



COLUMBUS STATE

UNIVERSITY

BRAND IDENTITY GUIDELINES

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PRIMARY INSTITUTIONAL FONT - BERLING

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

PRIMARY ATHLETIC FONT - CSU BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

SUPPORT FONT - FUTURA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SUPPORT FONT - FUTURA CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Proper application of typography and color ensures a seamless extension of the Columbus State brand identity.

Berling serves as the primary font of the institutional brand identity. CSU Bold serves as the primary font of the athletic brand identity. The Futura family provides complementary support fonts for the brand identity.

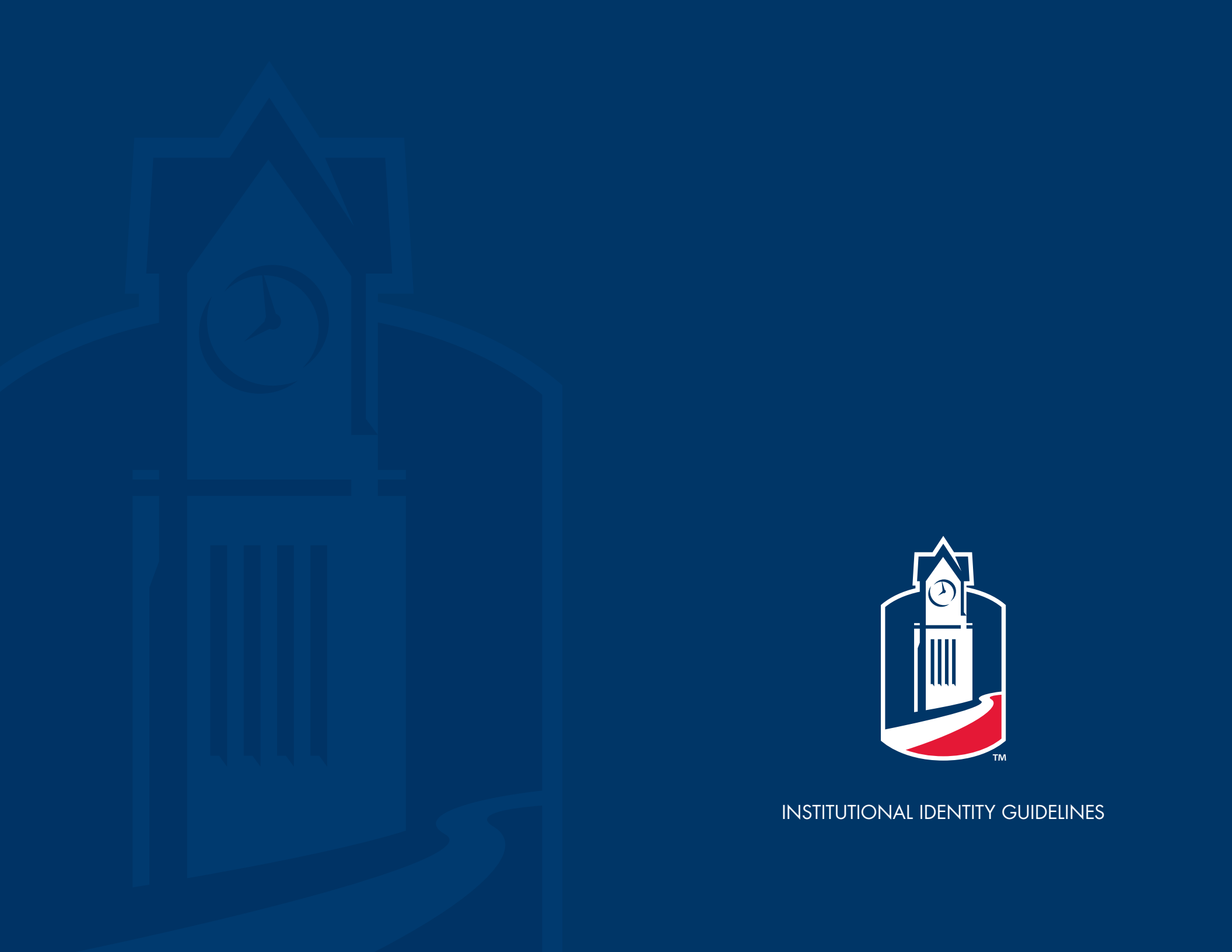
Columbus State Blue and Columbus State Red are the university's official colors. Their specific color information can be found below.



