



CSUF | DIVISION OF  
Student Affairs

# Brand Guide

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**intro**duction

# Why a brand guide?

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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?

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





# What does this brand guide offer?

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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?

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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?

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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?

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We support students academically, personally and professionally by providing access and opportunity, fostering growth, and cultivating an equitable and inclusive environment throughout the Titan community.

**brand positioning**

## The CSUF Brand

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**TITAN:** One who stands out for greatness of achievements.

We achieve greatness when we provide opportunities for all. We believe our students deserve access to first-rate education and the future it promises. Through meaningful research, compassionate support and experiential learning opportunities that equip students for their future, we empower students to achieve their greatness.

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

## University Name

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**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.

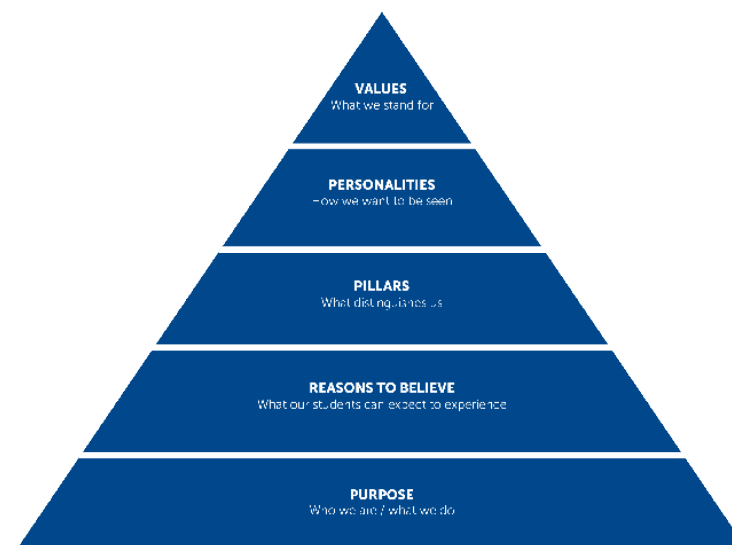
**CSUF**  
*Official Acronym*

Acronym is useful with multiple references of the University.

## Building Blocks

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Our brand pyramid is a strategic framework to guide all of our marketing and communication efforts. It unifies brand elements, serves as a reference to ensure consistent messaging, solidifies our audiences' understanding of our identity and begins the process of synchronizing messaging.



## Division of Student Affairs **Brand Promise**

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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

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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

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

## Personal

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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**

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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**

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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** | **DIVISION OF  
Student Affairs**

Division of Student Affairs Primary Logos

**CSUF**

**Center for Internships &  
Community Engagement**

**STUDENT AFFAIRS**

Example of a Department Logo

Please fill out the form on [brand.fullerton.edu/logo-request](https://brand.fullerton.edu/logo-request) to start the process. Once your request is approved, it may take up to three weeks to receive your new logo suite. Strategic Communications handle logo requests on a first-come, first-served basis. For questions and assistance, please contact [stratcommprojects@fullerton.edu](mailto:stratcommprojects@fullerton.edu).



Associated Students Inc. Primary Logo

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



Associated Students Inc. Secondary Logo



Titans Athletics Primary Logo

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



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 strictly from Cal State Fullerton's Office of the President.*



# Logo Do's

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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 "CSUF" sits to the left of the department typography) are greater than or equal to 1 3/8" in length to ensure legibility.

Do ensure that stacked logos (i.e. "CSUF" sits above the department typography) are greater than or equal to 1" in length.

## Logo Dont's

CSUF

 Division of  
Student Affairs

Don't change the typeface

Division of  
Student Affairs

 CSUF

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.*

## LOGOS DONT'S

23



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

**division voice**

# It Takes A Titan

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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 what it means to be a Titan. The following section will exemplify effective written and visual language that well represents the Division of Student Affairs.

## we sound...

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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**

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

## PHOTOGRAPHY

The following image resources are available for campus members:

### Image Library

Strategic Communications maintains a central library of existing university images at PhotoShelter. If you have questions about signing in or navigating the site, contact Matt Gush at [magush@fullerton.edu](mailto:magush@fullerton.edu).

### Flickr

Another resource for campus images is the University Flickr account, which houses the latest photos of campus events. All photographs posted to Flickr are downloadable. Visit [www.flickr.com/photos/csufnewsphotos](http://www.flickr.com/photos/csufnewsphotos) for more.

