

LOGO AND MONOGRAM PRIMARY AND SECONDARY LOGOS



Primary logo



Secondary logo



Logo Mark

Reversed Logo Mark



Alternate logo samples

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

The secondary logo includes the full Colorado State University name and is used for external purposes where audiences may not be familiar with the university.

Externally, the logo monogram 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 whenever possible.

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

Alternate logos and monograms 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 Italic

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

UTOPIA: SUBHEADS, PULL-QUOTES, ATTRIBUTIONS, TABULAR INFO

Aa Utopia Std Regular
Utopia Std Bold Italic

Use any style and weight. Available with an Adobe Creative Cloud subscription or at myfonts.com.

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

Aa Industry Regular
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
Georgia

Use Verdana in substitution for Proxima Nova and Georgia in substitution for Utopia where 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	CMYK	HEX
255 / 255 / 255	0 / 0 / 0 / 0	#FFFFFF

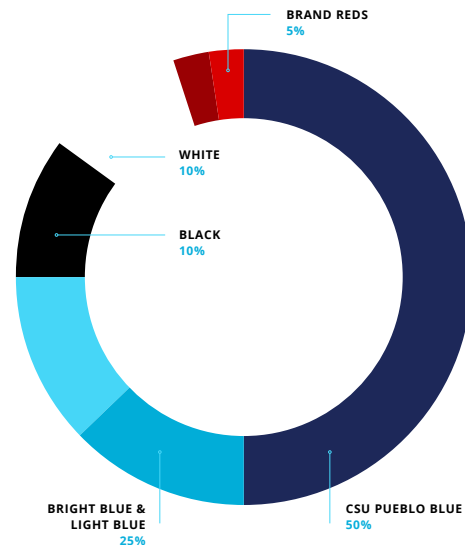
PMS BLACK		
RGB	CMYK	HEX
0 / 0 / 0	0 / 0 / 0 / 100	#000000

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

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

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

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



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.

PLEASE REFER TO THE FULL CSU PUEBLO BRAND GUIDE FOR COMPLETE USAGE GUIDELINES:
CSUPUEBLO.EDU/BRAND-GUIDE


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.



Always try to maintain the designated clear space when using any part of the logo system. The minimum clear space is 1/2 the height of the letters in the CSU Pueblo logo (X) in any application.



CSU Pueblo



Colorado State University Pueblo



CSUPUEBLO.EDU

APPLY NOW

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



As a rule of thumb use, the brand pattern on larger print pieces and without any small text overlapping it. In web design and digital elements, the brand pattern should be balanced with plenty of white space.



The logo mark element is used exclusively to crop images.


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.



Do not place any text, taglines, logos, or other prominent design elements within the clear space of the logo.



CSU-Pueblo



Colorado State University at Pueblo



Pueblo CSU



CSUP



CSU at Pueblo



CSU: Pueblo



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



Do not alter the scale or orientation of the brand pattern, or use with unapproved colors. Do not use the brand pattern with any small text.



Do not use the logo mark element in unapproved shapes or orientations, or to crop text or color block a space. Only one logo mark crop should be used per visual space.