COLUMBUS STATE BLUE
PANTONE 540 C
C: 100, M: 55, Y: 00, K: 55
R: 0, G: 51, B: 91
Hex #003359



COLUMBUS STATE RED
PANTONE 186 C
C: 100, M: 55, Y: 00, K: 55
R: 198, G: 12, B: 48
Hex #c60c30



INSTITUTIONAL IDENTITY GUIDELINES



COLUMBUS STATE

UNIVERSITY

The Primary Institutional Mark features the Whitley Clock Tower and a river or pathway which are symbolic of the university's primary campus, downtown campus and the mission of academic excellence and intellectual growth. One-color and reversed applications are to be applied as demonstrated below.



COLUMBUS STATE

UNIVERSITY



COLUMBUS STATE

UNIVERSITY



COLUMBUS STATE

UNIVERSITY

The Condensed Institutional Mark provides an alternative arrangement of the Primary Institutional Mark, ideal for vertical format applications. One-color and reversed applications are to be applied as demonstrated below.



COLUMBUS
STATE

UNIVERSITY



COLUMBUS
STATE

UNIVERSITY



COLUMBUS
STATE

UNIVERSITY



COLUMBUS
STATE

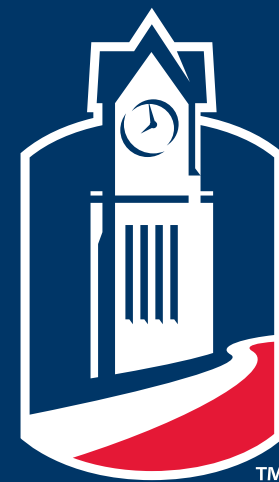
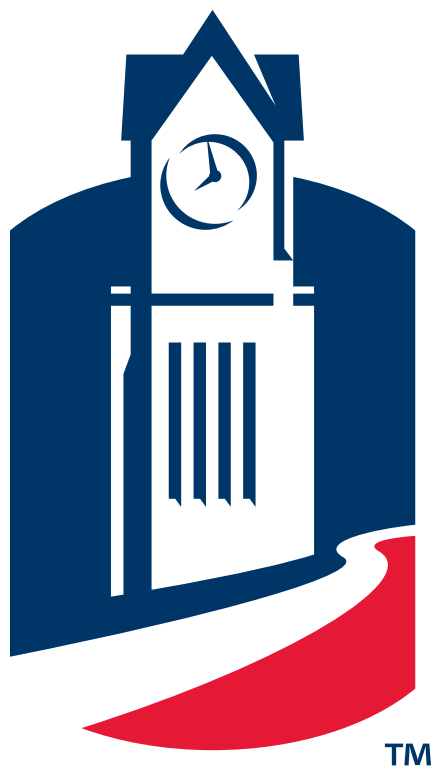
UNIVERSITY



The Extended Institutional Mark provides an alternative arrangement of the Primary Institutional Mark, ideal for horizontal format applications. One-color and reversed applications are to be applied as demonstrated below.



The Secondary Institutional Mark features the Whitley Clock Tower as an isolated icon. One-color and reversed applications are to be applied as demonstrated below.





ATHLETIC IDENTITY GUIDELINES

Primary Athletic Mark 1 serves as the cornerstone of the Columbus State athletic brand. One-color and reversed applications are to be applied as demonstrated below.



Primary Athletic Mark 2 provides an alternative version of the primary mark, featuring the full-body cougar mascot. One-color and reversed applications are to be applied as demonstrated below.



Secondary Athletic Mark 1 features an isolated cougar head icon. One-color and reversed applications are to be applied as demonstrated below.



Secondary Athletic Mark 2 features a full-body version of the cougar mascot. One-color and reversed applications are to be applied as demonstrated below.



Secondary Athletic Mark 3 provides an abbreviated alternative to Primary Athletic Mark 1. One-color and reversed applications are to be applied as demonstrated below.



