



## **GRAPHIC STANDARDS MANUAL**

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# A MESSAGE FROM THE PRESIDENT

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To the Campus Community:

I am pleased to share with you the California State University Channel Islands Graphic Standards Manual. As a new university, it is important that we establish a consistent look and feel to all published materials associated with Cal State Channel Islands. It is also important that we safeguard our traditions.

The purpose of this manual is to familiarize you with the official graphic symbols of the University and assist you in implementing these symbols.

This book will grow and evolve along with the campus. A version of the guide can also be found on the Web. You are encouraged to share the information with any outside printers and vendors who carry out work on behalf of CSU Channel Islands.

I would like to commend the Campus Marketing Committee for their teamwork in coordinating the contents of this document.

Should you have questions, need support, or require additional copies of the manual, please contact the Office of University Advancement at (805) 437-8415.

Sincerely,

A handwritten signature in black ink, appearing to read "Richard R. Rush". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Richard R. Rush  
President

# GRAPHIC ELEMENTS

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The 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.

High-resolution digital files of these graphic elements are available from the Office of University Advancement at (805) 437-8415.

The Office of University Advancement gives final approval on all materials published for an external audience.

## Official Logo

The California State University Channel Islands official logo is a one-of-a-kind signature that identifies the University. The logo should be displayed prominently on all official university publications. The logo may be reproduced in black or the official school colors: PMS (Pantone Matching System) 186 red or PMS 877 silver. Since metallic silver may not be appropriate for some publications, the recommended substitute is PMS Cool Grey 8.

POSSIBLE USES: Stationery, catalogs, newsletters, forms, reports, signs, advertisements, publications, academic and marketing materials.



## Rolling Logo

The rolling logo is an abbreviated version of the official logo. It can be used on all official university publications, but because it does not include the full name of the University, it should not be used as the sole mark of identity unless space is extremely limited. The logo may be reproduced in black or the official school colors: PMS (Pantone Matching System) 186 red or PMS 877 silver. Since metallic silver may not be appropriate for some publications, the recommended substitute is PMS Cool Grey 8.

POSSIBLE USES: Signs, advertisements, academic and marketing materials.



# GRAPHIC ELEMENTS

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## President's Seal

The president's seal is the official mark of the Office of the President of the University 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 or PMS 877 silver. Since metallic silver may not be appropriate for some publications, the recommended substitute is PMS Cool Grey 8.

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



*Please note: Use of the president's seal must be approved by the Office of University Advancement at (805) 437-8415.*

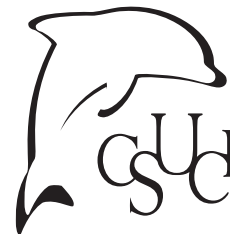
## Dolphin Logo

The dolphin logo features the official mascot of the University. It should not be used in place of the official logo. It is reserved for more casual events and mementos associated with the University.

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 logo may be reproduced in black or the official school colors: PMS (Pantone Matching System) 186 red or PMS 877 silver. Since metallic silver may not be appropriate for some publications, the recommended substitute is PMS Cool Grey 8.

POSSIBLE USES: T-shirts, mugs, pens, key rings, athletic items, signs.



*The dolphin may be used with the rolling logo. It may also be used alone as a design element when the connection between it and the University name is evident. For example, it may be placed on the front of a cap with the University name on the back.*

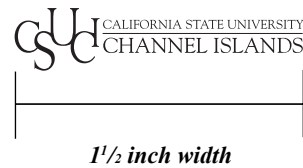
*(Dolphin design by Sharon Beck)*

# GRAPHIC ELEMENTS

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## Logo Sizing

To maintain legibility, the official logo should not be reduced to a width less than  $1\frac{1}{2}$  inches.

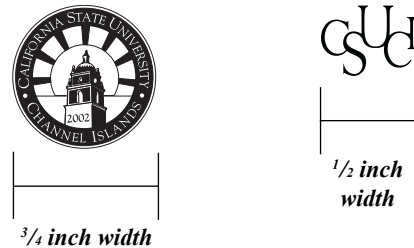


The dolphin logo should not be reduced to a width less than  $1\frac{3}{4}$  inches. This will ensure legibility of the official logo portion.



The president's seal should not be reduced smaller than  $\frac{3}{4}$  of an inch in diameter.

The rolling logo should not be reduced smaller than  $\frac{1}{2}$  an inch in width.

