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ASSOCIATED STUDENTS
CSU, CHICO
BRANDING GUIDELINES
EST. 2009 | THIRD EDITION



ASSOCIATED
STUDENTS | *csu, chico*



These guidelines provide instruction for proper usage and application of the Associated Students' brand identity. Adherence to these guidelines enables the brand to project a confident and unified corporate image.

A strong, consistent brand identity is crucial to building brand awareness and is an essential link to the company's reputation, therefore it is important to adhere to the following guidelines.

TABLE OF CONTENTS

DEFINING THE BRAND

Brand Signature	1
Logo.....	1
Logotype.....	2
Color Usage	3
Legibility	5
Inappropriate Logo Usage	6
Typography.....	9
Custom Logos.....	10
Branding the AS	11

PROMOTING THE BRAND

Overview & the Page Flip.....	14
Display Advertising	15
Handbills & Small Media.....	16
Shirts.....	17
Product Imprinting (cups, mugs, bags, etc.).....	19

OTHER BRANDING

Social Media Guide	19
Printing Guide.....	24

DEFINING THE BRAND

BRANDING: any effort or program to build a brand; the process of brand-building

BRAND IDENTITY: the outward expression of a brand, including its name, trademark, communications, and visual appearance

BRAND IMAGE: a customer's mental picture of a product, service, or organization

BRAND GAP: the gulf between business strategy and customer experience

BRAND EXPERIENCE: all the interactions people have with a product, service, or organization; the raw material of a brand

BRAND SIGNATURE

The Associated Students' Brand Signature, commonly referred to as the logo, is defined as the visual relationship between a logotype and an icon.

LOGO

The Associated Students (AS) logo is comprised of an icon and logotype. The relationship of the letterforms to each other and the icon were developed to express our brand image. They may not be recreated, redrawn or reconfigured under any circumstances. Please use only approved master reproduction art and follow all standards and specifications outlined in the guidelines.

ICON

The abstract symbol that sits directly atop the vertical dividing stroke. This symbol, which is most popularly referred to as the "pineapple," plays a dual role of representing students and the three areas of the AS (Activity Fee, Commercial Enterprises, and Union Programs).



LOGOTYPE: a distinctive typeface or lettering style used to represent a brand name; a wordmark. The Associated Students logotype consists of two fonts and should always appear as follows:

Associated Students:

Uppercase lettering, used in the font Futura Medium, stacked and to the left of the dividing stroke.



CSU, Chico:

Lowercase lettering, in the font Bodoni Book Italic, positioned to the right of the vertical dividing stroke.

COLOR USAGE

CORPORATE IDENTITY: the brand identity of a company, consisting of its visual identifiers such as the name, trademark, typography, and colors

OVERVIEW

Color is essential to brand strategy. It helps to establish and maintain the look and character of our brand. The use of color in all applications of the Associated Students logo must appear consistent throughout all production and fabrication mediums. Whenever possible, the Associated Students logo must appear in the color applications shown in the following pages.

Full Color Use



Four Color Process	C: 0	C: 0
	M: 2	M: 100
	Y: 0	Y: 79
	K: 60	K: 20
Web Safe Equivalents	R: 74	R: 175
	G: 75	G: 23
	B: 75	B: 48

SINGLE COLOR OPTIONS

It is important to note that when the Associated Students logo cannot be used in the aforementioned color palette, it must appear in one of the following forms:

- Black on White
- White on Black (knockout)
- Red (PMS 187) on White
- White on a dark colored background

Black, white, and red are the only one color options for the Associated Students brand. Limiting the color options helps to create brand consistency and to increase the readability of the signature on various forms of media.

When using the Associated Students logo on the web, there should be every effort made to use the full color version (gray and red).



PRINT LEGIBILITY

MINIMUM SIZE

The logo should never be displayed below the minimum size of three-quarter of an inch wide or used when the technology or application prevents clear and easy identification. For instance, you may need to use a larger than minimum size for silkscreen and embroidery applications.

For digital uses, see Social Media Guidelines.



BREATHING ROOM

In order to clearly see the logo you must allow a certain amount of “white space” (visual breathing room) around each use of the logo.



INAPPROPRIATE LOGO USAGE

Any distortion of the logo design, however slight, will give the logo a different appearance, hampering its **legal protection** and underlying function of branding the Associated Students of CSU, Chico.

The logos on the next two pages have been purposely altered to illustrate unauthorized usage. These standards apply to all versions of the Associated Students logo.

