



# Channel Islands

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CALIFORNIA STATE UNIVERSITY

## IDENTITY STYLE GUIDE

March 2011 Update

*Updates:*

*Formal Logo Sizing & Area - page 13*

*Do's and Don'ts for the Logo - page 14*

*Updated CI Spirit Logos - pages 15-16*

*CI Bell Tower artwork - page 18*

*Updated Stationery Approved Designations, Notecard information - pages 24-25*

*Updated Apparel notes - pages 27-28*

*Updated University Extensions Approved Designations - page 30*

*OLD & NEW REFERENCES for CI publications - Tuition Fees - page 41*

Please consider printing double-sided copies of this document.



## IDENTITY STYLE GUIDE

The Dimensional Branding Challenge .....	page 5
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## GRAPHIC ELEMENTS

Formal Logo .....	pages 7-13
Variations - Sizing & Area .....	
Samples of Incorrect and Correct Use .....	page 14
CI Spirit Logos and Variations.....	pages 15-16
University Seal.....	page 17
CI Bell Tower .....	page 18
Electronic File Formats .....	page 19
Type Styles and University Colors .....	page 21
UNIVERSITY STATIONERY .....	pages 23-25
Approved Designations .....	
NAMETAG.....	page 26
APPAREL.....	pages 27-28
UNIVERSITY EXTENSIONS .....	pages 29-30
Approved Designations .....	
STATEMENTS .....	pages 31-32
EDITORIAL GUIDELINES .....	pages 33-35
CONTACT INFORMATION GUIDELINES.....	page 37
PHOTOGRAPHY & FILMING .....	page 39
FREQUENTLY-ASKED QUESTIONS (FAQs) .....	pages 41-42

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# Channel Islands

CALIFORNIA STATE UNIVERSITY

## THE DIMENSIONAL BRANDING CHALLENGE

We have seen the visual branding challenge at California State University Channel Islands quite complex in terms of its extended usage. That is where we need to go next. We need to build the elements for the actual usage.

Meanwhile, in a second dimension, the brand requirement extends on a separate axis to a number of entities throughout the University. Each of these is a member of the family with its own expression of the visual brand, but instantly recognizable as part of the umbrella concept.

Further, in what we see as a third dimension, we see all of these attributes able to speak to the local, regional, national, and international audiences.

Thus an integrated branding system is developed. This is a significant branding challenge, involving the development of a “family” brand and consistency across the different groups while retaining their individual personalities.

Each system and its components require a precise visual logic that expresses the distinctive character and personality of the institution to which they can seamlessly adapt. This presentation system should become instantly recognizable in its many diverse forms, expressing different versions of an overall concept to many audiences.

John Ridgway  
CEO/Creative Director  
Novocom

As the University has matured, we had a need to create a distinctive visual brand that represents a strong academic tradition while connecting with the national and global communities in which our students will live and work.

Julia C. Wilson  
Vice President for University Advancement

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## FORMAL LOGO

Official logos, colors, and type styles associated with the University are part of our unique identity. When used in a consistent manner, they project a unified image that promotes our Mission. **As official symbols, these graphic elements should not be manipulated or modified in any way.**

### Variation I - A & B

The Formal Logo is appropriate to use in all instances, including regional and national communications (shown above in vertical and horizontal formats). It will be used on all University publications, University stationery, policies, forms and all formal communication and collateral. The formal logo utilizes the University's colors - PMS 186 Red and Cool Grey 11 (an option to the Silver color).



*"CI Formal Logo\_1A grad"*



*"CI Formal Logo\_1B grad"*

### Secondary theme designs for events, programs or clubs

The University plans and executes many forms of communication to the campus community as well as our community partners and a variation of the Formal Logo should always appear on materials. Entities may create artwork to convey an event theme, program, or club identity, but should never create a "logo" that would replace the Formal Logo or variations of the Logo in overall use.

For example, Student Leadership Programs in Student Affairs uses a variety of shield designs to help demonstrate various steps of the Program. These designs help visually demonstrate the theme, but never take place of the Formal Logo.

Other examples include a student club designing collateral for an event; collateral created for fundraising events such as the Dolphin Classic Golf Tournament or President's Dinner; and collateral created by the Art program for art shows to name a few.

***In all examples, a variation of the Formal Logo should be included in the design.***

**FORMAL LOGO FILES  
AVAILABLE ON  
PUBLIC DRIVE (Z) >  
LOGOS >  
FORMAL LOGO FOLDER**

The Communication & Marketing office is available to provide consultation regarding proper use and execution of the logos. Please email all inquiries to [joanna.murphy@csuci.edu](mailto:joanna.murphy@csuci.edu).

## FORMAL LOGO VARIATIONS

Variations of the logo have been created to allow for more versatility while maintaining consistency in the identity.

### Variation 2 - A & B

#### Regional

These two variations may be used in materials that focus on audiences that may already be familiar with the University and where the regionality of Channel Islands is the prominent reference.

**This is also the preferred option when needing to embroider the logo on apparel.**



*"CI Formal Logo\_2A grad"*



*"CI Formal Logo\_2B grad"*

### Variation 3

#### International

This variation is appropriate for use in materials that have an international audience as the strength of the CSU family is at the top of the hierarchy and the identity of the region, Channel Islands, follows after.

It can also be used in instances where a vertical format is appropriate due to design or space constraints, for example, University banners, business cards, or other items.



California State  
University

C H A N N E L  
I S L A N D S

*"CI Formal Logo\_3 grad"*

### Variation 4

#### University Extensions

Extensions will be created for all University divisions, selected areas, Schools, institutes, Foundation entities and other select areas. See page 29-30 for more information.

This variation will also be used on University nametags.



California State  
University

Office Of The  
**PRESIDENT**

C H A N N E L  
I S L A N D S

*"09EXT\_OOP"*

FORMAL LOGO FILES  
AVAILABLE ON  
PUBLIC DRIVE (Z) >  
LOGOS >  
FORMAL LOGO FOLDER



## FORMAL LOGO COLOR VARIATIONS

### Color Variations

Variations of the Formal Logo will be provided in four color types:

1. GRADIENT - Red to White gradient sphere with grey lettering (pages 5 and 6); CSU letters in white.



*"CI Formal Logo\_IA grad"*

2. FLAT - No gradient, red sphere with grey lettering; CSU letters in white.



*"CI Formal Logo\_IA flat"*

3. BLACK & WHITE (BW) - Black sphere and lettering; CSU letters in white.



*"CI Formal Logo\_IA bw"*

4. REVERSED GRADIENT - Red to White gradient sphere with white lettering; CSU letters in white.



*"CI Formal Logo\_IA grad reverse"*

**There will be instances where the variation used is determined by the final output process.**

**For example, budget constraints may dictate single-color printing or based on the method of printing, executing the gradient is not possible.**

*Please contact Communication & Marketing at ext. 8915 for more information.*

## FORMAL LOGO COLOR VARIATIONS – FLAT



Channel Islands

CALIFORNIA STATE UNIVERSITY



Channel Islands

CALIFORNIA STATE UNIVERSITY



Channel Islands



Channel Islands

CALIFORNIA STATE UNIVERSITY



California State  
University

C H A N N E L  
I S L A N D S



California State  
University

Office Of The  
**PRESIDENT**

C H A N N E L  
I S L A N D S

FORMAL LOGO COLOR VARIATIONS – BLACK & WHITE



Channel Islands

CALIFORNIA STATE UNIVERSITY



Channel Islands

CALIFORNIA STATE UNIVERSITY



Channel Islands



Channel Islands

CALIFORNIA STATE UNIVERSITY



California State  
University

C H A N N E L  
I S L A N D S



California State  
University

Office Of The  
**PRESIDENT**

C H A N N E L  
I S L A N D S

## FORMAL LOGO COLOR VARIATIONS – GRADIENT REVERSED



Channel Islands

CALIFORNIA STATE UNIVERSITY



Channel Islands

CALIFORNIA STATE UNIVERSITY



Channel Islands



Channel Islands

CALIFORNIA STATE UNIVERSITY



California State  
University

C H A N N E L  
I S L A N D S



California State  
University

Office Of The  
**PRESIDENT**

C H A N N E L  
I S L A N D S

## FORMAL LOGO SIZING & AREA

To maintain legibility, the Formal Logo text area should not be reduced to a width less than 1 1/2 inches.



### CLEAR SPACE

***It is also important to maintain an area free of other designs, patterns, and text - behind and in front of the graphic - that would detract focus from the University graphic elements.*** This area should be a minimum of 1/4 of an inch on all sides of any graphic elements when used at a small size.