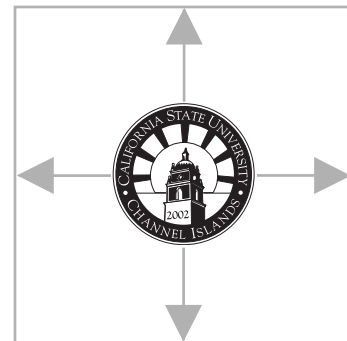


## Logo Area

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 8;
- Enlarging or reducing the logo disproportionately;
- Placing the logo in close proximity to or over other logos or patterns.



# GRAPHIC ELEMENTS

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## Electronic Logo File Formats

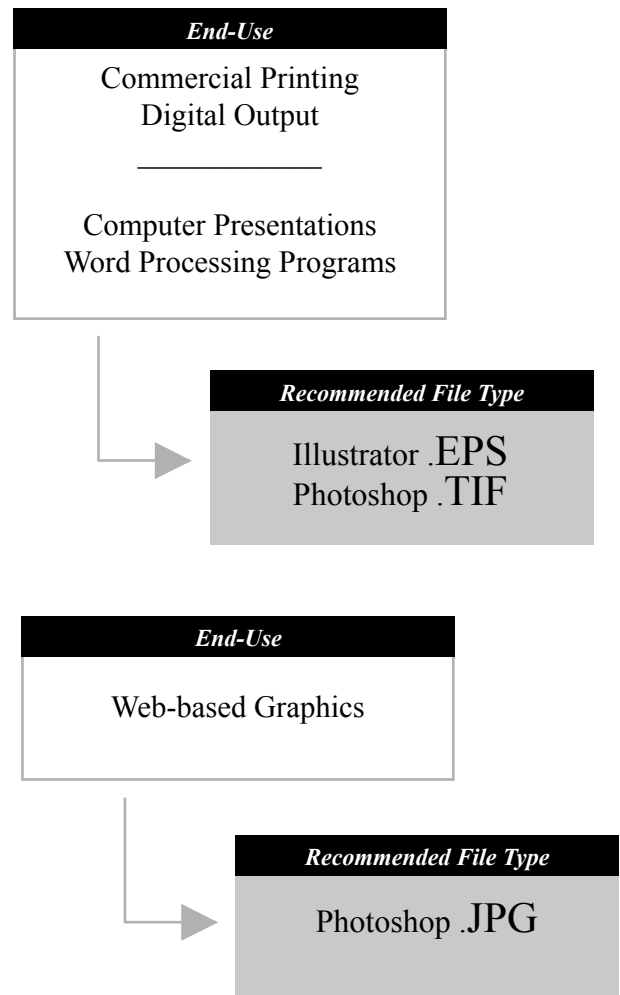
The University graphic elements are available in three formats: Adobe Illustrator .EPS, Adobe Photoshop .TIF, and Adobe Photoshop .JPG. The type of file used is dependent on the end-use – commercial printing, digital output, or on-screen viewing purposes.

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 is a vector-based file format and is 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 .TIF is a pixel-based file format and is also compatible with most desktop publishing and graphic design programs. A .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.

To obtain an electronic file or to answer questions regarding the files, contact University Advancement at (805) 437-8915.



# GRAPHIC ELEMENTS

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## Type Style

The recommended type style for all official documents associated with the University is Times New Roman. This font is available on all computers at California State University Channel Islands. The Macintosh platform equivalent to this type style is Times.

Times New Roman  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

*Times New Roman Italic*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890!@#\$%^&\*()*

**Times New Roman Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@#\$%^&\*()**

***Times New Roman Bold Italic***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890!@#\$%^&\*()***

## School Colors

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 8.

As with the other official symbols of the University, the school colors have an important significance. The red, which is in the University's original master plan, echoes the tile roofs of the mission-style buildings on campus. 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



Process Mix Equivalent

C = 47  
M = 37  
Y = 36  
K = 2



Process Mix Equivalent

C = 45  
M = 37  
Y = 35  
K = 1



# STATIONERY

Stationery is the most common vehicle offices and departments use to communicate with both internal and external audiences. In order to ensure a consistent look, there is one stationery package for all offices and departments at the University. It includes letterhead, business cards, and #10 envelopes.

To order stationery, please contact the Finance and Administration Office at (805) 437-8481.

