BRAND STYLE GUIDE

CLEVELAND STATE UNIVERSITY

The Cleveland State University brand style guide has been developed by University Marketing to assist all members of the University community in presenting a cohesive image, both internally and externally facing, concerning the Cleveland State brand. These standards are an integral part of the overall effort to unify visibility and image of the University, and are to be implemented in development of all printed and digital materials. University Marketing will provide assistance to any who may need clarification or assistance in implementation. In addition, University Marketing must approve any and all collateral with the Cleveland State name prior to implementation.

LOGO USAGE

Please contact University Marketing prior to any use of the Cleveland State University official logo(s), especially concerning usage on non-university materials.

CONTENTS

TRADE GOTHIC

Cleveland State University's typeface is Trade Gothic. It is to be used as the primary typeface on any and all University collateral, both internal and external. Trade Gothic comes in several different weights (see right); all weights within each font's family are acceptable to use.

Board-approved sub-brands within Cleveland State University may have additional typefaces that are unique to their division, college, organization, etc. Please contact University Marketing for font usage in exceptional cases.

LICENSING + PURCHASE

Fonts are software. Like any other software program, a license needs to be purchased for each computer on which it will be used. It is illegal to share fonts with computers without proper licensing. Individual or multiple user licenses can be purchased for any font.

To purchase Trade Gothic, visit fonts.com or contact University Marketing.

For more information on the typographic palette, go to csuohio.edu/marketing. Any questions can be directed to University Marketing.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

TRADE GOTHIC, REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

TRADE GOTHIC, OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

TRADE GOTHIC, BOLD NO. 2

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

TRADE GOTHIC, CONDENSED NO. 18

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

TRADE GOTHIC, CONDENSED NO. 18 OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

TRADE GOTHIC, BOLD CONDENSED NO. 20

GARAMOND

Garamond is a tertiary typeface for CSU, and is used on more formal pieces, such as certificates or formal invitations. Garamond comes in several different weights (see right); all weights within each font's family are acceptable to use.

LICENSING + PURCHASE

To purchase Adobe Garamond Pro, visit fonts.com or contact University Marketing.

For more information on the typographic palette, go to csuohio.edu/marketing. Any questions can be directed to University Marketing.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ADOBE GARAMOND PRO, REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ADOBE GARAMOND PRO, ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ADOBE GARAMOND PRO, BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ADOBE GARAMOND PRO, BOLD ITALIC

WEB FONTS

To ensure the correct display of a font across multiple web browsers and computer systems, web fonts are used. Web fonts are most likely to be on the majority of computer systems. While some fonts are usable for print design, they do not necessarily have a web-safe version or license available for purchase. Therefore, a similar web font is substituted.

CSUOHIO.EDU

Cleveland State University's official website (csuohio.edu) uses brand-approved web fonts. Main headlines are in Roboto Bold Condensed; section headlines are in Rokkitt Regular; and body copy is in Lucinda Grande.

The CSU web fonts are to be used on the web only. Cleveland State University possess licensure for these fonts to be used on the csuohio.edu server.

CONTENT MANAGEMENT SYSTEM

Any page on the csuohio.edu server that is migrated over to the Content Management System (CMS) will automatically follow these styles.

Note: Outdated pages that have yet to be migrated will deviate from this palette. Eventually, all content will be migrated to the CMS system.

For more information on web fonts, go to csuohio.edu/marketing. Any questions can be directed to University Marketing.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ROBOTO, BOLD CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ROKKIT, REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
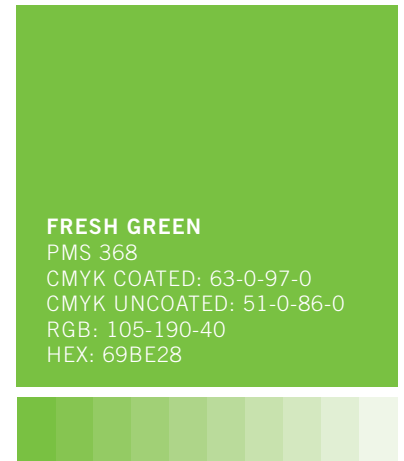**abcdefghijklmnopqrstuvwxyz**

LUCINDA GRANDE

GENERAL USAGE

Cleveland State University's official brand color is a dark green, known as 'University Green'. A lighter, bolder version, 'Fresh Green', is considered CSU's secondary brand color.

