



POSTER/FLYER APPROVAL PROCESS



COLORADO STATE UNIVERSITY
PUEBLO

MARKETING, COMMUNICATIONS,
& COMMUNITY RELATIONS

C S U P U E B L O

SHARE YOUR EVENT OR CLUB WITH CAMPUS!

1 One of the easiest ways to get the news out about your campus sponsored clubs or events is to create a poster or flyer, which must include the following:

- an approved Colorado State University Pueblo logo
- date
- name of sponsoring department or organization
- time
- contact information (either phone number or email)
- location

2 Please note, there are branding guidelines for all marketing materials, including colors, and fonts. Use University approved fonts, colors, and logos.

PMS 281 CSU PUEBLO BLUE RGB 0/32/92 CMYK 100/78/0/57 HEX #002058	PMS 305 LIGHT BLUE RGB 99/203/232 CMYK 55/0/1/0 HEX #99C9E8	PMS BLACK RGB 0/0/0 CMYK 0/0/0/100 HEX #000000	PMS 1855 DARK RED RGB 154/0/3 CMYK 26/100/100/24 HEX #9A0003
PMS 538 BRIGHT BLUE RGB 0/175/216 CMYK 77/0/3/0 HEX #00AEEF	PMS WHITE RGB 255/255/255 CMYK 0/0/0/0 HEX #FFFFFF	PMS 186 BRIGHT RED RGB 211/0/0 CMYK 0/100/100/2 HEX #D90000	PMS 188 LOGO RED RGB 200/16/46 CMYK 0/100/80/5 HEX #C8102E

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

Aa Proxima Nova Regular
Proxima Nova Bold Italic
Condensed and extended versions are not supported.
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

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

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.

3 Once the poster/flyer has been created, share it with the MCCR team in one of three ways:

- Using a public or unique Canva account, click on the "get approval" button in the upper right hand corner. Select "Brooklyn Micheli" or "Sydni Silva" in the approver selection.
- Follow the QR code below to MCCR's intake form. Fill out the form and upload your poster/flyer in the document section.
- Bring one print out of the flyer to the Administration Building, Office 320.

4 Within 2-3 days, you will be contacted by a member of the MCCR team. If you need to make edits, you will need to resubmit the poster/flyer for approval. If you receive the approval stamp, you are ready to print your posters from the PDF form and display them in the approved locations across campus.

