



CSU
PUEBLO

BRAND IDENTITY
GUIDELINES

External Visual Guide

VISUAL IDENTITY

Logos and Mark

PRIMARY LOGOS

The primary logos should be used whenever possible on light backgrounds in all digital, screen, and 4-color print applications.

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 whenever possible.

Internally, you can use the mark without the full name. An example application of this would be digital signage and displays within CSU Pueblo.



Primary Horizontal Logo



Primary Vertical Logo



Logo Mark



Primary Stacked Horizontal Logo



Primary Stacked Vertical Logo

STACKED VARIATIONS

Use CSU Pueblo stacked logos with primary logos in applications where a more condensed format is needed.

Vertical and horizontal logos may be used interchangeably. Always select the best logo for your application.

Logo Variations

SECONDARY LOGOS

The secondary logo may be used interchangeably with the primary logo. Use cases may include scenarios where the audience is less familiar with the logo or with CSU Pueblo, or in more professional publications.



Secondary Horizontal Logo



Secondary Vertical Logo

SINGLE COLOR LOGOS & MONOGRAM

For scenarios where a single color logo is needed, a variation of the logo monogram has been developed to work in these applications.

The single color logo and monogram should only be used when the primary logo and monogram cannot be used due to contrast reasons or printing restrictions.

The single color logo is available in horizontal, vertical, stacked horizontal, and stacked vertical orientations.



Primary Stacked Horizontal Logo



Primary Stacked Vertical Logo



Single Color Monogram

Alternate Logos

ALTERNATE COLORS AND USAGE

COLOR REVERSED & WHITE LOGOS

The color reversed logo is the primary choice of use on the darkest brand color backgrounds that provide enough contrast.

For use in secondary and single color applications, or when lower profile is desired. Its opacity may also be reduced atop any brand color provided the opacity does not fall below 20 percent.

Color reversed and white logos are available in horizontal, vertical, stacked horizontal, and stacked vertical orientations, in both primary and secondary layouts.



SINGLE COLOR LOGO USE

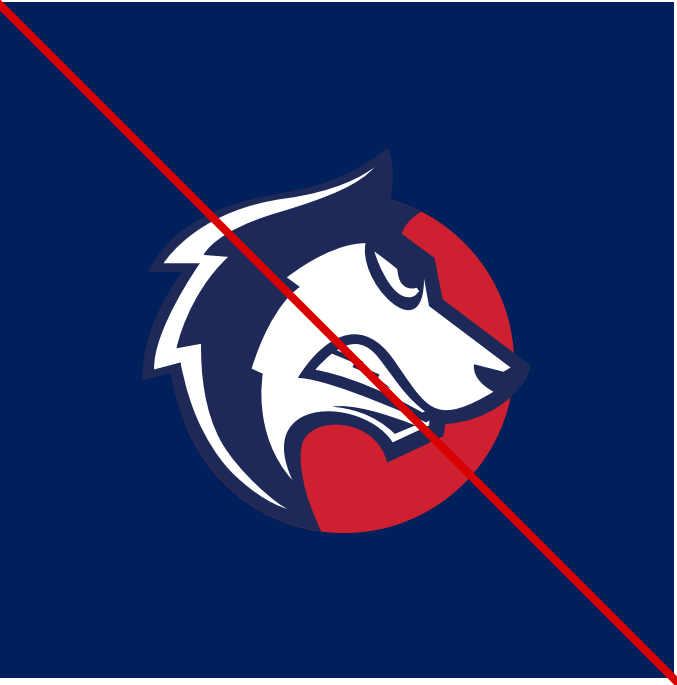
Ensure the proper logos and monograms are being used on dark backgrounds for optimal brand integrity.



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.



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



Clear Space and Sizing

LOGOTYPE AND MARK



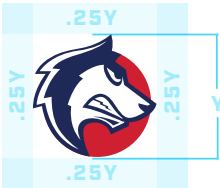
Example use

LOGO AND MARK CLEAR SPACE

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. For the mark, use 1/4 the height of the mark (Y) as clear space.



