

LOGO AND MARK
PRIMARY AND SECONDARY LOGOS



Primary logo



Secondary logo



Logo Mark



Reversed logo mark



Alternate logo samples



The primary logo includes the full Colorado State University name and is used for external purposes where audiences may not be familiar with the university. The primary logo is also available in vertical and stacked versions.

The secondary logo should be used whenever possible on light backgrounds in all digital, screen, and 4-color print applications. The secondary logo is also available in vertical and stacked versions.

Externally, the logo mark may be used as a separate design element but should be accompanied by the full CSU Pueblo logo or the CSU Pueblo name elsewhere in the application.

Internally, you can use the mark without the full name. An example application of this use-case would be digital signage & posters.

Alternate logos and marks exist in Color Reversed, Single Color, and White versions for use cases that require various contrasts.

Refer to the full CSU Pueblo Brand Guide for Alternate Logos and their usage.

TYPOGRAPHY
BRAND TYPOGRAPHY

PROXIMA NOVA: HEADLINES, BODY COPY, SUBHEADS, CAPTIONS, TABULAR INFO

Aa Proxima Nova Regular
Proxima Nova Bold

Condensed and extended versions are not approved. Available with an Adobe Creative Cloud subscription or at myfonts.com.

SMOOTH FANTASY: ACCENT HEADINGS, PULL-QUOTES, ATTRIBUTIONS

smooth fantasy

Do not use any part of font with capital letters. Lowercase letters are to be used only

INDUSTRY: HEADLINES, BODY COPY, SUBHEADS, CAPTIONS, TABULAR INFO

Aa Industry Medium
Industry Bold

Use any style and weight. Do not use family Industry Inc. Available with an Adobe Creative Cloud subscription or at myfonts.com.

ALTERNATE SYSTEM FONTS

Verdana

Use Verdana in substitution for Proxima Nova web or desktop fonts are not supported. Note there is no quality substitution for Industry; it has been omitted.

BRAND COLORS
THE BRAND PALETTE

PMS 281 CSU PUEBLO BLUE		
RGB	CMYK	HEX#
0 / 32 / 92	100 / 78 / 0 / 57	#00205B

PMS 638 BRIGHT BLUE		
RGB	CMYK	HEX#
0 / 175 / 215	77 / 0 / 3 / 0	#00AFD7

PMS 305 LIGHT BLUE		
RGB	CMYK	HEX#
89 / 203 / 232	55 / 0 / 1 / 0	#59CBE8

PMS WHITE	
RGB	HEX#
255 / 255 / 255	#FFFFFF
CMYK	0 / 0 / 0 / 0

PMS BLACK	
RGB	HEX#
0 / 0 / 0	#000000
CMYK	0 / 0 / 0 / 100

PMS 649 GRAY	
RGB	HEX#
215 / 216 / 217	#D7D8D9
CMYK	1 / 0 / 0 / 15

PMS 445 DARK GRAY	
RGB	HEX#
84 / 84 / 84	#545454
CMYK	0 / 0 / 0 / 67

PMS 185 BRIGHT RED	
RGB	HEX#
217 / 0 / 0	#D90000
CMYK	8 / 100 / 100 / 2

PMS 186 LOGO RED	
RGB	HEX#
200 / 16 / 46	#C8102E
CMYK	0 / 100 / 80 / 5

PMS 1815 DARK RED	
RGB	HEX#
154 / 0 / 3	#9A0003
CMYK	24 / 100 / 100 / 24

Red builds are incorporated to support the brand, but should be used very minimally. A note on reds:

Logo Red is a legacy color found in the CSU Pueblo logo. It may be used throughout digital and print collateral, but please note that it will not provide as high of contrast when used with the CSU Pueblo brand blue colors.

Bright Red is a vibrant color that offers better contrast with the CSU Pueblo Blue. It may be used atop white or CSU Pueblo Blue backgrounds. Common applications for Bright Red include website buttons and call-to-action callouts in print materials.

Dark Red is a saturated color meant to be used atop white backgrounds. Dark Red may be used as a text color or in website button design and will provide high contrast to ensure website usability.

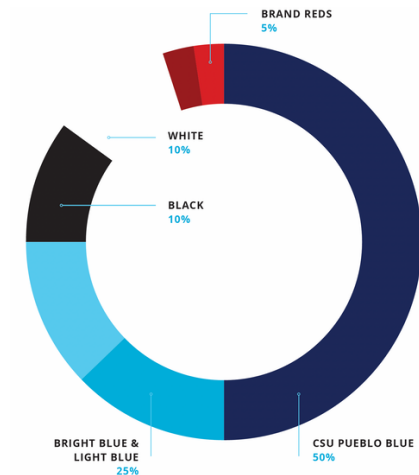
UNOFFICIAL BRAND COLORS

HONOR BLUE	
RGB	HEX#
234 / 251 / 255	#EAF7FE
CMYK	8 / 2 / 0 / 0

ACCENT YELLOW	
RGB	HEX#
241 / 200 / 69	#F1C845
CMYK	0 / 16 / 67 / 5

While these colors are not "officially" part of the Colorado State University Pueblo color palette, they can be used in moderation for balance, legibility, and dimension.

The CSU Pueblo brand is primarily a monochromatic blue brand. Consider these ratios when designing in the CSU Pueblo brand:





APPROVED USE

FOLLOW THESE GUIDELINES TO ADHERE TO THE BOLD, MODERN AESTHETIC OF THE CSU PUEBLO BRAND.



The color reversed and reversed logo options have been created to include a white border, allowing the logo to be placed on dark and low-contrast backgrounds.



CSU Pueblo



Colorado State University Pueblo



CSUPUEBLO.EDU

APPLY NOW

Use red minimally, with buttons or CTAs or in tables and graphs.



you **BELONG HERE.**

Use the "smooth fantasy" font without ANY capital letters to create emphasis on accent words. This is just an example.

you



UNAPPROVED USE

TO MAINTAIN THE INTEGRITY OF THE CSU PUEBLO BRAND, REFRAIN FROM MISUSE OF THE BRAND IDENTITY ELEMENTS.



Do not use the primary, secondary, or single-color logos on dark and low contrast backgrounds, as portions of the logo will not offer ample contrast.



CSU-Pueblo



Colorado State University at Pueblo



Pueblo CSU



CSU at Pueblo



CSUP



CSU:Pueblo



Do not use large red backgrounds or Dark Red on Bright Red.



YOU CAN
You Belong

Do not use the "smooth fantasy" font in all caps, or use the font to emphasize multiple words in the same sentence.

Do not use the "smooth fantasy" with capital letters whenever possible.