARDINO

The nameplate must stay in correct proportion and not be "squeezed" into other shapes.

CALIFORNIA STATE UNIVERSITY
SAN BERNARDINO

Department of Such and Such
California State University, San Bernardino

The text in the nameplate cannot be modi- fied. If you need an Identity Extension logo (see pages 53-54 for more information on Identity Extension logos) created with your college, department, office, etc., please con- tact the Office of Strategic Communication at (909) 537-5007 or email logo@csusb.edu.

The Nameplate on Background Colors

In all applications, the contrast between the nameplate and the background should allow for legibil- ity and readability of the name of the university. A subtle drop shadow will be permissible to increase the legibility of the nameplate; however, do not use the embossing effect option available in graphic design applications because of the decreased legibility results. The actual physical embossing of the nameplate is acceptable in some applications.

The same examples given previously for the primary version of the logo apply to the nameplates as well. (See "The Logo on a Photograph" on page 14-"The Logo and Drop Shadows and Embossing" on page 15 for visual examples).

The Nameplate on a Photograph

Photographs can produce an extra challenge to legibility with color variations in images. The contrast between the nameplate and the image should allow for legibility and readability of the nameplate. A subtle drop shadow will be permissible to increase the legibility of the nameplate; however, do not use the embossing effect option available in graphic design applications because of the decreased legibility results. Under no circumstances should an outline be added to the nameplate.

The same examples given previously for the main version of the logo apply to the nameplates as well. (See "The Logo on a Photograph" on page 14).

OFFICIAL UNIVERSITY SEAL

A new official university seal has been designed as a companion piece to the new official university logo.

The new seal takes a variation of the image of the mountains from the new logo, and includes various campus structures to create a skyline effect against the mountains and the sun rays in the background. The clock tower stands as the tallest structure, in front of the Santos Manuel Student Union and Pfau Library. Other buildings are also included. The typeface is in all capital letters in the font Friz Quadrata, echoing the same font used on the Cal State San Bernardino logo. The new seal incorporates the color blue to give the seal a two-color application. It remains acceptable as a single-color seal, not only in black, but also in metallic colors such as gold, silver and bronze.

PMS 300

35% black

100% black

60% black

Regional mountains

CSUSB skyline

CALIFORNIA STATE UNIVERSITY

SAN BERNARDINO

1965

The university seal is reserved for use on formal and official documents, such as diplomas, transcripts, resolutions and for formal letters and invitations from the president's office. It is intended for use on formal materials and for formal occasions. It is not a promotional device.

The president's office is the only office that may use the university seal on business cards and on stationery and similar materials.

The seal is available for approved uses in electronic format or as printed artwork. The seal may not be scanned or reproduced from a previously printed version.

As with the university logo, the university seal must not be altered in any way.

The official seal is not intended for general use. Permission to use the university seal must be obtained from the Office of Strategic Communication. You can request the university seal by visiting *www.csusb.edu/logo-request*.

Basic Rules

- Do not alter the proportions or spatial relationships of the seal or its parts. The correct applications are included below;

- Don't colorize the seal. Only those colors that have been specified should be used;

- Don't lighten or darken the seal;

- Do ensure there is enough contrast for proper legibility;

- Don't reproduce a seal that is anything less than perfect in appearance;

- Don't distort, skew, morph or italicize the seal or any of its elements;

- Do not add shadows or other artificial dimensional effects (such as making it three-dimensional);

- Do not place on busy, complex backgrounds that interfere with legibility;

- Don't use any part of the seal or its styling as the basis for another design;

- Don't make a pattern or decorative device out of the graphics;

- Don't change the style, proportional size or color of the seal.

The seal may only be used with the permission of the Office of Strategic Communication. You can request the university seal by visiting www.csusb.edu/logo-request.

Color Variations

Acceptable color variations of the seal are solid black or a two-color variation in PMS 300 blue and black. The seal also can be reproduced as a single-color image in gold, silver, bronze or PMS 300, or as a two-color design using black and metallic blue, Great Western #160 (when using a foil stamp). Use caution in matching foil colors to the matching color palette (See "Primary Logo Colors" on page 71-"Secondary Color Palette" on page 72).

INK PRINTING

Two Colors

PMS 300
35% black
100% black
60% black

Solid Color

100% black (or less preferred 100% PMS 300)

FOIL STAMPING

Solid Color
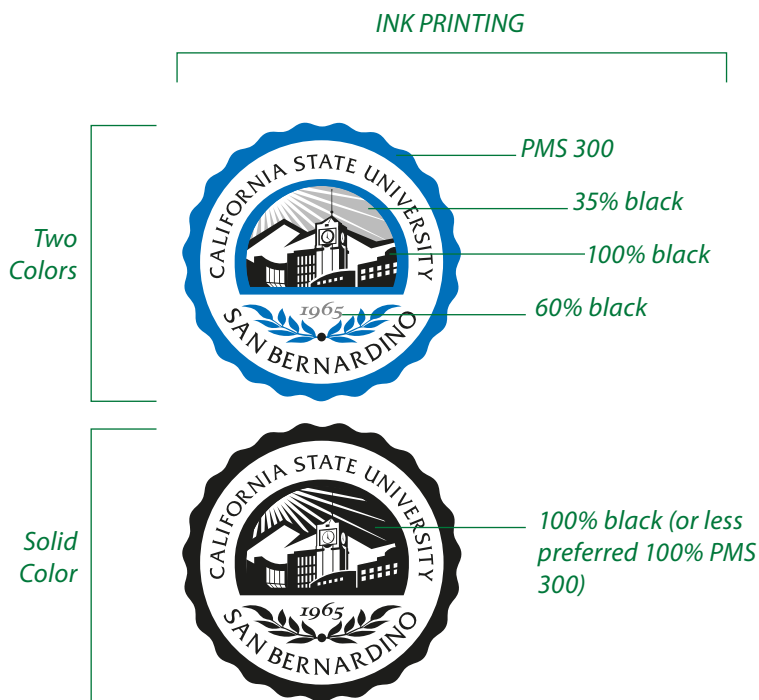
Foil

100% black can be changed to solid gold, silver, bronze or blue foil

Two Colors

Foil

100% black

PMS 300 can be changed to blue, gold, silver, or bronze foil; black ink should remain printed with black ink

Three Colors

Silver foil
Blue foil
Silver foil
100% black

When printing with blue foil and black ink, grays may be changed to silver foil resulting in a three color job
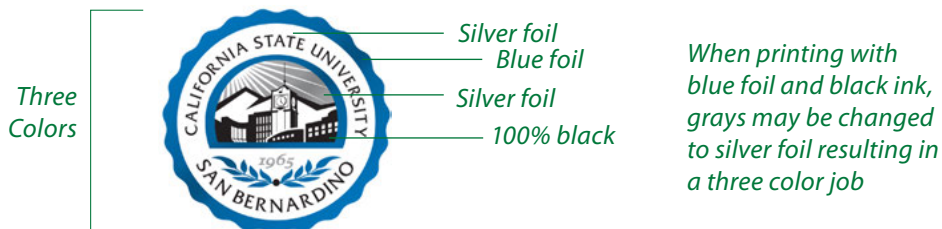
Embossing/Debossing Variation

Embossing creates a raised impression while debossing creates an recessed impression. Embossing and debossing can be applied to a variety of surfaces, including metal, paper and leather. The seal may be placed into a circular disk to maintain the integrity of the impression in some usages. In two color applications, it is preferred to maintain the sun rays as seen in the first example below.