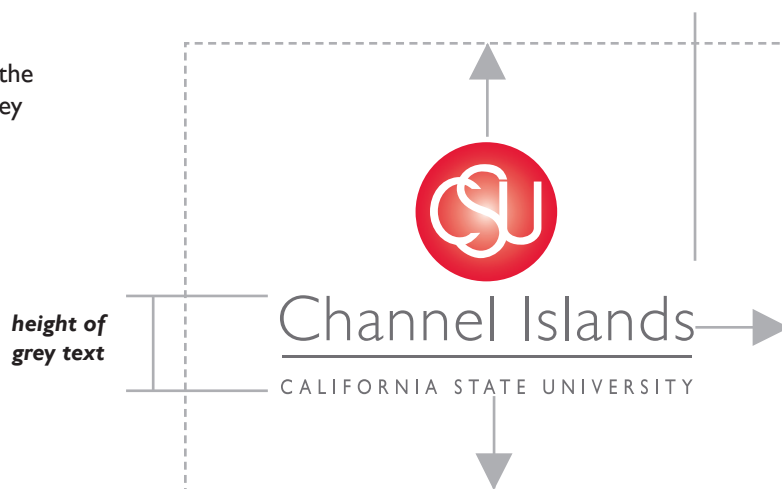
Incrementally, as the Logo size increases, so should the clear spacing around it.

A visual rule of thumb for large reproductions of the Formal Logo would be to use the height of the grey text as a guide to the size of clear space.

*(The dashed box represents the clear area and is not part of the design).*

***sample of visual spacing on larger reproductions of the Logo***

***height of grey text as vertical measure***



***height of grey text***



**FORMAL LOGO FILES  
AVAILABLE ON  
PUBLIC DRIVE (Z) >  
LOGOS >  
FORMAL LOGO FOLDER**

## SAMPLES OF INCORRECT AND CORRECT USE

Illustrated below are examples of incorrect and correct use of the University logos.

**LOGO FILES SHOULD NEVER BE ALTERED FROM THE ORIGINAL FORMAT PROVIDED.**

The Communication & Marketing office is available to provide consultation regarding proper use and execution of the logos.

Please email all inquiries to [joanna.murphy@csuci.edu](mailto:joanna.murphy@csuci.edu).

### INCORRECT

### WHY

### CORRECT



Channel Islands  
CALIFORNIA STATE UNIVERSITY

*The typeface has been altered. Projects will be denied or told to reprint if this error is identified. There is no reason to alter the logo in any way.*



Channel Islands  
CALIFORNIA STATE UNIVERSITY



*The complete Formal Logo must be used to properly identify the University.*



Channel Islands  
CALIFORNIA STATE UNIVERSITY

*These Logos are sized disproportionately. After placing or inserting the logo in a document, hold down the Shift key while resizing using the handles around the graphic.*



Channel Islands  
CALIFORNIA STATE UNIVERSITY



Channel Islands  
CALIFORNIA STATE UNIVERSITY



*All versions of the Formal Logo should have white CSU letters in the red ball when appearing over a dark or patterned background. The only exception would be when using an all-white logo on apparel (see page 27). Versions of these all-white logos may be obtained by emailing [joanna.murphy@csuci.edu](mailto:joanna.murphy@csuci.edu)*



Channel Islands  
CALIFORNIA STATE UNIVERSITY

COMMUNICATION & MARKETING  
UNIVERSITY ADVANCEMENT

*The text appears too close to the Logo. Maintain a minimum of 1/4 of an inch of clear space on all sides of the Logo, increasing incrementally as the Logo becomes larger. See page 13 for more details on Clear Space.*



1/4"  
space

Channel Islands  
CALIFORNIA STATE UNIVERSITY

COMMUNICATION & MARKETING  
UNIVERSITY ADVANCEMENT



*The Logos are boxed, placed at an angle and one has portions of the Logo cut off. The Logos cannot be enclosed in a shape or design, angled, rotated, flipped (horizontally or vertically) or used without the full Logo image shown.*



Channel Islands

## CI SPIRIT LOGOS AND VARIATIONS



*“CI SpiritA comp”*



*“CI SpiritB comp”*

As the official mascot of the University, the dolphin has a rich and meaningful history. The land of the University was originally inhabited by the Chumash. The dolphin is an important symbol in the folklore of the Chumash, including the rainbow bridge legend which tells of their migration from Santa Cruz Island to the mainland. The Chumash elders requested that the dolphin be selected as the University's first mascot, a request that was simultaneously made in petition by student leadership.

The CI Spirit logo was designed in 2009 by an alum to be used on apparel and promotional items as well as occasions of celebration and competition at CI. In the original version, the dolphin has a grimacing/determined look. In a second version, the dolphin has a smile. Each version conveys a different message but both portray pride of affiliation with the University.

The CI Spirit logos feature the official mascot of the University and uses bold “CI” letters to enhance an already familiar way to reference the campus as CI. It should not be used in place of the Formal Logo.

### USE OF CI SPIRIT LOGOS

The CI Spirit logos are reserved for more casual, student-focused communication materials, signage, events, apparel and mementos associated with the University. There is a growing number of student clubs and associations forming on the campus and we want to encourage this affinity type of activity. These include student club sports, political and social clubs, special interest groups, etc.

- All clubs that are “of” the University (i.e. the Sailing Team of CI) are eligible to use the CI Spirit logo. They can choose either form of the logo – smiling (version A) or determined (version B).
- Clubs that are “at” the University (i.e. the Young Democrats at CI) are not eligible to use University logos since they may have an agenda that is or is not in line with CI or the CSU.
- University areas or programs may use either CI Spirit logo on promotional materials to be used primarily on campus. This may include printed materials or apparel (see page 27-28 of the Identity Style Guide for specific guidelines for proper use of logos).

**SPIRIT LOGO FILES AVAILABLE ON PUBLIC  
DRIVE (Z) > LOGOS > SPIRIT LOGO FOLDER**

## CI SPIRIT LOGO AND VARIATIONS

### Color Variations

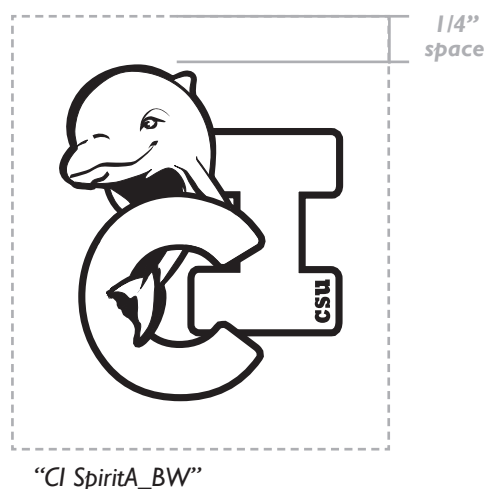
Variations of the CI Spirit Logo will be provided in five color types:

1. COMPOSITE - Varying shades of Grey with Red CI and white CSU.
2. BLACK & WHITE (BW) - Outlined Dolphin and CI lettering.
3. PMS 186 RED - Outlined Dolphin and CI lettering.
4. PMS COOL GREY 11 / PMS 877 SILVER - Outlined Dolphin and CI lettering.
5. REVERSED - Outlined Dolphin and CI lettering.

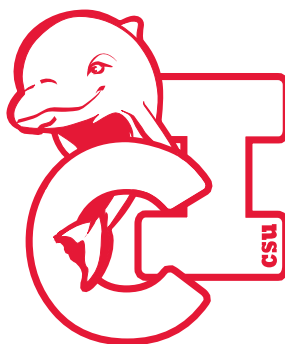
### CLEAR SPACE

***It is also important to maintain an area free of other designs, patterns, and text - behind and in front of the graphic - that would detract focus from the University graphic elements.*** This area should be a minimum of 1/4 of an inch on all sides of any graphic elements when used at a small size.

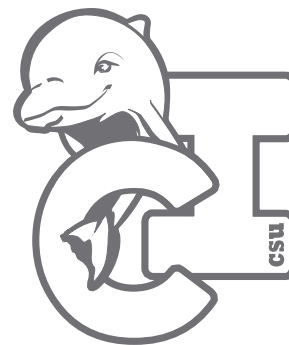
(The dashed box represents the clear area and is not part of the design).



