California State University, Fullerton

Division of Student Affairs

Brand Guide

CSUF

DIVISION OF
Student Affairs

table of contents

CSUF

DIVISION OF
Student Affairs

introduction

Why a brand guide?

The brand guide was developed to inspire, refine, and define optimal digital and print communication practices as well as tell the story of the Division of Student Affairs.
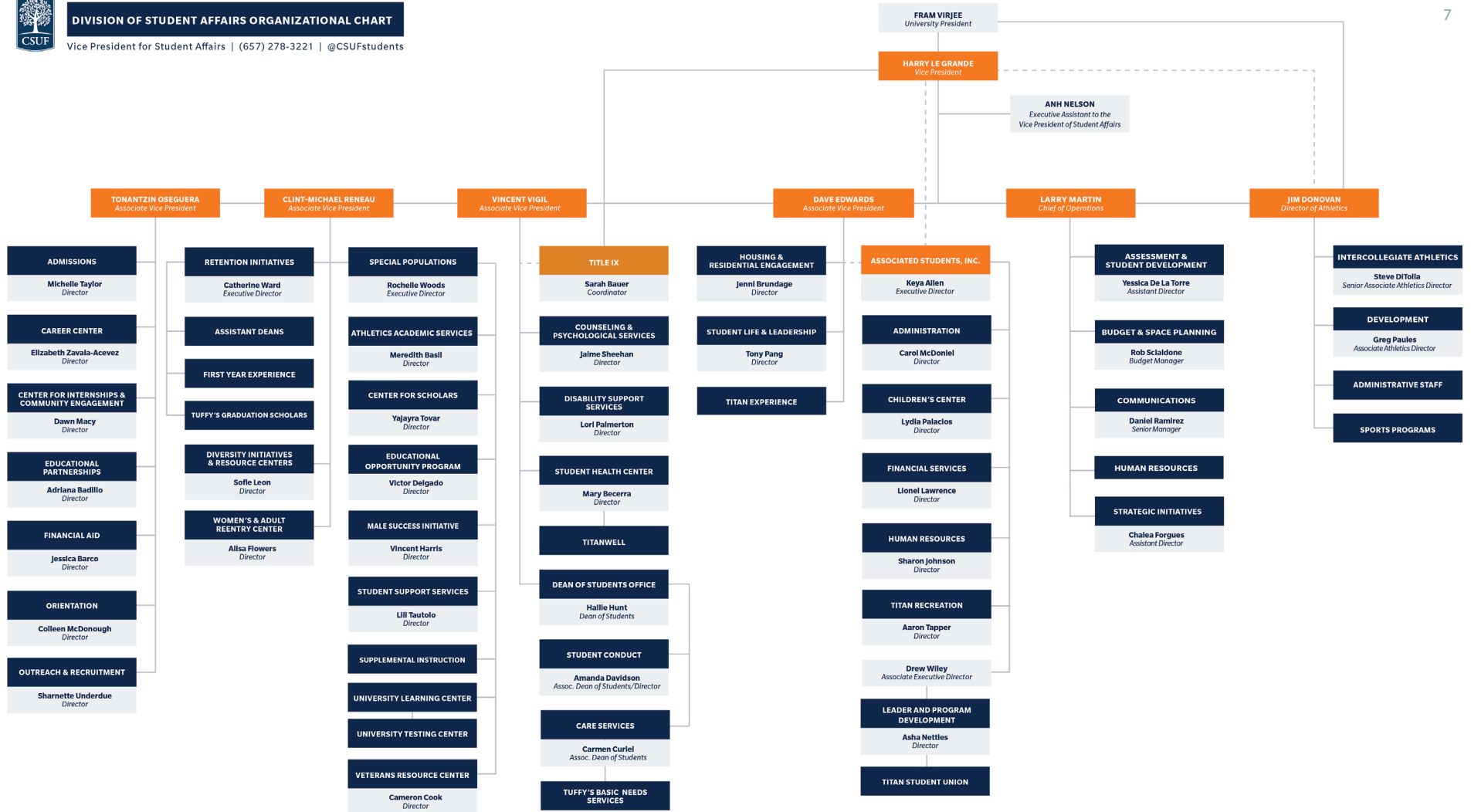
Who should be using this brand guide?

Division of Student Affairs staff members, including department leaders, assistants, administrators, content creators and designers, are encouraged to use this book.