EMBOSS ENGRAVING

Two Colors

Painted / unpolished recessed surface

Raised surface

Added circular disk allowed in some cases to give seal a defined edge

Solid Color

Metal material

Raised surface

Recessed surface

Debossing

Embossing
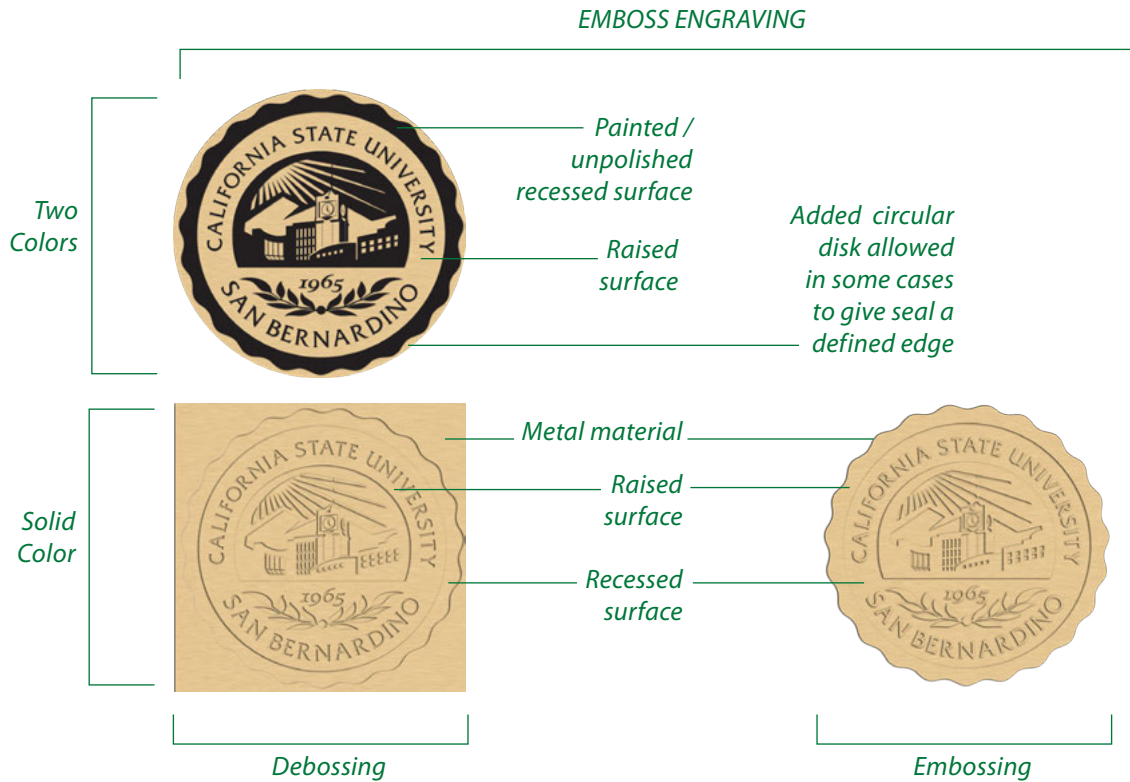
Etching Variation

Etching is a process commonly used on metal or glass plaques. The nature of the production process at standard plaque sizes can result in a loss of detail. A special seal file has been prepared for this use to maintain the spirt of the seal, while providing as much detail as possible. This file is only to be used for etchings.

METAL/GLASS ETCHING

Solid Color

Inside has been opened up and the buildings have been reversed out
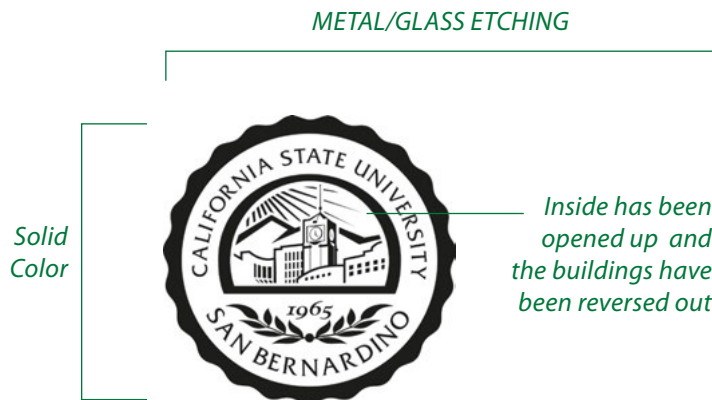
Size Requirements

To ensure common print usage, it is imperative that the seal not be reduced to smaller than 3/4 of an inch. Anything smaller would compromise its legibility.

Minimum Size Allowed for Print

.75"   *For print designs the seal must be at least 3/4 inch high*

.5"   .25"   *TOO SMALL for print legibility and reproduction*

Minimum Size Allowed for Web

104 pixels   *For Web designs the seal must be at least 104 pixels high*
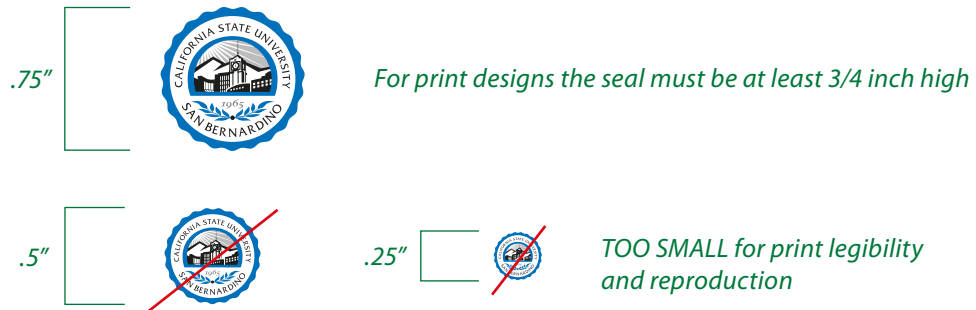
Clear Space

There must be a clear space on all sides of the logo equal to two times the height of the letter "A" in "SAN BERNARDINO." This clear space allows the logo to breathe and keeps the logo separated from other design elements and text. No graphics, type, borders, illustration, product features or page edges may intrude into the clear space. When the seal is small in comparison to other elements of the design, more clear space is encouraged.

Gray area is the clear space to be honored

"2A"

Height of the letter "A"x2

"2A"

"2A"   *"2A"*
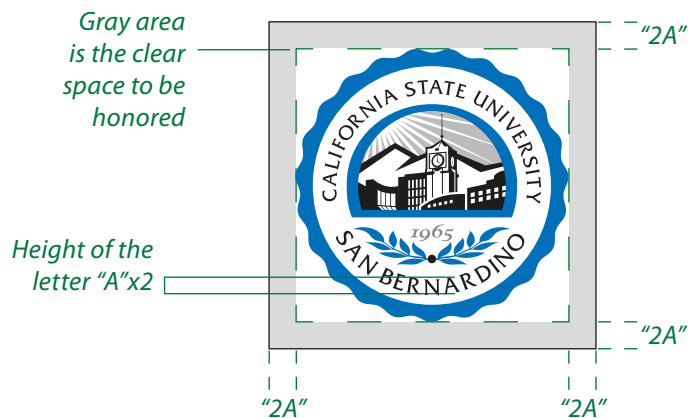
Unacceptable Uses

The seal must not be redrawn or modified in any way. It must not be decorated, represented in perspective, outlined or used for frivolous decorative purposes. Do not use the seal on a background that interferes with its legibility. The university seal is reserved for use on formal and official documents, such as diplomas, transcripts, resolutions and for formal letters and invitations from the president's office. It is intended for use on formal materials and for formal occasions. It is not a promotional device. The president's office is the only office that may use the university seal on business cards and on stationery and similar materials.

The seal may only be used with the permission of the Office of Strategic Communication. You can request the university seal by visiting www.csusb.edu/logo-request.

Do not stroke the seal or otherwise modify the seal

Do not change the color configuration of the seal or otherwise modify the seal

The Seal on Background Colors

In all applications, the contrast between the seal and the background should allow for legibility and readability of the seal. A subtle drop shadow will be permissible to increase the legibility of the seal. The actual physical embossing of the seal is acceptable.

The same examples given previously for the main version of the logo apply to the seal as well. (See "The Logo on a Photograph" on page 14-"The Logo and Drop Shadows and Embossing" on page 15 for visual examples).

The Seal on a Photograph

Photographs can produce an extra challenge to legibility with color variations in images. The contrast between the seal and the image should allow for legibility and readability. A subtle drop shadow will be permissible to increase the legibility of the seal. Under no circumstances should an outline be added to the seal.

The same examples given previously for the main version of the logo apply to the seal as well. (See "The Logo on a Photograph" on page 14)

VISUAL IDENTITY ARCHITECTURE

Visual identity architecture at Cal State San Bernardino refers to the process of strategically managing the core campus visual identity and the specific campus unit identities to effectively communicate key messages to specific target audience segments. By consistently following the architecture map, the university can better strengthen its core visual identity. The architecture also provides guidance to individual units so they maximize their own visual identities, while also connecting to the university's core identity.

The purpose of having an identity architecture is to systematically order the individual unit identities based on various criteria. Each unit's identity is has some level of connection to the university's core identity and is distinguished as an identity extension, sub-identity or an independent identity.

This type of approach allows us to determine where individual campus units fit, based on such criteria as a unit's goals, its mission, its function, its audience and its funding sources. This system helps audiences to understand the relationship between individual units and the core Cal State San Bernardino identity. This roadmap will help to clarify why different units on campus may have different approaches to their visual identity.

Why Create a Unified Visual Identity?

Research proves that the use of multiple and differing logos dilutes the impact and effectiveness of the primary identity of an institution or organization and confuses the target audiences. The university is viewed as disorganized.

It is important that Cal State San Bernardino communicate in a clear and consistent manner to build awareness and understanding for the university and its mission and values. The university's messages – written, spoken and visual – should be communicated to extend and build the value of the Cal State San Bernardino identity with its primary audiences and throughout the campus community. A unified visual identity will further help bring clarity, simplicity and consistency to university communications.

As a general rule, all academic and administrative departments and divisions, as well as research, outreach, student services and support services units of Cal State San Bernardino that are funded through or by the university, and are not legally autonomous, are not eligible for their own individually styled logo. However, all are entitled to associate their names with the Cal State San Bernardino logo.

