

CHADRON STATE COLLEGE

IDENTITY STANDARDS

2008 EDITION



Updates can be seen at: [My CSC](#), [Campus Resources](#), [Publications](#)

Introduction: A Consistent Identity

This document is intended to provide guidance for graphic designers as they create documents and other materials for Chadron State College's promotional and communication efforts. The institution's goal in communicating with external audiences is to clearly deliver a message in an appealing manner while conveying a consistent identity.

The concept of identity standards has become a time-honored method of marketing and public relations. The most successful institutions, from Fortune 500 companies to small businesses, have strengthened their image by maintaining a set of guidelines that represent and foster a cohesive unit.

This document covers basic writing guidelines, including rules of style to help authors and designers communicate with a broad audience. It also covers proper usage of colors, fonts, logos and subsidiary marks associated with Chadron State.

Members of the Chadron State community take great pride in the institution's image and are grateful to those who work to maintain a high standard of communications and marketing.

Typography

Chadron State College's accepted fonts are Garamond and Verdana, which are to be used for the largest and most dominant typography of a document. Secondary fonts that are accepted are Times New Roman, Georgia, Arial and Helvetica. To avoid the risk of producing a cluttered document, use Verdana for heads and subheads, Garamond for body text, and perhaps a secondary font for captions and tabular material. If a computer does not have these fonts, users may contact Computer Services to have them installed.

Colors

Chadron State's official colors are cardinal and white. In creating documents, usage of neutral colors such as black and gray also are permissible. Pantone Matching System 208 is a deep cardinal red. To produce the school's official red in applications which PMS is not available, use the following values:

RGB Values		CMYK Values
Red — 144		Cyan — 0%
Green — 33	or	Magenta — 100%
Blue — 71		Yellow — 36%
		Black — 37%

For Web pages and other electronic material, the color code for Chadron State red is #660033. Black is #000000 and white is #FFFFFF.

The aforementioned colors are the only ones that should be used on elements that represent the college. For example, the words "Chadron State College" on the cover or primary area of a document is produced as PMS 208 (or the previously noted RGB and CMYK values), black or white.

When preparing color documents, designers often print a test page to confirm the colors appear correctly on paper. Be careful about filling a document with many different colors; a limited number of colors will probably deliver the message more clearly.

Logos and Signatures

Consistent and prominent use of an institution's logo is a vital factor in developing brand identity. Following is information about the acceptable use of Chadron State College's logos and other marks related to the institution.

Chadron State College's official logo (Fig. 1) is designed to appear in all college documents produced for an external audience, except those featuring the spirit logo as a primary mark.



Figure 1.



Figure 2.



Figure 3.



Figure 4.

Two versions are available of Chadron State College's spirit logo, the official mascot of the Eagles (Fig. 2 and 3). They are designed to appear on items promoting the athletic teams and school spirit.

The official seal (Fig. 4) may be placed in documents of a formal or ceremonial nature, including diplomas and other materials that describe a student's academic relationship to CSC or to those that are personnel-related. Those who plan to use this mark are asked to contact College Relations.

These four marks should be the only logos used to identify Chadron State.

Affiliated Institutions

Chadron State College employees often create documents in which logos and marks of affiliated institutions and organizations warrant placement. Please give consideration to Chadron State's brand and the standards of the referenced institutions when placing such graphics. For instance, the Nebraska State College System, the governing body of Chadron, Peru and Wayne state colleges, requires that its logo appear on all documents of its three institutions. The placement of this mark, however, should not compete for prominence with the Chadron State logo on documents designed for CSC. If supplying a Chadron State logo for use by an affiliated institution, please ensure that CSC's Identity Standards are not violated. In addition, many affiliated institutions, such as the National Collegiate Athletic Association and the Higher Learning Commission, adhere to a set of identity standards that should be considered when referring to their institutions. Failure to follow these standards may jeopardize CSC's relationship with a given institution.



Examples of logos from affiliated institutions.

Subsidiary Marks and Logos

Below is an example of a subsidiary mark that may be used to identify a school, department or program within Chadron State College. College personnel may use such marks in addition to the official logo or spirit logo upon approval by College Relations and review by the CSC Executive Council.