In addition, please note the following:

- Never use a logo taken from the website and use it in print media. The 72 dpi resolution that is used in digital media is too low for print use.
- Do not use a partial area of any of the Associated Students logos when printing. Show either all of the logo or none.
- When using a program's "unique" logo, the tagline explaining that area's relationship to the Associated Students **must always be present underneath**.
- The logos should never be stretched to "make them fit" into a particular space or use.
- None of the Associated Students logos may ever be used in any other colors other than those specified on page 4.
- Do not place any corporate Associated Students logo on complex backgrounds or patterns without prior permission from the AS Marketing department.



EXAMPLES OF INAPPROPRIATE LOGO USE

NO COLOR SUBSTITUTIONS



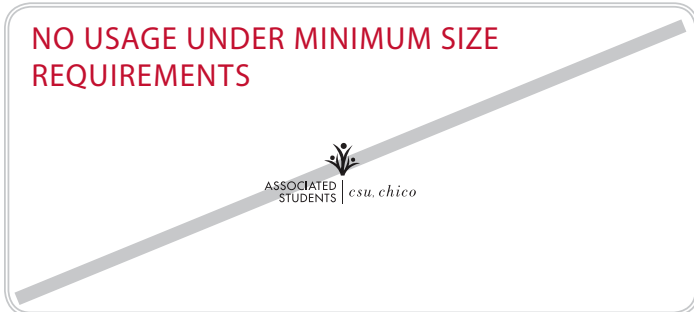
NO SQUEEZING, STRETCHING, OR DISTORTING



NO TYPEFACE SUBSTITUTIONS



NO USAGE UNDER MINIMUM SIZE REQUIREMENTS



NO ALTERING PLACEMENT
OF SIGNATURE



NO RESIZING PART OF THE LOGO



NO PARTIAL USAGE OF THE LOGO



NO OUTLINING ELEMENTS



TYPOGRAPHY

WHY DO FONTS MATTER?

In posters, brochures, and social media graphics, typography can help to unify and clarify our grander brand message, making us look organized and professional.

Generally, one font will suffice for a project, especially if it's one with many different weights that work together like the Futura or Bodoni families shown below.

FUTURA:

Futura Medium

Futura Medium Italic

Futura Condensed

Futura Condensed ExtraBold

Futura Bold

BODONI:

Bodoni Book

Bodoni Book Italic

Bodoni Bold

Bodoni Std Italic

Bodoni Std Bold

MYRIAD PRO: (acceptable for uses other than logotype)

Myriad Pro Regular

Myriad Pro Italic

Myriad Pro Semibold

Myriad Pro Semibold Italic

Myriad Pro Condensed

Myriad Pro Bold Condensed

Myriad Pro Bold

Myriad Pro Bold Italic

CUSTOM LOGOS

USAGE OF CUSTOM LOGOS

When a program, service or business of the Associated Students uses a custom logo, or non-corporate logo, the **tagline must be included** underneath to indicate the program is a part of the Associated Students.



SPECIFICATIONS

The two line format should be set with Futura caps to 6pt/8pt or larger. As always, legibility and intent are key.

BRANDING THE AS

MASTER BRAND -OR- PARENT BRAND: the dominant brand in a line or across a corporation to which subbrands can be added.

Many people within the campus community are familiar with certain programs or businesses of the Associated Students. Yet we find that the majority of students do not realize the magnitude of what the AS has to offer or all of the areas that make up our organization.

Part of this is due to the fact that there are a variety of logos that are used throughout our organization. Some follow our corporate logo while others are completely different or "unique." Some of these non-corporate logos have been successfully branded to the individual programs, although they do not reflect that they are a part of the Associated Students.

In 2008, the Board of Directors agreed that it is important for the Associated Students to tell our story and one of the best ways to do this is by connecting, or branding, all of the logos. To do this the Board agreed to add a page turn to the bottom right corner of all marketing materials to reveal the corporate Associated Students logo. This reinforces that "underneath it all" is the Associated Students. In addition, the logo for the program or service marketing the material must be on the document. If the area is one that uses a custom logo, then the official tagline that explains their connection to the Associated Students must be included underneath the logo. For example:

The logo for Common Grounds features the words "COMMON" and "GROUNDS" in a bold, sans-serif font. The letter "O" in "GROUNDS" is replaced by a circular graphic that resembles a textured, stone-like surface with a dark outline.