A limited number of campus units and auxiliaries will continue to have their own logo. These units may have their own logo because of their unique missions or functions, and their requirement to be clearly identified with that mission. Typically, they are named public venues that have uses that are beyond traditional classroom education or administrative purposes and are unique within the university structure. Or they are units that are independently funded by grants, partnerships or through the California State University, San Bernardino Foundation, or they are otherwise self-supporting organizations and not financially supported by the state of California.

A detailed roadmap for campus units to follow is included later in this manual.

The Cal State San Bernardino visual identity program integrates hundreds of academic, administrative and consumer entities and their hierarchies with the institutional Cal State San Bernardino identity.

The core university visual identity represents all units of CSUSB with the same high level of distinction. An identity extension is a graphic identification mark that features the primary Cal State San Bernardino identity and includes the identity of a unit. Sub-identities carry their own identity and the core Cal State San Bernardino identity

This flexible identity structure is based on the concept that the individual parts of an organization can express their unique identity, but also are seen as part of the larger whole. Simply put, by aligning the university logo with a college, department, administrative unit or other program, those units are able to visually show the relationship between the organizations.

The goal of this program is to project the university as a multifaceted organization with a sense of purpose, while also allowing some individual units to express their own identities while concurrently projecting a unified university image.

Identity Architecture Categories

Core Identity	The visual identification for the entire university and all of its audiences
Identity Extension	Units that serve or support the university's primary function
Sub-Identity	Units that have a different mission but are linked to the core identity for strategic reasons
Independent Identity	Complete departure from the core identity to the advantage of both

Core Identity

The core visual identity of the university reflects the institution's unique identity, values and personality. This is what we communicate to all of our many audiences. As such, this must communicate in a clear and consistent manner.

The visual identity must be unique, but also organized and unified, so that the identity is clear in such applications as graphic design, photography, message points, style and tone, and color palette. It is important that the core identity of the university stand as the master identity for all identity extensions and sub-identities.

The message must be clear that all campus units, departments and entities fall under the Cal State San Bernardino core identity.

The core visual identity of CSUSB is the university logo:

CALIFORNIA STATE UNIVERSITY
SAN BERNARDINO

See "Appendix A" for a quick reference of the core visual identity, including all approved alternate logos.

Identity Extension

Extensions of the core identity provide the depth and breadth to the overall university identity, but they follow the strategic plan in that they support our purpose of:

- Excelling as a teaching and learning institution
- Providing a welcoming campus environment
- Partnering with the community and beyond

These identity extensions:

- Deliver and support the university's mission and function
- Serve or support segments of the primary target audience
- Use core visual identity signature (with extension name added)

Examples of Identity Extension Logos

Identity Extension logos for colleges. departments, and offices

CALIFORNIA STATE UNIVERSITY
SAN BERNARDINO
College of Arts and Letters

CALIFORNIA STATE UNIVERSITY
SAN BERNARDINO
Printing Services

CALIFORNIA STATE UNIVERSITY
SAN BERNARDINO
Department of Music

CALIFORNIA STATE UNIVERSITY
SAN BERNARDINO
Office of Strategic Communication

Diagram of an Identity Extension Logo

CALIFORNIA STATE UNIVERSITY
SAN BERNARDINO
College of Social and Behavioral Sciences

1x
1x
.95x
1.2x

1.25"   *When the logo is 1.25" high the settings below will be correct*

.75pt   Rule line
21pt   Size
23.2pt   Leading
25em   Kerning

Friz Quadrata Std Regular
Typeface

See "Appendix B" for a listing of all approved independent logos as May 2018.

All identity extension logos must be created by the Office of Strategic Communication. You can download existing extension logos and request new extension logos at https://www.csusb.edu/logo-request.

Sub-Identities

The Cal State San Bernardino identity program recognizes that there are units of the campus that may still fall under the nature of the university's core identity, but they have their own personalities and missions, yet are linked to the core identity for strategic purposes. The goal is to allow individual units to express their own identities while concurrently projecting a relationship to the university.

These units:

- Serve or support different or discrete audience segments
- Offer products or services different from the primary functions of the university
- Provide something more than you would typically find at a university
- Use a different visual identity, but it is still obviously related to the core identity

However, these are expensive to support and they still dilute the core identity. Even those units who qualify are urged to use this approach sparingly.

In these cases, they must properly incorporate the university nameplate or logo into their identity, both in the logo and in collateral materials.

Examples of Sub-Identity Logos

The logo as it should appear

CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO
COYOTE BOOKSTORE
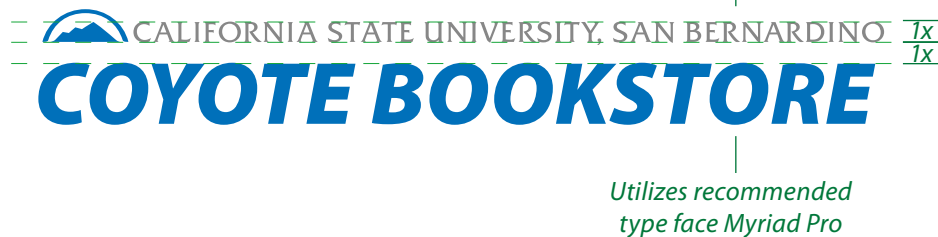
Sub-Identity Logo that incorporates a CSUSB Logo

The logo diagrammed

Utilizes alternate
CSUSB logo

CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO

1x
1x

Maintains minimum clear space from CSUSB logo

COYOTE BOOKSTORE

Utilizes recommended type face Myriad Pro

The logo as it should appear

COUSSOULIS ARENA
CAL STATE SAN BERNARDINO

The logo diagrammed

Blue is PMS 300, the same color as CSUSB Logo

COUSSOULIS ARENA
CAL STATE SAN BERNARDINO

This type is the same as in the alternate wCSUSB logo. The type face is Friz Quadrata and with the same manual kerning of letter spacing The color of type is 100% black.

Sub-Identity Logo that incorporates a university nameplate and primary colors

The Office of Strategic Communication can assist in the design sub-identity logos pending available in their production schedule.

See "Appendix C" for a listing of all approved Sub-Identity logos as May 2018.

All Sub-Identity logos must be approved through the Office of Strategic Communication. Please send a PDF of the logo design to logo@csusb.edu for approval.

Independent Identities

There are rare cases where units function with little or minimal connection to the university and it thus becomes appropriate for them to be recognized with their own independent identity. Those units are typically not funded or supported by Cal State San Bernardino, or must have a completely independent identity for business purposes.

These units represent a complete departure from the functions of the university, in terms of their goals, mission, funding and audience. They typically are autonomous or semi-autonomous units. They cannot operate effectively under the main university identity, or would confuse audiences by doing so – or would even harm the core identity.

Independent identities must be able to support their identity completely on their own and absorb their own marketing costs. Independent identities should not be graphically associated with the Cal State San Bernardino identity program whatsoever.

Example of an Independent Logo

Independent Identity Logo

See "Appendix D" for a listing of all approved independent logos as May 2018.

To determine whether a unit is considered to be independent, please confer with the Office of Strategic Communication at (909) 537-5007 or email logo@csusb.edu.

Visualizing Identity Architecture

Identity Architecture	Definition/Role	Example	Identity Presentation
Core Identity	• Consistent expression of the institution's unique identity focused at its primary target audiences • Delivers/supports the core mission and function • Consistent logo, nameplate, tagline • Unique visual identity	• California State University, San Bernardino • Cal State San Bernardino • CSUSB • Milestone celebrations (e.g., the 40th Anniversary)	• Primary identity (and approved variations).
Identity Extensions	• Integral elements of the core identity and provide depth and breadth to the core identity • Deliver and support the core identity • Serve or support segments of the primary target audience • Use core identity signature (with extension name added) and core visual identity.	• Academic Colleges • Academic departments and programs • College Extended Learning • Palm Desert Campus • Administrative divisions • Administrative departments and student/staff/support services	• Use core identity (and approved variations). • Core identity can be accompanied by type for these designated units, but only in approved font style and size. • No separate distinct logo • The core identity should be presented most prominently in the relationship, because otherwise this communicates that the core identity is the extension.
Sub-Identities	• Have their own personalities and missions but are linked to the core identity for strategic reasons • Serve or support different or discrete audience segments • Products or services different from primary functions of the university • Provides additional value to primary functions of the university • Uses a different but visually-related signature • Expensive to support, dilutes the core identity and should be used sparingly.	• Centers and institutes • Named public venues • Fullerton Art Museum • Coussoulis Arena • Santos Manuel Student Union • Athletics • Development campaigns • Annual Fund, Observatory • Annual events • Environmental EXPO • ASI • Foundation (and sub-units) • Alumni • Foundation (bookstore, dining, etc.)	• Have own identity but CSUSB nameplate is included with their unit identity (using correct type style and properly scaled to fit). • Co-branding of sub-identity and core identity is acceptable in some instances.
Independents	• Complete departure from the core identity with their own signatures and identities • Autonomous or semi-autonomous units • Unique identity and functions • Cannot operate effectively under core identity, or would confuse audiences by doing so – may harm core • Increase marketing costs significantly, used very sparingly	• CSU Intelligence Community Center of Academic Excellence	• Have own logo without CSUSB nameplate incorporated, but have text reference in all materials

Where Do You Fit?