DIVISION OF STUDENT AFFAIRS ORGANIZATIONAL CHART

Vice President for Student Affairs | (657) 278-3221 | @CSUFstudents

FRAM VIRJEE
University President

HARRY LE GRANDE
Vice President

ANH NELSON
Executive Assistant to the Vice President of Student Affairs

TONANTZIN OSEGUERA
Associate Vice President

CLINT-MICHAEL RENEAU
Associate Vice President

VINCENT VIGIL
Associate Vice President

DAVE EDWARDS
Associate Vice President

LARRY MARTIN
Chief of Operations

JIM DONOVAN
Director of Athletics

TONANTZIN OSEGUERA

ADMISSIONS
Michelle Taylor
Director

CAREER CENTER
Elizabeth Zavala-Acevez
Director

CENTER FOR INTERNSHIPS & COMMUNITY ENGAGEMENT
Dawn Macy
Director

EDUCATIONAL PARTNERSHIPS
Adriana Badillo
Director

FINANCIAL AID
Jessica Barco
Director

ORIENTATION
Colleen McDonough
Director

OUTREACH & RECRUITMENT
Sharnette Underdue
Director

CLINT-MICHAEL RENEAU

RETENTION INITIATIVES
Catherine Ward
Executive Director

ASSISTANT DEANS

FIRST YEAR EXPERIENCE

TUFFY'S GRADUATION SCHOLARS

DIVERSITY INITIATIVES & RESOURCE CENTERS
Sofie Leon
Director

WOMEN'S & ADULT REENTRY CENTER
Alisa Flowers
Director

VINCENT VIGIL

SPECIAL POPULATIONS
Rochelle Woods
Executive Director

ATHLETICS ACADEMIC SERVICES
Meredith Basil
Director

CENTER FOR SCHOLARS
Yajayra Tovar
Director

EDUCATIONAL OPPORTUNITY PROGRAM
Victor Delgado
Director

MALE SUCCESS INITIATIVE
Vincent Harris
Director

STUDENT SUPPORT SERVICES
Lili Tautolo
Director

SUPPLEMENTAL INSTRUCTION

UNIVERSITY LEARNING CENTER

UNIVERSITY TESTING CENTER

VETERANS RESOURCE CENTER
Cameron Cook
Director

TITLE IX
Sarah Bauer
Coordinator

COUNSELING & PSYCHOLOGICAL SERVICES
Jaime Sheehan
Director

DISABILITY SUPPORT SERVICES
Lori Palmerton
Director

STUDENT HEALTH CENTER
Mary Becerra
Director

TITANWELL

DEAN OF STUDENTS OFFICE
Hallie Hunt
Dean of Students

STUDENT CONDUCT
Amanda Davidson
Assoc. Dean of Students/Director

CARE SERVICES
Carmen Curiel
Assoc. Dean of Students

TUFFY'S BASIC NEEDS SERVICES

DAVE EDWARDS

HOUSING & RESIDENTIAL ENGAGEMENT
Jenni Brundage
Director

STUDENT LIFE & LEADERSHIP
Tony Pang
Director

TITAN EXPERIENCE

ASSOCIATED STUDENTS, INC.
Keya Allen
Executive Director

ADMINISTRATION
Carol McDoniel
Director

CHILDREN'S CENTER
Lydia Palacios
Director

FINANCIAL SERVICES
Lionel Lawrence
Director

HUMAN RESOURCES
Sharon Johnson
Director

TITAN RECREATION
Aaron Tapper
Director

Drew Wiley
Associate Executive Director

LEADER AND PROGRAM DEVELOPMENT
Asha Nettles
Director

TITAN STUDENT UNION

LARRY MARTIN

ASSESSMENT & STUDENT DEVELOPMENT
Yessica De La Torre
Assistant Director

BUDGET & SPACE PLANNING
Rob Scialdone
Budget Manager

COMMUNICATIONS
Daniel Ramirez
Senior Manager

HUMAN RESOURCES

STRATEGIC INITIATIVES
Chalea Forgues
Assistant Director

JIM DONOVAN

INTERCOLLEGIATE ATHLETICS
Steve DiTolla
Senior Associate Athletics Director

DEVELOPMENT
Greg Paules
Associate Athletics Director

ADMINISTRATIVE STAFF

SPORTS PROGRAMS

fullerton.edu/sa
fullertontitans.com
asi.fullerton.edu

What does this brand guide offer?

The brand guide offers framework to support present and future Division of Student Affairs communications practices. Included in this document are graphic elements, language, photography, logo, and creative recommendations to help us best connect with our diverse range of stakeholders and educate others about our purpose.

The information in this brand guide supports and complements the branding and overall mission of California State University, Fullerton.

How should this brand guide be used?

To unify communications concepts and materials

To inspire and serve as a reference for best practices

To illustrate the distinct positioning of the Division of Student Affairs within the CSUF community

What is Student Affairs?

Student Affairs supports student development and academic outcomes; fosters diversity, equity and inclusion; and promotes wellness and personal growth for students to actualize the fullness of their potential.

What is the Mission of Student Affairs at California State University, Fullerton?

Our purpose is to transform the lives of our students academically, personally and professionally, equipping all with the knowledge and skills required for success at Cal State Fullerton and beyond degree completion.

brand positioning

University Brand Website

Visit **brand.fullerton.edu** for detailed information about the CSUF Brand and more.

University Brand Promise

Celebrated Reputation

Immersive Experiences

Trusted Results

reachhigher.fullerton.edu

University Name

California State University
Official Formal Name

The full name of the University is recommended to be used at least once in a written document, at least on first reference.

Cal State Fullerton
Official Informal Name

This is an informal expression of the University name, and the preferred second reference in a written document.

CSUF
Official Acronym

Acronym is useful with multiple references of the University.

Division of Student Affairs
Brand Promise

The Division of Student Affairs encourages student growth to develop heightened potential and continuing success.

Our communications should center around the "student success" and "personal, academic and professional" growth or advancement.

Professional

Preparing students to participate in a global society and workforce. Collaborating with and guiding students as they aim to actualize career goals and aspirations.

Academic

Promoting the intellectual and holistic development of students through partnership with faculty.

Personal

Inviting students to explore their identities, strive for wellness, and understand the rich diversity that exists in the world. Encouraging students to engage with their communities and discover novel ideas that will help advance their worldview.

Division of Student Affairs
Brand Personality

The Division of Student Affairs is refined, inclusive, cognizant and enthusiastic.

Refined
We are professional mannered as well as respectful in conversation and presentation.

Inclusive
We accept all people regardless of race, ethnicity, gender, orientation, personal philosophy, political views, ideas, ideology and religious background.

Cognizant
We remain informed of current cultural trends and events.

Enthusiastic
We speak fervently about the success of students and achievements of the university.

Division of Student Affairs
Organizational Values

The values of the Division of Student Affairs are learner-focused, service, inclusion, professionalism, and respect.

Learner-Focused
We aim to provide enriching learning opportunities for Titans.

Service
We aim to support our students through intentional, selfless action.

Inclusion
We aim to foster a culture that welcomes all students, regardless of identity, background or lived experience.

Professionalism
We expect high-quality outcomes to meet the standards held by our stakeholders.

Respect
We encourage the free exchange of ideas and speech, as well as compassion toward others, regardless of race, ethnicity, gender, religion, socioeconomic status, and more.

Division logos

CSUF | DIVISION OF
Student Affairs

CSUF | **TitanWell**
STUDENT AFFAIRS

Division of Student Affairs Primary Logo

Example of a Department Logo

**Contact Strategic
Communications at
stratcommprojects@
fullerton.edu with any
University logo inquiries*

Contact Associated Students, Inc. at (657) 278-2468 with any logo inquiries

Associated Students Inc. Primary Logo

Associated Students Inc. Secondary Logo

Contact Titan Athletics at (657) 278-2777 with any logo inquiries

Titans Athletics Primary Logo

Titans Athletics Secondary Logo

Note: Don't use the University Seal unless the Office of the President is involved. The University Seal is reserved for communication items from the Office of the President

Logo Do's

An appropriate visual identity component or logo must be used on all University print or digital communications projects.

