

Guidelines for Designing Artwork for Officially Registered Student Organizations

Software

- Logo artwork should be created in Vector format (line drawing) using Adobe Illustrator set at 300 dpi minimum. This will ensure crisp, scalable reproduction. This format can be transformed into any file type needed down the road - pixelated JPG, EPS, TIF, GIF, etc.
- It is very difficult to work in reverse with a design that is not the appropriate dpi and originating in Photoshop. See more information below under Output/Publishing.

Design Considerations

- Refer to the University's Identity Style Guide (ISG) for general design considerations. It may be accessed at: <https://www.csuci.edu/commkt/isg/>.
- As noted in the ISG under [Typeface Styles and Colors](#), Gill Sans MT is the University's preferred type style.
- University logos should not be used within the design of student logo artwork – see [Secondary Theme Designs for Events, Programs or Clubs](#).
- Terminology - don't use dated slang or hip references and follow University name variations as outlined in the [Writing Style Guide](#).
- Create a basic design - one that does not refer to a date or theme - those can be added later.
- Establish a lifespan for the new artwork design of at least 4-5 years.
- A good reference tool for defining a brand, identity and logo:
<http://justcreativedesign.com/2010/04/06/branding-identity-logo-design-explained/>

Size

- Start the design at least 8.5 x 11 in size and resize it during design to see it at small sizes (down to 2" x 2").
- Consider horizontal and vertical orientation options.
- Follow appropriate sizing and clear space guidelines as indicated in the ISG under [Size and Area variations](#).

Colors

- Colors are important to use correctly. Create artwork using spot colors as these can be changed to 4-color CMYK or black & white later if needed.
- PMS 186 red and PMS 877 silver are the University colors; PMS Cool Grey 11 may be substituted for silver when necessary – see [Typeface Styles and Colors](#) in the ISG.
- Percentages of PMS 186 red are not desired as they appear pink or salmon.
- Black is an acceptable complimentary color to the palette.

Output/Publishing

- How will the logo reproduce when screen printed on tee shirts or embroidered on apparel? See the [Apparel section](#) in the ISG.
- How will the logo appear offset printed or color copied for brochures, posters, used on a web page? All require different file types and dpi resolution – see [Electronic File Formats](#) for details.
- It's recommended that you don't use an image – images require a screen pattern for reproduction and will increase output costs.