"CI SpiritA\_BW"



"CI SpiritA\_186"



"CI SpiritA\_CG11"

LOGO FILES  
AVAILABLE ON  
PUBLIC DRIVE >  
LOGOS FOLDER





## UNIVERSITY SEAL

The University Seal is the official mark of the Office of the President and is reserved solely for publications associated with this office. The seal consists of the California State University Channel Islands bell tower in the foreground with a rising sun in the background. The bell tower is an important symbol for the University and represents a community center. The rising sun signifies the birth of our University, which emanates the light of knowledge and the warmth of engagement.

The seal may be foil embossed, reproduced in black, or printed in the official school colors: PMS (Pantone Matching System) 186 Red, PMS 877 Silver. Since metallic silver may not be appropriate for some publications, the recommended substitute is PMS Cool Grey 11.

**POSSIBLE USES:** President's Circle event materials, pins, medallions, certificates, and diplomas.



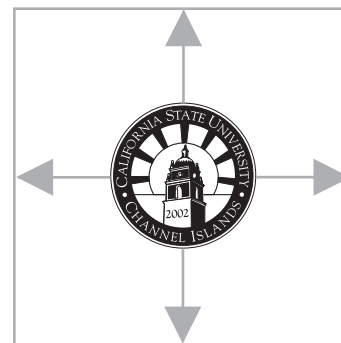
***Please note: Use of the University Seal must be approved by the Communication & Marketing office at (805) 437-8415.***

The University Seal should not be reduced smaller than  $\frac{3}{4}$  of an inch in diameter.

It is also important to maintain an area free of other designs that would detract focus from the university graphic elements. This area should be a minimum of  $\frac{1}{2}$  an inch on all sides of any graphic elements when possible, unless the logo is used in combination with other elements.

It is important to not change or distort the logo in any way. Unapproved alterations include:

- Using colors other than PMS 186 Red, PMS 877 Silver, or PMS Cool Grey 11;
- Enlarging or reducing the logo disproportionately;
- Placing the logo in close proximity to or over other logos or patterns.



## CI BELL TOWER ARTWORK

The CI Bell Tower artwork was created by CI Alum Taylor Marta '07 and chosen as an optional design for use on apparel and promotional items.

The words Channel Islands are boldly designed into the drawn image of the Bell Tower, the most recognizable landmark on campus.

Like the CI Spirit Logo, the CI Bell Tower artwork is reserved for more casual communication materials, signage, events, apparel and mementos associated with the University.

However, it should not be used in place of the Formal Logo on collateral materials and it is recommended to screen or offset print the artwork design, not embroidery.

For inquiries and to obtain file versions for production, please contact [joanna.murphy@csuci.edu](mailto:joanna.murphy@csuci.edu)



## ELECTRONIC FILE FORMATS

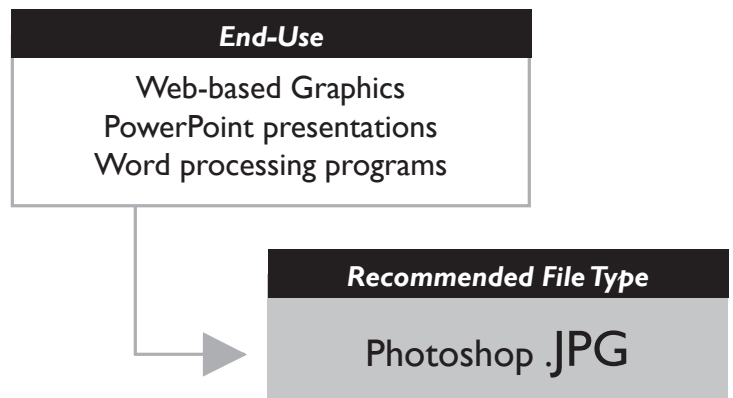
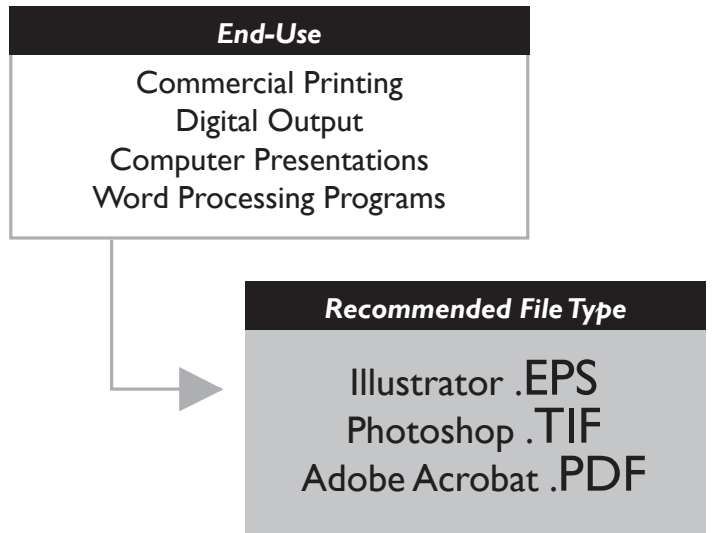
The University graphic elements are available in three formats: Adobe Illustrator .EPS and .PDF, and Adobe Photoshop .JPG. The type of file used is dependent on the end-use – commercial printing, digital output, or on-screen viewing purposes.

Consult the software documentation to determine the appropriate graphic format to use with the software. Most programs require the graphic to be “placed” or “inserted” into the file. Modification of the files is not recommended.

The Adobe Illustrator .EPS and .PDF files are vector-based file format and are compatible with most desktop publishing and graphic design programs. These files can be enlarged or reduced without compromising resolution since they are line-art quality.

The Adobe Photoshop .JPG is a compressed version of a Photoshop file. Pixel-based files are resolution dependent, and it is best to use the highest resolution possible for the best quality. The clarity of the file is determined by the number of pixels per inch.

- Internal Campus users: Files for the CI Formal Logo and CI Spirit logo are available on the Public Drive (Z) > Logos folder
- External Campus users: Please contact Communication & Marketing at (805) 437-8915 or email [joanna.murphy@csuci.edu](mailto:joanna.murphy@csuci.edu) to request the appropriate files.
- Photoshop .TIF files may be requested by email to [joanna.murphy@csuci.edu](mailto:joanna.murphy@csuci.edu).



### QUICK TIPS:

**Programs such as Microsoft Word or Powerpoint require the art file to be “INSERTED” into the document.**

**Programs such as Adobe InDesign or Illustrator require the art file to be “PLACED” into the document.**

### DO NOT:

**Open the art file in a viewing program then copy and paste it into a document. The result will be low resolution interpretation and blurry graphics.**

### DO:

**Save the art file to your computer and access the file when prompted to locate it while “inserting” or “placing” it.**

Page left intentionally blank

## TYPE STYLES AND UNIVERSITY COLORS

The recommended Heading/Title type style for all official documents associated with the University is Gill Sans MT.

Gill Sans MT may be purchased online.

Alternative to Gill Sans MT is Arial.

The recommended Main Text type style for all official documents associated with the University is Times New Roman.

Times New Roman is a standard font and should be available on most computer systems.

Alternative to Times New Roman is Bodini

Gill Sans MT – Recommended for Headlines and Titles  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890  
 Abcdefghijklmnopqrstuvwxyz !@#\$%^&\*()";,+=

Arial - Option for Gill Sans  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890  
 Abcdefghijklmnopqrstuvwxyz !@#\$%^&\*()";,+=

Times New Roman  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890  
 Abcdefghijklmnopqrstuvwxyz !@#\$%^&\*()";,+=

Bodini  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890  
 Abcdefghijklmnopqrstuvwxyz !@#\$%^&\*()";,+=

The official colors of California State University Channel Islands are PMS (Pantone Matching System) 186 red and PMS 877 silver. Since metallic silver may not be appropriate for some publications, the recommended substitute is PMS Cool Grey 11.

As with the other official symbols of the University, the school colors have an important significance. The red is consistent with the tradition of the region, including the lush fields of strawberries that are part of the diverse agricultural region. The silver is for the dolphin, the official University mascot.

Please note that because of variation in printer color output, the examples to the right may not correspond exactly with the official PMS (Pantone Matching System) colors.

Please consult a Pantone color guide or a qualified printer when trying to match the colors.



Process Mix  
 Equivalent  
 C = 11  
 M = 100  
 Y = 85  
 K = 2

RGB Mix  
 R = 210  
 G = 31  
 B = 54



Process Mix  
 Equivalent  
 C = 47  
 M = 37  
 Y = 36  
 K = 2

RGB Mix  
 R = 142  
 G = 146  
 B = 149



Process Mix  
 Equivalent  
 C = 0  
 M = 2  
 Y = 0  
 K = 68

RGB Mix  
 R = 113  
 G = 112  
 B = 116

Page left intentionally blank

## UNIVERSITY STATIONERY

Stationery is the most common vehicle used to communicate with both internal and external audiences. In order to ensure a consistent look, there is one stationery package for all areas of the University except the Office of the President, whose layout is slightly different.

