

BRAND SUMMARY SHEET

LOGO, TYPOGRAPHY & COLOR VALUES SUMMARY

UPDATED AS OF JUNE 2026

LOGO AND MARK

PRIMARY AND SECONDARY LOGOS



Primary logo



Secondary logo



Logo Mark



Alternate logo samples

USAGE 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.

USAGE 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.

USAGE 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.

USAGE 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.

BRAND COLORS

THE BRAND PALETTE

PMS 281
CSU PUEBLO BLUE

RGB
0 / 32 / 92

CMYK
100 / 78 / 0 / 57

HEX#
#00205B

PMS 638
BRIGHT BLUE

RGB
0 / 175 / 215

CMYK
77 / 0 / 3 / 0

HEX#
#00AFD7

PMS 305
LIGHT BLUE

RGB
89 / 203 / 232

CMYK
55 / 0 / 1 / 0

HEX#
#59CBE8

PMS 185
BRIGHT RED

RGB
217 / 0 / 0

CMYK
8 / 100 / 100 / 2

HEX#
#D90000

PMS 186 | LOGO RED

RGB
200 / 16 / 46

HEX#
#C8102E

CMYK
0 / 100 / 80 / 5

PMS BLACK

RGB
0 / 0 / 0

CMYK
0 / 0 / 0 / 100

HEX#
#000000

PMS 445 | DARK GRAY

RGB
84 / 84 / 84

HEX#
#545454

CMYK
0 / 0 / 0 / 67

PMS 649 | GRAY

RGB
215 / 216 / 217

HEX#
#D7D8D9

CMYK
1 / 0 / 0 / 15

PMS WHITE

RGB
255 / 255 / 255

HEX#
#FFFFFF

CMYK
0 / 0 / 0 / 0

PMS 1815 | DARK RED

RGB
154 / 0 / 3

HEX#
#9A0003

CMYK
24 / 100 / 100 / 24

Red builds are incorporated to support the brand, but logo red and dark red should be used very minimally. Bright Red can be used primarily.

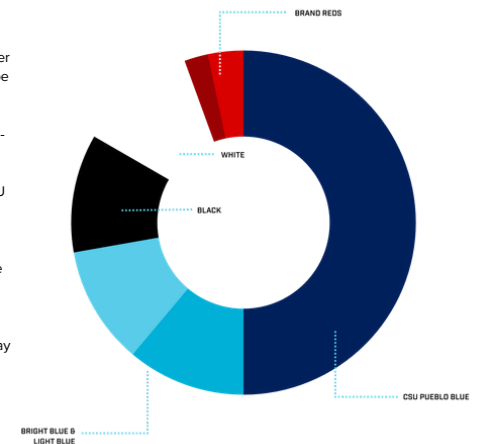
A note on reds:

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.

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.

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.

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



UNOFFICIAL BRAND COLORS

HONOR BLUE

RGB
234 / 251 / 255

HEX#
#EAF7FE

CMYK
8 / 2 / 0 / 0

ACCENT YELLOW

RGB
241 / 200 / 69

HEX#
#F7C845

CMYK
0 / 16 / 67 / 5

BRIGHT YELLOW

RGB
253 / 251 / 82

HEX#
#FDFB52

CMYK
0 / 1 / 68 / 1

MESA PINK

RGB
245 / 12 / 160

HEX#
#F50C40

CMYK
0 / 99 / 35 / 4

RESERVOIR BLUE

RGB
39 / 142 / 213

HEX#
#279ED5

CMYK
82 / 33 / 0 / 16

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. These colors should primarily be used to change colors of the brand pattern swish, not used with text or as background colors of a design. **(note logo cannot be in this color, CSU Pueblo cannot be in this color.)**

TYPOGRAPHY

BRAND TYPOGRAPHY

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.

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.

aa smooth fantasy

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

Need permission to use.

ALTERNATE SYSTEM FONTS

Georgia

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

Verdana Pro

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.

PATTERN

CSU PUEBLO SWISH

The swish is a secondary graphic element intended to enhance CSU Pueblo's visual identity and should be used with consistency and restraint.