## student culture

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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



## PHOTOGRAPHY

*\*Images used should be public domain images or otherwise preapproved images found through Cal State Fullerton's PhotoShelter or the Cal State Fullerton Flickr account.*

## fellowship

---

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

# visual language





## PHOTOGRAPHY

*\*Images used should be public domain images or otherwise preapproved images found through Cal State Fullerton's PhotoShelter or the Cal State Fullerton Flickr account.*

## personal interaction

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

# visual language





## PHOTOGRAPHY

*\*Images used should be public domain images or otherwise preapproved images found through Cal State Fullerton's PhotoShelter or the Cal State Fullerton Flickr account.*

## milestone advancement

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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 found through Cal State Fullerton's PhotoShelter or the Cal State Fullerton Flickr account.*

## engagement

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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



## GRAPHIC ELEMENTS

### angled tag

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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**

## Museo Sans

---

Aa Aa Aa Aa

*Aa Aa Aa Aa*

300

500

700

900

## Museo Sans Condensed

---

Aa Aa Aa Aa

*Aa Aa Aa Aa*

300

500

700

900

## Kepler

---

Aa Aa Aa Aa Aa Aa

*Aa Aa Aa Aa Aa Aa*

LIGHT

REGULAR

MEDIUM

SEMIBOLD

BOLD

BLACK

## Atkinson Hyperlegible

---

Aa Aa Aa Aa

Regular 400

Regular 400  
Italic

Bold 700

Bold 700  
Italic

## Formal design

---

**HEADLINE  
28PT. 900.  
MUSEO SANS.**

**Subhead 18pt.  
Museo Sans 700.**

**Section Header 12pt.  
Museo Sans 500**

**Body Text 10pt. Museo Sans 300.**

**Caption 8pt. Museo Sans 300.**

## Contemporary design

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**Headline 36 pt.  
Museo Sans 900.**

**Subhead 24 pt. Museo  
Sans 500.**

**Section Header 14pt. Museo Sans 700**

**Body Text 9pt. Museo Sans 500.**

**Caption 8.5pt. Museo Sans 300.**

[Examples]

## loud design

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**HEADLINE 32PT.  
MUSEO SANS 900**

**Subhead 18pt. Atkinson  
Hyperlegible Bold.**

***SECTION HEADER 12PT.  
MUSEO SANS 700 ITALIC***

Body Text 9pt. Atkinson Hyperlegible 500.

Caption 8pt. Museo Sans 300.

## discreet design

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Headline 11pt. Museo Sans Light

**SUBHEAD 20PT.  
MUSEO SANS 700**

Section Header 12pt.  
Kepler Medium.

Body Text 9.5pt. Kepler Regular

CAPTION 7PT. MUSEO SANS 300.

**color palettes**

# Colors Overview

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**Primary Brand Colors:** Cal State Fullerton's official colors are blue and orange. These colors should always display dominantly in our designs and visual presentations.

**Secondary Color Palette for Print:** Our secondary color palette are variations of blue and orange to keep within a family look. Use these colors sparingly and as a supporting role to Titan Blue and Orange. Never use these colors predominantly as representation of campus units. When using these secondary colors, take extra care not to appear as another institution.

**Web Colors:** Cal State Fullerton is committed to ensuring all campus websites meet ADA and WC3 compliances. Therefore, a separate color palette is necessary to ensure text is readable for all viewers. The color palette found in the coming pages can be used as background colors for both regular (light) and dark mode. For accessibility, orange is only readable against black; therefore use orange primarily as small decorative elements.

PRIMARY BRAND COLORS

**Titan Orange**  
**#FF7900**

CMYK

0 65 100 0

RGB

255 121 0

PMS

152

**Titan Blue**  
**#00244E**

CMYK

100 55 0 60

RGB

0 36 78

PMS

540



California  
Blue

CMYK  
100 75 2 18

RGB  
22 70 134

PMS  
2945

Brilliant  
Blue

CMYK  
90 50 0 0

RGB  
41 115 182

PMS  
300

Sky  
Blue

CMYK  
50 0 7 0

RGB  
138 204 228

PMS  
2985

Sun  
Orange

CMYK  
0 80 100 0

RGB  
223 100 54

PMS  
1665

Citrus

CMYK  
0 40 100 0

RGB  
237 169 65

PMS  
1375

Golden  
West  
Yellow

CMYK  
0 20 100 10

RGB  
243 205 71

PMS  
123

**Titan Blue**  
#00244E

WEB COLORS

**Medium Blue**  
#0F3F8C

**Sky Blue**  
#EBFBFF

**Light Gray**  
#F5F5F5

**Beige**  
#F8F7F3

**Text**  
#222222

**Titan Orange**  
#FF7900

\*use primarily as decorative element

**Dark Mode Background**  
#1A2029

DARK MODE COLORS

**Dark Mode - Titan Blue**  
#1A2F48

**Dark Mode - Sky Blue**  
#99B3B9

**Dark Mode - Gray**  
#252A30

**Dark Mode - Beige**  
#3C4148

**Dark Mode - Text**  
#EBEBEB

# **social media** **best practices**

## 01 | written

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- 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 remain professional and collegial.

## 02 | visual

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- 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**

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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 Office of the Vice President for Student Affairs at [vpsa@fullerton.edu](mailto:vpsa@fullerton.edu).