The package includes letterhead, blank second sheets, business cards, #10 envelopes, a 4x6 mailing label and plain notecards with envelopes.

To order stationery, please coordinate with the appropriate purchasing contact in your division or visit [www.clarksprinting.com/csuci](http://www.clarksprinting.com/csuci)

### Letterhead

The California State University Channel Islands letterhead is designed to provide consistency identifying University Divisions while allowing offices and areas to personalize their contact information. See the next page for approved designations.

**IMPRINT:** Three lines of information are editable and imprinted per order - Division, optional second line and Tel/Fax in the address line below.

### #10 Envelopes

The University has a #10 envelope that can be ordered. Information that can be customized is the University Division. #10 window envelopes use the same layout.

**IMPRINT:** One line of information is editable and imprinted per order - Division line above the general address.

*Samples shown at 60% size*



Channel Islands

CALIFORNIA STATE UNIVERSITY

DIVISION OF UNIVERSITY ADVANCEMENT  
Communication & Marketing

] Imprint area

#### Closing

*It is recommended that colleagues identify their area or office in the close of their correspondence.*

*For example:*

Sincerely,

Nancy Covarrubias Gill  
Director of Communication & Marketing

Imprint area

[ One University Drive • Camarillo, CA 93012-8599 • Tel: (805) 437-8415 • Fax: (805) 437-8459 • [www.csuci.edu](http://www.csuci.edu) ]

A campus of The California State University • Bakersfield • Channel Islands • Chico • Dominguez Hills • East Bay • Fresno • Fullerton • Humboldt • Long Beach • Los Angeles  
Maritime Academy • Monterey Bay • Northridge • Pomona • Sacramento • San Bernardino • San Diego • San Francisco • San Jose • San Luis Obispo • San Marcos • Sonoma • Stanislaus



Channel Islands

CALIFORNIA STATE UNIVERSITY

DIVISION OF UNIVERSITY ADVANCEMENT  
One University Drive  
Camarillo, CA 93012-8599

] Imprint area

# STATIONERY – APPROVED DESIGNATIONS

## LETTERHEAD

**Associated Students, Inc.**  
Generic

**Centers**  
Center for Community Engagement  
Center for Integrative Studies  
Center for International Affairs  
Center for Multicultural Engagement

**Division of Academic Affairs**  
Generic  
Provost  
John Spoor Broome Library

**Division of Academic & Information Technology**  
Generic

**Division of Finance & Administration**  
Generic  
Vice President for Finance & Administration  
Human Resources Programs  
Operations, Planning & Construction  
Police & Parking Services\*  
Procurement & Contract Services  
Student Business Services

**Division of Student Affairs**  
Generic  
Vice President's office  
Admissions & Recruitment  
AVP Enrollment Management  
AVP/Dean of Students  
Financial Aid & Scholarships  
Housing & Residential Education  
Records & Registration  
Student Life  
Summer Conference Services

**Division of University Advancement**  
Generic  
Vice President for University Advancement  
Alumni & Friends Association  
Communication & Marketing  
Community & Government Relations

**Foundation**  
Generic  
Business & Technology Partnership  
Dolphin Classic Golf Tournament  
Planned Giving Advisory Council

**Intercollegiate Athletics**  
Generic

**Office of the President**  
Generic – uses different masters

**Schools/Institutes**  
Alzheimer's Institute\* – can use Extension  
California Institute for Social Business  
Henry L. "Hank" Lacayo Institute for Workforce & Community Studies\*  
Martin V. Smith School of Business & Economics\*  
Osher Institute for Lifelong Learning at CSU Channel Islands\*  
School of Education

**Site Authority**  
Generic

\*Options marked with asterisk may include a secondary logo on top of letterhead

## BUSINESS CARDS

**Associated Students, Inc.**  
Generic

**Centers**  
Center for Community Engagement  
Center for Integrative Studies  
Center for International Affairs  
Center for Multicultural Engagement

**Division of Academic Affairs**  
Generic  
Provost  
Academic Advising  
Academic Programs & Planning  
Academic Resources  
Dean of the Faculty office  
Extended University  
Faculty Affairs  
Institutional Research  
John Spoor Broome Library  
Learning Resource Center  
Research & Sponsored Programs  
Title V, Project ISLAS  
University Writing Center

**Division of Academic & Information Technology**  
Generic

**Division of Finance & Administration**  
Generic  
Vice President for Finance & Administration  
Human Resources Programs  
Operations, Planning & Construction  
Police & Parking Services\*  
Procurement & Contract Services  
Student Business Services

**Division of Student Affairs**  
Generic  
Vice President's office  
Admissions & Recruitment  
AVP Enrollment Management  
AVP/Dean of Students  
Financial Aid & Scholarships  
Housing & Residential Education  
Records & Registration  
Student Life  
Summer Conference Services

**Division of University Advancement**  
Generic  
Vice President for University Advancement  
Alumni & Friends Association  
Communication & Marketing  
Community & Government Relations

**Foundation**  
Generic  
Business & Technology Partnership  
Dolphin Classic Golf Tournament  
Planned Giving Advisory Council

**Intercollegiate Athletics**  
Generic

**Office of the President**  
Generic – uses different masters

**Schools/Institutes**  
Alzheimer's Institute\* – can use Extension  
California Institute for Social Business  
Henry L. "Hank" Lacayo Institute for Workforce & Community Studies\*  
Martin V. Smith School of Business & Economics\*  
Osher Institute for Lifelong Learning at CSU Channel Islands\*  
School of Education

**Site Authority**  
Generic

\* Options marked with asterisk may include a secondary logo on backside of business card

## ENVELOPES

**Associated Students, Inc.**  
Generic

**Centers**  
Center for Community Engagement  
Center for Integrative Studies  
Center for International Affairs  
Center for Multicultural Engagement

**Divisions**  
Division of Academic Affairs  
Division of Academic & Information Technology  
Division of Finance & Administration  
Division of Student Affairs  
Division of University Advancement

**Foundation**  
Generic

**Intercollegiate Athletics**  
Generic

**Office of the President**  
Generic – uses different masters

**Schools/Institutes**  
Alzheimer's Institute  
California Institute for Social Business  
Henry L. "Hank" Lacayo Institute for Workforce & Community Studies  
Martin V. Smith School of Business & Economics  
Osher Institute for Lifelong Learning at CSU Channel Islands  
School of Education

**Site Authority**  
Generic

These designations will be available on the stationery ordering website - [www.clarksprinting.com/csuci](http://www.clarksprinting.com/csuci)



## STATIONERY

### Business Cards

**IMPRINT:** Eight lines of information are editable and imprinted per order - see sample.

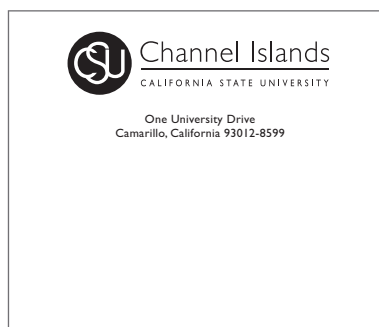
Due to limited space, periods on academic degrees (e.g., Phd, BA, MA) are optional.



*Imprint area*

### Second Sheet Letterhead

The second sheet of the stationery package will be a blank page in the same stock to match the first sheet. Please see Clark's ordering site for details.



### Mailing Label

The design of the 4x6 mailing label has been updated. Please contact Procurement for ordering details.

