CSUF | Student Affairs and Strategic Enrollment Management

Brand Guide

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CSUF | **Student Affairs and Strategic Enrollment Management**

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 and Strategic Enrollment Management.

Who should be using this brand guide?

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

What does this brand guide offer?

The brand guide offers framework to support present and future Division of Student Affairs and Strategic Enrollment Management 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 and Strategic Enrollment Management
within the CSUF community

What is Student Affairs and Strategic Enrollment Management?

Student Affairs and Strategic Enrollment Management (SAASEM) 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 Purpose of SAASEM at California State University, Fullerton?

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

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

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

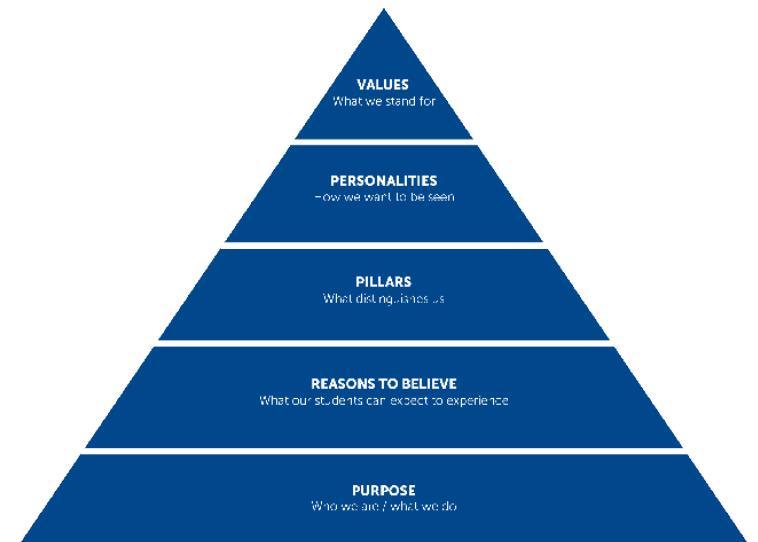This is an informal expression of the University name, and the preferred second reference in a written document.

CSUF
Official Acronym

Acronym is useful with multiple references of the University.

Building Blocks

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.

VALUES
What we stand for

PERSONALITIES
How we want to be seen

PILLARS
What distinguishes us

REASONS TO BELIEVE
What our students can expect to experience

PURPOSE
Who we are / what we do

Division of SAASEM
Brand Promise

The Division of Student Affairs and Strategic Enrollment Management 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 SAASEM
Brand Personality

The Division of Student Affairs and Strategic Enrollment Management 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 SAASEM
Organizational Values

The values of the Division of Student Affairs and Strategic Enrollment Management 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 | **Student Affairs and Strategic Enrollment Management**

Division of SAASEM Primairy Logo

Please fill out the form on 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.

*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 strictly
from Cal State Fullerton's 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 SAASEM primary logo on all print or digital designs that are hosted or sponsored by the Office of the Vice President for Student Affairs and Strategic Enrollment Management.

If the Division of SAASEM 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 and Strategic
Enrollment Management

Don't change the typeface

Division of
Student Affairs
and Strategic
Enrollment
Management

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.*

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

The Division of SAASEM 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 SAASEM.

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.

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.

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 for more.

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

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

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

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

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

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.*

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.

F ✔

F ✘

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

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

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

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

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

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 neccessary 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.

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

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 – 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

- 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

- 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 Office of the Vice President for Student Affairs and Strategic Enrollment Management at vpsa@fullerton.edu.