CALIFORNIA STATE UNIVERSITY, DOMINGUEZ HILLS

BRAND GUIDELINE

CSUDH

v.201804

Introduction

The California State University, Dominguez Hills needs to present a consistent identity to ensure instant recognition of our brand among a wide variety of audiences around the world.

Our visual identity is the graphic expression of who we are and what we represent. It has a major role to play in promoting a consistent and positive image of the University.

The concerted application of our unique visual identity has even greater significance in the modern world where communication systems have evolved to provide instant global messaging. Individuals now receive an extraordinary number of messages every day through a wide variety of media.

It is therefore in our shared interest to ensure that the messages from CSUDH achieve the greatest prominence, recognition and relevance by using all the communication skills at our disposal.

By applying these visual identity guidelines, we can all make our communications clear, consistent and professional. Together, we will be able to convey and promote the academic excellence and cultural significance of the California State University, Dominguez Hills.

These guidelines provide the tools to create a necessary visual uniformity among the rich diversity that is contained within the California State University, Dominguez Hills.

The logo

Core Element

The logo should be used in its entirety with no alterations or additional elements added to it.

The logo must always be reproduced from a digital master reference. This is available in eps, jpeg, and png format.

File Formats

eps: professional usage
jpeg: desktop publishing
png: digital usage

Color

The logo only appears in the four color variants shown on this page. Burgundy, yellow and gray. Single color black, grayscale or white. Avoid any other color combinations.

Accessibility

The logo must always have good contrast with the background to ensure maximum impact and accessibility.

Use of logo

The University's logo and logotype are used to identify an official publication, presentation or website of the California State University, Dominguez Hills.

All other uses require permission from the CSUDH, University Communications and Public Affairs.

BURGUNDY
Pantone 209 C

YELLOW
Pantone 124 C

GRAY (NAME AND DH)
C=0 M=0 Y=0 K=75
(75% Black)

GRAY (CSU)
C=0 M=0 Y=0 K=40
(40% Black)

CSUDH

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CALIFORNIA STATE UNIVERSITY, DOMINGUEZ HILLS

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CSUDH
CALIFORNIA STATE UNIVERSITY
DOMINGUEZ HILLS

The logo

Spacing and Size

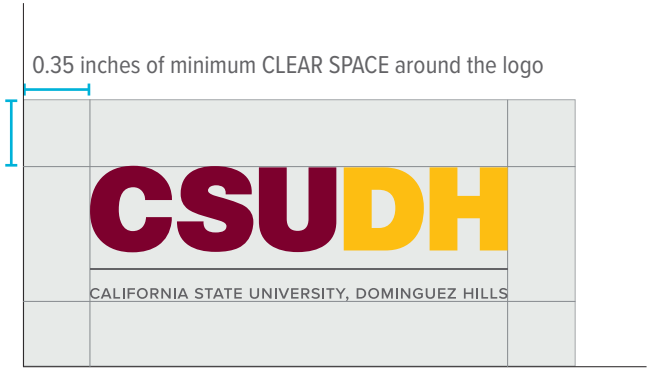
In order to maximize its visual presence the logo requires a surrounding area clear of any other graphic elements or text. Always allow at least this amount of clear space around the logo. It is important that this rule is observed and the exclusion zone is maintained at all times.

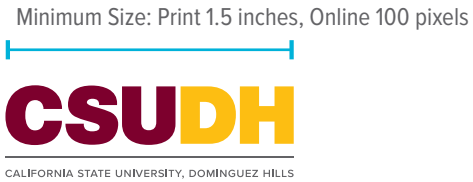
The recommended minimum clearance is to protect the logo. The logo will appear on many different applications and formats and this will help to give it clarity and presence. This is not a placement guide. It is a minimum only.

Logo size consistency is important when producing a wide range of communications.

Placement
The logo always appears in a set size and position on all our communications.