*samples shown  
at 50% size*

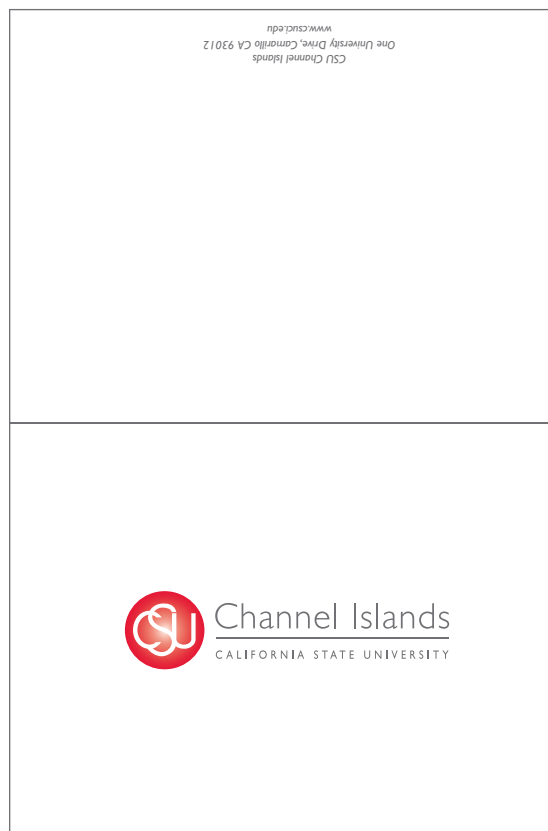
### Notecard

University notecards are 4 1/4" x 5 1/2" size, folded, blank inside and come with envelopes. Contact Procurement & Contract Services to place an order.

### Electronic Letterhead

Communication & Marketing has created electronic letterhead for all campus divisions using the same design as the University letterhead. Contact the division executive administrative assistant for the file needed.

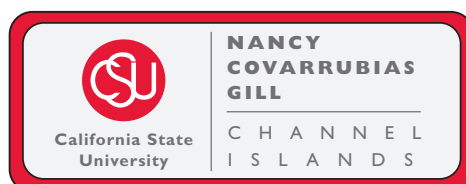
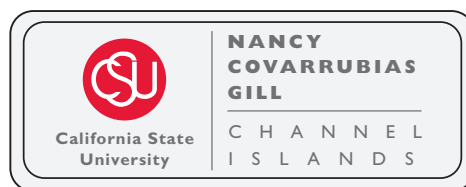
**Electronic Letterhead is not meant to replace printed stationery and should only be used for electronic correspondence.**



## NAMETAGS

University Nametags utilize the same design as the Extensions and are produced on metallic silver and red materials. They have been approved to order in the following guideline:

Faculty and Staff: Silver plate and silver backing;  
Students: Silver plate and red backing.

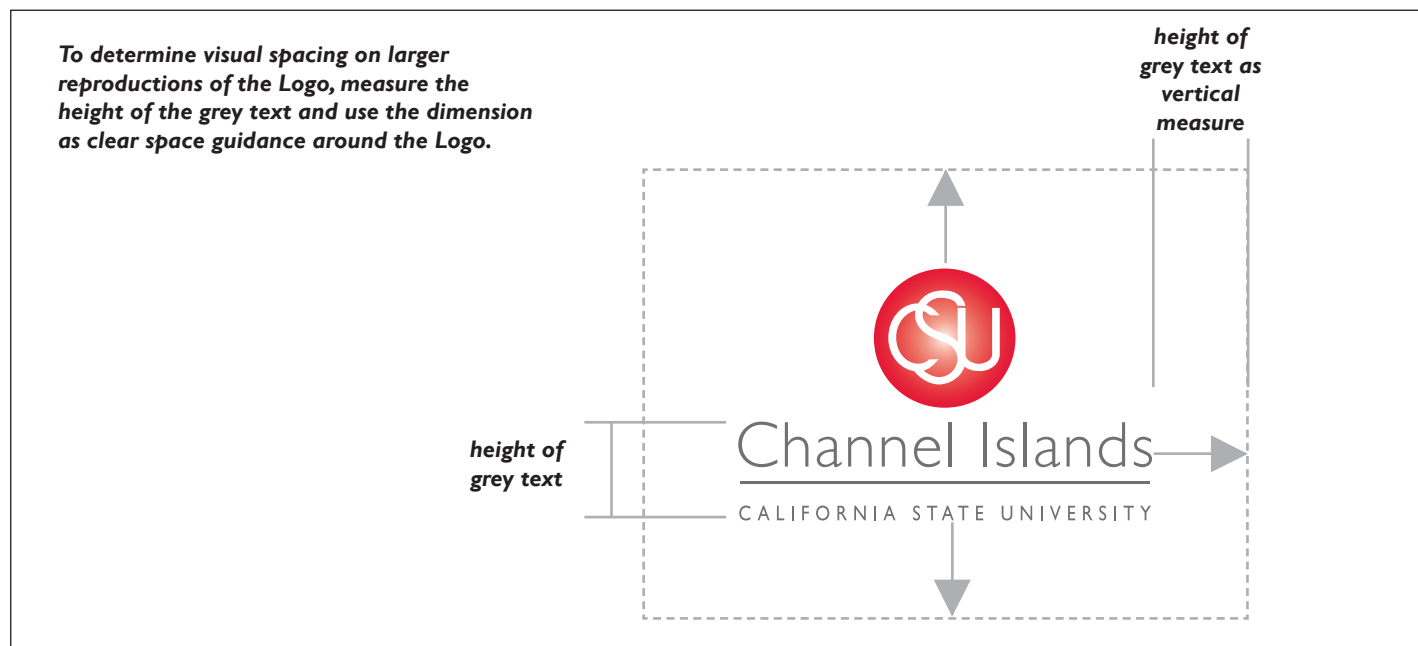


## APPAREL

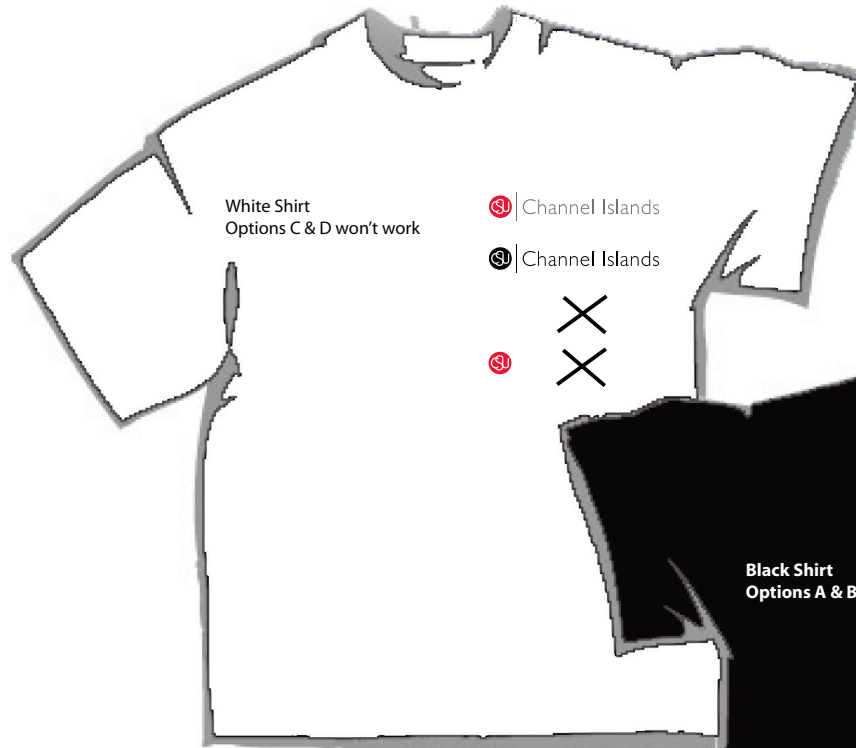
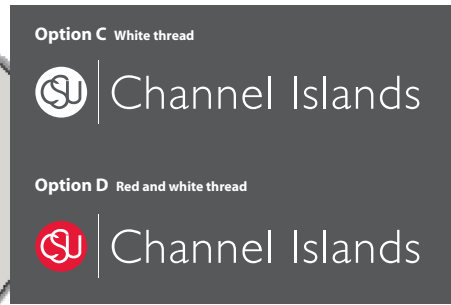
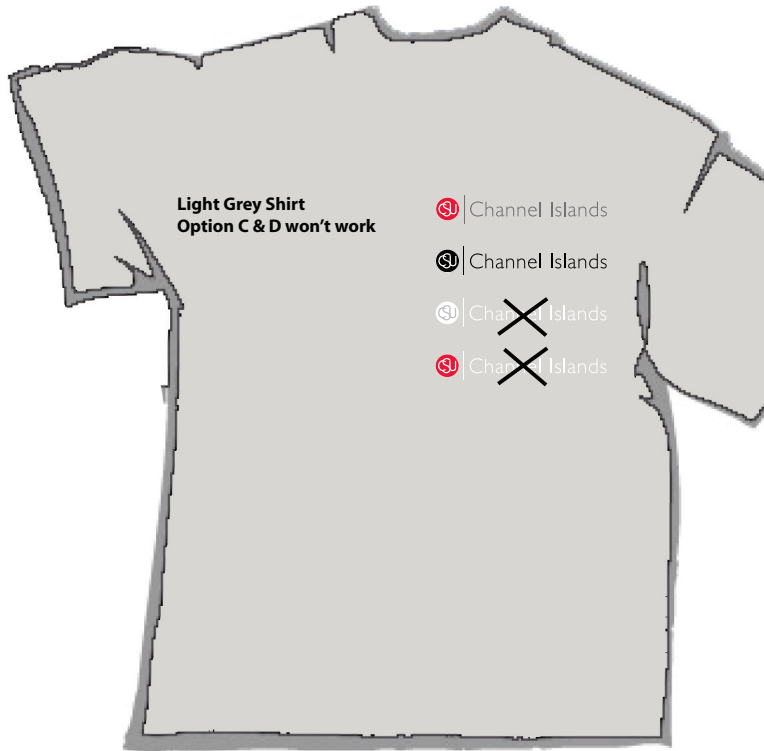
As of March 2011, in order to ensure proper layout of Logos and clear space positioning of additional information, printed or embroidered apparel orders will be proofed by Communication & Marketing and approved before issuance of purchase orders. Please forward proofs to [joanna.murphy@csuci.edu](mailto:joanna.murphy@csuci.edu) for approval.