A BUSINESS OF ASSOCIATED STUDENTS
CALIFORNIA STATE UNIVERSITY, CHICO

PAGE FLIP

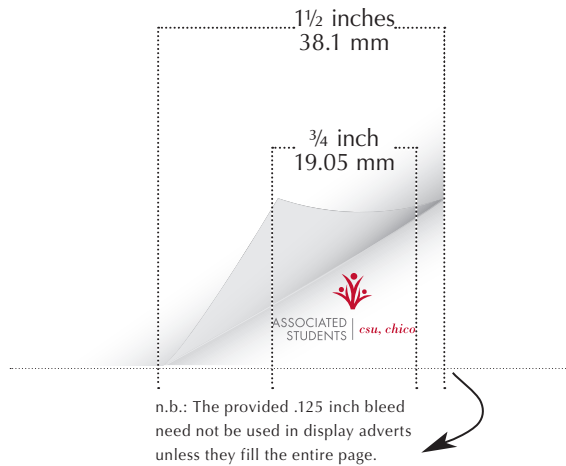
When the brand is used in marketing materials such as posters and newspaper ads, it is important to keep the presentation consistent. Shown below is an example of the correct execution of the Associated Students “page flip” logo. It must follow all other logo guidelines and always appear in the bottom right corner of the poster, ad or other promotional material designed for external distribution. The artwork for the page flip will be distributed to each area of the AS through your program Canva account. Files can also be retrieved directly from the AS Marketing department office. You will need to determine which file format will work best for your marketing materials based on the applications being used to create them.

When it is not possible to use the logo in a 2-color format, the 1-color black and white version should be used. Handbills and other materials that cannot be printed to the edges of the page require special treatment. Please see the Promotional Application Section for more guidelines.



PAGE FLIP SIZE AND USAGE

The page flip is available for use in both 1-color (black) and 2-color/4-color applications. The logo may never be used any smaller than 3/4 inches wide. The page flip (with logo) should also be used at a size proportionate to your advertising document. For example, if you were designing a 2'h x 5'w banner, the page flip would need to be scaled up in size to be proportionate to the banner.



PROMOTING THE BRAND

OVERVIEW

Different situations call for different logo applications. For marketing materials created for external use (outside of the place of business), the “page flip” **must be used** in the lower right hand corner. There are only two exceptions to this rule:

1. Any marketing material for an event that is not solely one of an Associated Students program or area.

(Ex: The Associated Students is working collaboratively with another campus organization in hosting or sponsoring an event.)

2. Any Associated Students corporate event or function in which the corporate logo is the only logo being used.

For promotional items that are smaller than the size of a standard business card, the Associated Students corporate logo must be included in its entirety. Special exceptions are made for items too small to accomodate the full logo at a legible size; such as guitar picks. Should questions remain, please contact AS Marketing at asmarketing@csuchico.edu

BUSINESS CARDS

All Associated Students business cards are to be printed vertically with the AS logo present at top center. All orders for business cards should be requested through the AS Marketing office.

PAGE FLIP

When the brand is used in applications such as posters and flyers, it is important to keep the presentation consistent. Shown on the following page is an example of the correct execution of the Associated Students “page flip” logo. It must follow all other logo guidelines and always appear in the bottom right corner of the poster, ad, or other promotional material designed for external distribution.

DISPLAY ADVERTISING

The “page flip” and Associated Students logo stay in proportion to the size of the marketing material printed regardless of the ad size. See the sample below:



No type, date stamp, or other graphic is allowed to overprint the page turn or AS logo.

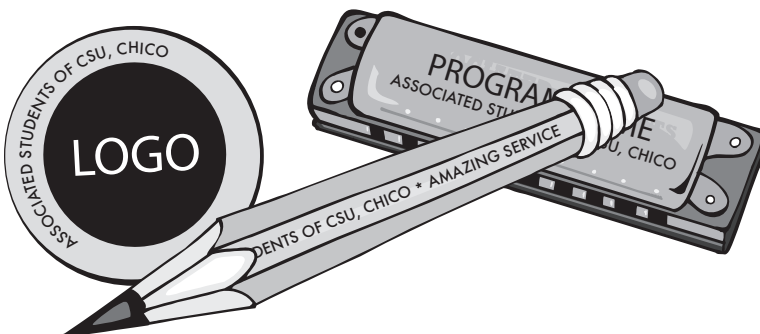
COMPREHENSIVE PRINT SIZE GUIDE ON PAGE 22

HANDBILLS AND SMALL MEDIA

Again, the “page flip” and Associated Students logo should be applied to handbills, flyers, and smaller physical media in much the same fashion as in display advertising. Unfortunately, most desktop printers and photocopy machines do not print to the edge. In order keep the page flip from getting cut off or floating inexplicably in space, a keyline (border) is required as shown below.