The interlocked 'CSU' at left serves as the official Columbus State monogram. One-color and reversed applications are to be applied as demonstrated below.



The Primary Athletic Wordmark serves as the primary typographic asset for the brand identity. One-color and reversed applications are to be applied as demonstrated below.



The Secondary Athletic Wordmark serves as an extended typographic asset in the brand identity. One-color and reversed applications are to be applied as demonstrated below.



COLUMBUS STATE
UNIVERSITY

The logo features the words "COLUMBUS STATE" in a bold, red, sans-serif font with a blue outline, and "UNIVERSITY" in a bold, blue, sans-serif font with a red outline. The text is arched.

COLUMBUS STATE
UNIVERSITY

The logo features the words "COLUMBUS STATE" in a bold, white, sans-serif font with a red outline, and "UNIVERSITY" in a bold, white, sans-serif font with a blue outline. The text is arched.

COLUMBUS STATE
UNIVERSITY

The logo features the words "COLUMBUS STATE" in a bold, white, sans-serif font with a black outline, and "UNIVERSITY" in a bold, white, sans-serif font with a black outline. The text is arched.

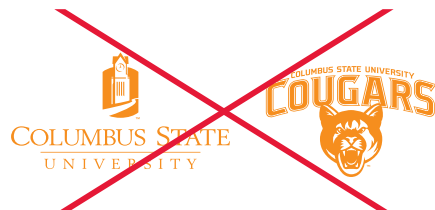
COLUMBUS STATE
UNIVERSITY

The logo features the words "COLUMBUS STATE" in a bold, black, sans-serif font with a white outline, and "UNIVERSITY" in a bold, black, sans-serif font with a white outline. The text is arched.

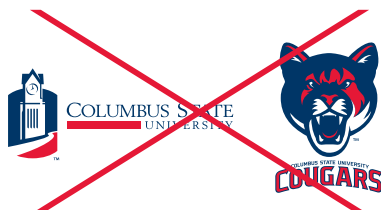
1



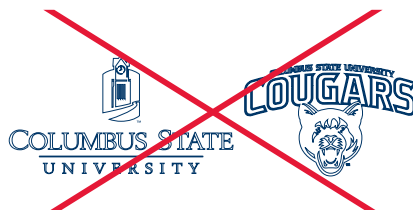
5



2



6



3



7



4



8



To ensure the maximum performance of the Columbus State University brand identity, each mark should be displayed properly and should never be altered or modified in any way. The violation examples listed below and shown at left demonstrate unacceptable uses of the marks within the Columbus State brand identity:

- 1 Do not alter the orientation or proportions of marks
- 2 Do not alter or reformat wordmarks
- 3 Do not change typefaces within marks
- 4 Do not alter colors within marks
- 5 For 1-color marks, do not use anything but official colors or black/white
- 6 Do not outline marks
- 7 Do not crop marks in any way
- 8 Do not place marks on visually distracting backgrounds

SAFE ZONE INFORMATION



SIZING INFORMATION



SAFE ZONE INFORMATION

A predetermined amount of clear space should surround the family of Columbus State marks at all times. This protective field ensures a clear and prominent presentation of all marks within the brand identity.

A protected field the height and width of the "C" in "Columbus State" should surround all institutional marks in the brand identity. A protected field the height and width of the "G" in "Cougars" should surround all athletic marks in the brand identity.

SIZING INFORMATION

To ensure proper legibility of the variety of marks within the brand identity, please adhere to the measurements for the minimum size requirements for high resolution printed images seen at left. For lower resolution items, the minimum size should be increased in order to maintain integrity of the marks.

INSTITUTIONAL CONTACT INFORMATION

PUBLIC RELATIONS

Richards Hall 101
Columbus, GA 31907
706.568.2030

ATHLETIC CONTACT INFORMATION

ATHLETICS DEPARTMENT

Lumpkin Center
4225 University Avenue
Columbus, GA 31907
706.568.2204

STRATEGIC MARKETING AFFILIATES

Pan American Plaza
201 South Capitol, Suite 520
Indianapolis, IN 46225
317.829.5690