UNIVERSITY GREEN

The offiicial CSU color, University Green is to be used on more formal pieces, such as certificates or formal invitations. It should be used in full saturation whenever possible.

FRESH GREEN

Fresh Green acts as a secondary green in the CSU palette, and is to be used in conjunction with University Green. For more informal pieces, such as Admissions or other student-targeted purposes, Fresh Green can be the predominant color.

SECONDARY COLOR PALETTES

A palette of supporting colors are permitted with limited use. Again, all materials are to be predominately green.

For more information on the primary color palette, go to csuohio.edu/marketing. Any questions can be directed to University Marketing.

UNIVERSITY GREEN
PMS 342
CMYK COATED: 100-9-66-41
CMYK UNCOATED: 97-7-80-33
RGB: 0-106-77
HEX: 006A4D

FRESH GREEN
PMS 368
CMYK COATED: 63-0-97-0
CMYK UNCOATED: 51-0-86-0
RGB: 105-190-40
HEX: 69BE28

PRIMARY PALETTE

CITRON
PMS 382

SKY
PMS 2915

PUMPKIN
PMS 151

GOLDENROD
PMS 116

ORCHID
PMS 248

SECONDARY PALETTE – CONTEMPORARY

BERRY
PMS 491

NAVY
PMS 540

AMBER
PMS 7555

PLUM
PMS 2622
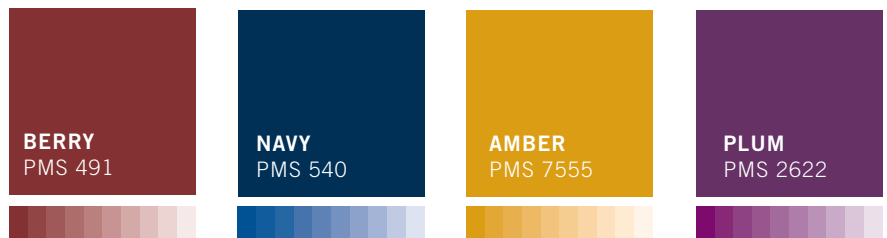
SECONDARY PALETTE – TRADITIONAL

CHARCOAL
PMS
WARM GRAY 11

CANVAS
PMS
WARM GRAY 2

SECONDARY PALETTE – NEUTRALS

GENERAL USAGE

Cleveland State University has an official seal that is to be used university-wide as a visual representation of CSU. The seal should be featured prominently on all University materials.

Guidelines for usage of the official seal are as follows:

» The seal can be used in either 'University' or 'Fresh' Green (see pg. 6 for color guidelines), black, or white.

» There are positive and reversed versions of the seal. The positive image suits most needs, while white or other light colored seals on dark backgrounds should use the reversed.

HISTORY

Created in 1997, the seal features four symbols: buckeye leaves representing Ohio; the Greek letter alpha and the infinity symbol, which represent the foundation of knowledge and unlimited potential; and a quill pen, open book, and gear, which represent CSU's three original colleges (Business, Arts & Sciences, and Engineering). The seal's nine pillars stand for the nine members of board of trustees, and includes CSU's founding year.

For more information on University Seal usage, go to csuohio.edu/marketing. Any questions can be directed to University Marketing.

POSITIVE SEAL

REVERSED SEAL

GENERAL USAGE

The full version of the Cleveland State University logo includes the official seal and logotype. The full name of the University can also be used as type only.