Minimum size
Our logo must be clearly visible and reproduced consistently. For this reason, a minimum size has been established. The size is 1.5 inches measured across the width of the logo.





The logo

Endorsed Logos

CSUDH entities or departments may contact the University Communications and Marketing office to request their own "endorsed logo," which combines the University Logo with the department name.

CSUDH entities may not promote themselves independent of the university. Secondary logos developed to identify a division, college, department, unit, organization, service, initiative or internal project or program dilute the Cal State Dominguez Hills brand and should be avoided.

Please consult with the University Communications and Public Affairs office before using any logos or icons other than the CSUDH logo. Often, a new logo is not needed to promote a program – our office can assist you in developing an identifiable graphic identity using color, typography, or other design elements.

CSUDH | VERSION ONE

CSUDH | VERSION TWO ON TWO LINES

CSUDH | VERSION THREE LONG NAMES THAT APPEAR ON THREE LINES

CSUDH
VERSION ONE

CSUDH
VERSION TWO, FOR NAMES APPEAR ON TWO LINES

CSUDH
VERSION THREE, FOR VERY LONG NAMES THAT APPEAR ON THREE LINES OF TEXT OR MORE

CSUDH | COLLEGE OF EDUCATION

CSUDH | COLLEGE OF BUSINESS ADMINISTRATION & PUBLIC POLICY

CSUDH | RISK MANAGEMENT ENVIRONMENTAL HEALTH & OCCUPATIONAL SAFETY

CSUDH
ACADEMIC AFFAIRS

CSUDH
ACADEMIC AFFAIRS

CSUDH
COLLEGE OF ART & HUMANITIES

CSUDH
COLLEGE OF ART & HUMANITIES

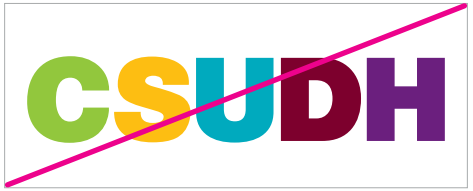
CSUDH
COLLEGE OF BUSINESS ADMINISTRATION & PUBLIC POLICY

CSUDH
COLLEGE OF BUSINESS ADMINISTRATION & PUBLIC POLICY

The logo

Misuses

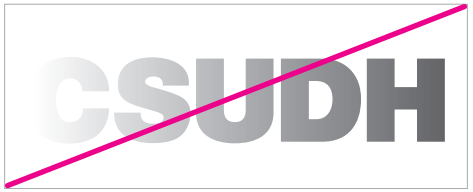
DO NOT rearrange the elements



DO NOT change or add colors

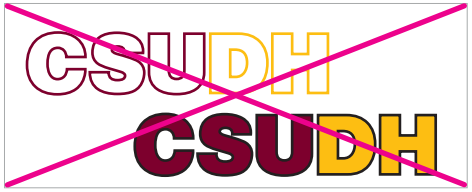
DO NOT crop the elements

DO NOT stretch, condense, distort, skew, bend, or rotate



DO NOT use gradients, overlays, or other color effects

DO NOT add or remove the elements

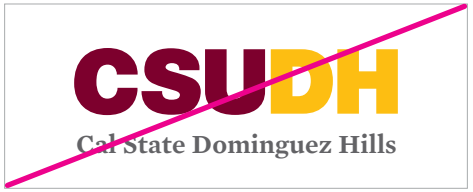


DO NOT use outline

DO NOT apply drop shadows or other visual effects

DO NOT place the logo over complex photos, textures or unapproved colors

DO NOT have any color block around the logo. Use transparency logo file such as EPS vector or PNG on colored background.



DO NOT use other font

Avoid using the white and yellow logo combination on a black background. Yellow, white and black are CSU Long Beach and LA branding colors.

The logo

Square Block for Online

CSUDH entities or departments may contact the University Communications and Marketing office to request their own social media which combines the University Logo with the department name.