Logo Clear Space



Mark Clear Space

MINIMUM SIZING

Whenever possible, the logo should be no smaller than the minimum size to ensure legibility. In instances where the minimum size cannot be achieved, make the logo as large as possible within the available space, taking clear space into account.



.1675 Inch Width Minimum Print Size



1 Inch Width Minimum Print Size



.3 Inch Width Minimum Print Size



1 Inch Width Minimum Print Size



.75 Inch Width Minimum Print Size



23px Width Minimum Screen Size



100px Width Minimum Screen Size



30px Width Minimum Print Size



100px Width Minimum Screen Size



75px Width Minimum Screen Size

Legal Name and Co-Branding

USAGE AND GUIDELINES

LEGAL NAME USAGE & HIERARCHY

When referring to the university in print or digital works, it should appear as CSU Pueblo or Colorado State University Pueblo.

- ✓ CSU Pueblo
- ✓ Colorado State University Pueblo

- ✗ CSU-Pueblo
- ✗ CSU at Pueblo
- ✗ Colorado State University at Pueblo
- ✗ Pueblo CSU
- ✗ CSU: Pueblo
- ✗ CSUP

CO-BRANDING

Co-branded logos should be of equal size and prominence with the partner. The partner logo should be positioned 1 (X) from the right edge of the CSU Pueblo signature with a one-point between the two. The line should be gray whenever possible.

In a sponsorship situation, we may not have control over how the logo is used. In these situations, it is important to keep in mind the following principles:

- Only use the logo, never the monogram
- Never violate the logo clear space
- Use the appropriate positive and reverse logo artwork as needed
- Never add graphics and/or copy to the logo



Horizontal Co-Branding



Vertical Co-Branding

Logo Usage

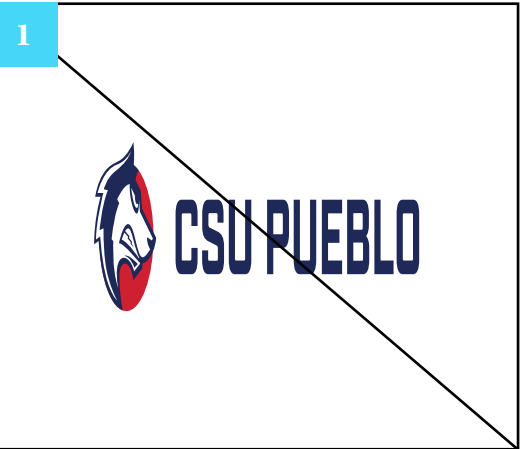
IMPROPER USAGE OF THE LOGO

The following rules are applicable to any of the logos within the CSU Pueblo visual brand system. Please see illustrations of improper usage on the opposite page.

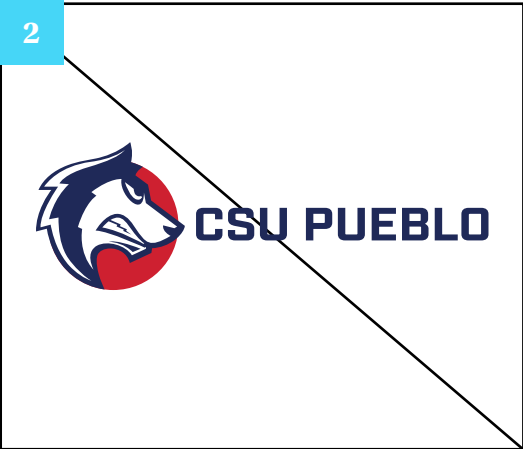
DO NOT:

- 1. Scale the logo disproportionately.
- 2. Alter the placement or size of any logo elements.
- 3. Use unapproved colors.
- 4. Rotate the logo less than 90°.
- 5. Apply shadows or effects.
- 6. Recreate the logo in a different typeface.
- 7. Place the logo atop busy photos.
- 8. Place the logo on backgrounds with insufficient contrast.
- 9. Place the logo on clashing backgrounds or textures.