In determining where your unit falls in the university's visual identity architectural structure, ask yourself several questions:

- What are your goals? Why do you exist? If those are consistent with the all or part of the goals and mission of the university, then you are probably an identity extension. However, if you have a different purpose, then you might be a sub-identity.

- Who are you communicating with? Is that different than the university as a whole?

- How is your unit funded? Some units are not state funded and really do have a separate structure. But others are funded by the state, student fees and so on, and those should remain closely linked to the core identity.

Core Identity

CALIFORNIA STATE UNIVERSITY
SAN BERNARDINO

Identity Extension

Colleges	Departments	Divisions
	Satellite Campus	

Sub-Identity

Alumni	Athletics	Grants Programs
Annual Events	Development Campaigns	Foundation
ASI	Centers & Institutes	Public Venues

Independent Identity

Just Housed at CSUSB

How do Students Fit into the Identity of the Campus?

Students and the various membership groups they belong to are central to the identity of the campus and therefore, may want to use the CSUSB logo in conjunction with their organization's identity. We ask that you contact the Office of Strategic Communication for clarification. In cases in which student groups would like to utilize the university identity, the following rules apply:

Student Organization Logo Usage

Student Organization's Identity and CSUSB Identity

Student leadership organizations (i.e., student clubs, Greek organizations) are not required to align their group with the university identity. If they would like to use the university identity (university name, spirit marks, etc.) within their name or logo, they need to first take their request to Student Leadership and Development who will work with the Office of Strategic Communication for consultation and final approval.

If permission is granted to use the university identity, the identity cannot be modified in any way. Design elements of the identity are not allowed to be extracted and used in designs. For instance, the mountain icon cannot be taken from the logo and used as a design element or used to create an organization's logo. Adding any form of the university name to the organization's name needs to include the word "at" before the university name. For example, "Student Veterans Organization at CSUSB." This prevents any confusion and clarifies the connection between the organization and the university.

Logo usage evaluation is based on the goals and missions the organization has in place. If they are consistent with the university's goals and mission, that will increase the likelihood of approval.

All university logo usage must be approved by the Office of Strategic Communication.

For approval, email a PDF proof to logo@csusb.edu along with your name and organization.

Co-branding with the CSUSB Identity

In some cases, student leadership organizations (i.e., student clubs, Greek organizations) may co-brand with the university by using the university identity or logo alongside their identity or logo.

Student groups who want to co-brand their organizations with the university identity should first take their request to Student Leadership and Development who will work with the Office of Strategic Communication for consultation and final approval.

If they would like to co-brand and use the university identity alongside the club's identity, they must request and receive written permission from the Office of Strategic Communication. If permission is granted, the identity cannot be modified in any way. Design elements of the identity are not allowed to be extracted and used in other designs, such as T-shirts, flyers, invitations, etc.

Logo usage evaluation is based on the goals and missions the organization has in place. If they are consistent with the university's goals and mission, that will increase the likelihood of approval.

All university logo usage must be approved by the Office of Strategic Communication.

For approval, email a PDF proof to logo@csusb.edu along with your name and organization.

Student Business Cards and Stationery

Official business cards bearing the university's logo and identity standards should not be issued to students, student assistants, interns or alumni.

Official university business cards are meant to serve as identification for business purposes and should contain basic contact information. Official business cards are reserved for current Cal State San Bernardino faculty, staff and administrators, including those with official emeritus positions.

Students attending conferences and job fairs organized through the Career Center are allowed to have student-sanctioned business cards provided by the Career Center.

Alternate business cards containing the Cal State San Bernardino name and/or logo are strictly prohibited.

Faculty and Staff Organizations/Associations Logo Usage

Faculty and staff organizations that are created at the campus level (such as Asian Association of Faculty, Staff, Students, or Association of Latino Faculty, Staff, Students) but which do not maintain a national identity association (e.g., PRSA, AAHHE), are encouraged to use a text treatment for their organization's name. A separate logo is not always necessary.

Please contact the Office of Strategic Communication for consultation and more information at (909) 537-5007 or email logo@csusb.edu.

THE ATHLETICS LOGO

The athletics logo is used as a graphic element only in relation to intercollegiate athletic communications and materials, including on facilities and team uniforms. It should not be confused with, or substituted for, the official university logo. It shall be used only for business relating to the Cal State San Bernardino Department of Intercollegiate Athletics, which may utilize the athletics logo for things like letterhead, envelopes, business cards, banners, uniforms, publications, promotional items and other applications relating to the intercollegiate athletic program.

The athletics logo may be used for commercial purposes promoting Coyote athletics and must be approved in advance by the Athletic Department and Learfield Licensing Partners. Any other application of the athletics logo must be approved in advance by the Office of Strategic Communication.

Usages

The athletics logo should only be used by the Athletic Department. Any other application of the athletics logo must be approved in advance by the Office of Strategic Communication.

Detailed graphic standards information relating to the athletics logo is available at *https://www.csusb.edu/sites/csusb/files/CSUSBAthletics-StyleManual.pdf*.

TRADEMARK LICENSING PROGRAM

CSUSB has contracted with Learfield Licensing Partners, LLC to be the university's exclusive licensing agent to administer the licensing program and to ensure quality control and overall compliance.

California State University, San Bernardino will allow the production and distribution of merchandise bearing its name and marks only through official licensees. Anyone wishing to produce merchandise must be licensed to do so. Please visit *https://www.csusb.edu/advancement/strategic-communication/trademarks-promotional-items/licensing-process* for more details.

Learfield, in conjunction with CSUSB personnel, including the Office of Strategic Communication and the Athletic Department, will administer the licensing program and oversee the approval of artwork, the issuance of license agreements and the collection of royalties due to California State University, San Bernardino. Only authorized vendors should be used for any purchases of Cal State San Bernardino merchandise.

For more information, visit the Trademark and Promotional Items section of website at https://www.csusb.edu/advancement/strategic-communication/trademarks-promotional-items.

BRANDING

In 2017, the university launched a new brand. The brandmark is not required to be used with the logo. However, when it is used in conjunction with the logo, the brandmark should be positioned in relation to the logo that gives attention to the rules of clear space. Brandmarks should not be used in conjunction with the university seal.

Please only use the current brandmarks and do not use old campus taglines. Please discard all previous university, college or department taglines including, "Come Here, Go Anywhere," "Transforming Lives," "More than a degree," "The only four-year public university in the Coachella Valley" or "Your Opportunity for the Future."

We Define the Future

Reference the CSUSB Brand Manual for full details on We Define the Future and how to incorporate it into all of your messaging at www.csusb.edu/branding-toolkit.

WE DEFINE THE *Future*

WE DEFINE THE *Future*

REQUESTING LOGOS

How to Request a Logo

The Cal State San Bernardino primary, alternate and extension logos are available for download at *www.csusb.edu/logo-request*. If you need a new extension logo, a sub-identity logo or the university seal, you can also request that on the form halfway down that same page.

If you have questions on how to use the logo or need a branding/identity consult you can call (909) 537-5007 or email logo@csusb.edu.

Key to Logo File Naming

csusb_logo	–	1-main	–	cmyk	·	eps
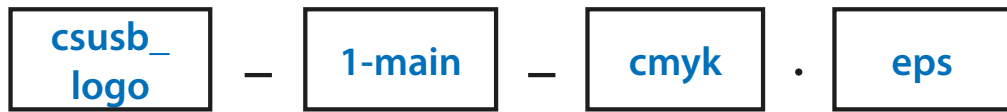
University

csusb_logo
california state
university san
bernardino

Version

1-main
1st choice logo

2-full-2lines
alternate logo
full name on 2
lines

3-full-1line
alternate logo
full name on 1
line

4-calstate
alternate logo
informal name

5-csusb-vert
alternate logo
acronym vertical

6-csusb-horz
alternate logo
acronym hori-
zontal

nameplate
alternate no icon
full name

pdc_logo_1
palm desert
campus primary
logo

pdc_logo_2
palm desert
campus alternate
logo

seal
formal campus
seal

Color

cmyk
4-color process
(CMYK)

spot
2-color spot

bw
black

w
white

rgb
on-screen
applications

Format suffix

eps
for all graphics
applications –
hi-resolution
vector artwork

pdf
for all graphics
applications –
hi-resolution
vector artwork

jpg
for Microsoft
Office programs
for printing

png
For online and digital
presentations

gif
for web design

doc
logo inserted as jpg
into a MS Word 2004
document

SUPPORT ELEMENTS

Logo Font

Friz Quadrata is the font used in the logo. It is a specialty typeface that should be used sparingly in uses such as short headlines. It should never be used in blocks of text because it has poor readability as a body text font.