Include the Division of Student Affairs primary logo on all print or digital designs that are hosted or sponsored by the Office of the Vice President for

Student Affairs.

If the Division of Student Affairs primary logo is used in a design, place the logo at the bottom right of the design canvas. To ensure balance, place your department logo at the top left or top right of the design.

If there are three or more logos used on a single canvas,

place all logos at the bottom of the design and horizontally adjacent to one another.

Do ensure that all horizontal logos (i.e. the tree image sits to the left of the typography) are greater than or equal to 1 3/8" in length to ensure legibility.

Do ensure that stacked logos (i.e. the tree image sits above the typography of the university name) are greater than or equal to 1" in length.

Do ensure that emblem logos (i.e. the tree emblem) are greater than or equal to 1/2" in height.

We respect the logo by giving it space on all sides. The minimum clear space should be equal to the width of the tree emblem, regardless of the size of the emblem.

Logo Dont's

Don't change the typeface

Don't alter the placement of the letters or logo elements

Don't crop the logos

Don't rotate the logos

Don't add shadows, strokes, or other visual effects

Don't create a unique department logo. No campus entity (i.e. colleges, divisions, departments, branch campuses, centers, etc.) is authorized to create and use its own visual identity solutions.

Don't recolor the logos from preset standards

Don't create textures on the logos

Don't condense or extend the logos
Don't stretch the logos disproportionately
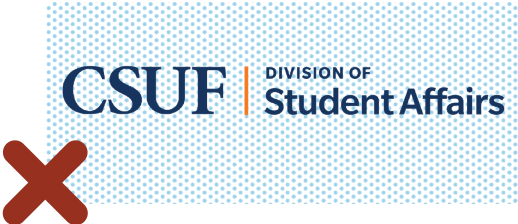
Don't place the logos on a textured background

Division voice

Titans Reach Higher

The Division of Student Affairs at California State University, Fullerton strives to excel in every aspect of communication. Our written words and visual expressions of communication should clearly convey exactly how Titans Reach Higher. The following section will exemplify effective written and visual language that well represents the Division of Student Affairs.

we sound...

accepting
aware
encouraging
refined
relatable

we don't sound...

arrogant
insincere
insensitive
sloppy

photography

student culture
fellowship
personal interaction
milestone advancement
engagement

graphic elements

orange line
angled tag
geometric patterns

we sound...

**accepting
aware
encouraging
refined
relatable**

written language

accepting

We speak with benevolence.
We are unassuming and
unbiased toward all peoples.

aware

We speak with consideration of
other cultures. We remain sensitive
and respectful of current events.

encouraging

We speak positively
about opportunity and
accomplishment.
We lift others up.

refined

We speak professionally, using concepts
and terminology that accurately convey
our intended message.

relatable

We speak clearly with the intention
of being easily understood. We are
humble and compassionate toward all.

we don't sound...

**arrogant
insensitive
insincere
sloppy**

written language

arrogant

We are unpretentious and modest about successes.

insincere

We are genuine in conversation.

insensitive

We are aware and respectful of everyone.

sloppy

We are well-thought-out and present information directly and transparently.

Images used should be public domain images or otherwise preapproved images. Images found on the Cal State Fullerton Flickr account are available for download and publication: www.flickr.com/photos/csufnewsphotos/

student culture

We use images that reflect everyday campus life, diversity and environment. We are student focused so students should be featured prominently throughout our imagery.

visual language

Images used should be public domain images or otherwise preapproved images. Images found on the Cal State Fullerton Flickr account are available for download and publication: www.flickr.com/photos/csufnewsphotos/

fellowship

We use images that communicate camaraderie and cheerfulness. We publish pictures that portray community, unity and/or civility.

visual language

Images used should be public domain images or otherwise preapproved images. Images found on the Cal State Fullerton Flickr account are available for download and publication: www.flickr.com/photos/csufnewsphotos/

personal interaction

We use images that convey engaging or friendly moments on our campus. We like to show genuine interactions that occur.

visual language

Images used should be public domain images or otherwise preapproved images. Images found on the Cal State Fullerton Flickr account are available for download and publication: www.flickr.com/photos/csufnewsphotos/

milestone advancement

We use images that emphasize success, achievement and hard work. We continuously celebrate the successes of our campus community whenever possible.

visual language

Images used should be public domain images or otherwise preapproved images. Images found on the Cal State Fullerton Flickr account are available for download and publication: www.flickr.com/photos/csufnewsphotos/

engagement

We use images that capture motion and emotion.

visual language

The orange line should always be as thin or thinner than the stroke of the body font used in the document.
For example: this document uses Libre Franklin Light at 10pt as the smallest body font so the orange accent line will not measure larger than the stroke of the text.

orange line

We use orange lines to accent and/or call attention. The thin orange line is meant to be used as an accent in design to create subtle emphasis to a title or important element. This line should remain horizontal for the majority of its use unless made diagonal to convey or emphasize motion.

visual language

angled tag

We use angled tags for logo, branding and/or title placement. The angled bookmark-like tag should be used solely for branding and logo placement. It should be used when the logo and branding become the main focus of a page or design. The angled tag draws focus to the encapsulated elements. The unattached side of the tag is always set at a 7.5 degree angle. This angle matches the stress of the Titans logo.