Variations of the Formal logo may be printed or embroidered on apparel.

The next two pages offer a guide to which color version would be appropriate to use on different colored fabrics.



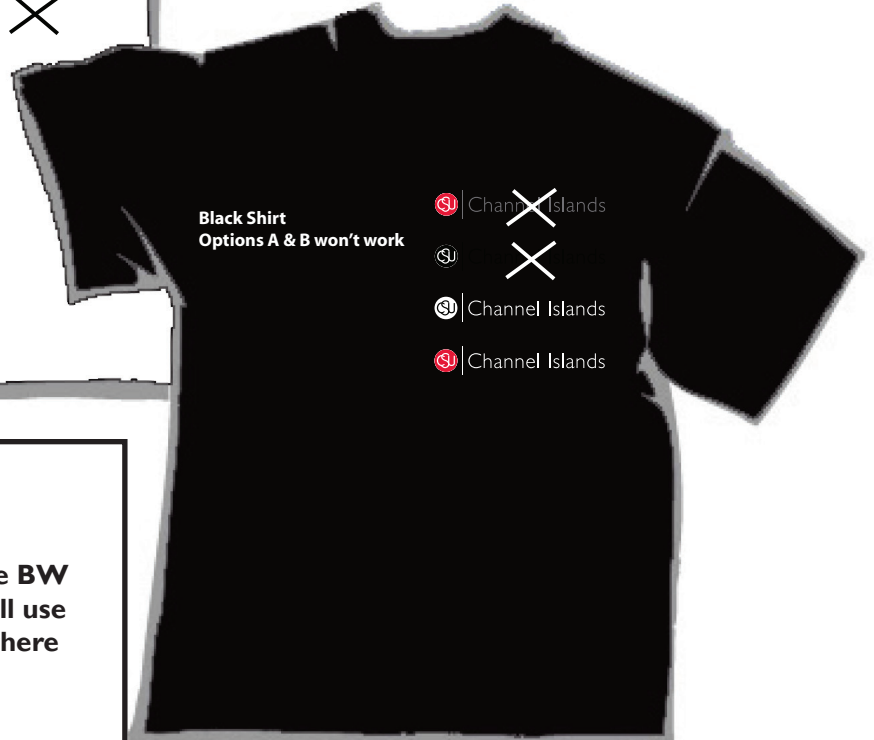
## APPAREL, CONTINUED



**Option A** Red, grey and white thread except on white shirts



**Option B** Black and white thread except on white shirts



### QUICK TIPS:

To print the **Option C** logo, provide the vendor with the **BW** logo version. The vendor will use the artwork to designate where to use white thread or ink.

## UNIVERSITY EXTENSIONS

An integral phase of the Dimensional Branding concept, University Extensions will uniformly identify campus entities, allowing for their own expression of the visual brand and instantly recognizable as a part of the umbrella concept.

Divisions/Areas  
Centers  
Schools/Institutes  
Programs  
Miscellaneous

A reference list for Extensions is included in this document on the next page. All references have been approved by President's Cabinet.

Events and non-permanent areas are only allowed with President's Cabinet approval.

Extensions may be used on any collateral print or electronic materials except University stationery, hard copy or electronic.



Office Of The  
**PRESIDENT**  
C H A N N E L  
I S L A N D S



Division Of  
**ACADEMIC  
AFFAIRS**  
C H A N N E L  
I S L A N D S



Division Of  
**STUDENT  
AFFAIRS**  
C H A N N E L  
I S L A N D S



Division Of  
**FINANCE &  
ADMINISTRATION**  
C H A N N E L  
I S L A N D S



Division Of  
**UNIVERSITY  
ADVANCEMENT**  
C H A N N E L  
I S L A N D S



Division Of  
**ACADEMIC &  
INFORMATION  
TECHNOLOGY**  
C H A N N E L  
I S L A N D S

**Existing campus area/organization logos with or without obsolete logos have been phased out and replaced with a University Extension.**

**If a campus area/organization is not on the approved list above, please contact your Division Vice President. Only VP approved areas/organizations will be added. Communication & Marketing will produce new Extension files when notified of VP approval.**

**The President's Cabinet has also endorsed the elimination of any "Office of..." designations on campus except for the Office of the President.**

**EXTENSION FILES AVAILABLE  
ON PUBLIC DRIVE >  
LOGOS FOLDER >  
EXTENSIONS FOLDER**

## UNIVERSITY EXTENSIONS – APPROVED DESIGNATIONS

### Associated Students, Inc.

Generic

### Centers

Center for Community Engagement  
Center for Integrative Studies  
Center for International Affairs  
Center for Multicultural Engagement

### Division of Academic Affairs

Generic  
Provost  
Academic Advising  
Academic Programs & Planning  
Dean of the Faculty office  
Extended University  
Faculty Affairs  
Institutional Research  
John Spoor Broome Library  
Learning Resource Center  
Research & Sponsored Programs  
University Writing Center

### Division of Academic & Information Technology

Generic

### Division of Finance & Administration

Generic  
Vice President for Finance & Administration  
Human Resources Programs  
Operations, Planning & Construction  
Police & Parking Services  
Procurement & Contract Services  
Student Business Services

### Division of Student Affairs

Generic  
Vice President's office  
Admissions & Recruitment  
Career Development Services  
Campus Recreation  
Disability Resource Programs  
Educational Opportunity Program  
Financial Aid & Scholarships  
Housing & Residential Education  
Multicultural Programs  
New Student, Orientation & Transition Programs  
Personal Counseling Services  
Records & Registration  
Summer Conference Services  
Student Health Services  
Student Life  
Student Leadership Programs  
Student Support Services Program  
Talent Search Program  
University Outreach  
Veteran Affairs

### Division of University Advancement

Generic  
Vice President for University Advancement  
Alumni & Friends Association  
Communication & Marketing  
Community & Government Relations

### Foundation

Generic  
Business & Technology Partnership  
Dolphin Classic Golf Tournament  
Planned Giving Advisory Council

### Intercollegiate Athletics

Generic

### Office of the President

Generic

### Schools/Institutes

Alzheimer's Institute  
California Institute for Social Business  
Henry L. "Hank" Lacayo Institute for Workforce & Community Studies  
Martin V. Smith School of Business & Economics  
Osher Institute for Lifelong Learning at CSU Channel Islands  
School of Education

### Site Authority

Generic

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**EXTENSION FILES AVAILABLE  
ON PUBLIC DRIVE >  
LOGOS FOLDER >  
EXTENSIONS FOLDER**

## STATEMENTS

California State University Channel Islands seeks to provide a positive campus environment that promotes diversity and equal access to all. Some printed materials are required to carry statements that reflect our commitment to this mission and/or statements that provide general information about the University.

### University Mission Statement

To the right is the official mission statement of the University, which may be appropriate for some publications.

Placing students at the center of the educational experience, California State University Channel Islands provides undergraduate and graduate education that facilitates learning within and across disciplines through integrative approaches, emphasizes experiential and service learning, and graduates students with multicultural and international perspectives.

### CI Mission-Based Learning Objectives

In some University publications, this statement appears below the University Mission Statement.

CI graduates will possess an education of sufficient breadth and depth to appreciate and interpret the natural, social and aesthetic worlds and to address the highly complex issues facing societies. Graduates will be able to:

- Identify and describe the modern world and issues facing societies from multiple perspectives including those within and across disciplines, cultures and nations (when appropriate).
- Analyze issues, and develop and convey to others solutions to problems using the methodologies, tools and techniques of an academic discipline.

