



# BRAND GUIDELINES

---

CLEVELAND STATE UNIVERSITY

# ***PURPOSE***

---

The Cleveland State University brand style guide has been developed by University Marketing to assist all members of the University community in presenting a cohesive image, both internally and externally facing, concerning the Cleveland State brand. These standards are an integral part of the overall effort to unify visibility and image of the University, and are to be implemented in development of all printed and digital materials. University Marketing will provide assistance to any who may need clarification or assistance in implementation. In addition, University Marketing must approve any and all collateral with the Cleveland State name prior to implementation.

## **LOGO USAGE**

Please contact University Marketing prior to any use of the Cleveland State University official logo(s), especially concerning usage on non-University materials.

## **UNIVERSITY MARKETING**

Euclid Commons, Room 182  
2502 Euclid Avenue  
Cleveland, OH 44115

216-687-2290  
pr@csuohio.edu  
csuohio.edu/marketing

# ***CONTENTS***

---

|  |             |
|--|-------------|
| <b>Purpose</b>                                       | <b>2</b>    |
| <b>University Logo</b>                               | <b>3–5</b>  |
| Logo Usage   | 3           |
| Logo Usage Reversed                                  | 4           |
| Incorrect Logo Usage                                 | 5           |
| <b>University Seal</b>                               | <b>6</b>    |
| <b>College and Division<br/>Logo Standardization</b> | <b>7</b>    |
| <b>Typographic Palette</b>                           | <b>8–10</b> |
| Trade Gothic and Garamond                            | 8           |
| Alternative Fonts                                    | 9           |
| Web Fonts  | 10          |
| <b>Color Palette</b>                                 | <b>11</b>   |



## GENERAL USAGE

The full version of the Cleveland State University logo includes the official CSU mark and logotype.

Guidelines for usage of the full logotype are as follows:

- The full logotype can be used in either color, reversed color, black or white (1-color applications).
- Contact University Marketing for use of the black and white variants of the CSU logo.
- There are positive and reversed versions of the logo. The positive image suits most needs, while white or other light colored logos on dark backgrounds must use the reversed (see page 4).
- The elements cannot be rearranged.
- The full logotype has two versions, horizontal (primary) and vertical (secondary). Our primary logo is the horizontal layout. The vertical option should only be used in limited space situations.
- The type only logo is available to use in situations where there are visibility issues with the skyline, there is limited space or used in conjunction with a college/division logo.
- Ample whitespace should surround the logotype: at least one unit (equal to the height of the capital 'C' in 'Cleveland') of spacing around the entirety of the logo.



Full Logotype, primary (horizontal)



Full Logotype, secondary (vertical)



Type only



Logo clear space

For more information on the logos, contact University Marketing.

## GENERAL USAGE

The full version of the Cleveland State University logo includes the official CSU mark and logotype.

Guidelines for usage of the full logotype are as follows:

- The full logotype can be used in either color, reversed color, black or white (1-color applications).
- Contact University Marketing for use of the black and white variants of the CSU logo.
- There are positive and reversed versions of the logo. The positive image suits most needs, while white or other light colored logos on dark backgrounds must use the reversed seen here.
- The elements cannot be rearranged.
- The full logotype has two versions, horizontal (primary) and vertical (secondary). Our primary logo is the horizontal layout. The vertical option should only be used in limited space situations.
- The type only logo is available to use in situations where there are visibility issues with the skyline, there is limited space or used in conjunction with a college/division logo.
- Ample whitespace should surround the logotype: at least one unit (equal to the height of the capital 'C' in 'Cleveland') of spacing around the entirety of the logo.



Full Logotype, primary (horizontal), Reversed



Full Logotype, secondary (vertical), Reversed



Type Only, Reversed

# UNIVERSITY LOGO USAGE

## INCORRECT LOGO USAGE

Usage of the Cleveland State University logo and all of its related components may not be altered or distorted in any way. These rules also apply to any other official CSU logomark.

Examples of how NOT to treat the Cleveland State logo are:

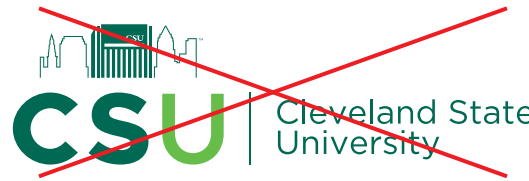
1. The CSU mark and type lockup may not be separated or edited without special approval of University Marketing. The CSU mark and type must remain as one standard unit in its specified configuration.
2. No part of the logo may be scaled in such a way that distorts the specified size ratio.
3. Surrounding the logo by another shape (square, circle, etc.) should be avoided. If enclosure is deemed necessary, there should be sufficient spacing around the logo (see pg. 3).
4. The logo may not appear in any unauthorized color. This includes any secondary colors in the authorized CSU brand palette.
5. The logo may not be stretched or distorted.
6. To ensure maximum contrast, do not show the logo in a dark color on a dark background, nor the logo in a light color on a light background.