When media smaller than a coin or of a unique shape is being imprinted, then the AS logo may be replaced by printing “Associated Students of CSU, Chico” on the piece in question.



SHIRTS

When shirts are required for departmental use, the department's logo must appear on the left chest or be included in the artwork. For event-related artwork, shirts need to display the area's logo (either on the left chest or within the artwork) and the Associated Students of CSU, Chico logo must appear on the left sleeve or upper back ("tag" area). The example shown below and on the following page demonstrates acceptable logo placement for shirts.



PRODUCT IMPRINT USAGE

When products such as mugs, Klean Kanteens, Chico Bags, etc. are custom imprinted and handed out to market a program, event, or specific business of the AS, here are the options that should be followed:

1. The Associated Students of CSU, Chico logo must appear on one side of the product and the program's logo should appear on the other. This works perfectly for cups and mugs.
2. The program area's logo appears large on the product and the Associated Students of CSU, Chico logo appears smaller,* underneath the larger logo.
3. If the give-a-way product is being co-sponsored by another organization outside of the AS, then the Associated Students of CSU, Chico logo does not need to be included.

*In all imprint applications, the logo usage for colors and size requirements must always be adhered to.



Product Logo Placement

OTHER BRANDING

SOCIAL MEDIA GUIDE

The Associated Students of CSU, Chico social media sites should be AS-branded with either textual or logo references. Keep the format consistent with your own program/service identity, as well as the overall AS brand, so it becomes familiar to our audience. Content can be copied and forwarded once it has been posted on social media platforms, so use good judgment in the topics and language you choose. Everything you post on an official Associated Students program or service page or social media account reflects on the AS and the University as a whole. Be respectful of your readers and their opinions and comments.

AUDIENCE

Our key audiences consist of current CSU, Chico students, including current program participants and students employees of the AS, prospective students of the University, and current and prospective customers looking for our services. Each program should work with the AS Marketing Coordinator to determine their specific key audience(s), the persona of that key demographic, and how they can best develop the tone for their social media platforms.

TONE

Each AS program or service should understand the audience(s) you are trying to reach and choose language and tone to fit those audiences. We want a genuine voice and conversational tone to engage with each key demographic. Our brand voice is: **friendly, energetic, and casual**. Trendy slang is welcome if appropriate. We want to stay away from any sarcastic or dry humor. Keep it cheerful and upbeat. It is important to keep unrelated or personal information out of official AS social media posts.

BRANDING PAGES

All Associated Students programs and services with social media profiles should include "A program of the Associated Students," "A business of the Associated Students," "A service of the Associated Students," or an equivalent attribution in the "Bio" or "About" section of each active social media channel.



All program supervisors AND the AS Marketing Coordinator must have access to ALL official social media channels for your program. If a password has changed or a new page has been created, be sure the AS Marketing Coordinator is notified prior to any new postings.

BRANDING POSTS

All social media posts should be appropriated branded in association with the AS either textually or visually. Posts should "tag" our official AS profiles (@aschicostate), include the AS hashtag **#aschicostate**, OR include either the program's custom logo (with AS tagline) or the icon pageturn. At least one of these attributions should be present in every post.



Icon page turn

PICK THE RIGHT PLATFORM

Social media platforms can target different audiences, so deciding which audience(s) you want to engage will help direct you to the platform which best suits your needs.

Facebook– Reaches current students, prospective students, parents, faculty/staff, and alumni (all ages). Good for sharing news, event postings, hyperlinks, and videos.

Twitter– Reaches prospective students, current students, recent alumni, faculty/staff, local news outlets, and industry partners (other AS organizations). Good for sharing news, gifs, real-time updates or "live tweeting," and cross-promoting other AS programs. Not great for graphics. Limited to 280 characters.

Instagram– Reaches prospective students, current students, and recent alumni. Good for sharing high-resolution photos, graphics, videos and other curated content (Boomerangs, Stories, Lives, etc.)

Snapchat– Reaches mainly current students. Good for sharing live content.

YouTube– Reaches current students, prospective students, parents, faculty/staff, and alumni (all ages). Good for sharing large-scale, high-resolution video content and cross-posting to other social media channels.

LinkedIn– Reaches current students (employees mainly), faculty/staff, and alumni (all ages). Good for sharing job announcements and other professional, work-related content.

BASIC DO'S AND DON'TS

Do repost information from other programs and from the university.