### Characteristics of CSU Channel Islands (CI) Graduates

This statement is Senate Resolution 03-08 of the University and is appropriate to place under the University Mission Statement and CI Mission-Based Learning Objectives.

CI Graduates are:

- Informed about past, present, and future issues affecting human society and the natural world, and the interrelatedness of society and the natural world.
- Empowered with the disciplinary and interdisciplinary knowledge necessary to evaluate problems, the ability to translate knowledge into judgment and action, and excellent communication skills for conveying their interpretations and opinions to a diverse audience.
- Creative in developing imaginative self-expression and independent thinking, with joy and passion for learning.
- Dedicated to maintaining the principles of intellectual honesty, democracy, and social justice, and to participating in human society and the natural world as socially responsible individual citizens.

### WASC Accreditation

California State University Channel Islands is accredited by the Accrediting Commission for Senior Colleges and Universities of the Western Association of Schools and Colleges, 985 Atlantic Avenue, #100, Alameda, CA 94501, (510) 748-9001.

## STATEMENTS, CONTINUED

### **Equal Employment Opportunity (EEOC) Statement**

To the right is the approved EEOC statement that should be included in all materials relating to employment at the University.

It is recommended that all publications relating to employment at the University be approved by Human Resources at (805) 437-8490.

CSU Channel Islands is an Equal Opportunity Employer.

### **Americans with Disabilities Act (ADA) Statement**

To the right is the approved ADA statement that should be included on all materials relating to employment at the University.

It is recommended that all publications relating to employment at the University be approved by Human Resources at (805) 437-8490.

California State University Channel Islands does not discriminate on the basis of disability in admission to, access to, or operation of its instruction, programs, services, or activities, or in its hiring and employment practices. The University provides reasonable accommodation to facilitate the participation of individuals with legally protected disabilities.

### **University Boilerplate Description**

For many University publications, such as news releases, it is customary to end with a general statement about the University. To the right is the accepted boilerplate description of CSU Channel Islands.

California State University Channel Islands, located in Camarillo, California, is a student-centered, four-year, public university known for its interdisciplinary, multicultural, and international perspectives and its emphasis on experiential and service learning. Channel Islands' strong academic programs focus on liberal studies, sciences, business, teaching credentials and innovative master's degrees. Students benefit from individual attention, up-to-date technology, and classroom instruction augmented by stellar faculty research. The University promotes partnerships with the community and works to build pathways to college for the region. Channel Islands is a responsible citizen of the region and actively pursues sustainable and energy-efficient practices.

For more information on the use of these descriptions, please contact Communication & Marketing at [communication.marketing@csuci.edu](mailto:communication.marketing@csuci.edu).



## EDITORIAL GUIDELINES

A unified message entails not only the consistent use of the graphic symbols of the University, but consistency in style and grammar as well. Adherence to a system of editorial guidelines will project a clear message that will promote the mission of the University.

*The Publication Manual of the American Psychological Association* is the style system appropriate for most publications at California State University Channel Islands. It is recommended that University publications adhere to the guidelines outlined in the latest edition of this manual.

The only exceptions to this rule are materials specifically for the news press, such as media alerts and news releases, which should adhere to the guidelines in *The Associated Press Stylebook and Libel Manual*.

All questions about style and grammar should be directed to the Communication & Marketing office at (805) 437-8415.

Following are some style guidelines specific to California State University Channel Islands and some relevant guidelines for University publications.

### Formal Name Variations

The official and legal name of the University is California State University Channel Islands. It is recommended that all publications associated with the University have this name displayed in a prominent position. To the right are variations in preferred order of use.

*Note that these variations do not use commas or periods.*

Preferred use of the formal name variations would be to use CSU Channel Islands or California State University Channel Islands as the first and most prominent reference in a document. You may add (CI) in parenthesis after the variation and the reference throughout the remainder of the document can be simply CI.

*The University no longer recommends using CSUCI as a prominent reference.*

Preferred style is to capitalize the word “University” when it refers specifically to California State University Channel Islands.

CSU Channel Islands

California State University Channel Islands

*Example - “CSU Channel Islands (CI) is the first four-year public university in Ventura County and the newest of the CSU campuses. The University emphasizes learning within and across disciplines through integrated approaches and community service. CI’s academic program incorporates input from the community, including local business leaders, students and parents. The University is committed to working in public/private partnerships to improve the quality of life throughout the region.”*

*Example - “California State University Channel Islands (CI) announced that the National Science Foundation (NSF) recently honored Dr. Blake Gillespie, Assistant Professor of Chemistry, with the prestigious NSF Faculty Early Career Development (CAREER) award...*

*... Gillespie’s lab deals with the fundamentals of molecular biophysics. Many of his experiments and research will be woven directly into the curriculum of several CI science courses.”*

It was a year of historic firsts for the University.

The key to a successful university is its curriculum.

## EDITORIAL GUIDELINES, CONTINUED

### Academic Programs - Undergraduate (Baccalaureate)

California State University Channel Islands offers 22 majors

Applied Physics  
Art  
Biology  
Business  
Chemistry  
Chicana/o Studies  
Communication  
Computer Science  
Early Childhood Studies  
Economics  
English: Literature & Writing  
Environmental Science &  
Resource Management

History  
Information Technology  
Liberal Studies  
Mathematics  
Nursing  
Performing Arts  
Political Science  
Psychology  
Sociology  
Spanish

### Teaching Credentials

Administrative Services  
Education Specialist Mild/Moderate Level I and II  
Multiple-Subject with BCLAD  
Single-Subject — Mathematics, Science, English and History/Social studies

### Academic Programs - Graduate (Post-Baccalaureate)

California State University Channel Islands offers seven graduate programs

Biotechnology & Bioinformatics  
Business Administration  
Computer Science  
Education  
Mathematics  
MBA & MS Biotechnology/Dual Degree

### Academic Degrees

To the right are the standard abbreviations for some common academic degrees.

Preferred style is to not add the word “degree” after an abbreviation of the degree.

B.A., bachelor of arts  
B.S., bachelor of science  
M.A., master of arts  
M.Ed., master of education  
M.F.A., master of fine arts  
M.S., master of science  
Ed.D., doctor of education  
J.D., juris doctor (doctor of law)  
Ph.D., philosophiae doctor (doctor of philosophy)

“Bachelor’s” or “master’s” is an acceptable abbreviation, but always use the possessive. When more than one master’s or bachelor’s degree is being described, the word “degree” is pluralized.

She has an M.A. in chemistry.  
She has a master’s in chemistry.  
She has a master’s degree in chemistry.  
She has two master’s degrees in chemistry.

## EDITORIAL GUIDELINES, CONTINUED

### Academic Titles

Within the text of a document, capitalize a title in all cases.

Titles should also be capitalized when used in acknowledgements or a list of contributors, such as a committee.

Vice President Jane Smith was responsible for planning the agenda.  
The agenda was handled by Jane Smith, Vice President.

Wellington Professor Emeritus Arthur M. Trouville spoke at the commencement.  
Speaking at the commencement was Arthur M. Trouville, Wellington Professor Emeritus.

### Academic Honors

Preferred style is to not italicize the words “magna,” “summa,” “cum laude,” and “with honors.” Honorary degrees are also not italicized.

She graduated summa cum laude.  
She was awarded an honorary doctorate.

### Academic Year

The names of semesters and sessions are not capitalized.

That course is offered only in the fall semester.  
He began taking courses fall of 2009.

### Class Designations

Preferred style is to not capitalize the class designations of students.

He entered the University as a junior.  
The graduate students attend courses in the evening.

Freshman is an acceptable term for all first-year students. “Freshman” can be used either as a singular noun or as an adjective; “Freshmen” can only be used as a plural noun.

He is a freshman majoring in English.  
He is part of the new freshman class.  
He’ll be living on campus with the other freshmen.

### Course Names

Preferred style is to capitalize the names of specific courses, but not the common nouns referring to subject areas, unless they are languages.

He enrolled in Political Science 102.  
He enrolled in a political science course.  
He enrolled in an English course.

### Group Designations

The names of specific racial, linguistic, tribal, religious, and other groupings are capitalized.

The commencement activities paid tribute to many Chumash traditions.