1. Changing CSU mark and type



4. Unauthorized color



2. Scaled CSU mark and type



5. Distorted logo



3. Insufficient spacing



6. Insufficient contrast

# UNIVERSITY SEAL

## UNIVERSITY SEAL

Cleveland State University has an official seal that is reserved for presidential use, Board of Trustees use and on official University documents such as transcripts, diplomas and commencement materials.

Questions regarding the University seal should be directed to University Marketing.



## HISTORY

Created in 1997, the seal features four symbols: buckeye leaves representing Ohio; the Greek letter alpha and the infinity symbol, which represent the foundation of knowledge and unlimited potential; and a quill pen, open book, and gear, which represent CSU's three original colleges (Business, Arts and Sciences, and Engineering). The seal's nine pillars stand for the nine members of Board of Trustees and includes CSU's founding year.

## COLLEGE AND DIVISION USAGE

In order to create brand unity, colleges and divisions within Cleveland State University must follow the outlined standardization:

- The official University mark (CSU letters and skyline) is always placed to left of the college or division name.
- A small rule line separates the University mark from the college/division name.
- College and division names are written in smaller Trade Gothic Regular. It is not to be bold or italicized.
- The full logotype can be used in either color, reversed color, black or white (1-color applications).
- Contact University Marketing for use of the black and white variants of the college/division logo.
- There are positive and reversed versions of the logo. The positive image suits most needs, while white or other light colored seals on dark backgrounds must use the reversed.
- Colleges/divisions are not to attempt to create a logo. Rather, University Marketing will provide official and approved logo files per each college and division.
- When used on promotional/collateral material:
  1. if space allows, use the college logo with the skyline, and the University type only logo.
  2. if you use the college/division logo, the University type only logo **MUST** appear.
  3. if space does not allow for both logos, the University full logotype takes precedence.



College Logotype, primary (horizontal)



College Logotype, secondary (vertical)



Division Logotype, primary (horizontal)



Division Logotype, secondary (vertical)

# TYPOGRAPHIC PALETTE

---

## TRADE GOTHIC

Cleveland State University's typeface is Trade Gothic. It is to be used as the primary typeface on any and all University collateral, both internal and external. Trade Gothic comes in several different weights (see right); all weights within each font's family are acceptable to use.

Board-approved sub-brands within Cleveland State University may have additional typefaces that are unique to their division, college, organization, etc. Please contact University Marketing for font usage in exceptional cases.

## GARAMOND

Garamond is a secondary typeface for CSU, and is used on more formal pieces, such as certificates or formal invitations. Garamond comes in several different weights (see right); all weights within each font's family are acceptable to use.

## LICENSING AND ACCESS

Employees with access to the University's Creative Cloud can utilize Trade Gothic Next. If you do not have access to Creative Cloud, contact University Marketing.

Trade Gothic:  
[fonts.adobe.com/fonts/trade-gothic-next](https://fonts.adobe.com/fonts/trade-gothic-next)

Garamond:  
[fonts.adobe.com/fonts/garamond-premier](https://fonts.adobe.com/fonts/garamond-premier)

## Trade Gothic Next

---

Light

*Light Italic*

Regular

*Italic*

**Bold**

***Bold Italic***

**Heavy**

***Heavy Italic***

Condensed

*Condensed Italic*

**Bold Condensed**

***Bold Condensed Italic***

## Adobe Garamond Pro

---

Regular

*Italic*

**Bold**

***Bold Italic***



# TYPOGRAPHIC PALETTE

---

## ALTERNATIVE FONTS

These fonts are only used as backups when Trade Gothic and Garamond are not available.

### FRANKLIN GOTHIC

Franklin Gothic is an alternative typeface for CSU and is used when Trade Gothic is not available on Windows. Franklin Gothic comes in several different weights (see right); all weights within each font's family are acceptable to use.

### ARIAL

Arial is a default typeface for CSU to use when Trade Gothic is not available. Arial comes in several different weights (see right); all weights within each font's family are acceptable to use.

### LICENSING AND ACCESS

Franklin Gothic is commonly supported on PC computers and in Microsoft products. It is also available through Creative Cloud:

[fonts.adobe.com/fonts/franklin-gothic-urw](https://fonts.adobe.com/fonts/franklin-gothic-urw)

Arial is commonly installed on all Mac and PC computers.