typography

Libre Franklin

Freight Text

Bold
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Medium Italic
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Regular
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Light
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Light Italic
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Black
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Bold
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Book
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Book Italic
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Light
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

official design

HEADLINE 24PT. FREIGHT TEXT BLACK

Subhead 18pt. Freight Text Bold

Section Header 12pt. Freight Text Black
Body Text 10pt. Freight Text Book

Caption 8pt. Frieght Text Light

informal design

Headline 36pt. Libre Franklin Bold

SUBHEAD 24PT. LIBRE FRANKLIN REGULAR

Section Header 14pt. Libre Franklin Bold
Body Text 9pt. Libre Franklin Regular

Caption 8pt. Libre Franklin Light Italic

[Examples]

loud design

HEADLINE 32PT. LIBRE FRANKLIN BOLD

Subhead 18pt.
Libre Franklin Regular Italic

SECTION HEADER 12PT.
LIBRE FRANKLIN MEDIUM ITALIC

Body Text 9pt. Libre Franklin Light

Caption 8pt. Libre Franklin Light

discreet design

Headline 12pt. Freight Text Light

SUBHEAD 20PT. LIBRE FRANKLIN BOLD

Section Header 12pt.
Freight Text Black

Body Text 10pt. Libre Franklin Light

CAPTION 7PT. FREIGHT TEXT LIGHT

color palettes

White
#FFFFFF

CMYK
0 0 0 0

RGB
255 255 255

PMS
n/a

Titan Orange
#FF7900

CMYK
0 60 100 0

RGB
255 121 0

PMS
152

Titan Blue
#00274C

CMYK
100 50 0 60

RGB
0 39 76

PMS
2955

Dk. Med. Blue
#00376B

CMYK
100 20 0 45

RGB
0 85 125

PMS
7469

Med. Blue
#084B8A

CMYK
100 30 5 20

RGB
0 102 148

PMS
7705

Lt. Blue
#9CD0E8

CMYK
45 0 6 6

RGB
123 199 220

PMS
630

Lt. Orange
#DC8218

CMYK
0 42 100 10

RGB
220 130 24

PMS
7564

Sunshine
#FEB120

CMYK
0 27 100 0

RGB
254 178 16

PMS
7408

UNIVERSITY COLORS

CMYK
29 75 80 78

RGB
56 18 3

PMS
4625

Brown
#37241E

CMYK
26 90 100 25

RGB
151 50 31

PMS
174

Brick Red
#97321F

CMYK
0 65 100 25

RGB
191 95 22

PMS
471

Burnt Orange
#BF5F16

CMYK
7 35 100 13

RGB
193 141 27

PMS
1245

Mustard
#C18D1B

CMYK
74 38 88 28

RGB
51 79 46

PMS
7743

Dk. Green
#334F2E

CMYK
40 0 100 50

RGB
81 105 23

PMS
7496

Md. Green
#516917

CMYK
35 0 100 25

RGB
131 147 42

PMS
377

Lt. Green
#A8AD00

Warm Gray 80
#5E514E

CMYK
23 32 31 64

RGB
94 81 78

PMS
Warm Gray 11

v

Warm Gray 60
#877B77

CMYK
16 23 23 44

RGB
135 123 119

PMS
Warm Gray 8

Warm Gray 40
#AFA9A6

CMYK
11 13 14 26

RGB
175 169 166

PMS
Warm Gray 5

Warm Gray 20
#EAE6E3

CMYK
2 3 4 5

RGB
234 230 227

PMS
Warm Gray 1

Beige
#DED0AE

CMYK
0 27 100 0

RGB
254 178 16

PMS
7408

Taupe
#CDB99C

CMYK
100 20 0 45

RGB
0 85 125

PMS
7469

Cool Gray 80
#3E515A

CMYK
24 0 0 80

RGB
62 81 90

PMS
7545

Cool Gray 60
#677983

CMYK
18 0 0 60

RGB
103 121 131

PMS
7544

Cool Gray 40
#92A1AB

CMYK
12 0 0 40

RGB
146 161 171

PMS
7543

Cool Gray 20
#EAECEC

CMYK
6 0 0 20

RGB
194 205 211

PMS
5455

OFFICIAL & DISCREET (WARM)

#FF7900 — Titan Orange

#00274C — Titan Blue

#BF5F16 — Burnt Orange

#5E514E — Warm Gray 80

#084B8A — Md. Blue

#EAE6E3 — Warm Gray 20

#FFFFFF — Whitespace

OFFICIAL & DISCREET (COOL)
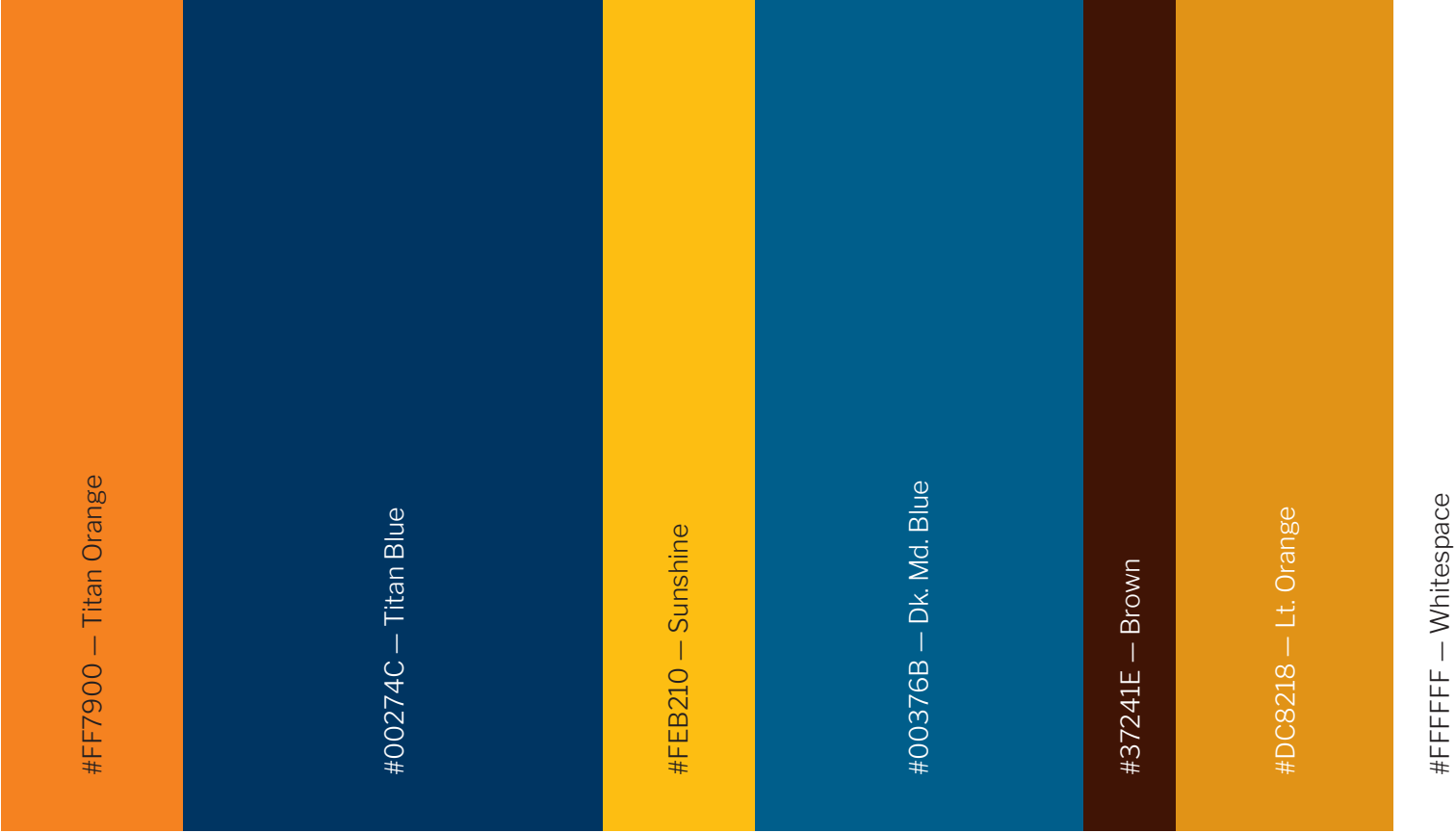
#FF7900 — Titan Orange