## Letterhead

The California State University Channel Islands letterhead is designed to provide consistency while allowing offices and departments to personalize their contact information.

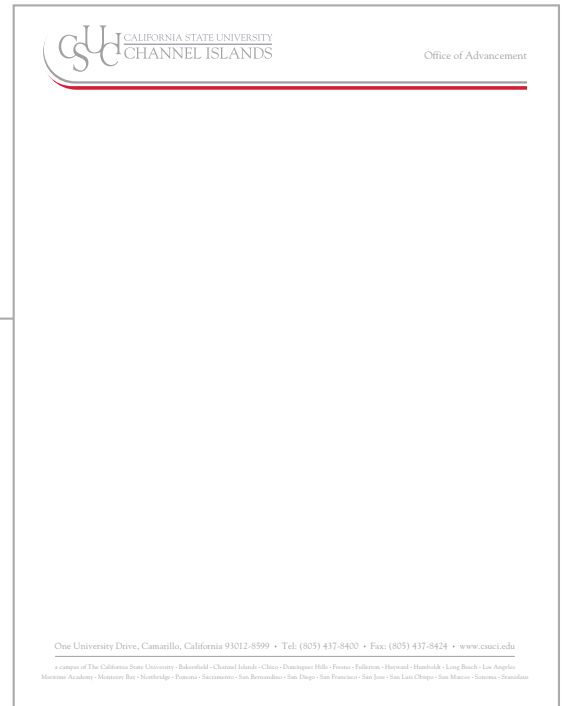
Information that can be customized includes the name of the office or department, the address, the telephone number, and the fax number.

## Business Cards

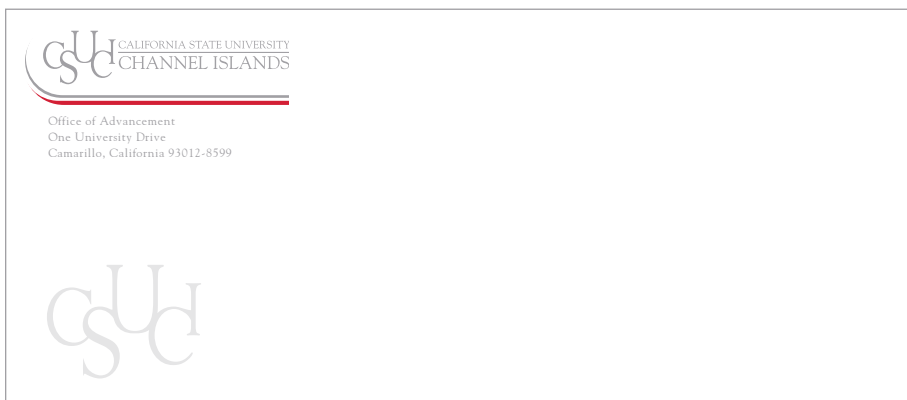
Information that can be customized includes the name of the employee, his/her title, the address, the telephone number, the fax number, and the email address(es).

## #10 Envelopes

The University has a #10 envelope that can be ordered. Information that can be customized includes the name of the office or department and the address.



**Letterhead first and second sheet - shown at 30% of original size.**



**#10 Envelope - shown at 50% of original size.**



**Business Card front and back - shown at 50% of original size.**

# WEB STYLE STANDARDS AND GUIDELINES

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The following document is a summary of the official Web Style Standards and Guidelines for CSU Channel Islands. The complete version of the Web Style Standards and Guidelines can be found at: <http://www.csuci.edu/its/web>.

## ADA Accessibility and Section 508 Compliance

All CSU Channel Islands official Web sites must comply with Section 508 requirements and guidelines. This includes all academic and administrative Web sites, hosted on CSU Channel Islands Web resources or otherwise, which provide course content or other resources for current or prospective students.

Information on Section 508 compliance and ADA accessible Web site design can be found at: <http://www.csuci.edu/its/web>.

## Copyright

All materials posted and/or hosted on CSU Channel Islands Web resources should comply with federal copyright regulations, including the Digital Millennium Copyright Act (DMCA) and the Technology, Education, and Copyright Harmonization Act (TEACH).

More information on copyright and fair use can be found at: <http://www.csuci.edu/its/web>.

## Content Ownership and Maintenance

### **Approval**

Before posting to the any production server, any content for official University pages and/or Web sites must be approved by the designated “owner” of the page and/or site.