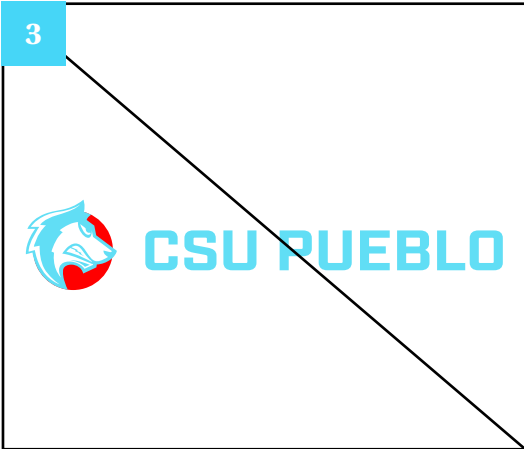
1



2



3



4



5



6



7



8



9



Brand Colors

THE BRAND PALETTE

PMS 281

RGB
0 / 32 / 92

CMYK
100 / 90 / 31 / 35

HEX
#00205C

PMS 638

RGB
8 / 174 / 219

CMYK
72 / 11 / 6 / 0

HEX
#08AEDB

PMS 305

RGB
70 / 214 / 247

CMYK
56 / 0 / 4 / 0

HEX
#46D6F7

PMS WHITE

RGB
255 / 255 / 255

CMYK
0 / 0 / 0 / 0

HEX
#FFFFFF

PMS BLACK

RGB
0 / 0 / 0

CMYK
100 / 0 / 0 / 0

HEX
#000000

PMS 1815

RGB
154 / 0 / 3

CMYK
24 / 100 / 100 / 24

HEX
#9A0003

PMS 385

RGB
217 / 0 / 0

CMYK
8 / 100 / 100 / 2

HEX
#D90000

PMS 186

RGB
204 / 51 / 51

CMYK
14 / 94 / 88 / 4

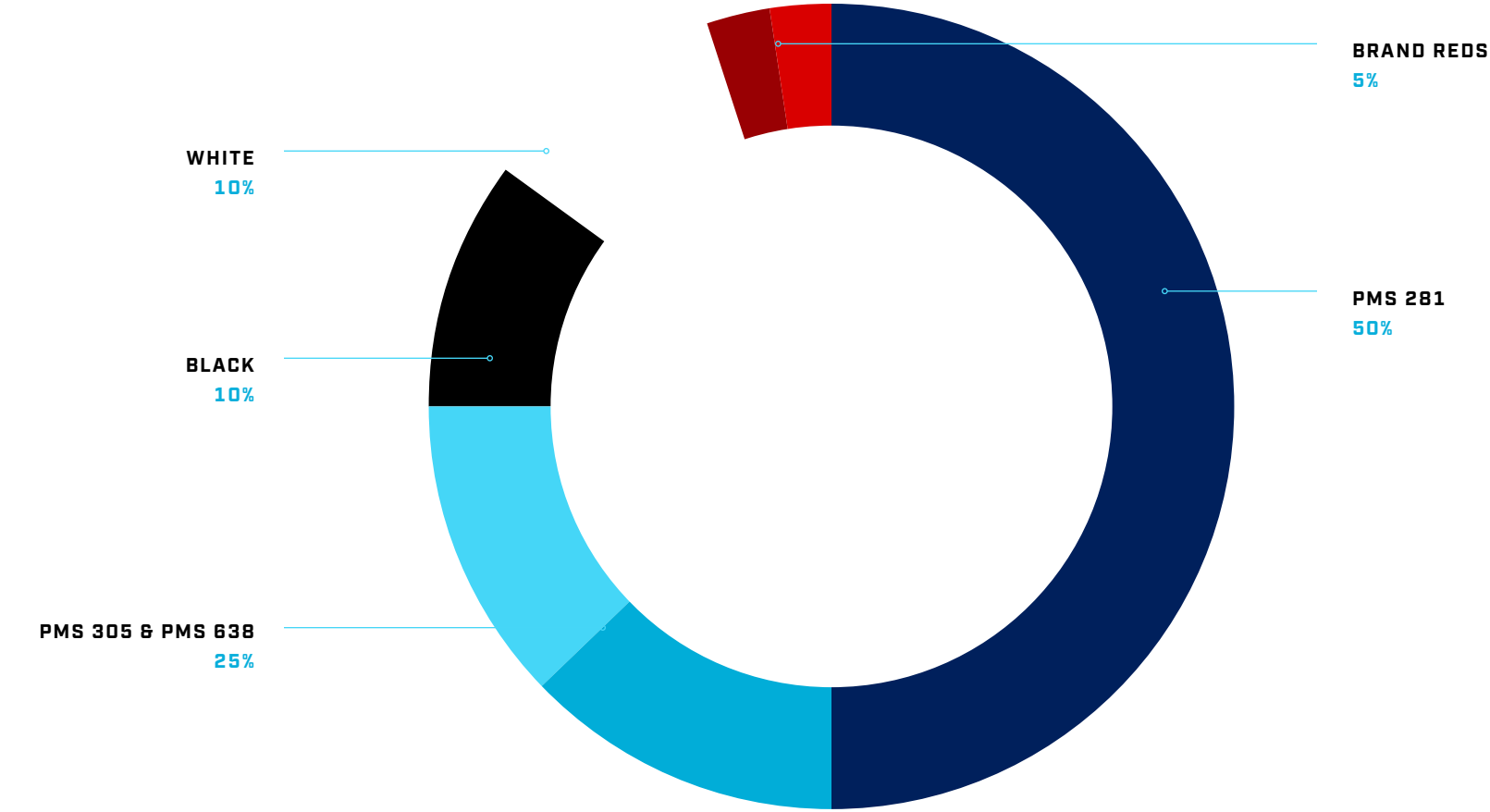
HEX
#CC3333

COLOR BUILDS

The palette is an expression of the bold, innovative, and academic personality of CSU Pueblo. Colors are determined by RGB and HEX values, then reduced to the corresponding CMYK colors before finding the closest Pantone Matching System (PMS) equivalent.

COLOR USE

The CSU Pueblo brand is primarily a monochromatic blue brand. Red builds are incorporated to support the brand, but should be used very minimally. Consider the following color ratios when building designs.