If you need to purchase Friz Quadrata, it is available at Fonts.com. The opentype font should be purchased because it is the most versatile format for various computer platforms.

http://www.fonts.com/findfonts/detail.htm?pid=242930&grab_id=0&page_id=15557&query=friz%20 quadrata&SCOPE=Fonts

Primary Publication Font

Myriad Pro is the primary font for CSUSB publications. The design of the Myriad Pro typeface compliments the feel of the logo typeface. The typeface family provides various weights to accommodate your design needs.

- **Headline Font – Myriad Pro Bold**
- **Sub Headline Font – Myriad Pro Semibold**
- Body text Font – Myriad Pro Regular
- Alternate body text font – Myriad Pro Light

If you have purchased the Adobe Creative Suite this font is provided to you as part of the installation package.

If you need to purchase Myriad Pro, it is available at Fonts.com.

Myriad versus Myriad Pro? There are two typefaces with similar names, Myriad and Myriad Pro. The primary difference is that in the Myriad Pro typeface there are many more weight variations available.

The primary fonts used in Web design are an exception; please see Web Standards. If you are using text in an image, Myriad Pro is an excellent choice. However, live text (any text that isn't in an image) should follow the Web standards guidelines found at *http://acm.csusb.edu/webdev/web_standards. html.*

Photo Selections

Photographs provide an opportunity to showcase the beauty of Cal State San Bernardino and its diverse student populations. Please select photos that are current and best reflect the university.

When selecting photographs, remember that photos of people should be flattering to the individuals and represent the university. Unless engaged in athletic competition or activities that would cause people to appear less than their best, people photos should portray individuals in a positive manner. Please be careful to watch what people are wearing so that all areas of their bodies that should be covered are covered. Also, please avoid photos of people wearing logos of universities other than Cal State San Bernardino. Please also ensure that you do not flip images and show them in reverse.

Here are just a few factors to think about when selecting photos of people at CSUSB:

- Diversity (ethnicity, gender, age)
- Student life (type of activities)
- Academic areas
- Campus locations (buildings, indoors vs. outdoors)
- Time of day
- Type of shot (portrait, candid, action, nature)

Photos used for news purposes do not need the permission of the subject. However, it is always advisable to have people sign a release form for all photos you use, especially for advertisements or promotional materials. Photo/video release forms can be found at *https://www.csusb.edu/sites/csusb/files/photo_video_release_form_csusb.pdf*

Primary Logo Colors

The color blue of the logo is different than the color used on the previous logo. The new blue color is PMS 300. Please use this color when using the logo. However, it is not necessary to use this as your primary design color. When you do use blue as a primary design color, please use PMS 300 whenever possible.

The accuracy of color in a visual identity is critical. Because what you see on your monitor is never what will appear on a printed sheet, designers need a standardized color key. The Pantone Matching System (PMS) is the most widely used color key in the print industry. PMS 300 is a custom mix of ink created by Pantone. PMS 300 is used on the CSUSB stationery package and other two-color print jobs.

On a four-color press, a combination of cyan, magenta, yellow and black ink is used to create colors. The CMYK formula that closest matches PMS 300 is 100 percent cyan, 42 percent magenta (cmyk: 100/42/0/0).

On computer screens, a combination of red, green and blue create colors. The RGB formula that closest matches PMS 300 is rgb: 0/101/189). In Web pages, colors can be called out in a hexadecimal color code value. The hex value, or html color, that most closely matches PMS 300 is #0065BD.

Primary Color Palette equivalent values (listed in Pantone number and black percentage, and then cmyk, rgb, and html/hex equivalent values):

PMS: 300	Black 60%
cmyk: 100/42/0/0	cmyk: 0/0/0/60
rgb: 0/101/189	rgb: 128/130/132
html: 0065BD	html: 808284

Foil Stamping and Metallic Ink Colors

The logo and seal may be foil-stamped in gold, silver, bronze and blue. Foils used for this purpose are available in a variety of brands. Great Western #160 has been identified as the most preferred replacement for PMS 300. If the Great Western brand is not available, care should be taken to match the spirit of PMS 300 as close as possible.

The logo and seal may be printed in metallic inks in a manner that reflects metals, mimicking a foil application with printed ink. Metallic inks have been identified as PMS 877 for silver and PMS 872 for gold.

Other Color Matching Instances

If the 60% black value needs to be reproduced as a spot color, then PMS Cool Gray 9 may be used. This is commonly needed for silk-screen applications.

PMS: 300	PMS: Cool Gray 9

In the textile industry, it may not be possible to match fabric to PMS 300 exactly. We ask that vendors match our primary colors as closely as possible.

PMS 300 Tint Examples

In some designs, it may be appropriate to use a tint or percentage of PMS 300. The visual below shows PMS 300 in 10 percent increments.

PMS: 300
cmyk: 100/42/0/0
rgb: 0/101/189
html: 0065BD

| 90% | 80% | 70% | 60% | 50% | 40% | 30% | 20% | 10% |
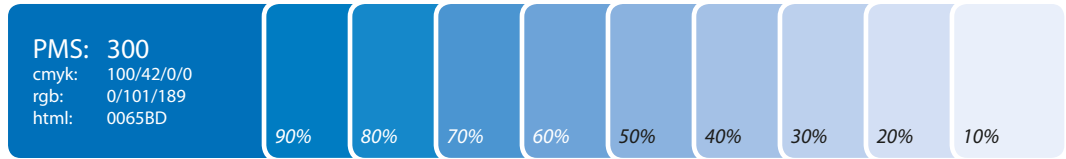
Secondary Color Palette

The secondary color palette is a collection of colors that complement the primary logo colors. They provide a starting point to guide design color choices. The consistent use of such color tones builds strength to the university visual identity as collateral pieces come together to represent the university. The colors, however, are only a recommendation. Individual designs might lend to other color selections. Special care should be given to electronic media to ensure viable color contrast to meet accessibility standards.

Recommended Secondary Color Palette (listed in Pantone numbers, and then cmyk, rgb, and html/hex equivalent values):

PMS: 129
cmyk: 0/11/70/0
rgb: 243/207/69
html: F3CF45
80% 50% 30%

PMS: 298
cmyk: 68/3/0/0
rgb: 61/183/228
html: 3DB7E4
80% 50% 30%

PMS: 144
cmyk: 0/52/100/0
rgb: 233/131/0
html: E98300
80% 50% 30%

PMS: 2955
cmyk: 100/55/10/48
rgb: 0/60/105
html: 003C69
80% 50% 30%

PMS: 1807
cmyk: 7/94/65/31
rgb: 158/48/57
html: 9E3039
80% 50% 30%

PMS: 368
cmyk: 63/0/97/0
rgb: 105/190/40
html: 69BE28
80% 50% 30%

PMS: 195
cmyk: 14/88/42/56
rgb: 119/49/65
html: 773141
80% 50% 30%

PMS: 356
cmyk: 95/8/93/27
rgb: 0/121/52
html: 007934
80% 50% 30%

STATIONERY

Whenever you communicate/correspond in print, use the official printed stationery that has been produced on specially selected paper stock. This allows CSUSB to present a unified visual appearance in all correspondence. It is crucial that you use printed letterhead and not letterhead that you create yourself or print from your own personal printer. Furthermore, do not use "copied" letterhead (including black and white versions) for official correspondence.

Official university stationery, including letterhead, envelopes and business cards, may be ordered directly through the CSUSB Printing Services website *https://www.csusb.edu/printing*.

Letterhead	Official Printed Letterhead Electronic Letterhead • Color version for email and online communications only • NOT to be printed
Envelopes	#10 standard envelope #10 window envelope 6 x 9 envelope 9 x 12 envelope 10 x 13 envelope
Business Cards	Front Side: standard business cards Back Side: multiple branded options to choose from
Note Cards	6 x 9 folded note card A-6 envelope

Only administrative offices, academic departments and established centers that have been approved through appropriate administrative channels shall have their own official university stationery.

The university stationery is designed to be flexible, allowing campus units to list information that is unique to them. However, while allowing for flexibility, there are requirements for use of stationery.

The typeface, size and formatting have been standardized for consistency and are designed to accommodate most needs. Standard university letterhead represents the entire university; letterhead for individual departments allows units flexibility for specific applications.

No graphic images or logos other than the university logo should be displayed on the stationery. Under no circumstances should the university logo or any of its parts be incorporated into the symbol of an affiliated organization.

Letterhead

The names of individuals may not be included in the text of official letterhead printed at state expense, except when the university seal is used for stationery by the office of the president. However, the names of individual faculty and administrative officials, and as appropriate, position title, office telephone number, fax number and other electronic mail address information may be added to informal note stationery.

Room numbers are not allowed.

Order CSUSB stationery files directly through the CSUSB Printing Services website
https://www.csusb.edu/printing

College, department, or unit name in black (italicized second and third lines are optional)

University name and address
Variable contact information

Required listing of CSU campuses

Envelopes

Logo and information on envelopes should remain standard throughout the university, with the university unit and campus address located immediately below the university logo. Room numbers and individual names may not be printed on university envelopes.

