IDENTITY STYLE GUIDE

March 2011 Update

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IDENTITY STYLE GUIDE

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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
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 1 - 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).

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.

**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 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.

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.

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.

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.

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

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

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

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
CALIFORNIA STATE UNIVERSITY

Channel Islands
CALIFORNIA STATE UNIVERSITY

Office Of The
PRESIDENT
CHANNEL ISLANDS

California State University
FORMAL LOGO COLOR VARIATIONS – BLACK & WHITE
FORMAL LOGO COLOR VARIATIONS – GRADIENT REVERSED
FORMAL LOGO SIZING & AREA

To maintain legibility, the Formal Logo text area should not be reduced to a width less than 1½ 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).
### 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.

<table>
<thead>
<tr>
<th>INCORRECT</th>
<th>WHY</th>
<th>CORRECT</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="Incorrect Logo" /></td>
<td>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.</td>
<td><img src="image2" alt="Correct Logo" /></td>
</tr>
<tr>
<td><img src="image3" alt="Incorrect Logo" /></td>
<td>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.</td>
<td><img src="image4" alt="Correct Logo" /></td>
</tr>
<tr>
<td><img src="image5" alt="Incorrect Logo" /></td>
<td>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 <a href="mailto:joanna.murphy@csuci.edu">joanna.murphy@csuci.edu</a></td>
<td><img src="image6" alt="Correct Logo" /></td>
</tr>
<tr>
<td><img src="image7" alt="Incorrect Logo" /></td>
<td>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.</td>
<td><img src="image8" alt="Correct Logo" /></td>
</tr>
<tr>
<td><img src="image9" alt="Incorrect Logo" /></td>
<td>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.</td>
<td><img src="image10" alt="Correct Logo" /></td>
</tr>
</tbody>
</table>
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).

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.

The University Seal should not be reduced smaller than 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 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.
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
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 to request the appropriate files.

- Photoshop .TIF files may be requested by email to 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.
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
ABCD EFGH IJKLMN OPQRST U VWXYZ 1234567890
Abcd efghijklmnopqrstuvwxyz !@#$%^&*()":;+=

Arial - Option for Gill Sans
ABCD EFGH IJKLMN OPQRST U VWXYZ 1234567890
Abcd efghijklmnopqrstuvwxyz !@#$%^&*()":;+=

Times New Roman
ABCD EFGH IJKLMN OPQRST U VWXYZ 1234567890
Abcd efghijklmnopqrstuvwxyz !@#$%^&*()":;+=

Bodini
ABCD EFGH IJKLMN OPQRST U VWXYZ 1234567890
Abcd efghijklmnopqrstuvwxyz !@#$%^&*()":;+=

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.
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

**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.

**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

Samples shown at 60% size
<table>
<thead>
<tr>
<th>LETTERHEAD</th>
<th>BUSINESS CARDS</th>
<th>ENVELOPES</th>
</tr>
</thead>
</table>

**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 an asterisk may include a secondary logo on a business card

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**STATIONERY – 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
- 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

**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

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

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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.

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.

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 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.

To determine visual spacing on larger reproductions of the Logo, measure the height of the grey text and use the dimension as clear space guidance around the Logo.
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.

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

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

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
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.

CSU Channel Islands is an Equal Opportunity Employer.

It is recommended that all publications relating to employment at the University be approved by Human Resources 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 Human Resources 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 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.
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.

*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.”

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

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.
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

E-mail Signature

Quick tip for PC users:
Save the “CI Formal Logo_1B 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.

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
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.
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.
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 opcoworkcenter@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/