CSUDH entities may not promote themselves independent of the university. Secondary logos developed to identify a division, college, department, unit, organization, service, initiative or internal project or program dilute the Cal State Dominguez Hills brand and should be avoided.

Please consult with the University Communications and Marketing office before using any logos or icons other than the CSUDH logo. Often, a new logo is not needed to promote a program – our office can assist you in developing an identifiable graphic identity using color, typography, or other design elements.

The logo

University Seal

The official seal of California State University, Dominguez Hills signifies the academic character, history and mission of CSUDH and is appropriately used in support of official CSU Dominguez Hills policies, decisions, ceremonies or other formal actions of CSUDH as an academic institution. In order to maintain its integrity and effectiveness, the seal should not be used for relatively informal or routine materials, or for materials not directly related to academic purposes. The university seal is used primarily as a signal of authentication. Within a publication, it will typically appear on the inside front or inside back cover, or on the first or last page—whichever is appropriate.

A graphic representation of the seal is appropriate on such printed materials as the following:

- ceremonial documents, such as awards, certificates, diplomas and proclamations
- commemorative display items created for limited distribution, of high quality, and for a specific purpose
- formal stationery
- formal invitations and notecards
- legal documents
- financial documents, such as the official university budget, checks and other financial papers, where it is essentially a mark of guarantee
- CSU Dominguez Hills policy manuals

SEAL

Lamp of learning symbolizes the university's educational mission.

The graphic waves from the 1977 logo design symbolize access to education.

The open book symbolizes knowledge and wisdom.

The year 1960 was the founding date of California State University, Dominguez Hills.

The California State University motto "Vox Veritas Vita" means "speak the truth as a way of life."

The logo

Seal and Emblem Misuses

DO NOT rearrange the elements

DO NOT use outline

DO NOT use gradients, overlays, or other color effects

DO NOT crop the elements

DO NOT use seal or emblem as a part of text

DO NOT stretch, condense, distort, skew, bend, or rotate

DO NOT change or add colors

DO NOT apply drop shadows or other visual effects

DO NOT combine the elements

DO NOT place over complex photos, textures or unapproved colors

The logo

Athletics Brand

At California State University, Dominguez Hills, our student-athletes' competitive success mirrors their performance in the classroom and their development as community leaders. The athletics brand is energizing, exciting and engaging and is used to convey athletics messaging to all audiences.

University Mascot and Logo

The university mascot, the Toro, and the "DH" horns may appear without the university logo on a variety of materials such as team uniforms and hats, but it is preferable to include the university name with the image.

The Toro mascot and logo images may not be manipulated or changed in any way and should always be reproduced from official Toro Athletics artwork and colors in the manner described in the CSUDH Athletics Branding guide.

Color

The Athletics logo is comprised of the university colors and other colors may not be substituted.

Usage

Use of the CSUDH Athletics logos are restricted to NCAA athletics or school spirit purposes only.

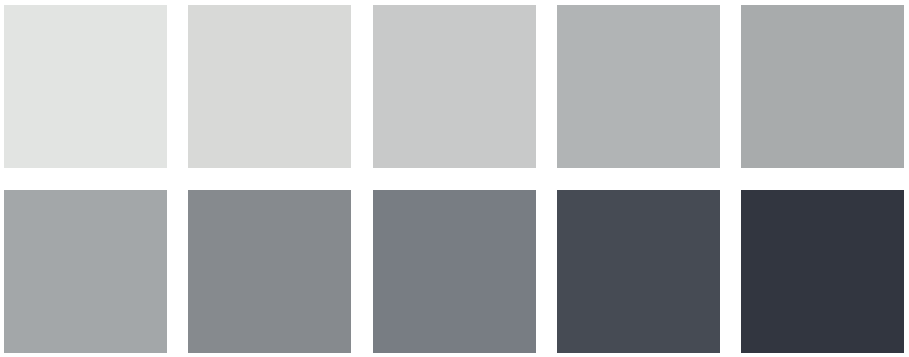
Color Palette

The CSUDH Brand color palette uses the university's recognized school colors and integrates them into the design of print and digital materials. Using the CSUDH color palettes helps to create a consistent, distinctive look and feel. The palette were also developed to complement the CSU systemwide brand program.