#10 Standard and Window Envelopes

One or two department lines are available to accommodate campus needs
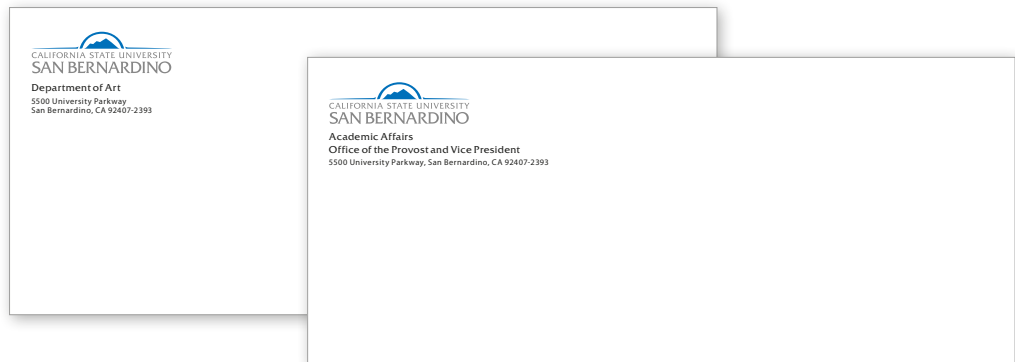
Note: Addressing window envelopes requires special consideration to properly align the address in the window. Layout accommodations must be met to allow the letter to shift in the envelope and still align in the window. Download a window envelope data merge guideline template from *https://www.csusb.edu/sites/csusb/files/%23%2010%20window%20data%20layout.pdf*.

6 x 9 Envelopes

6 x 9 envelopes are a great alternative to #10 envelopes when mailing several sheets of paper because the 6 x 9 size still qualifies for letter rate. Letter rate limits the thickness of the envelope to 1/4 inch. When using a 6 x 9 and folding several pages in half, as opposed to the tri-fold needed for the #10 envelope, the envelope will be thinner, allowing more sheets to be enclosed while still measuring less than 1/4 inch. When an envelope exceeds the 1/4-inch thickness, the price will move up into flat-rate pricing.

9 x 12 and 10 x 13 Envelopes

For items that need to be mailed flat, 9 x 12 and 10 x 13 envelopes are available with either the main university return address or customized with up to two lines for the department name. These envelopes will incur flat-rate pricing through the USPS.
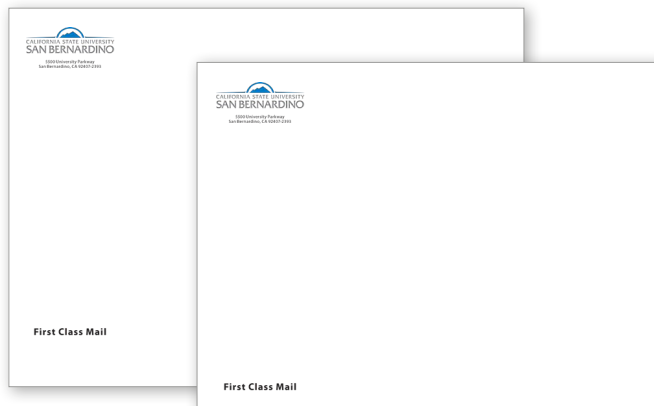
Order CSUSB stationery envelopes directly through the CSUSB Printing Services website https://www.csusb.edu/printing

Business Cards

Cal State San Bernardino business cards are designed to accommodate information such as name, title, multiple phone numbers, website and email address. The typeface, size and formatting has been standardized for consistency in appearance and cannot be changed. It is important to remember that business cards are intended to provide basic contact information and are not designed to serve as job resumes with an overabundance of titles, credentials and other information.

- Official CSUSB business cards are reserved for employees of the university. This typically includes all faculty, staff and management.
- Official CSUSB business cards are not intended for students, student employees or club members.
- Cards may not include home phone numbers or personal email addresses. They may not include room numbers.
- Blank business cards without the name of an individual shall not be printed.
- A limit of three degrees or certification designations may be listed after a person's name. They must fit on the same line as the name.
- Titles are limited to two lines, even in instances where a person carries multiple titles. It is strongly recommended that titles be limited to a single line.

Order CSUSB business cards directly through the CSUSB Printing Services website
https://www.csusb.edu/printing

Less information results in a more readable business card

CALIFORNIA STATE UNIVERSITY
SAN BERNARDINO

Jack H. Brown College
Business and Public Administration
Leonard Transportation Center

Kimberly Cousins, Ph.D.
Executive Director of the Leonard Transportation Center
Associate Professor of Public Administration

909.537.5391 · fax: 909.537.5994
KCousins@csusb.edu · ltc@csusb.edu
5500 University Parkway, San Bernardino, CA 92407-2393

Up to 3 lines available from college, department and unit name.

Two title lines are permissible if needed; but not recommended.

Two lines available for contact information above the university address.

CALIFORNIA STATE UNIVERSITY
SAN BERNARDINO

Office of Strategic Communication

Angela Gillespie
Senior Creative Strategist

909.537.5007 · fax: 909.537.3003 · agillespie@csusb.edu
inside.csusb.edu · csusb.edu/branding-toolkit
5500 University Parkway, San Bernardino, CA 92407-2393

WE DEFINE THE *Future*

f csusb
o csusb
in csusb
y csusbnews
▶ csusb
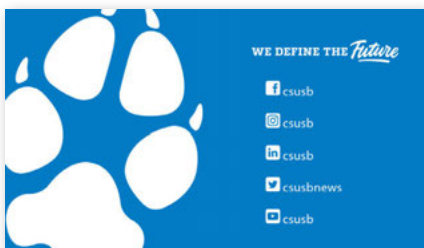
Card back design samples. More to choose from when ordering through Printing Services.

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f csusb o csusb in csusb y csusbnews ▶ csusb

Electronic Letterhead – For Electronic Purposes Only – Not for Print

Electronic letterhead design has been established for the convenience of attaching to an email or posting online. The electronic letterhead is provided by Printing Services in a Microsoft Word file with the same customized information as the official printed letterhead for individual departments.

- MS Word CSUSB Letterhead - customized for individual departments

It is highly recommended that electronic letterhead files be converted to secure/locked pdf files to ensure the legitimacy of the letter prior to attaching to an email or posting online.

Electronic letterhead can be ordered through CSUSB Printing Services for a minimal one-time charge assessed to setup the file. All electronic letterhead must be generated through Printing Services to ensure consistency in formatting. Please do not attempt to create your own version of electronic stationery or scan your official printed letterhead.

Order electronic letterhead files directly through the CSUSB Printing Services website https://www.csusb.edu/printing

Download generic university letterhead at http://csusb.edu/branding-toolkit

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Electronic Letterhead Usage Policy:

In order for the campus to maintain a unified visual identity, this electronic letterhead has been designed to complement the printed letterhead and is intended strictly for use as an electronic communication tool ONLY, and not for use as a printable format.

DO NOT PRINT electronic letterhead on desktop printers, laser printers or campus copiers of any kind. Only official campus letterhead should be used for hard-copy applications.

For hard-copy applications, please order official printed stationery from CSUSB Printing Services. Official printed stationery is printed with very specific color specifications that match the exact standards necessary to properly print on fine linen paper, which is 30 percent postconsumer recycled. Anything printed from desktop devices or from outside vendors will not match the official printed stationery and will deviate from the unified visual identity of the campus.

Note Cards

6 x 9 folded note cards are available with department designation. The inside of these cards can be blank or ordered with a printed message.

A-6 matching envelopes are available as well.

Order CSUSB note cards and envelopes directly through the CSUSB Printing Services website https://www.csusb.edu/printing

5500 University Parkway
San Bernardino, CA 92407-2393

CALIFORNIA STATE UNIVERSITY
SAN BERNARDINO
University Advancement
Office of the Vice President

College, department, or unit name in black (italicized second line is optional)

MAILING REQUIREMENTS

For envelopes and other mail pieces leaving the campus that require postage, the following requirements have been established by the CSUSB Mail Services in collaboration with the United States Postal Service.

Delivery Address

The delivery address is the most important information on your mail piece. Per U.S. Postal Service regulations, use the following format for your delivery addresses:

Name or attention line:	JANE L MILLER
Company:	MILLER ASSOCIATES
Delivery address:	1960 W CHELSEA AVE STE 2006
City, state, ZIP code:	ALLENTOWN PA 18104

Automated mail processing machines read addresses on mail pieces from the bottom up and will first look for a city, state and ZIP Code. Then the machines look for a delivery address. If the machines cannot read either line, the mail piece could be delayed or misrouted. **Any information below the delivery address line (e.g., a logo, a slogan or an attention line) could confuse the machines and misdirect mail.**

Use the following guidelines:

- Always put the address and the postage on the same side of your mail piece.
- On a letter, the address should be parallel to the longest side.
- All capital letters
- No punctuation (Do not follow abbreviations with periods or place a comma between the city and state.)
- **At least 10-point type**
- Simple type fonts (fancy/decorative type fonts do not read well on mail processing equipment and may slow down your mail.)
- Left justified
- Black ink on white or light paper
- No reverse type (white printing on a black background)
- If you are using address labels, make sure any important information is not cut off. Also, make sure labels are placed straight. Mail processing machines have trouble reading crooked or slanted information.