Users may contact the Web Services Office (805-437-8552) to obtain owner and/or contact information for any Web page and/or site hosted at CSU Channel Islands.

### **Maintenance Responsibilities**

The “owner” of any given official University Web page and/or site is responsible for keeping the content and function of the Web page and/or site up-to-date and functioning correctly at all times (i.e., making timely updates to contents, repairing broken navigation and graphic elements, ensuring that the site is accessible, etc.).

The “owner” is responsible for understanding and complying with the Internet use and Web use policies.

# WEB STYLE STANDARDS AND GUIDELINES

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## Minimum Web Site Design Standards

All formal units of the University (such as colleges, campuses, schools, divisions, centers, institutes, and areas) shall be required to include the following identification elements on any Web page presenting official University information (information sanctioned by the University and directly related to University business or academic activities).

### **The CSU Channel Islands Official Logo**

Please refer to the standards for use of the official logo in the Graphic Standards Manual, section 2.1.

To ensure consistency across the University, the mark must be placed in the top left area of any Web page presenting official University information.

Various Web-ready versions of these logos are available for download at: <http://www.csuci.edu/its/web>.

### **Link to the University Home Page**

All units of the University are required to include a link to the CSU Channel Islands home page ([www.csuci.edu](http://www.csuci.edu)). This can be done using a clickable link within the mark or with a text-only link.

It is essential for navigation through the University's Web pages that any Web page presenting official University information have this link back to the University's home page.

### **Standard Navigation Links**

Links to the following items are required on all official CSU Channel Islands Web sites and Web pages:

- a. Contact (<http://www.csuci.edu/contact.htm>)
- b. Search (<http://www.csuci.edu/search.htm>)
- c. Site Map (<http://www.csuci.edu/sitemap.htm>)
- d. Legal Notice (<http://www.csuci.edu/legal.htm>)
- e. Privacy Policy (<http://www.csuci.edu/privacy.htm>)

### **Copyright text**

The following text should be included on each official University Web page:

“© 2003 California State University Channel Islands. All rights reserved.”

More information on copyright and fair use with respect to University Web sites can be found at: <http://www.csuci.edu/its/web>.

## CSUCI Web Branding Standards

All official University Web sites should comply with the graphic and editorial guidelines outlined in the official University Graphic Standards Manual.

### **Web Colors**

University colors should be used in official CSU Channel Islands Web pages when possible to facilitate correct University branding.

Color usage should always be considered in terms of Section 508 accessibility requirements. Information on accessible Web site design can be found at: <http://www.csuci.edu/its/web>.

# WEB STYLE STANDARDS AND GUIDELINES

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The correct Web-safe color versions of the official University colors are as follows:

## **PMS 186 (red)**

Hex Color: #CC3333

RGB: 204,51,51

## **PMS 877 (silver)**

Three options are available, and each has a recommended use.

Option 1:

Dark Grey

Hex Color: #999999

RGB: 153,153,153

*(recommended for text; not recommended for backgrounds)*

Option 2:

Light Grey

Hex Color: #CCCCCC

RGB: 204,204,204

*(recommended for backgrounds; not recommended for text)*

Option 3:

Dark Grey

Hex Color: #333333

RGB: 51,51,51

*(for text only; not recommended for backgrounds)*

## **Style Sheet**

The correct font and style formatting can be applied to University Web pages by including the following code within the <head> tag of any HTML document:

```
<link href="http://www.csuci.edu/css/main.css" rel="stylesheet" type="text/css">
```

## **Fonts**

The Verdana font family is recommended for Web page headings and body text, followed by Arial and Helvetica.

Relative (not absolute) font sizes should be used whenever possible to promote accessible design.

Verdana Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&\*()

Verdana Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&\*()

Verdana Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&\*()

Verdana Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&\*()

# WEB STYLE STANDARDS AND GUIDELINES

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## Guidelines for Font Formatting

For instances when differentiation of text areas is required (such as between headings and subheadings, or subheadings and body text, etc.), the use of text effects (such as bold and italics) and increases or decreases in font size are the recommended solutions for font formatting on CSU Channel Islands Web pages. For headings and/or subheadings, the use of title case is recommended (e.g., The Quick Brown Fox Jumped Over The Lazy Dog).

The use of all-caps text formatting is strongly discouraged for all University Web pages, including page/section headings and/or subheadings, and especially in the body text of any Web document. Research has shown that 90 percent of readers consider all-capital type to be less legible than lowercase and that all-capital type is read more slowly than mixed-case formatted type. Also, the use of all-caps is generally considered in “net etiquette” to be tantamount to shouting.