It should primarily appear in the light blue brand color with a low-contrast application to maintain a subtle, refined look, performing best on darker backgrounds where it remains visible without overpowering the design.

The swish should be used as an accent element to add movement and visual interest to layouts, supporting—not dominating—the overall composition. It is ideal for print materials, digital ads, and campaign visuals, but should never be used as a full background or primary design feature.

Always refer to approved examples, such as the header shown above, to ensure proper placement, scale, and usage.



LOGO, TYPOGRAPHY & COLOR VALUES SUMMARY 2026

PROMOTIONAL ITEMS & PRINT ORDERING SWAG

CSU Pueblo departments are welcome to purchase their own promotional items. When placing orders, please consider the intended audience and where the items will be distributed or displayed.

Promotional items intended for external audiences, or items that will be worn or used within the Pueblo community or outside the Pueblo area, must feature the official university logo rather than an individual department logo to ensure brand consistency. Items promoted in the outside community, specifically outside of Pueblo, must have the official logo with full university name (example: Colorado State University Pueblo NOT CSUP). Major campus event items must have official university logo NOT department or organization logos (example: Discover Day, New Student Orientation, etc.)

Items featuring individual department logos are permitted for on-campus events where outside audiences are visiting campus. Additional situations may be considered on a case-by-case basis. All promotional item orders must be reviewed and approved by MCCR prior to purchase.

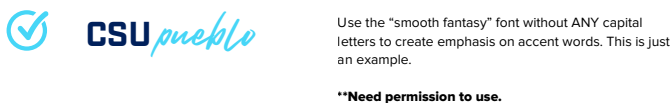
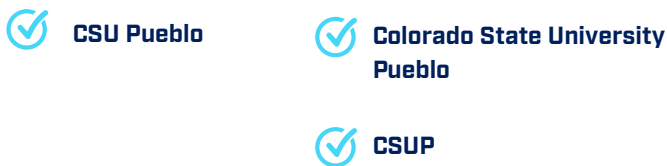
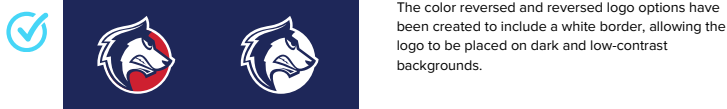
ADA ACCESSIBILITY GUIDELINES

CSU Pueblo is committed to creating digital content that is accessible to all users, including individuals with disabilities. In alignment with state accessibility requirements and university standards, all websites, social media content, and digital communications must be designed with accessibility in mind.

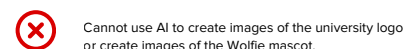
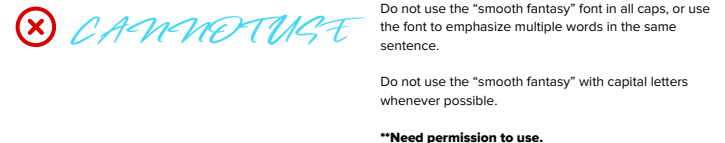
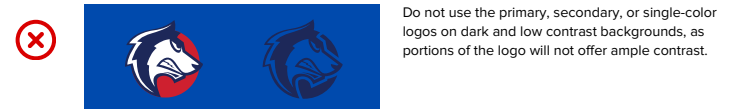
Departments are responsible for ensuring that digital content follows accessibility best practices, including the use of alternative text for images, accurate captions on videos, sufficient color contrast, readable fonts, descriptive link text, and accessible document formatting. Content should be created so that it can be navigated and understood by users utilizing assistive technologies such as screen readers and keyboard navigation tools.

Accessibility is not optional or an afterthought, it is a required part of digital communication and brand stewardship. Creating accessible content helps ensure that all audiences can engage with university information, resources, and storytelling equally.

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



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



**PLEASE CONTACT THE OFFICE OF MARKETING, COMMUNICATIONS, & COMMUNITY RELATIONS FOR
COMPLETE USAGE GUIDELINES & ASSISTANCE: INFORMATION@CSUPUEBLO.EDU**