TIPS

- **Always put the attention line on top – never below the city and state or in the bottom corner of your mail piece.**
- If suite or apartment number does not fit on the same line as the delivery address, put it on the line ABOVE the delivery address, NOT on the line below.
- Words like "east" and "west" are called directionals and they are VERY important. A missing or a bad directional can prevent mail from being delivered correctly.
- Use common sense. If the address is unreadable, then automated mail processing equipment will be unable to read the address, too.
- Some types of paper interfere with the machines that read addresses. The paper on the address side should be white or light in color. No patterns or prominent flecks. **Also, the envelope shouldn't be too glossy – avoid shiny, coated paper stock.**

Delivery Address for Window Envelopes

In addition to all of the standard delivery address guidelines, special consideration must be given to the placement of the delivery address on letters mailed in window envelopes.

- Make sure there is at least 1/8-inch clearance around the address that appears through the window. **Sometimes parts of the address slip out of view behind the window causing mail processing machines to not be able to read the address. The letter will be returned as undeliverable.**

- Printing Services provides a window address template with all window envelope orders that can be used to double check printed letters.

Order CSUSB stationery envelopes directly through the CSUSB Printing Services website https://www.csusb.edu/printing

Permit Mail

Utilizing permit imprints for sending high-volume mailings is a convenient and cost-effective way to pay for first-class mail, presorted first-class mail and standard nonprofit mail.

The permit imprint indicia is the block of text that is placed in the upper right-hand corner of the mail piece.

CSUSB maintians a postage account with the local Post Office. When there is a large mailing using the CSUSB permit, the total postage is deducted from CSUSB's master account and then a chargeback is issued to the originating department.

The CSUSB permit indicia must include:

Line 1:   Text to specify the rate marking
Line 2:   US Postage Paid
Line 3:   San Bernardino, CA
Line 4:   Permit No. 1649

First Class Mail
U.S. Postage
PAID
San Bernardino, CA
Permit No. 1649
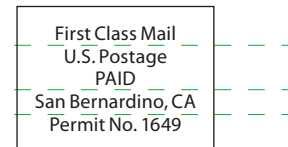
For a mailing to qualify for a permit imprint, all of the following criteria must be met:

- All pieces must weigh exactly the same. This allows for the total piece count to be verified via the weight.

- Permit imprints may only be used with bulk mailings. Permit imprints are not to be used on individual-piece mailings. If that is desired, the permit imprint must be covered so the mail piece can have a single-piece postage applied to it.

- Each mail piece must include the permit imprint indicia. Do not draw by hand or type the permit imprint indicia. The PMI may be printed onto a label that can then be applied to the mail piece.

- The mail pieces must always be brought to the Post Office where the CSUSB permit is held and never dropped in a collection box or given to a carrier.

CSUSB uses the following three types of bulk mail:

- First Class – quick and easy, but no discounts

- Presorted First Class – good for large quantity mailings and receives deeper discounts as the piece count increases. Off campus mailing houses might use bars code that are printed/attached onto the bottom of mail piece that provide presort information to the Post Office readable by machine.

- Standard Nonprofit (formerly called Third Class Mail) – is strictly for CSUSB's nonprofit use only (clubs or associations should contact the Student Leadership and Development Office for more information). Content is reviewed by postal service personnel and must comply with nonprofit standards. Check with CSUSB Mail Services for other restrictions and information at (909) 537-5151.

First Class	Pre-Sorted First Class	Standard Non-Profit
First Class Mail U.S. Postage PAID San Bernardino, CA Permit No. 1649	Pre-Sorted First Class Mail U.S. Postage PAID San Bernardino, CA Permit No. 1649	Non-Profit Organization U.S. Postage PAID San Bernardino, CA Permit No. 1649
Minimum 200-piece mailing	Minimum 500-piece mailing	Minimum 200-piece mailing
Addresses must be "machinable" NOT handwritten	Addresses must be "machinable" NOT handwritten	Addresses must be "machinable" NOT handwritten Address list MUST be updated within 90 days prior to mailing. Certification required. OR Ancillary service endorsement required (e.g., change requested address)
No sorting required	**No sorting required** – sent to pre-sort house by CSUSB mailroom	MUST be sorted and bundled prior to sending to CSUSB mailroom
No International addresses	No International addresses	No International addresses
Cost: $ 0.50* (1 oz. letter – meter) $ 0.55* (1 oz. letter - stamp) $ 0.35* (postcard up to 4¼ x 6 in size)	*Cost:* $ 0.459* or less (1 oz. letter) $ 0.280 or less (postcard up to 4¼ x 6 in size)	*Cost:* $ 0.184* or less (letters or postcards up to 3.5 oz) $ 0.478* or less (flats up to 4 oz)
Delivery time for USPS: 1-3 days (CSUSB mailroom delivers to USPS same day if received before 3 p.m.)	*Delivery time for USPS:* 1-3 days (CSUSB mailroom does not guarantee the day the pre-sort house will deliver to USPS)	*Delivery time for USPS:* Up to a week depending upon the distance, lowest priority of mail
No limitations on content	No limitations on content	Content MUST be identical (copy of mailing kept on file at Post Office.) Only for CSUSB use (no clubs or association eligible) Mail piece MUST have CSUSB's name and return address (addressing on flat mail pieces must be on the top half of the design)

For more information, contact John Salazar, supervisor of Mail Services at 537-3151 or john.salazar@csusb.edu.

*Pricing current as of 12/04/2018; pricing subject to change without notice.

Business Reply Mail

Business Reply Mail® (BRM) allows sending preprinted, postage-paid mail pieces to recipients, and pay only for the returned mail pieces. BRM encourages recipients to reply to the request, because the original sender pays the postage on the returned mail piece. All the recipients have to do is drop it in the mail.

Departments using BRM will incur the cost of the mail returning; however, it can be considerably less money to use BRM than paying for postage on all return mail pieces because only a small percentage of mail will likely be returned.

BRM requires that specific design standards are met and verified before the piece is printed.

The 4-digit ZIP code extension will change based on size of the mail piece.

LETTER – envelopes	92407-9984
CARD – Reply card/post card	92407-9983
FLAT – Other (big envelopes, etc.)	92407-9974

Specific bar codes at the top and bottom of the envelope must be used. The bar code is determined by what size the mail piece is and changes for letters, reply cards/post cards, and other (big envelopes, etc).

The BRM box must be designed to meet postal standards and include the BRM permit number. CSUSB's BRM number is 4337.

The accuracy of the design of BRM is critical. Proper placement and proper bar codes are needed to ensure the mail returns to CSUSB and not to another institution. If using a BRM, it is best to leave the design to professionals who know BRM standards.

CSUSB BRM envelopes are available through Campus Stores. Call (909) 537-5149 for more information. CSUSB Printing Services also has templates for items that need to be customized. Call Printing Services for more information at (909) 537-5148.

Bar Code

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

CSUSB Permit Number

BUSINESS REPLY MAIL
FIRST-CLASS MAIL | PERMIT NO. 4337 | SAN BERNARDINO, CA
POSTAGE WILL BE PAID BY ADDRESSEE

4-digit code changes based on mailpiece size

CALIFORNIA STATE UNIVERSITY SAN BERNARDINO
5500 UNIVERSITY PKWY
SAN BERNARDINO CA 92407-9983

Bar Code
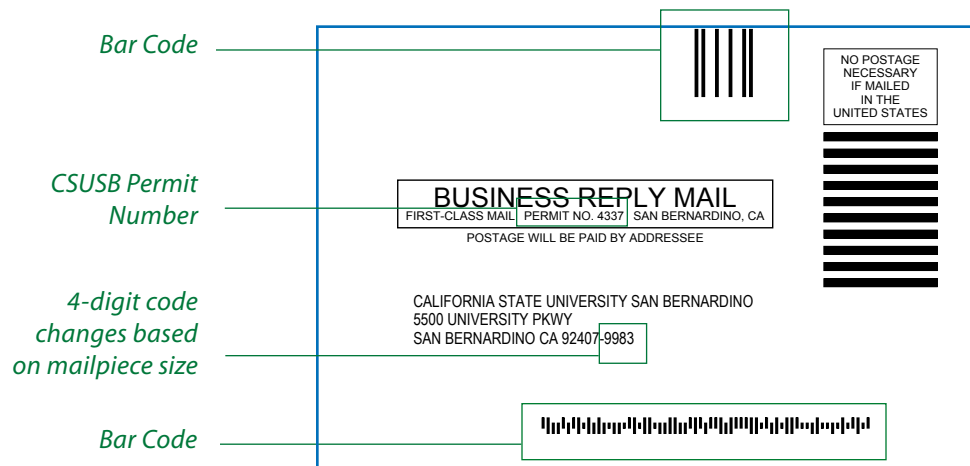
WEB STANDARDS

Campus websites are essentially electronic publications that represent and reflect the university image in the same manner as a brochure, a pamphlet or a video. Websites should be created as publications, and therefore, reflect the university in a unified and consistent manner.