Guidelines for usage of the full logotype are as follows:

» This alternative logo is used in situations where visualization is key (i.e. maximum readability on signage).

» The full logotype can be used in either 'University' or 'Fresh' Green (see pg. 6 for color guidelines), black, or white.

» If using two colors, only the following combinations are permitted: the seal in Fresh Green and logotype in University Green, or the seal in University Green and logotype in Fresh Green.

» There are positive and reversed versions of the seal. The positive image suits most needs, while white or other light colored seals on dark backgrounds must use the reversed.

» The elements cannot be separated or rearranged.

» The full logotype has three versions, horizontal, partially stacked, or fully stacked.

» Ample whitespace should surround the logotype: at least one unit (equal to the width of the capital 'N') of spacing around the entirety of the logo.

For more information on logotype usage, go to csuohio.edu/marketing. Any questions can be directed to University Marketing.

CLEVELAND STATE UNIVERSITY

FULL LOGOTYPE, PARTIALLY STACKED

CLEVELAND STATE UNIVERSITY

FULL LOGOTYPE, FULLY STACKED (IN FRESH GREEN + UNIVERSITY GREEN)

CLEVELAND STATE UNIVERSITY

TYPE ONLY

CLEVELAND STATE UNIVERSITY

FULL LOGOTYPE, REVERSED

CLEVELAND STATE UNIVERSITY

GENERAL USAGE

Cleveland State University's trademarked tagline is "*Engaged Learning*".

Guidelines for usage of the tagline are as follows:

» The "*Engaged Learning*" mark can be used in 'Citron' and 'Sky', in either 'University' or 'Fresh' Green, (see pg. 6 for color guidelines), black, or white.

» An official CSU logo and University tagline can be coupled together (see right for accepted use).

» Ample whitespace should surround the logotype: at least one unit (equal to the width of the capital 'N') of spacing around the entirety of the logo.

» When using the term "*engaged learning*" within written text, the words should be italicized.

For more information on tagline usage, go to csuohio.edu/marketing. Any questions can be directed to University Marketing.

engaged*learning*™

TAGLINE LOGOTYPE, HORIZONTAL

engaged*learning*™

TAGLINE LOGOTYPE, STACKED

CLEVELAND STATE UNIVERSITY
engaged*learning*™

FULL LOGOTYPE, HORIZONTAL

CLEVELAND STATE UNIVERSITY
engaged*learning*™

FULL LOGOTYPE, PARTIALLY STACKED

CLEVELAND STATE UNIVERSITY
engaged*learning*™

FULL LOGOTYPE, FULLY STACKED
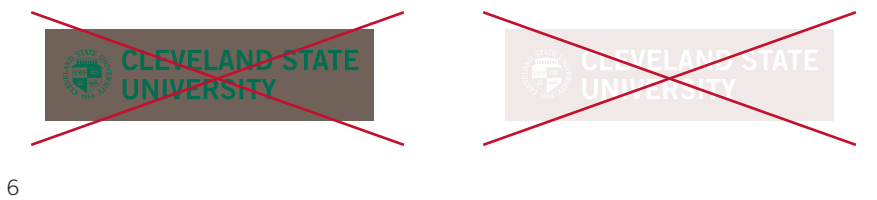
CLEVELAND STATE UNIVERSITY
engaged*learning*™

EXAMPLES OF INCORRECT USAGE

Usage of the Cleveland State University logo and all of its related components may not be altered or distorted in any way. These rules also apply to the "Engaged Learning" and to any other official CSU logomark.

Examples of how <u>NOT</u> to treat the Cleveland State logo are:

1. The logo components may not be separated. The seal and type must remain as one standard unit in its specified configuration.

2. No part of the logo may be scaled in such a way that distorts the specified size ratio.

3. Surrounding the logo by another shape (square, circle, etc.) should be avoided. If enclosure is deemed necessary, there should be sufficient spacing around the logo (see pgs. 8–9).