#00274C — Titan Blue

#3E515A — Cool Gray 80

#EAECEC — Cool Gray 20

#084B8A — Md. Blue

#DED0AE — Beige
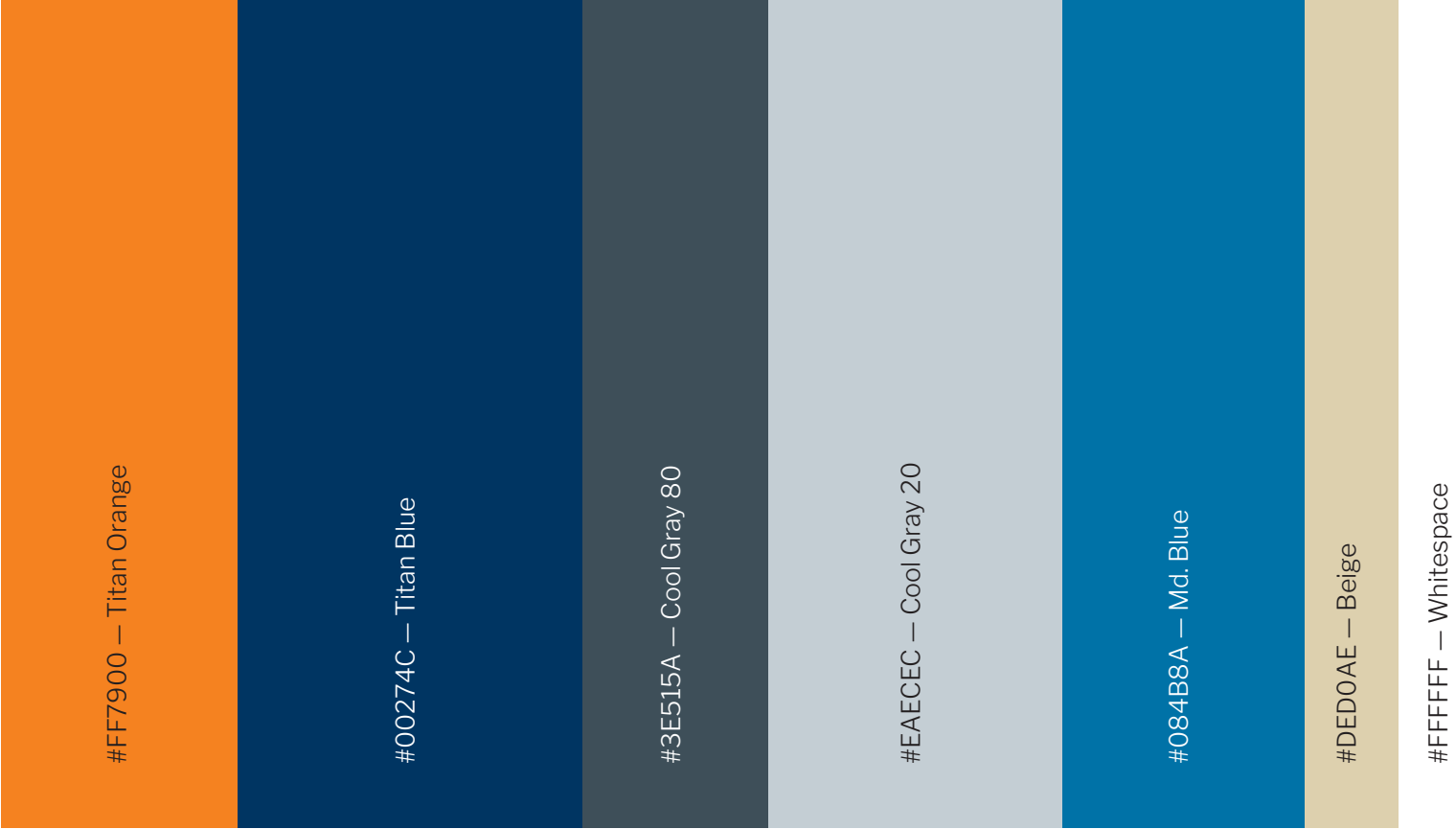
#FFFFFF — Whitespace
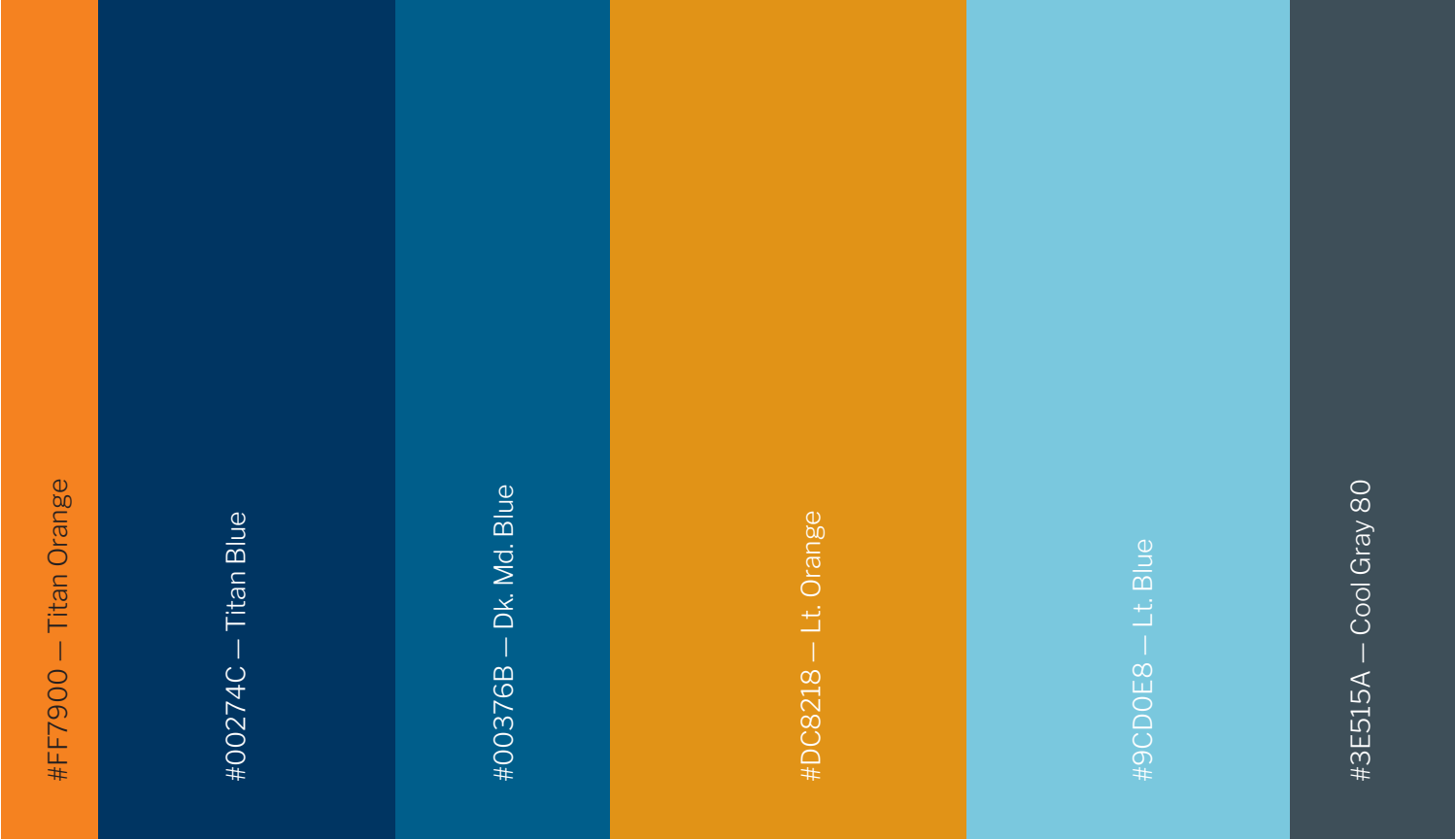
OFFICIAL & LOUD