While there is some flexibility to mix these colors, the palette should remain light, clean and contemporary with lots of white space.

To ensure the consistency of the university's visual identity, Pantone Matching System (Pantone or PMS) specifications for each color are provided. Use the CMYK, RGB or HEX values equivalent to the PMS colors for four-color printing applications and digital applications.

COOL GREY COLOR RANGE OR % OF BLACK



PRIMARY PALETTE

BURGUNDY
Pantone 209 C

PRINT
P 66-16 C
C=0 M=100 Y=41 K=58

SCREEN
HEX #860038
R=134 G=0 B=56

YELLOW
Pantone 124 C

PRINT
P 10-8 C
C=0 M=27 Y=100 K=0

SCREEN
HEX #EFBA08
R=239 G=186 B=8

GREY
Pantone Cool Grey 9 C
or Black at 75%

PRINT
Pantone Cool Grey 9 PC
C=56 M=46 Y=44 K=10

SCREEN
HEX #75787B
R=117 G=120 B=123

SECONDARY PALETTE

CYAN
Pantone 312 C

PRINT
P 118-7 C
C=88 M=0 Y=13 K=0

SCREEN
HEX #009DBB
R=0 G=157 B=187

NAVY
Pantone 302 C

PRINT
P 111-16 C
C=100 M=35 Y=0 K=60

SCREEN
HEX #00416D
R=0 G=65 B=107

TURQUOISE
Pantone 7466 C

PRINT
P 121-8 C
C=100 M=0 Y=29 K=0

SCREEN
HEX #00B3C5
R=0 G=179 B=197

ACCENT PALETTE

PURPLE
Pantone 526 C

PRINT
P 91-16 C
C=64 M=100 Y=0 K=14

SCREEN
HEX #69287D
R=105 G=40 B=125

GREEN
Pantone 367 C

PRINT
P 157-8 C
C=48 M=0 Y=100 K=0

SCREEN
HEX #92C83E
R=146 G=200 B=62

ORANGE
P 7578 C

PRINT
P 34-15 C
C=0 M=67 Y=87 K=12

SCREEN
HEX #D56939
R=213 G=105 B=57

NEUTRAL PALETTE

BLACK

PRINT
C=0 M=100 Y=0 K=100

SCREEN
HEX #000000
R=0 G=0 B=0

RICH BLACK

PRINT
For large areas of coverage
C=90 M=80 Y=80 K=100

WHITE

PRINT
C=0 M=0 Y=0 K=0

SCREEN
HEX #FFFFFF
R=255 G=255 B=255

University Fonts

The Typefaces

The typefaces used in university communications are also brand and graphic identifiers and require the same consistency to position Cal State Dominguez Hills as a premier educational institution. Approved typefaces for the university logo and descriptors must not be altered.

Two typeface families, **Proxima Nova** and **Mercury**, have been selected for use on CSUDH print communications. These typefaces, a serif and sans serif families, allow flexibility while maintaining a consistent visual character within the whole range of communication materials.

Fonts for Correspondence and Reports

If you do not regularly create designed collateral you may not need to install the Proxima Nova or Mercury fonts. Standard fonts can be used and will ensure that your document looks the same if viewed by someone who does not have our custom fonts installed on their computer.

Examples of correspondence include: letters, memos, faxes and interoffice communication documents.

San Serif Font

Use Arial or Calibri fonts.

Serif Font

Use Times New Roman Font.

Web Fonts

Proxima Nova

Use of this font on the university main website will be available through preset style guides.

Open Sans

Use of Open Sans is acceptable on websites not created in the CM1 content management system that require the use of a non-licensed web font.