4. The logo may not appear in any unauthorized color. This includes any secondary colors in the authorized CSU brand palette.

5. The logo may not be stretched or distorted.

6. To ensure maximum contrast, do not show the logo in a dark color on a dark background, nor the logo in a light color on a light background.

For more information on logotype usage, go to csuohio.edu/marketing. Any questions can be directed to University Marketing.

GENERAL USAGE

In order to create brand unity, colleges and divisions within Cleveland State University must follow the outlined standardization:

» The official University seal is always placed to the far left of the mark.

» A small rule line separates the University seal from the college/divison name.

» The full name is written in Trade Gothic Regular. It is to not be bold or italicized.

» Department or office names are listed in smaller text underneath the main logomark.

» There are positive and reversed versions of the seal. The positive image suits most needs, while white seals on dark backgrounds should use the reversed.

» Colleges/divisions are not to attempt to create a logo. Rather, University Marketing will provide official and approved logo files per each college.

For more information on college and division logo standardization, go to csuohio.edu/marketing. Any questions can be directed to University Marketing.

Washkewicz College of Engineering

COLLEGE

Alumni Association

DIVSION

Washkewicz College of Engineering

MECHANICAL ENGINEERING DEPARTMENT

COLLEGE + DEPARTMENT

GENERAL UNIVERSITY USAGE

For any general Cleveland State University correspondence, a standardized letterhead is to be used. Business cards also follow a standard for faculty and staff personnel that are not associated with any particular college or division. Envelopes for general use are also standardized, and are available in multiple sizes.

A PDF and Microsoft Word letterhead are available for download on the University Marketing website. University Marketing can provide the necessary art files for business cards.

For more information on stationery, go to csuohio.edu/marketing. Any questions can be directed to University Marketing.

CLEVELAND STATE UNIVERSITY
engaged learning

Name Here
Title, Department or Office

2121 Euclid Avenue
Building, Room XXX
Cleveland, Ohio 44115

P   216.687.XXX
F   216.XXX.XXXX
E   email@csuohio.edu

csuohio.edu/department

CLEVELAND STATE UNIVERSITY
engaged learning

2121 Euclid Avenue
Cleveland, Ohio 44115-2214

CLEVELAND STATE UNIVERSITY
2121 Euclid Avenue | Cleveland, Ohio 44115-2214
T (216) 687-2000 or 888.CSUOHIO | W www.csuohio.edu | E admissions@csuohio.edu

COLLEGE + DIVISION USAGE

In order to create brand unity, colleges and divisions within Cleveland State University are to follow a standardized look for business cards and letterheads using the previously outlined logos on pg. 11. Envelopes for college or division use are also standardized, and are available in multiple sizes.

A PDF and Microsoft Word letterhead are available for download on the University Marketing website. University Marketing can provide the necessary art files for business cards.

For more information on stationery, go to csuohio. edu/marketing. Any questions can be directed to University Marketing.

Washkewicz College
of Engineering
OFFICE OF THE DEAN

Washkewicz College
of Engineering

Name Here
Title, Department or Office

1960 East 24th Street   P   216.687.XXX
Stilwell Hall Room 104   F   216.XXX.XXXX
Cleveland, Ohio 44115   E   email@csuohio.edu

csuohio.edu/engineering

Washkewicz College
of Engineering

Cleveland State University
2121 Euclid Ave., SH 104
Cleveland, Ohio 44115-2214

WASHKEWICZ COLLEGE OF ENGINEERING
Office of the Dean
2121 Euclid Avenue, FH 104
Cleveland, Ohio 44115-2425

Campus Location
1960 East 24th Street, FH 104
Cleveland, Ohio

T   216.687.2555
F   216.687.9280
W   csuohio.edu/engineering
E   engineering@csuohio.edu

PHOTOGRAPHY STYLE + GUIDELINES

The strongest vehicle for Cleveland State University to portray its brand and messaging is through photography. Well-lit and vibrant images help to convey the dynamic and focused energy of the University. Sweeping shots of architecture, the liveliness of campus, smiling student faces, the city of Cleveland, and candid interaction between professor and student are subject focus.