#FF7900 — Titan Orange

#00274C — Titan Blue
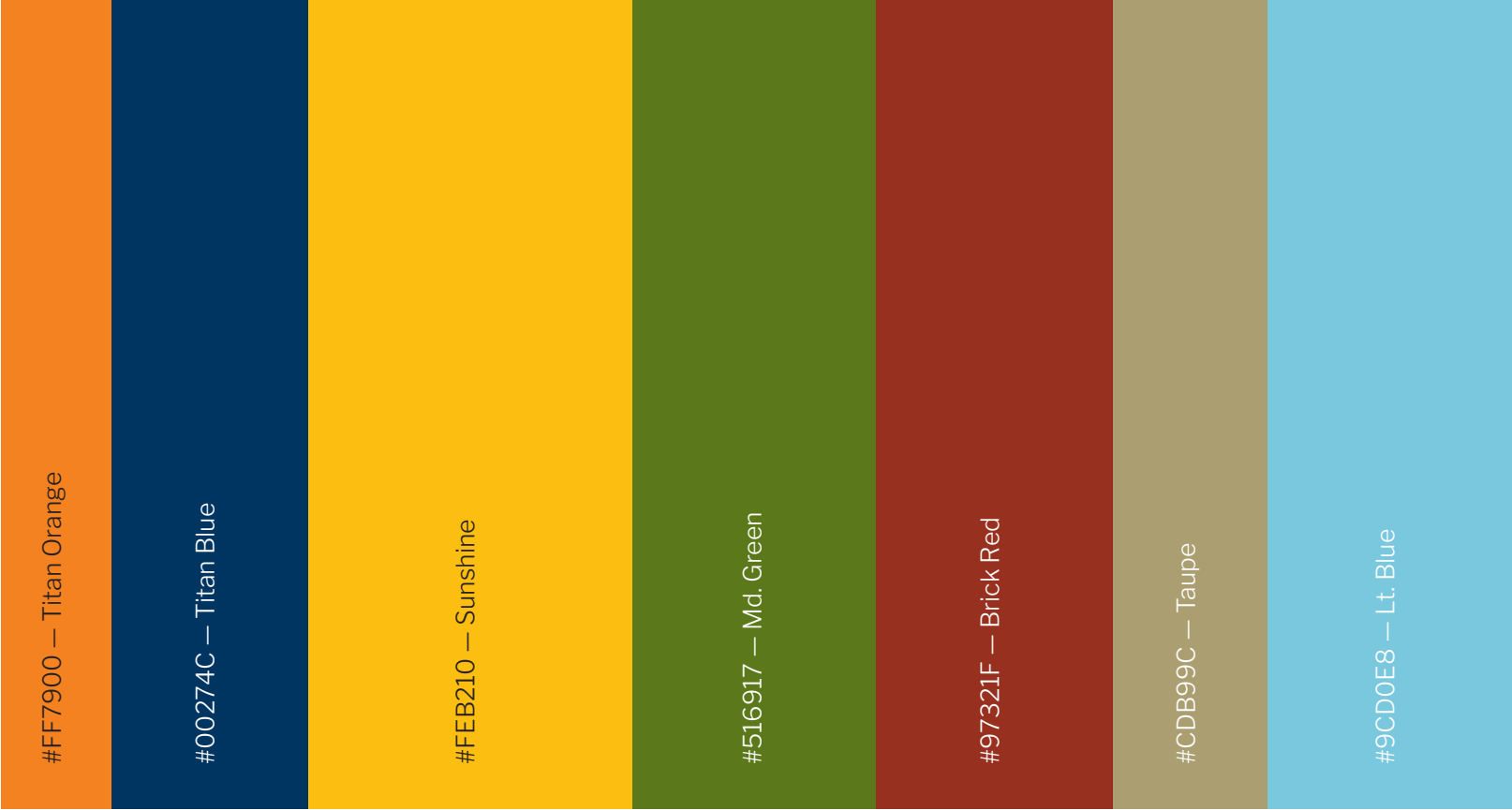
#00376B — Dk. Md. Blue