CSUSB websites are driven through Drupal templates that adhere to the university identity standards. Please visit Web Services for more information and training at
https://www.csusb.edu/its/support/web-services.

APPENDIX A

Core Identity Logos

For more information on CSUSB's core identity, see page 55.

The CSUSB logos are available for download at *www.csusb.edu/logo-request* through the Office of Strategic Communication. To check for any updates to the visual identity standards *visit http://identity.csusb.edu*.

University Core Identity Logo

University Core Identity Alternate Logos

The Two-Line Full Name Alternate Logo

The Single-Line Full Name Alternate Logo

The Informal or Cal State San Bernardino Alternate Logo

The Acronym Vertical Alternate Logo

The Acronym Horizontal Logo

CSUSB Palm Desert Campus Primary Logo

CSUSB Palm Desert Campus Alternate Logo

CSUSB Palm Desert Campus Alternate Logo

The Cal State San Bernardino Nameplate

Official University Seal

APPENDIX B

Approved Extension Logos

For more information on extension logos, see pagepage 56.

All identity extension logos must be created by the Office of Strategic Communication. You can download existing extension logos and request new extension logos at https://www.csusb.edu/logo-request.

College Extension Logos

CALIFORNIA STATE UNIVERSITY
SAN BERNARDINO
College of Arts and Letters

CALIFORNIA STATE UNIVERSITY
SAN BERNARDINO
College of Education

CALIFORNIA STATE UNIVERSITY
SAN BERNARDINO
College of Extended Learning

CALIFORNIA STATE UNIVERSITY
SAN BERNARDINO
Jack H. Brown College
Business and Public Administration

CALIFORNIA STATE UNIVERSITY
SAN BERNARDINO
College of Natural Sciences

Other Extension Logos

CALIFORNIA STATE UNIVERSITY
SAN BERNARDINO
College of Social and
Behavioral Sciences

CALIFORNIA STATE UNIVERSITY
SAN BERNARDINO
Office of Sustainability

CALIFORNIA STATE UNIVERSITY
SAN BERNARDINO
Department of
Public Administration

APPENDIX C

Approved Sub-indentity Logos

For more information on Sub-Indentity logos, see page 57.

All Sub-Indentity logos must be approved by the Office of Strategic Communication. Please send a PDF of the logo design to logo@csusb.edu for approval.

asi Associated Students Incorporated
CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO

CSUSB Alumni

CSUSB

CSUSB
Business Alliance
College of Business and
Public Administration

Centers and Institutes

CENTER FOR
Advanced Functional Materials
CAL STATE SAN BERNARDINO

Institute for
Child Development
& Family Relations
CAL STATE SAN BERNARDINO

Leonard Transportation Center
CAL STATE SAN BERNARDINO

**Center for the Promotion of
Health Disparities Research & Training**
CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO

iece
INLAND EMPIRE
Center for Entrepreneurship
CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO

CENTER FOR ISLAMIC
AND MIDDLE EASTERN STUDIES
CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO

CSCE Center for the Study of
Correctional Education
CALIFORNIA STATE UNIVERSITY
SAN BERNARDINO

wri
WATER RESOURCES INSTITUTE
CAL STATE SAN BERNARDINO

cgm CENTER FOR
GLOBAL MANAGEMENT
CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO

Grants

PROJECT
CUIDAR
CAL STATE SAN BERNARDINO

**EDUCATIONAL
TALENT SEARCH**
CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO

GEAR UP
CAL STATE SAN BERNARDINO

CAL STATE SAN BERNARDINO
REENTRY INITIATIVE

DIVERSITY-PROMOTING INSTITUTIONS
DRUG ABUSE RESEARCH PROGRAM
DIDARP
CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO

RISE
Research Initiative for
Scientific Enhancement
CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO

Development

Annual Events

Public Venue

COUSSOULIS ARENA
CAL STATE SAN BERNARDINO

indian
wells
theater
CAL STATE SAN BERNARDINO
PALM DESERT CAMPUS

RAFFMA
CAL STATE SAN BERNARDINO

Rancho Mirage Student Center
CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO
PALM DESERT CAMPUS

Santos Manuel
Student Union
CAL STATE SAN BERNARDINO

Misc

AFSSA
Asian Faculty, Staff, and Student Association
CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO

ASSOCIATION OF LATINO
FACULTY, STAFF & STUDENTS
CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO

CALIFORNIA STATE UNIVERSITY
SAN BERNARDINO

CCJR

COYOTE ADVERTISING
CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO

CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO
COYOTE
CONSERVATORY
FOR THE ARTS

CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO
COYOTE BOOKSTORE
6100 University Parkway • www.coyotebooks.bkstr.com • 909.537.5966

COYOTE radio
CAL STATE SAN BERNARDINO

EOP
RENAISSANCE SCHOLARS
CAL STATE SAN BERNARDINO

COYOTE DINING

PawsRadio
CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO
PALM DESERT CAMPUS

student
success
CSUSB

CSUSB | NEURO•FEEDBACK
a new state of mind

CAL STATE SAN BERNARDINO
University Enterprises Corporation

Obershaw DEN
CAL STATE SAN BERNARDINO

APPENDIX D

Approved Independent Logos

For more information on Independent logos, see pagepage 59.

To determine whether a unit is considered to be independent, please confer with the Office of Strategic Communication at (909) 537-5007 or email logo@csusb.edu.

Quick Reference Sheet

Minimum Sizes

CALIFORNIA STATE UNIVERSITY SAN BERNARDINO	.3" or 1/3" - print 46 pixel high - web
CALIFORNIA STATE UNIVERSITY SAN BERNARDINO	.16" or 1/6" - print 24 pixel high - web
CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO	.1" or 1/10" - print 12 pixel high - web
CAL STATE SAN BERNARDINO	.1" or 1/10" - print 12 pixel high - web
CSUSB	.2" or 1/5" - print 24 pixel high - web
CSUSB	.083" or 1/12" - print 12 pixel high - web
CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO PALM DESERT CAMPUS	.4" or 4/9" - print 52 pixel high - web
CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO PALM DESERT CAMPUS	.2" or 2/9" - print 26 pixel high - web
CSUSB PALM DESERT CAMPUS	.16" or 1/6" - print 24 pixel high - web

CALIFORNIA STATE UNIVERSITY SAN BERNARDINO Printing Services	.45" - print 68 pixel high - web
CALIFORNIA STATE UNIVERSITY SAN BERNARDINO Jack H. Brown College Business and Public Administration	.51" - print 78 pixel high - web
CALIFORNIA STATE UNIVERSITY SAN BERNARDINO (seal)	.75" or 3/4" - print 104 pixel high - web
CALIFORNIA STATE UNIVERSITY SAN BERNARDINO	.1527" - print 23 pixel high - web
CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO	.0654" - print 8 pixel high - web *size larger due to comma*
CAL STATE SAN BERNARDINO	.0632" - print 7 pixel high - web
CSUSB	.0632" - print 7 pixel high - web
CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO PALM DESERT CAMPUS	.2167" or 1" - print 24 pixel high - web
CSUSB PALM DESERT CAMPUS	.0632" - print 7 pixel high - web

Color Palette – Primary and Secondary

PMS: 300
cmyk: 100/42/0/0
rgb: 0/101/189
html: 0065BD

PMS: 129
cmyk: 0/11/70/0
rgb: 243/207/69
html: F3CF45
— 80% 50% 30%

PMS: 144
cmyk: 0/52/100/0
rgb: 233/131/0
html: E98300
— 80% 50% 30%

PMS: 298
cmyk: 68/3/0/0
rgb: 61/183/228
html: 3DB7E4
— 80% 50% 30%

PMS: 2955
cmyk: 100/55/10/48
rgb: 0/60/105
html: 003C69
— 80% 50% 30%

Black 60%
cmyk: 0/0/0/60
rgb: 128/130/132
html: 808284

PMS: 1807
cmyk: 7/94/65/31
rgb: 158/48/57
html: 9E3039
— 80% 50% 30%

PMS: 195
cmyk: 14/88/42/56
rgb: 119/49/65
html: 773141
— 80% 50% 30%

PMS: 368
cmyk: 63/0/97/0
rgb: 105/190/40
html: 69BE28
— 80% 50% 30%

PMS: 356
cmyk: 95/8/93/27
rgb: 0/121/52
html: 007934
— 80% 50% 30%