

20TH ANNIVERSARY LOGO STYLE GUIDE

In celebration of the 20th Anniversary of CSU Channel Islands, commemorative logos designed by Jessica Chiang, Communication & Marketing Graphic Designer and '15 Art alumna, were selected by a campus-wide 20th Anniversary committee and President Richard Yao.

Jessica found inspiration in the fact that the Bell Tower is always and forever the icon of the University and added a new play on the traditional sunrays found in the University seal.

These logos can be used on print and digital collateral, promotional items, and University web pages from August 16, 2022 to August 16, 2023.

Logo files on Dropbox: <https://www.dropbox.com/sh/k31k7fokkacoo8c/AADZ5aA8yEhyUZZ6wIRGbOtJa?dl=0>

Please contact Jessica Chiang at Jessica.chiang@csuci.edu for inquiries.

20TH ANNIVERSARY LOGO VARIATIONS (2):

- **VARIATION A - Vertical**
- **VARIATION B - Horizontal**



Variation A - vertical



Variation B - horizontal

VARIATION STYLES (4):

1. SOLID Style

The Bell Tower is filled in with white. This ensures a white view of the Bell Tower artwork when used on colored backgrounds, material, paper, etc.

- Files will include “solid” in the filename.
- Please note, when using this version for apparel orders, include white in the ink color specifications (White and Black/Red/CoolGrey 11).

2. CLEAR OR ONE-COLOR Style

The Bell Tower is clear and a background color will show clearly through it.

- Files will include “clear” in the filename

3. NO ANNIVERSARY THEME Style

These versions should only be used when the live artwork area is too small to legibly read the theme e.g. for promotional items;

- When the anniversary theme “Honoring Our Past—Building The Future” or a variation of it (e.g. “Celebrate CSUCI’s 20th anniversary as we honor our past and build the future”) is used in text prominently in the document.



1. Solid Style



2. Clear or One-Color style

3. No Anniversary Theme style



Color and filetype variations:

- Black, PMS 186 Red, Cool Grey 11 and White
- White versions should be used on darker backgrounds
- EPS, PDF and PNG (clear white versions)



Note: This Solid style—white color variation outlines the Bell Tower in Red



4. EMAIL SIGNATURE

- A JPG file of the black horizontal variation has been created for use in email signatures.

Joanna Murphy
Associate Director for Communication & Marketing
Office of the President
CSU Channel Islands
C: 805-427-1520
O: 805-437-8915
joanna.murphy@csuci.edu



OPTIONAL VARIATION ANNIVERSARY MESSAGE ELEMENTS AS TEXT

The anniversary message in text is an option for promotional items or other artwork areas too small to appropriately use the Logo variations legibly.

CSUCI

2002-2022

HONORING OUR PAST • BUILDING THE FUTURE



ADDITIONAL EXAMPLES OF USE ON PROMOTIONAL ITEMS

Printing Note: Confirm the file type needed by your vendor. Typically, they can receive artwork in Black and assign the color ink in the printing process.

VARIATION A - vertical
SOLID style
PMS 186 Red & White inks



VARIATION B - horizontal
SOLID style
PMS 186 Red & White inks



VARIATION A - vertical
CLEAR style
White Ink



VARIATION B - horizontal
CLEAR style
Printed in White Ink