Arial

Arial font may be used as an alternate font for digital communications where a standard font choice is required to ensure the collateral displays as intended on the receiver's computer - for example e-newsletters.

SAN SERIF – PROXIMA NOVA

Proxima Nova Condensed Thin
Proxima Nova Condensed Light
Proxima Nova Condensed Regular
Proxima Nova Condensed Medium
Proxima Nova Condensed Semibold
Proxima Nova Condensed Bold
Proxima Nova Condensed Extrabold
Proxima Nova Condensed Black

Proxima Nova Condensed Thin Italic
Proxima Nova Condensed Light Italic
Proxima Nova Condensed Italic
Proxima Nova Condensed Medium
Proxima Nova Condensed Semibold
Proxima Nova Condensed Bold
Proxima Nova Condensed Extrabold
Proxima Nova Condensed Black

Proxima Nova Thin
Proxima Nova Light
Proxima Nova Regular
Proxima Nova Medium
Proxima Nova Semibold
Proxima Nova Bold
Proxima Nova Extrabold
Proxima Nova Black

Proxima Nova Thin Italic
Proxima Nova Light Italic
Proxima Nova Italic
Proxima Nova Medium Italic
Proxima Nova Semibold Italic
Proxima Nova Bold Italic
Proxima Nova Extrabold Italic
Proxima Nova Black Italic

SERIF – MERCURY

Mercury G2 Roman
Mercury G2 Semibold
Mercury G2 Bold

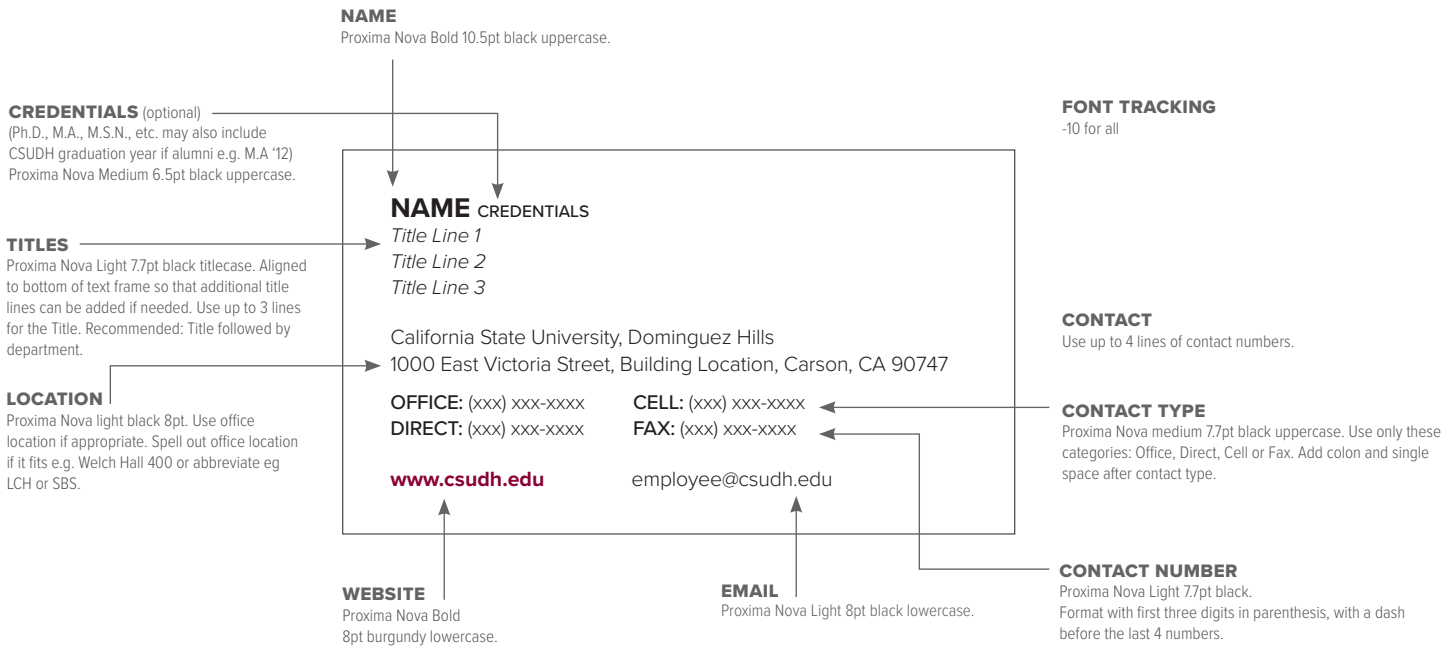
Mercury G2 Italic
Mercury G2 Semibold Italic
Mercury G2 Bold Italic