Don't just repost on Facebook from Twitter and other platforms. Be sure to reword the post for different channels. Put a different spin on the story you are telling.

Do tag people in posts—other programs, people, etc.—with the hope that they will repost your information.

Don't ignore comments, questions and other engagement from your followers. Make them feel heard and engage back!

Do reach out to a supervisor or the AS Marketing Coordinator if you see or receive questionable feedback.

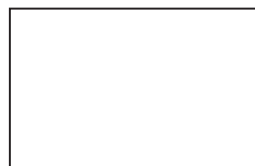
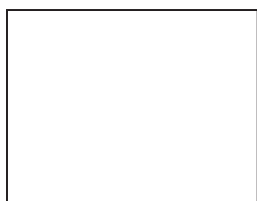
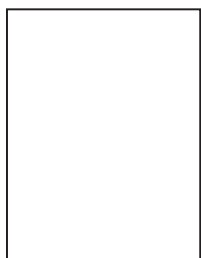
Don't neglect your profiles. Post consistently. If you are having a hard time finding content to post, talk to your supervisor or the marketing coordinator.

Do use photography as often as possible. Keep your graphics use to a minimum, only using when necessary (such as a creative and consistent campaign).

RESPONDING TO COMMENTS AND MESSAGES

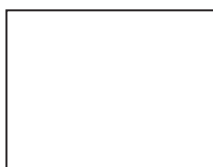
It's possible that at some point a reader will post questionable content. Ignore most negative comments, but feel free to ask for assistance from your program coordinator or director, and the AS Marketing Coordinator to respond to inaccurate statements with accurate facts.

Printing Guide
Sizes not to scale



Letter (8.5 x 11 in)

Half Letter (8.5 x 5.5)



Quarter Sheet (4.25 x 5.5 in)

Postcard (4 x 6 in)



Business Card (2 x 3.5 in)

Fold Here

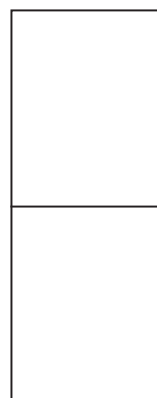
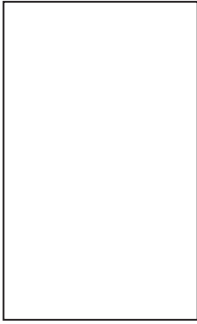


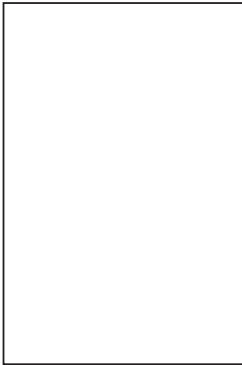
Table Tent (4.25 x 11 in)



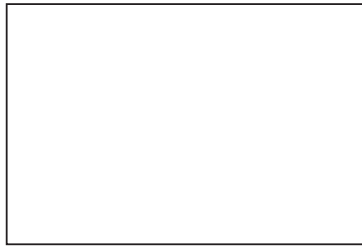
Poster (11 x 17 in)



X-Frame (23.5 x 63.25 in)



Poster (20 x 30 in)



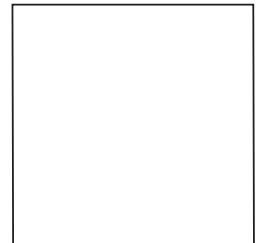
Average numbers for
print materials:

Posters -

11"x17": 50

20"x30": 4

Postcards: 100-200



Available upon request:
Digital social media graphic (800 x 800 pixels)
matching your print campaign

SUSTAINABILITY

POLICY: Zero Waste

- Avoid single-use plastic banners
- Avoid laminating when possible
- Print on %100 Post-Consumer Recycled paper
- Make handouts double-sided quarter sheet
- Save extra posters, as print services will print on the back
- When placing an order with print services, request no plastic wrap for the order
- Collect posters after your event to give to the CDL for art.
- Ask participants how they heard about the event to better tailor your marketing efforts

POLICY: Organic T-Shirts - Purchase organic t-shirts when able

QUESTIONS???

BRAND STEWARD: the person responsible for developing and protecting a brand.

If you have any questions in regard to these Branding Guidelines, logo usage or logo application, please contact **Anna Paladini** at **898-5079** or email: **apaladini@csuchico.edu**

REFERENCES

[California State University, Chico – Visual Identity Guide](#)

[California State University, Chico – Social Media Guide](#)

[University of California, Los Angeles – Social Media Guidelines](#)



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