COLUMBUS STATE UNIVERSITY'S VISION
Columbus State University strives to be a first choice institution for discerning students who seek challenging programs, engaged faculty, and a vibrant, globally connected campus culture.

COLUMBUS STATE UNIVERSITY'S MISSION
We empower people to contribute to the advancement of our local and global communities through an emphasis on excellence in teaching and research, life-long learning, cultural enrichment, public-private partnerships, and service to others.

STRATEGIC PLAN PRIORITY #1:
Attract a higher percentage of students with the motivation and preparation to complete a degree.

GOAL #1 FOR STRATEGIC PLAN PRIORITY #1:
Improve CSU’s name recognition, academic reputation, and ranking.

BRAND SUMMARY STATEMENT
Columbus State University provides a creative, deeply personal and relevant college experience.

BRAND ATTRIBUTES:
ACADEMIC EXCELLENCE/QUALITY
GROWTH-ORIENTED/ON THE MOVE
SUCCESS-ORIENTED
DIVERSITY
ENGAGEMENT
PARTNERSHIP/COMMUNITY

COPYWRITING: THE BASICS
- Remember your audience
- Make content, as well as tone and word choice, relevant to the reader.
- Ask for the sale
- Have one clear next step and make readers feel like they need to take it.
- Front-load your copy
- Keep the most important information at the beginning.
- Keep it active
- Use present tense and address the reader directly using "you." Columbus State University is "we."
- Keep it concise
- Write it, then cut it in half.
- Make it scannable
- Break copy into manageable chunks (subheads, bullets)
- Avoid negatives
- Turn that "can't" into a "can."
- Hook your readers
- Grab their attention by eliciting an emotion.
- Sell the benefits
- When you ask "why should I care?" the copy should answer that question.
- Show rather than tell
- Use words to evoke images, and tell a story rather than completely relying on design.
- Have a strategy
- Think about the piece you’re writing in the context of the larger flow to ensure a consistent experience.

BEFORE YOU SEND
- Check each link, linked text, or linked image. Ensure that the link works, is current/updated, and is relevant.
- View the email in a variety of email clients. Outlook and Gmail are two of the most popular.
- Mobile
- View the email on a mobile device. The iPhone and devices with use Android are two of the most popular devices.
- Check the links on a mobile device. Can users complete the action intended?
- For more information and additional resource, please go to ColumbusState.edu/UR

PUBLICATION GUIDELINES
All publications from the university should reflect the overall image, message and mission of the university. They should be attractive, consistent in their use of logos, serve their purpose, speak to the audience for which they're targeted and include the words Columbus State University – not just CSU – on the front and back of every publication that's sent to an external audience. An official CSU clock tower logo – available online – will satisfy half of that requirement as it must be on the front or the back.

The university's official colors are red, white and blue (Pantone colors 540 and 186)

University publications should:
- Portray the image of the University consistently, accurately and attractively
- Effectively promote the service or event
- Appropriately "speak to" the intended audience.

ADDITIONAL RESOURCES
LOGO AND TEMPLATE FILES
columbustate.edu/brandguide

STATIONERY ORDERING
CSU Print Shop URL?

EDITORIAL RESOURCES
www.apstylebook.com
www.thesaurus.com
www.dictionary.com

Contact Information:
FOR BRANDING AND LOGO USE
John Lester
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706-123-4567

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FOR CREATIVE SERVICES INQUIRIES
John Lester
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FOR PROJECT SUBMISSIONS:
John Lester
Lester@ColumbusState.edu,
706-123-4567

SOCIAL MEDIA LINKS
- /ColumbusState.com
- /ColumbusStateL1.com
- /ColumbusState.com

WWW.COLUMBUSSTATE.EDU
AD CAMPAIGN AND MARKETING MESSAGES:

Columbus State University is no longer a fall back option for students looking for a bigger and better school. For more and more students who have a choice of where to go, they are making Columbus State University their first choice. Our ad campaign, strategic plan and private comprehensive campaign have embraced this concept, and the “First Choice” theme.

The idea is that we are not saying we are better academically than a Georgia Tech, or that we have more options than you would find at a UGA, it’s just that for many students we have exactly the right mix of: Value / Academic excellence (which is largely underappreciated) / Location (close to Atlanta, but not too close. Also RiverPark campus) / Opportunities for engagement / Personal attention from faculty / Relevant courses of study and courses that prepare students for jobs and careers / National caliber faculty / Emerging campus environment / Great community.

MARKETING/BRANDING QUICK REFERENCE GUIDE

Columbus State University's strong visual identity builds alignment and customer loyalty. Correct application of the Columbus State University logo strengthens the Columbus State University brand and is part of strategic plan to improve reputation. Use of the Columbus State University logo and any of the brand's defining elements is restricted to communications that represent Columbus State University.

LOGO — RULES TO FOLLOW

- Use the logo graphics as provided.
- Do not separate type from the "Clocktower" or use either as stand-alone element.
- Do not alter the logo in any way.
- Do not create your own Columbus State University logo.
- Use only approved colors.
- Allow for 'safe space' and adequate size.
- Make legibility a priority.

SAFE SPACE

As illustrated, the safe space on each side of the logo should be equal to or greater than the height of the verbiage in the logo.

COLOR

The Columbus State logo is only available as 2-color (Blue and Red), 1-color (Black only) or reverse (White only). Always ensure significant contrast between the logo and its background.

Do not place the logo on patterned or textured backgrounds. Do not scale logo disproportionately.

BRAND FONTS

<table>
<thead>
<tr>
<th>PRIMARY</th>
<th>SECONDARY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Georgia Regular</td>
<td>Georgia Bold Italic</td>
</tr>
<tr>
<td>Open Sans Regular</td>
<td>Open Sans Bold</td>
</tr>
<tr>
<td>Open Sans Italic</td>
<td>Open Sans Bold Italic</td>
</tr>
<tr>
<td>Open Sans Light</td>
<td>Open Sans Extra Bold</td>
</tr>
</tbody>
</table>

COLOR FORMULAS

<table>
<thead>
<tr>
<th>2 Color</th>
<th>1 Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMYK (print): Blue, c.100 m.77 y.38 k.36</td>
<td>RGB (screen): Blue, r.0 g.50 b.91</td>
</tr>
<tr>
<td>Red, c.13 m.100 y.90 k.4</td>
<td>Red, r.204 g.9 b.47</td>
</tr>
</tbody>
</table>

Columbus State University logo use in any outward facing material must be reviewed and approved by College Marketing. For review and approval of all Columbus State University logo uses, please contact John Lester, Marketing of Director, at lester_john@colstate.edu, 706-562-1652. For more information visit http://ur.columbusstate.edu/logos/index.php.