University Stationery

Business Card

BUSINESS CARD BACK
(Same design for all cards)

BUSINESS CARD FRONT



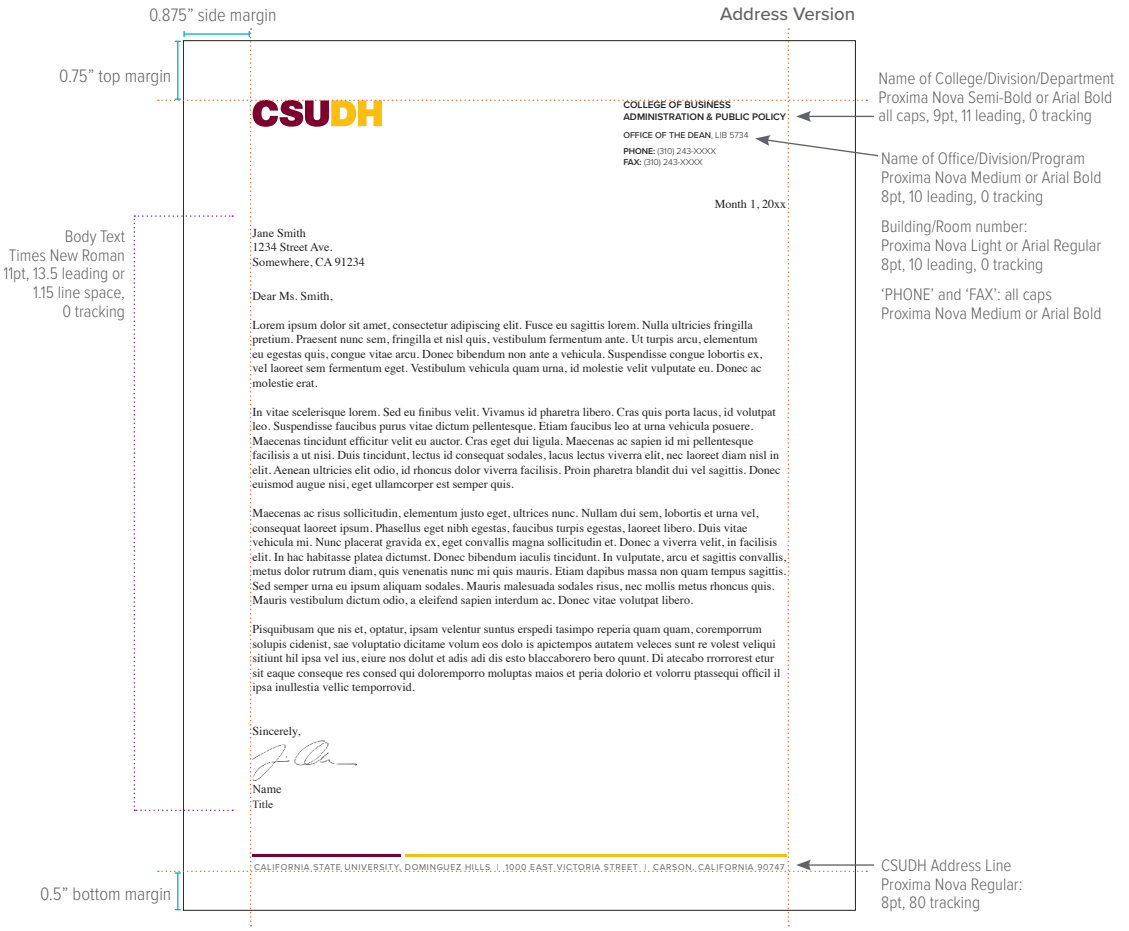
University Stationery

Envelope and Letterhead

Because Cal State Dominguez Hills is one brand, there is a fixed format for the official letterhead in three versions:

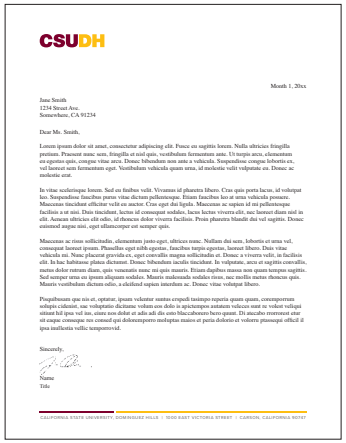
- Address Version - simple letterhead with sender's information.
- Generic Version - blank with CSUDH marks and address.
- Long List Version - option for colleges to list their departments and/or programs.

When used consistently, CSUDH brand is undiluted and presents professionalism. Please follow the guidelines shown here.