University Marketing and a few other organizations have Flickr albums of CSU-owned photography available on-demand and at high resolution. University Marketing also has several photographers available for sessions, when applicable Stock photography, following these style guidelines, can be purchased through proper University channels.

GENERAL USAGE

In an effort to maintain brand integrity, Cleveland State University's materials must consider the following guidelines:

» Photos cannot be used from internet searches or non-CSU websites.

» Proper permissions must be granted before any photo is published in or on CSU materials if not already CSU property.

» Photos taken from cell or smart phones are not of acceptable quality.

» Proper resolution must be followed for photography, graphics, and other imagery for print (at least 300 dpi at display size) or web (72 dpi).

For more information on photography, style and/or photo usage, go to csuohio.edu/marketing. Any questions can be directed to University Marketing.

From COMMUNITY COLLEGE *to* CLEVELAND STATE UNIVERSITY

ENGAGE CHANGE. TRANSFER TO CSU.

HERE'S HOW: **PARTNERSHIP**
Join a bachelor degree program and take your classes on LCCC's campus. Programs include:
▸ Nonprofit Administration
▸ Psychology
▸ Public Safety Management
▸ Spanish
▸ Urban Studies

TRANSFER
Come to CSU's main campus and choose from 200 fields of study for your bachelor's degree.

WANT TO KNOW MORE?
Contact the CSU Partnership Office at 440-366-4850 or CSU Admissions at 216-687-5411
www.csuohio.edu/lorain

NATIONALLY RANKED. AFFORDABLE. ENGAGED.
WWW.ENGAGECSU.COM

engaged learning

CLEVELAND STATE UNIVERSITY
congratulates

Mayor Frank Jackson and KeyBank

for their exemplary commitment to community service and recognition by St. Vincent Charity Medical Center.

ENGAGECSU.COM

ADS

CSU *is* TOBACCO FREE
BEGINNING FALL SEMESTER, CLEVELAND STATE IS GOING TOBACCO FREE.
CSU seeks to foster a respectful, safe and healthy learning and working environment for our faculty, staff, students and visitors. Out of respect for others and the environment, Cleveland State University adopted a tobacco free policy that will go into effect at the start of the 2013 Fall Semester.

WHAT DOES THIS MEAN?
Smoking or use of any tobacco products of any form will not be permitted on the CSU campus or facilities.

WILL SMOKING BE ALLOWED ANYWHERE ON CAMPUS?
No, there will be no designated smoking areas on campus. Smoking will continue to be prohibited within 20 feet of any University building entrance.

HOW WILL THIS POLICY BE ENFORCED?
Our goal is to achieve maximum voluntary compliance by communicating and providing information about the tobacco free policy to our campus community and visitors. However, the policy will be enforced and violation of the policy could result in disciplinary actions.

IF I AM A SMOKER, DO I HAVE TO QUIT SMOKING?
No, you are not required to stop smoking or using tobacco products, but the new policy does not permit the use of tobacco products on campus.

WHAT IS CSU DOING TO ASSIST THOSE WHO USE TOBACCO AND WANT TO
As part of ou...
are holding t...
cessation wo...
resources for...
sessions star...

Telephone Q...
available to s...
Tobacco cess...
card. Details...

VISIT CSUOH...
AND LINKS...

GET TO KNOW THE NEW
CSU CAMPUS INFORMATION SERVICE

Stop by, call or email to get information on departments and services on campus including parking, residence life, dining, student organizations, campus safety, commuter information, academic advising and more — all in one place!