CHADRON STATE COLLEGE

Building Futures Every Day

SCHOOL OF ARTS & SCIENCES

Agriculture and Range Management

At right is another example of a subsidiary mark. It has been created for the Chadron State Foundation's capital fund-raising campaign. Because of the broad scope of the project, the mark has been approved to appear on the reverse side of all business cards.

Vision
2 • 0 • 1 • 1

Incorrect Logo Usage

It is important to refrain from altering the logos or signatures. For example, do not shade, shadow, screen, outline or fill them with textures or photos. Do not crop, stretch or skew the logos and signatures. The following are examples of incorrect logo usage.

CHADRON STATE COLLEGE

Do not separate graphic elements.

CSC
CHADRON STATE COLLEGE

Do not reassign colors.



Do not sacrifice legibility.

CSC
CHADRON STATE COLLEGE

Do not apply graphic effects.

CSC
CHADRON STATE COLLEGE

Do not stretch.

CSC
CHADRON STATE COLLEGE

Do not skew.

Correct Logo Usage

The following are examples of correct logo usage.



On a light background.



On a dark background.



On a cardinal background.

Past Logos

A number of previous logos and other images have been used both officially and unofficially to identify Chadron State College since its founding in 1911. These marks are to be used only in historical context that clearly defines the images' past relationship to the institution. Some examples of past logos are shown below.



Other Promotional Materials

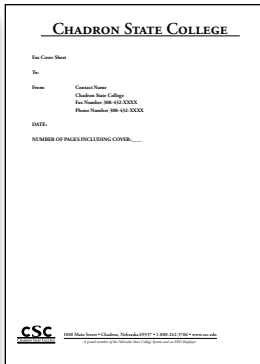
Chadron State College's official marks are registered with the U.S. Patent and Trademark Office and are not to be used on promotional items without consent of the institution. Generally, Chadron State encourages the use of its logos on promotional materials, such as t-shirts, coffee mugs and writing utensils. However, any applicable rules of CSC's Identity Standards are to be followed and College Relations reserves the right to refuse the usage of the official logos on materials of any nature.

Stationery and Business Cards

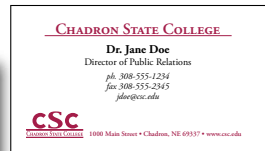
Another valuable component of Chadron State College's effort to develop and foster a consistent identity is the use of standard business cards and stationery. The official letterhead and business cards may be obtained from the CSC Print Shop in the Kline Center. The letterhead also may be obtained from the machines room in the lower level of the Administration Building. Following are images of the official designs.



The stationery.



The FAX cover sheet.



The business card.



The athletics business card.

Writing Guidelines

When writing for Chadron State's external audiences, individuals are expected to follow guidelines of the "Associated Press Stylebook." The college adheres to the AP's manual because its guidelines have become a standard for producing copy that is comprehensible by readers with various degrees of education and reading skills. Most entries in the AP Stylebook are similar to those found in other respected style references.

Communication from Chadron State has the potential to be viewed by many constituencies: students, potential students, alumni, employees, media representatives, students' parents and potential donors, to name a few. Documents that employ AP style will be consistent in a number of ways, including abbreviations of states and months and the usage of acronyms. The "AP Stylebook" is available through numerous retail outlets, including the Eagle Pride Bookstore in the Student Center.

Web Design and Content

College Relations is charged with oversight of material published at Chadron State's official site on the World Wide Web, www.csc.edu and its subordinate files. Individuals who want to be involved with the development of pages on Chadron State's site may contact College Relations after obtaining approval from a supervisor. The rules of Chadron State's Identity Standards apply to digital files, just as they do to those in print.

College Relations: Striving to Ensure Quality

A number of resources are available both internally and externally to help Chadron State employees create professional-quality promotional materials and communications. College Relations staff members are available to help in the production of quality documents from start to finish, and academic departments offer courses in subjects related to design and writing. Of course, a wide range of resource materials are available in print and online to help ensure quality and success. Designers seeking assistance or suggested reference materials may contact College Relations at 432-6316. The department's offices are on the second floor of the Kline Center.