The use of the official CSU Channel Islands Web style sheet (see the “Style Sheet” section on page 4.3) is recommended for all official University Web pages. The style sheet has been designed with the above guidelines on text emphasis in mind, and the use of this style sheet will simplify the maintenance of Web pages by ensuring compliance with future changes to the CSUCI Web type standard.

Please contact the CSU Channel Islands Web Services office at [webmaster@csuci.edu](mailto:webmaster@csuci.edu) <<mailto:webmaster@csuci.edu>> if you have questions about how to use this style sheet or visit <http://www.csuci.edu/its/web/> for more information on using style sheets.

## Web Site Design Quality and Recommendations

Web sites at CSU Channel Islands are expected to adhere to the highest levels of quality, properly reflecting CSU Channel Islands’ image and stature, and to abide by the minimal guidelines on the proper display of the CSUCI official logo. While units of the University are free to develop or modify their own sites, the Communications and Marketing area will be responsible for ensuring adherence to the guidelines contained in the University’s Web Style Standards and Guidelines.

An in-depth discussion of recommendations for ensuring high-quality Web design can be found in the Web Style Standards and Guidelines at: <http://www.csuci.edu/its/web>.

Templates designed for use on official University pages are available at: <http://www.csuci.edu/its/web>. These templates are suitable for use with Macromedia Dreamweaver or other Web design software.

# STATEMENTS

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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.

## 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.

**CSUCI is an Equal Opportunity Employer.**

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

## 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.

**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.**

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

## 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 Cal State University Channel Islands.

**California State University Channel Islands is Ventura County's first four-year, public university and the newest of the CSU campuses. The University — located on a 670-acre campus of preserved natural coastal landscape — emphasizes learning within and across disciplines through integrated approaches and experiential and service learning. For more information, visit [www.csuci.edu](http://www.csuci.edu).**

For more information on the use of this description, please contact the Office of University Advancement at (805) 437-8415.

# STATEMENTS

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## 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.**

# EDITORIAL GUIDELINES

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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 Chicago Manual of Style* 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 press, such as media alerts and press 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 Office of University Advancement 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 of the University

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 preferred abbreviations of this name.

Note that these abbreviated names do not use commas or periods.

It is recommended that the full name of the University be used on first reference. Abbreviated names should be used only on subsequent references.

“CSUCI” is an acceptable abbreviation, but should be used sparingly, in situations where space is limited, as it might be mis-pronounced in a manner derogatory to the University.

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

**California State University Channel Islands**

**Cal State University Channel Islands**

**Cal State Channel Islands**

**CSU Channel Islands**

**It was a year of historic firsts for the University.**

**The key to a successful university is its curriculum.**



# EDITORIAL GUIDELINES

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## Majors

As of fall 2003, California State University Channel Islands offers ten majors and a teacher credentialing program, which are listed to the right.

**Biology**  
**Business**  
**Computer Science**  
**Education**  
**English**  
**Environmental Science and Resource Management**  
**Fine Arts**  
**History**  
**Liberal Studies**  
**Mathematics**  
**Psychology**

## 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.**

## Academic Titles

Within the text of a document, capitalize a title when it precedes the name of an individual. The title should be lowercased and set off with commas when it follows the name of an individual.

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

The only exceptions to this rule are named professorships or chairs, which are always capitalized.

**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.**

# EDITORIAL GUIDELINES

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## 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 2003.**

## 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.**

# CONTACT INFORMATION

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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

**[Name]  
[Title]  
[Department / 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**

# CAMPUS MARKETING COMMITTEE MEMBERS

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Kent Baxter, Communications Specialist

Gary Berg, Director of Extended Education

Lisa Breckenridge, Communications and Marketing Assistant

William Cordeiro, Professor of Management

Trae Cotton, Director of Student Development

Shelley Crawford, Admissions and Records Specialist

Joanna Dacanay, Graphic Designer

Nancy Covarrubias Gill, Associate Director of Operations and Special Projects

Peggy Hinz, Director of Communications and Marketing

Peter Mosinskis, Web Administrator

Andrea Richard, Bookstore Manager

Sue Saunders, Advisement Coordinator

Greg Sawyer, Vice President for Student Affairs

Cathy Strauch, Buyer II

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