Note: the colors in this guide use RGB values for best on-screen representation. Colors may shift when printing due to the smaller CMYK print gamut.

Brand Colors

USE OF PALETTE REDS

A NOTE ON BRAND REDS

Two new red hues have been introduced to the brand in addition to the red found in the logo. These reds offer greater contrast for print and digital use when used alongside other colors in the brand palette, thereby providing greater flexibility and offering greater accessibility for color impaired users. The original brand red may still be used throughout CSU Pueblo departments to provide continuity. The follow guidelines offer suggestions for brand red use:

LOGO RED

RGB
204 / 51 / 51

Logo Red is the red used in the CSU Pueblo full color logo. This red may be used throughout print and digital materials.

BRIGHT RED

RGB
217 / 0 / 0

Bright Red is offered for applications where more vibrancy is desired for purposes of gaining viewers' attention.

DARK RED

RGB
154 / 0 / 3

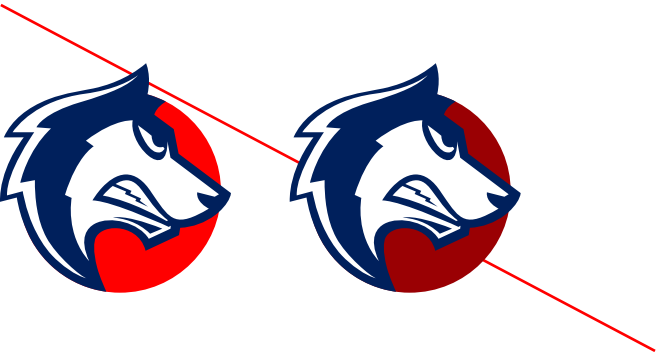
Dark Red is provided for situations where saturated, high contrast color is of paramount importance for purposes of usability and accessibility. D

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec odio. Quisque volutpat mattis eros.