## Franklin Gothic

---

Book

*Book Italic*

Medium

*Medium Italic*

Condensed, Book

*Condensed, Book Italic*

Condensed, Medium

*Condensed, Medium Italic*

## Arial

---

Regular

*Italic*

**Bold**

***Bold Italic***

# TYPOGRAPHIC PALETTE

---

## WEB FONTS

To ensure the correct display of a font across multiple web browsers and computer systems, web fonts are used. Web fonts are most likely to be on the majority of computer systems. While some fonts are usable for print design, they do not necessarily have a web-safe version or license available for purchase. Therefore, a similar web font is substituted.

## CSUOHIO.EDU

Cleveland State University's official website (csuohio.edu) uses brand-approved web fonts. Main headlines are in Roboto Bold Condensed; section headlines are in Rokkitt Regular; and body copy is in Lucida Grande.

The CSU web fonts are to be used on the web only. Cleveland State University possesses licensure for these fonts to be used on the csuohio.edu server.

## CONTENT MANAGEMENT SYSTEM

Any page on the csuohio.edu server will automatically follow these styles.

## Roboto

---

### Bold Condensed

## Rokkitt

---

### Regular

### Bold

## Lucida Grande

---

### Book

### Bold

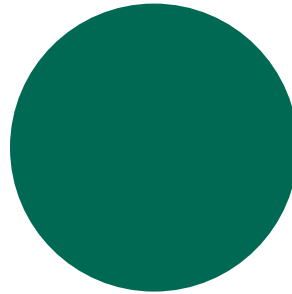
The Cleveland State University brand uses primary, secondary and accent color palettes. Cleveland State University's official brand color is a dark green, known as 'University Green' and a lighter, bolder version, 'Fresh Green.' Colors on CSU marketing materials outside of this palette are prohibited without approval from University Marketing.

## PRIMARY COLORS

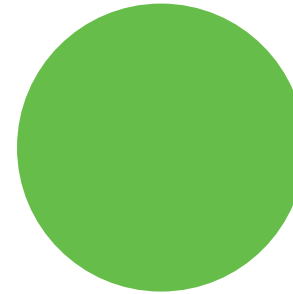
The official CSU color, University Green is to be used on more formal pieces, such as certificates or formal invitations. It should be used in full saturation whenever possible.

Fresh Green acts as a secondary green in the primary palette, and is to be used in conjunction with University Green. For more informal pieces or student-targeted purposes, Fresh Green can be the predominant color.

This color palette should be the primary colors used in marketing materials.



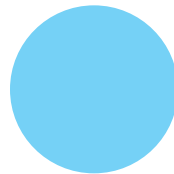
**UNIVERSITY GREEN**  
C:100 M:9 Y:66 K:41  
R:0 G:106 B:77  
HEX: 006A4D  
SPOT: PANTONE 342



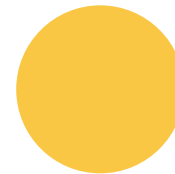
**FRESH GREEN**  
C:63 M:0 Y:97 K:0  
R:105 G:190 B:40  
HEX: 69BE28  
SPOT: PANTONE 368

## SECONDARY COLORS

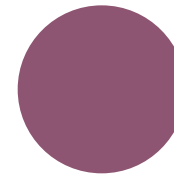
Cleveland State University's brand uses a secondary palette to complement the overall look and feel of our brand. These colors should be used in a supporting manner to our primary colors and are permitted with limited use.



**BABY BLUE**  
C:47 M:0 Y:0 K:0  
R:119 G:210 B:247  
HEX: #77D2F7



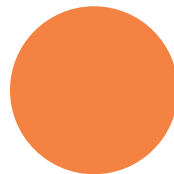
**GOLDEN YELLOW**  
C:2 M:22 Y:83 K:0  
R:250 G:199 B:71  
HEX: #FAC747



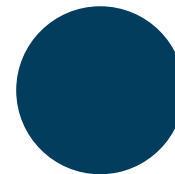
**PLUM**  
C:44 M:74 Y:36 K:10  
R:143 G:85 B:115  
HEX: #8F5573

## ACCENT COLORS

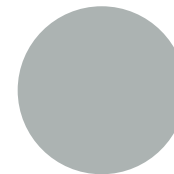
An accent palette is available for more complex designs. These colors are meant to be used in limited use in addition to the primary and secondary color palettes.



**MANGO**  
C:0 M:60 Y:81 K:0  
R:245 G:131 B:68  
HEX: #F58344



**INDIGO**  
C:100 M:75 Y:40 K:29  
R:5 G:61 B:93  
HEX: #053D5D



**SILVER GREY**  
C:28 M:18 Y:22 K:8  
R:171 G:178 B:176  
HEX: #ABB2B0

For more information on the color palette, contact University Marketing.