PHONE   (216) 687-5151
EMAIL   campusinfo@csuohio.edu
LOCATION 1st Floor Student Center

HOURS OF OPERATION
Monday – Friday 7:00 AM – 10:00 PM
Saturday and Sunday 8:00 AM – 8:00 PM

POSTCARDS

The STEM Fellows program offers a challenging academic program in a mutually supportive environment in which STEM Fellows encourage one another to succeed. STEM Fellows have access to peer, industry, and faculty mentors. Students live on-campus on a floor of the residence hall reserved for STEM Fellows. A Fellows' scholarship amount varies from $2,000 to

TO EXPLORE VETERAN SERVICES AT CSU:
Visit csuohio.edu/studentlife/vikingvets.
To learn more or schedule a visit, call 216.875.9996, or email vikingvetscsu@gmail.com.
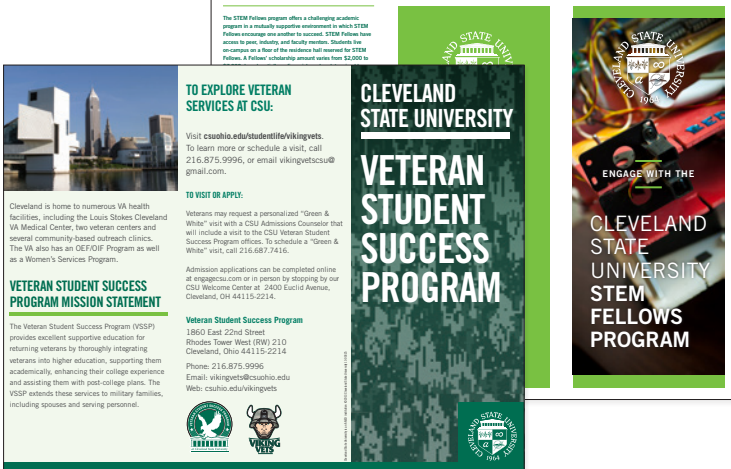
TO VISIT OR APPLY:
Veterans may request a personalized "Green & White" visit with a CSU Admissions Counselor that will include a visit to the CSU Veteran Student Success Program offices. To schedule a "Green & White" visit, call 216.687.7416.

Admission applications can be completed online at engagecsu.com or in person by stopping by our CSU Welcome Center at 2400 Euclid Avenue, Cleveland, OH 44115-2214.

Veteran Student Success Program
1860 East 22nd Street
Rhodes Tower West (RW) 210
Cleveland, Ohio 44115-2214

Phone: 216.875.9996
Email: vikingvets@csuohio.edu
Web: csuohio.edu/vikingvets

Cleveland is home to numerous VA health facilities, including the Louis Stokes Cleveland VA Medical Center, two veteran centers and several community-based outreach clinics. The VA also has an OEF/OIF Program as well as a Women's Services Program.

VETERAN STUDENT SUCCESS PROGRAM MISSION STATEMENT

The Veteran Student Success Program (VSSP) provides excellent supportive education for returning veterans by thoroughly integrating veterans into higher education, supporting them academically, enhancing their college experience and assisting them with post-college plans. The VSSP extends these services to military families, including spouses and serving personnel.

CLEVELAND STATE UNIVERSITY
VETERAN STUDENT SUCCESS PROGRAM

ENGAGE WITH THE
CLEVELAND STATE UNIVERSITY STEM FELLOWS PROGRAM

TRIFOLD BROCHURES

FRIDAY, MAY 10, 2013
THE TRADITION CONTINUES

Radiance
CSU REALIZING THE PROMISE

President's Convocation
Waetjen Auditorium
Thursday, October 3, 2013
Noon

FORMAL EVENTS

VIKEHEALTH & WELL-BEING CENTER

Vike Health & Well-Being
Get Well. Stay Well. Live Well.

CSU *is* TOBACCO FREE
WWW.CSUOHIO.EDU/TOBACCOFREE

Ohio Department of Health

SIGNAGE

OTHER COLLATERAL EXAMPLES