#DC8218 — Lt. Orange

#9CD0E8 — Lt. Blue

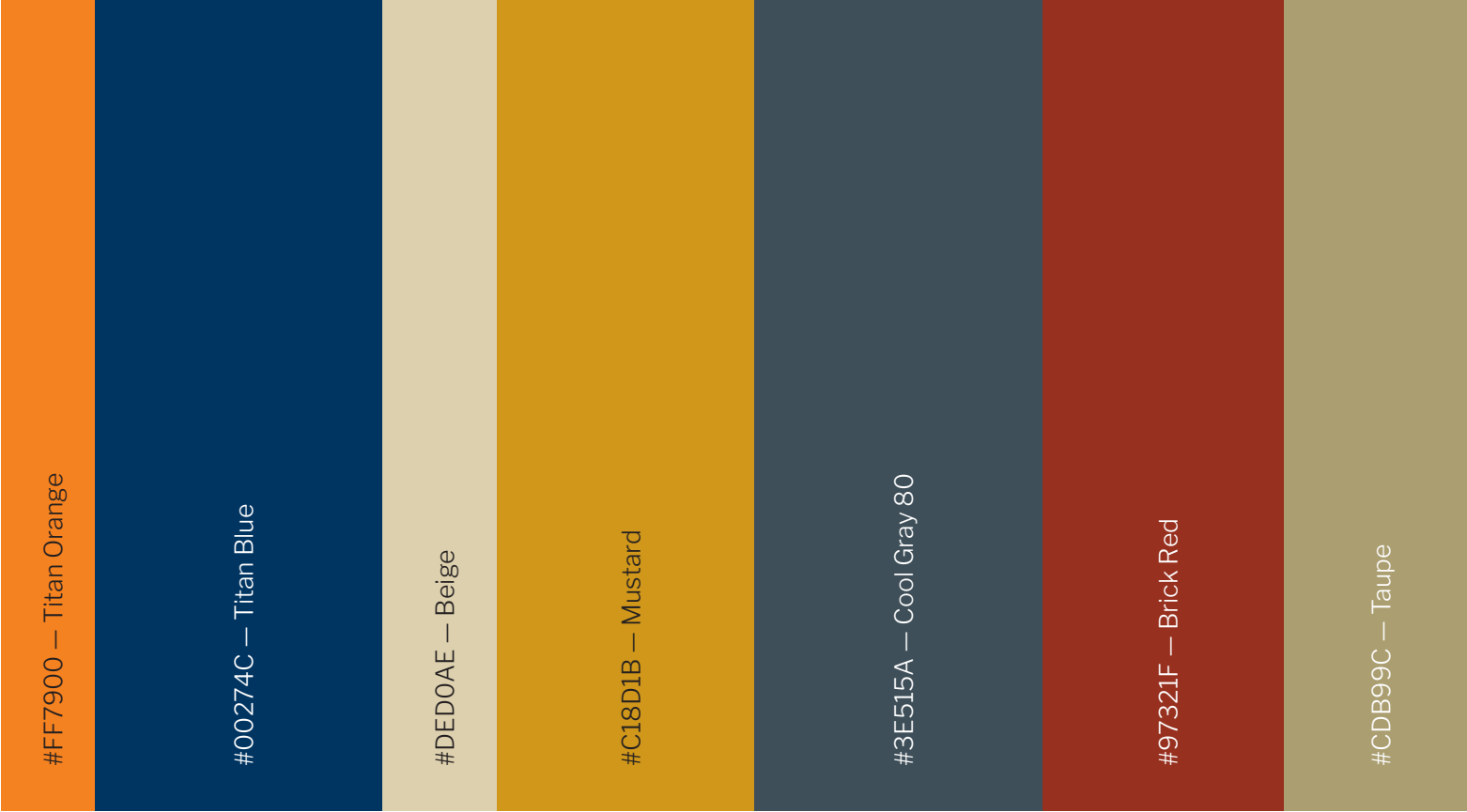#3E515A — Cool Gray 80

#FFFFFF — Whitespace

OFFICIAL & LOUD

#FF7900 — Titan Orange

#00274C — Titan Blue

#FEB210 — Sunshine

#00376B — Dk. Md. Blue

#37241E — Brown

#DC8218 — Lt. Orange

#FFFFFF — Whitespace

INFORMAL & LOUD

#FF7900 — Titan Orange

#00274C — Titan Blue

#FEB210 — Sunshine

#516917 — Md. Green

#97321F — Brick Red

#CDB99C — Taupe

#9CD0E8 — Lt. Blue

#FFFFFF — Whitespace

#FF7900 — Titan Orange

#00274C — Titan Blue

#A8AD00 — Lt. Green

#97321F — Brick Red

#084B8A — Md. Blue

#37241E — Brown

#BF5F16 — Burnt Orange

#FFFFFF — Whitespace

INFORMAL & DISCREET

#FF7900 — Titan Orange

#00274C — Titan Blue

#DED0AE — Beige

#C18D1B — Mustard

#3E515A — Cool Gray 80

#97321F — Brick Red

#CDB99C — Taupe
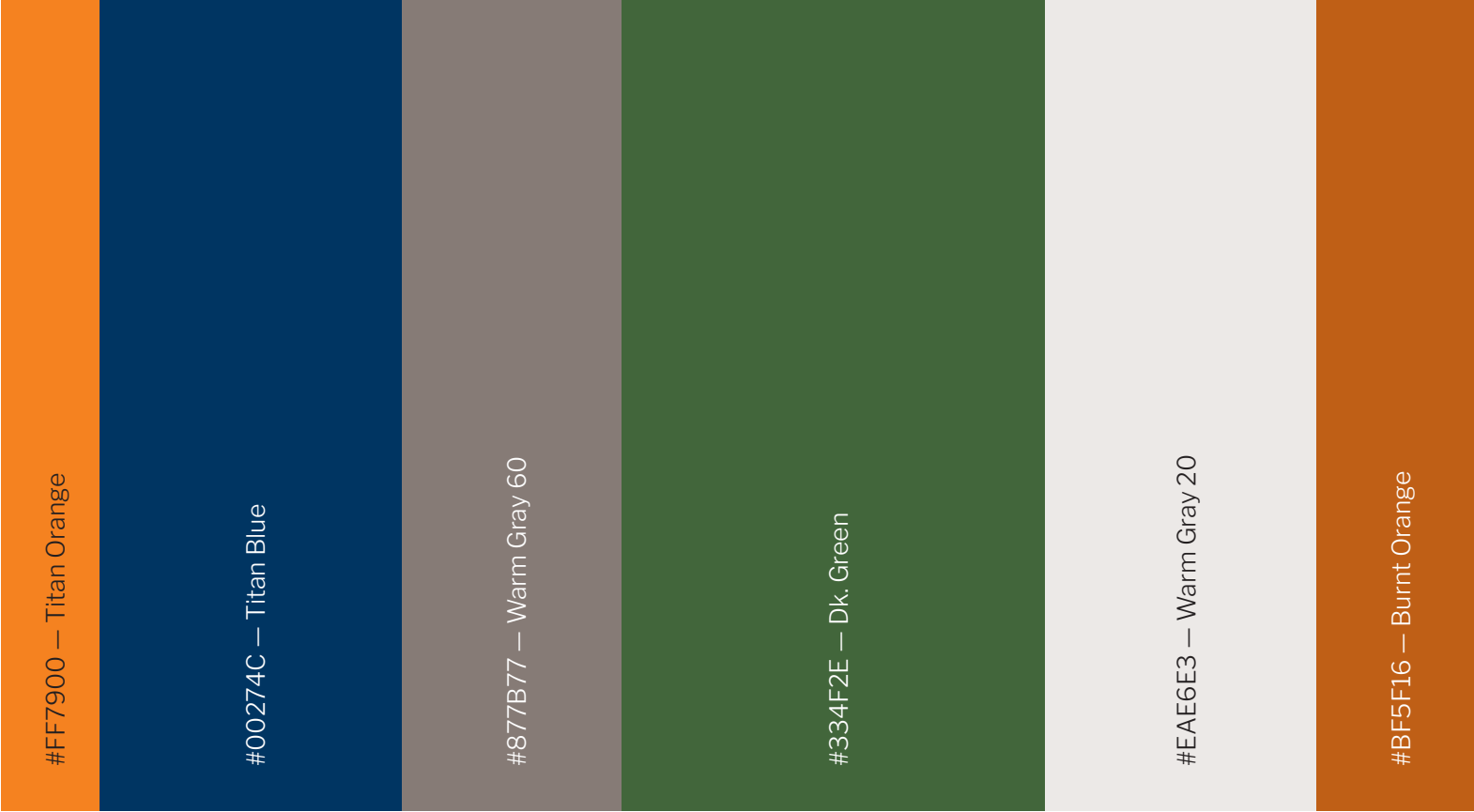
#FFFFFF — Whitespace

#FF7900 — Titan Orange

#00274C — Titan Blue

#877B77 — Warm Gray 60

#334F2E — Dk. Green

#EAE6E3 — Warm Gray 20

#BF5F16 — Burnt Orange

#FFFFFF — Whitespace

social media guidelines & best practices

01 | written

- Use active language.
- Use succinct, appropriate and precise language.
- Use hashtags when appropriate.
  Don't overuse hashtags.
  Let the content of the post speak for itself.
- Don't overuse emojis.
- Use a consistent voice.
- Express yourself! At the same time, make sure you

02 | visual

- Use photography that emphasizes:
  - Student culture
  - Fellowship
  - Personal interaction
  - Milestone achievement
  - Engagement
- If possible, use hi-resolution images (i.e. 300 dpi). Avoid posting pixelated images.
- Limit the use of social media platform filters. Adjust the brightness, saturation, etc. of the image before using a filter.
- Limit the number of times you post the same image or flyer for an event. Create unique deliverables for each post.
- Don't fill your feed with memes.

03 | Don't overpost, but don't underpost either. Use your best judgement and post high-quality content to reflect the educational excellence that Cal State Fullerton constituents expect.

04 | Engage with other accounts that are associated with Cal State Fullerton or that are within the higher education space.

moving forward

The information presented in this document serves as a guide for best practices when creating projects that will bridge the communication between the Division, the public, and the student body. Our goal aims not to create more challenges in workflow but to unify the conversation that our print and web based materials present to an impressionable audience. For more information or questions regarding this brand guide, please contact the Senior Manager of Communications, Daniel Ramirez, at x4985 or danielramirez@fullerton.edu.