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APPLY NOW

In some cases, multiple brand reds may be used. Examples include differentiating primary and secondary buttons on a website, within charts and graphs, or in a marketing campaign.



Brand Typography

Fonts and Usage

Primary Typefaces

Proxima Nova

Headlines, body copy, subheads, captions, tabular info

Aa

Proxima Nova Bold
Proxima Nova Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Available on Adobe Fonts >

Utopia

Subheads, body copy, captions, tabular info

Aa

Utopia Bold
Utopia Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Download from Adobe Fonts >

Industry

Subheads, pull-quotes, attributions, tabular info

Aa

Industry Bold
Industry Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Download from Adobe Fonts >

Weights and Styles

Use any of these approved weights and styles available in the brand fonts.

Proxima Nova

Proxima Nova Thin

Proxima Nova Thin Italic

Proxima Nova Light

Proxima Nova Light Italic

Proxima Nova Regular

Proxima Nova Italic

Proxima Nova Medium

Proxima Nova Medium Italic

Proxima Nova SemiBold

Proxima Nova Semibold Italic

Proxima Nova Bold

Proxima Nova Bold Italic

Proxima Nova ExtraBold

Proxima Nova ExtraBold Italic

Proxima Nova Black

Proxima Nova Black Italic

Please note that extended and condensed styles are not an approved font.

Utopia

Utopia Regular

Utopia Regular Italic

Utopia Semibold

Utopia Semibold Italic

Utopia Bold

Utopia Bold Italic

Utopia Black Headline

Industry

Industry Thin

Industry Thin Italic

Industry Light

Industry Light Italic

Industry Book

Industry Book Italic

Industry Medium

Industry Medium Italic

Industry Demi

Industry Demi Italic

Industry Bold

Industry Bold Italic

Industry Black

Industry Black Italic

Industry Ultra

Industry Ultra Italic

Please note that the font family Industry Inc. is not an approved brand font.

Alternate Typography

SUBSTITUTE FONTS AND USAGE

VERDANA (PROXIMA NOVA SUBSTITUTE)

Headlines, pull-quotes, captions, tabular info

Aa

Verdana Regular

Verdana Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SYSTEM FONT SUBSTITUTES

Always try to use brand fonts whenever possible. In situations where web or desktop fonts are not largely supported—such as in HTML emails, or email signatures—use the recommended system alternates available on both Mac and PC. Note that there is no quality substitute for Industry, it has been omitted.

GEORGIA (UTOPIA SUBSTITUTE)

Body copy, subheads, tabular info

Aa

Georgia Regular

Georgia Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

VERDANA

Proxima Nova substitute

Verdana Regular

Verdana Italic

Verdana Bold

Verdana Bold Italic

WEIGHTS AND STYLES

Use any of these approved weights and styles available in the Verdana or Georgia fonts.

GEORGIA

Utopia substitute

Georgia Regular

Georgia Italic

Georgia Bold

Georgia Bold Italic

Typography Guide

USAGE AND GUIDELINES

LORENA ISOSJK
JNSFDNJO
KJSDNK JKSK
KSKAA.

PRE-HEAD / SUBHEAD

SUBHEAD 2
Subhead 3

We will be the most valued and respected mining company through industry leading performance.

- Assess and describe the current relationships between the selected CSU Pueblo operating sites and respective communities.

CONSISTENT STYLE

Using consistent typography in our print and digital applications reflects design sophistication and our commitment to clarity of communication. See below for some guidelines on typographic style and usage.