ENVELOPE

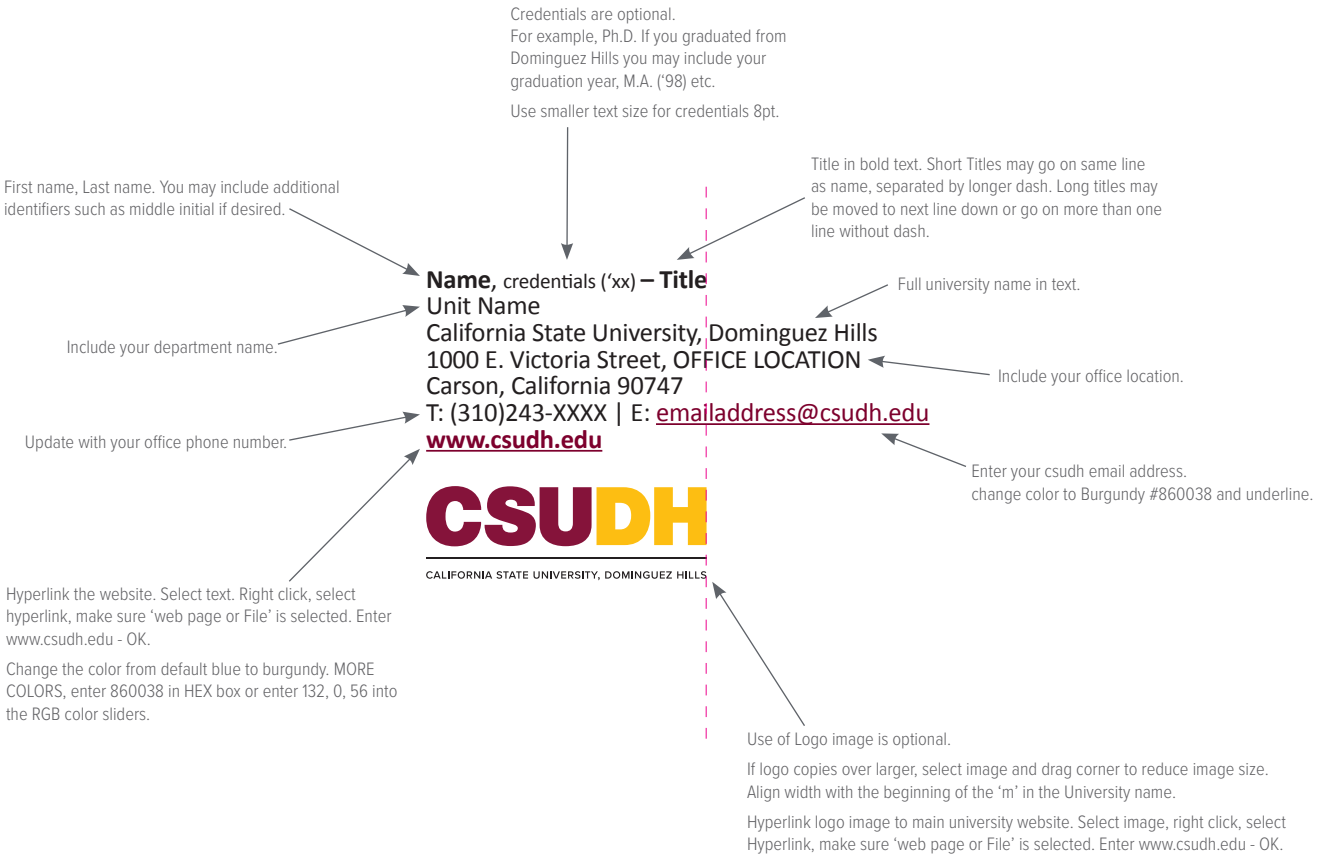
Generic Version



Long List Version

Email Signature

Font: Calibri, SIZE: 10pt, Black
Credentials: Calibri, SIZE: 8pt, Black
Link Color: Burgundy (#860038 or R=132 G=0 B=56)



Additional contact number formats:

- Long names and titles may look better on separate lines.
- If you have more than one title you can list titles on two lines.

Name, credentials ('xx)
Title
Unit Name
California State University, Dominguez Hills
1000 E. Victoria Street, OFFICE LOCATION
Carson, California 90747
T: (310)243-XXXX | E: emailaddress@csudh.edu
www.csudh.edu

CSUDH
CALIFORNIA STATE UNIVERSITY, DOMINGUEZ HILLS

If including additional contact numbers, move the email address to the next line.

Name, credentials ('xx) – **Title**
Unit Name
California State University, Dominguez Hills
1000 E. Victoria Street, OFFICE LOCATION
Carson, California 90747
T: (310)243-XXXX | C: (310)243-XXXX
E: emailaddress@csudh.edu
www.csudh.edu

CSUDH
CALIFORNIA STATE UNIVERSITY, DOMINGUEZ HILLS

Option for three contact numbers.

Name, credentials ('xx) – **Title**
Unit Name
California State University, Dominguez Hills
1000 E. Victoria Street, OFFICE LOCATION
Carson, California 90747
T: (310)243-XXXX | C: (310)243-XXXX
F: (310)243-XXXX | E: emailaddress@csudh.edu
www.csudh.edu

CSUDH
CALIFORNIA STATE UNIVERSITY, DOMINGUEZ HILLS

Photography

Image Style

People

Individuals take the forefront in our visual brand. Communications should use photography featuring real CSU Dominguez Hills students, staff, faculty, alumni, employers, partners and community members. The photography used should represent a cross section of CSUDH's diverse campus population.

People featured in CSUDH communications should be actively engaged in university settings that speak to our quality of academics, vibrant student life and beautiful campus and facilities.

Photography Style

Branded communications should make consistent use of the current marketing campaign's photography style. This ensures that university materials have a coordinated and recognizable look, but also that they are periodically updated with a fresh and contemporary look and do not become dated.

Visual Personality and Design

Images, visuals and design elements used in branded university communications should reflect the positive, transformative CSUDH experience.

Avoid use of dark imagery or heavy colors. Keep the design uncluttered, clean and contemporary to allow the focus to remain on the photography and the individual(s) featured.