

CHADRON STATE COLLEGE Quick Brand Guide

The institution's goal in communicating with external audiences is to clearly deliver a message in an appealing manner while conveying a consistent identity.

LOGOS

The primary identifying mark for Chadron State College is its Eagle logo. An alternate mark, the Chadron State College Wordmark logo, is also available for use. Multiple variations have been created to fit a wide spectrum of layout and design needs. To obtain a specific graphic, please contact College Relations.



FONTS

The primary font for Chadron State College is Myriad Pro, which is recommended for use as the dominant typography in college documents. The college's primary text body font is Garamond. The primary font for CSC athletics is Play. Other secondary fonts such as Helvetica, Arial, Calibri, Minion, Times New Roman, Georgia and Cambria are also acceptable.

Myriad Pro
Myriad Pro Semibold
Myriad Pro Bold
 Myriad Pro SemiCondensed
Myriad Pro Semibold SemiCondensed
Myriad Pro Bold SemiCondensed
 Myriad Pro Condensed
Myriad Pro Semibold Condensed
Myriad Pro Bold Condensed
 Adobe Garamond Pro
 Adobe Garamond Pro Semibold
Adobe Garamond Pro Bold
 Play
Play Bold

COLORS

The official colors for Chadron State College are Cardinal (PMS 208, C0 M100 Y36 K37) and White. The core secondary colors used in the full color logo are Black (K100) and Crites Gray (K20). The color Cardinal for web, video and social media purposes is #660033.



Below is a sample of suggested accent colors.



VOICE

The Chadron State College voice is **practical, conversational, informative and familiar, not steeped in promotional terms or full of jargon**. Since Chadron State College communicates to a variety of constituents, content is prioritized and readability is paramount.

IDENTITY STANDARDS

The Identity Standards covers proper use of colors, fonts, logos and subsidiary marks associated with Chadron State. For detailed information regarding the Identity Standards visit csc.edu/collegerelations/identity.csc