Headline: Proxima Nova Navy, All Caps

Pre-head/Subhead: Industry Ultra, 8pt Minimum, 100 Tracking, All Caps, PMS 638

Subhead 2: PRoxima Nova Black, 8pt Minimum, 75 Tracking, All Caps

Subhead 3: Utopia Bold, 8pt Minimum

Body Copy: Utopia Regular, 9pt Minimum

Prime Bullets: Utopia Regular, 9pt Minimum, PMS 638 Bullet

Sub-Bullets: Open Sans Regular, 9pt Minimum, space after should be half the leading in any application, Black Bullet aligned to the copy of the prime bullet

TEXT USE WITH BRAND COLORS

When using brand colors with text, follow these guidelines. While brand reds may be used as a background for text, or with text, it should always be a secondary element and should not drive creative design. The following pairings are approved:



PMS 638 text, White background



PMS 305 text, PMS 281 background



PMS 281 text, PMS 638 background



White text, RGB 154/0/3 background



White text, PMS 281 background



White text, PMS 638 background



White text, RGB 217/0/0 background



PMS 638 text, white background



PMS 305 text, PMS 638 background. Note: this pairing is not compliant with ADA guidelines for digital use.

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RGB 154/0/3 or RGB 217/0/0 text, white background

Typography Guide

USAGE AND GUIDELINES

UNAPPROVED TEXT AND COLOR USE

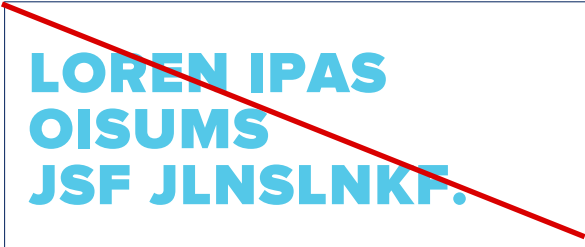
Avoid the following pairings:



RGB 217/0/0 text, PMS 638 background



RGB 154/0/3, PMS 638 background



PMS 305 text, white background



RGB 154/0/3 text, PMS 305 or PMS 638 background



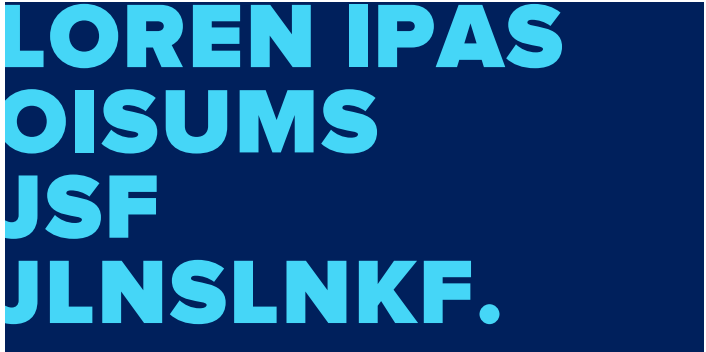
PMS 638 text, PMS 638 background

Typography Guide

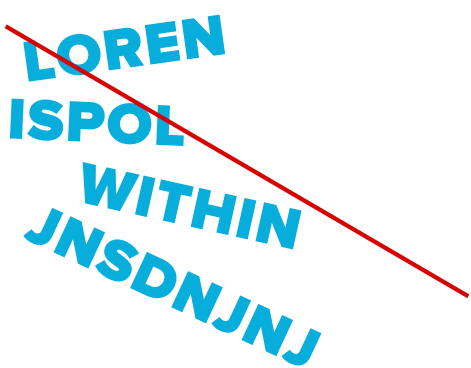
USAGE AND GUIDELINES

TEXT AS A DESIGN ELEMENT

Oversized and 90 degree angled text are elements which may be used to promote the CSU Pueblo brand in marketing campaigns, wayfinding, environmental graphics, and for print and digital use.



Slightly cropped text can add tension to designs and introduce themes of out-of-the-box thinking. Text should remain legible.



Refrain from using text in ways that do not comply with CSU Pueblo's professional, inclusive personality.



Use text on a 90 degree angle to maintain large sizes with various collateral buildouts.



2200 Bonforte Blvd
Pueblo, CO 81001
P 719.549.2100
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