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## CONTACT INFORMATION GUIDELINES

### Official Mailing Address

California State University Channel Islands  
One University Drive  
Camarillo, CA 93012-8599

### Telephone

(805) 437-8400

### Web site Address

[www.csuci.edu](http://www.csuci.edu)

### E-mail Signature

Quick tip for PC users:

Save the “CI Formal Logo\_IB grad\_em signature” logo file to your computer.

In Microsoft Outlook, go to Tools > Options. Select Mail Format tab > Signatures.

Create your signature then position your cursor where you want to insert the Logo.

Click on the Picture icon to the right, find the logo file on your computer and select it. It will be placed where designated.

[Name]  
[Title]  
[Area / Office]  
California State University Channel Islands  
One University Drive  
Camarillo, CA 93012-8599  
[805/437-XXXX (phone), 805/437-XXXX (fax)]  
[first.last]@csuci.edu



### Telephone Greeting

CSU Channel Islands, this is [Your Name].

### Telephone Out of Office Message

“You’ve reached [Your Name] in the [area/office name] office at CSU Channel Islands. I am unable to take your call at this time. Please leave me a detailed message and I will return your call at the earliest time possible.

For immediate assistance, please contact [Name and telephone number of back up contact]. Thank you.

**SIGNATURE LOGO  
AVAILABLE ON  
PUBLIC DRIVE (Z) >  
LOGOS >  
SIGNATURE LOGO FOLDER**

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# PHOTOGRAPHY AND FILMING

## Photography and Filming General Rules

CSU Channel Islands is a public space and visitors may access any public areas that students, faculty, and staff occupy, except for Student Housing and secured areas of the former hospital, unless permission is granted.

### **A. Minimum Restriction: open to the public, off-limit areas, University Police enforcement**

1. Visual/Audio Image Release Form (English & Spanish versions): upon signature, this form grants the University permission to use visual/audio representation of students, employees, and administration
2. Still Photography/Filming Release Form: upon signing, this form creates an agreement between persons photographing or filming on University property. This form does not apply to professional film and production companies, but is geared more towards student projects or amateur productions.
3. Photograph/Visual Image Release Form: upon signing, this form allows the University unlimited use of designated photographs taken or owned by the signatory.

### **B. Restricted: professional film and production companies**

1. Details of request procedures to OPC and Unreel Productions

Copies of these forms are available to the campus community through Microsoft Outlook > Public Folders > Communication & Marketing folder. For assistance, please contact Communication & Marketing at (805) 437-8415.

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## OLD & NEW REFERENCES FOR CI PUBLICATIONS

OLD	NEW	DELETE	DIVISION/AREA
Athletics	Intercollegiate Athletics		Intercollegiate Athletics
Bar, Rolling, Dolphin logos	Formal and CI logos launched August 2009		Communication & Marketing
Blackboard <a href="http://csuci.blackboard.com">http://csuci.blackboard.com</a>	CI Learn <a href="http://myci.csuci.edu">http://myci.csuci.edu</a> <a href="http://www.csuci.edu/ats/irs/blackboard.htm">http://www.csuci.edu/ats/irs/blackboard.htm</a>		Academic & Information Technology
CSUCI	CI – still appropriate to use full name and CSU Channel Islands; use either as first reference in a section, then use CI for the remainder.		Office of the President
Extended Education	Extended University		Academic Affairs
Fees, Registration Fees	Tuition Fees, Tuition and Other Fees - use the term tuition fees for those mandatory systemwide fees that support the basic needs of the academic programs, student services, student financial aid, libraries and technology, and other areas of institutional support and maintenance of instructional facilities.		Campus-wide
Information Technology Services	Division of Academic & Information Technology		Formerly under Finance & Administration
myCSUCI	myCI	Peoplesoft	Academic & Information Technology
“Office of” references - all (i.e. Office of Research and Sponsored Programs)	Example: Research & Sponsored Programs	Office of (except for OOP)	President’s Cabinet
Peoplesoft	CI Records <a href="http://myci.csuci.edu">http://myci.csuci.edu</a>	Peoplesoft	Academic & Information Technology
Updated 032311			

## FREQUENTLY ASKED QUESTIONS

### 1. Why is it important to follow CI branding standards guidelines?

The guidelines, applied correctly and consistently, enable CI to project a strong, coherent identity and help to prevent confusion among our audiences. Proper use of CI’s official logos (Formal, Spirit, and University Seal) is an important part of the branding process, enhancing CI’s image as a high-quality educational institution.

### 2. Do we have a new logo to represent CI?

Yes - actually there are two new logos.

John Ridgway of Novocom generously donated his time and talent to develop our new Formal logo and its variations. In addition, he also created a system of Extensions, which will assist in unifying all campus academic entities - programs, divisions, institutes, and auxiliaries.

**When can I use it?** You can use the Formal logo in all University materials. See pages 7-13.

Alumna Taylor Marta’s design for the CI Spirit logo was chosen from a pool of more than 150 entries from current students and alums. The CI Spirit logo incorporates the Dolphin mascot playfully intertwined with bold CI letters.

**When can I use it?** You can use the CI Spirit logo in many documents including those that communicate to the student population. It is not, however, to be used in place of the Formal logo when communicating in official University documents. See page 15.

### 3. Should I always default to using the Formal Logo with the gradient?

Yes. Always consider the method of output to determine the best possible reproduction of the Logo. For example, translation of the gradient in embroidery may not be possible. Consult with the vendor, identify any additional costs that may be incurred, and feel free to contact Communication & Marketing to review any proofs.

Perhaps your budget will not allow full-color printing which would be the choice to reproduce the gradient variation. The option would be to use the flat variation without the gradient. These variations were created to allow more flexibility in the way we use the logo. Please see pages 9-12 for more information on color variations.

*continued on next page*

**4. What color are the CI logos?**

The logos utilize the official colors of the University, Pantone Matching System (PMS) 186 Red and PMS Cool Gray 11 (an option to the PMS 877 Silver color). They can also be reproduced in black or reversed out of black or other dark colors. Variations of the logos can be found on the Public Drive (Z) > Logos folder.

**5. I'm in a hurry. Why can't I just recreate the logo?**

Recreating the logo will not reproduce the logo accurately. The logo is created from elements and text designed specifically for CI and they have specific spatial relationships and alignment. Selecting a similar font and colors will invariably produce differences that will detract from the design. The logos are very easy to access and can be found on the Public Drive (Z) > Logos folder.

**6. How has the University Seal changed?**

The University Seal has changed in name (formerly the President's Seal) and slightly in design, making some elements bolder. To request and receive approval to use the University Seal please contact Communication & Marketing at ext. 8415.

**7. May I still use the old logos?**

No. The new branding system replaces the old CSU Channel Islands bar logo, rolling logo and Dolphin logo. Those graphics are obsolete and may no longer be used, except in an historical context.

**8. Where can I obtain electronic versions of the Logos?**

The Logos are available in different variations, colors and file types. All can be obtained by going to the Public Drive (Z) > Logos folder. Please feel free to copy this guideline document to your computer to use as a reference. Please consider printing double-sided copies if needed.

**9. Is there an electronic version of the letterhead? We don't really need the printed stationery.**

An electronic version of the letterhead has been released to all Division executive administrative assistants.

**10. What are the Extensions?**

Extensions are an integral phase of the Dimensional Branding concept, University Extensions will uniformly identify campus entities, allowing for their own expression of the visual brand and instantly recognizable as a part of the umbrella concept. Please see page 29 for more information.

**11. Can I use photographs in my materials? If so, do I need permission from the people in the photos?**

Yes to both questions. More information on photography and image permissions can be found on page 39. Image permission forms are generally required when the people in the photo(s) are easily recognizable and anyone under the age of 18 needs to have the parent's permission to use the image.

**12. I tried to resize the logo but now it looks too skinny. How do I fix this?**

Delete the logo and import a new file into your document. Click on the corner handles of the logo and, while holding down the Shift key, proportionally enlarge or reduce the file as needed.

**13. I opened a .JPG and copied and pasted it into my document, but it is very fuzzy on-screen and on my print out. How do I fix this?**

Most programs require artwork to be "placed" or "inserted" into the document. Save the art file to your computer and access the file when prompted to locate it while "inserting" or "placing" it.

**14. I don't see building signage covered in this Guide. How do I request new signage?**

All campus signage - pedestrian and building - is managed by Operations, Planning & Construction. You can place an project work order at [opcworkcenter@csuci.edu](mailto:opcworkcenter@csuci.edu).

**15. I don't see guidelines for creating web pages. How do I get started?**

Academic & Information Technology has compiled guidelines that are available at <http://www.csuci.edu/it/web/styleguide/>