



CLAYTON STATE
UNIVERSITY

BRAND STANDARDS

YOUR BRAND IS WHAT
OTHER PEOPLE SAY
ABOUT YOU WHEN
YOU'RE NOT IN THE
ROOM.

- JEFF BEZOS

A BRAND IS A PROMISE.
A GOOD BRAND
IS A PROMISE KEPT.

- MUHTAR KENT

HOW YOU LOOK +
HOW YOU SPEAK +
HOW YOU ACT =
YOUR PERSONAL
BRAND.

- ANONYMOUS

YOUR BRAND IS THE
SINGLE MOST IMPORTANT
INVESTMENT YOU CAN
MAKE IN YOUR BUSINESS.

- STEVE FORBES

YOU CREATE A
CREDIBLE BRAND BY
STAYING TRUE
TO WHO YOU ARE.

- HILARY SAWCHUK

WHY DO WE NEED BRAND STANDARDS?

Clayton State University's visual identity standards have been established to help all members of the university become brand ambassadors.

- Our brand communicates what we stand for as a university.
- Ensuring our brand is consistent with it's messaging and visual materials **protects the university's reputation**, image and identity.
- A strong brand will connect emotionally with its audience, be credible and **create loyalty**.
- Building a strong brand enables the university to advance itself in **student recruitment**, faculty recruitment, fundraising, alumni participation and partnerships.
- Every member of the Clayton State community is a steward of the brand.

Our mission is social mobility.

We transform lives through teaching, scholarship, and service.

ADAPTABILITY

We are agile and responsive in the face of change.

COLLABORATION

We leverage our knowledge and skillsets to achieve institutional goals.

EXCELLENCE

We give our best effort and seek continuous improvement in all our initiatives.

INTEGRITY

We promote ethical behavior, taking responsibility for our attitudes, actions, and results.

PEOPLE-CENTERED

We value and invest in our students, faculty, staff, and community.

Clayton State University

CLAYTON STATE UNIVERSITY

The entire name should be used in all first references to the university.

“Clayton State” may be used as a secondary reference when the full name has been used preceding it.

Our acronym within the University System of Georgia is **CLSU**.
Do not use “CSU” in marketing materials.

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- “CSU” is easily confused with Columbus State University, a university that has been in the USG longer than Clayton State University.
 - Avoid hyphenating any part of “Clayton State University” whenever possible.

Hicae culloris moluptatus.
Fugiaspiet derum vellabo
ratiatur sim is es des Clayton
State University aspis ipitium
dicientus, quidis es repedia
pellia nos iminum il iliaspiti
aceatectur sum am res de
conie undebis eium apisquos
sum autisenturis id et untur?

CORRECT

~~Hicae culloris moluptatus.
Fugiaspiet derum vellabo tur
sim is es des conie aceatec
tures CSU aspis ipitium dic-
ientus, quidis es repedia pellia
nos iminum il iliaspiti sum am
res de undebis eium apisquos
sum autisenturis id et untur?~~

DO NOT USE CSU

~~Hicae culloris moluptatus.
Fugiaspiet derum vellabo tur
sim is es des conie aceatec
tures Clayton State Univer-
sity aspis ipitium dicientus,
quidis es repedia pellia nos
iminum il iliaspiti sum am res
de undebis eium apisquos
sum autisenturis id et untur?~~

AVOID BREAKING/HYPHENATING
THE UNIVERSITY NAME

CLAYTON STATE UNIVERSITY



Clayton State University has three categories of brand marks: academic, office of the president, and athletics.

The university wordmark is the primary identity of the university, while the university seal and athletic logos are available for more selective use.

Who owns the university's logos?

They are the property of the Board of Regents of the University System of Georgia and are registered trademarks. The Board of Regents sets guidelines for how the marks can be used and requires that individual institutions assume responsibility for monitoring and protecting such usage.

These guidelines apply to anyone who might use a Clayton State University identity mark: faculty, staff, students, departments, internal and external organizations, printers, businesses and vendors.

Authorization for appropriate and accurate use of Clayton State's identity marks is essential to comply with Board of Regents policy (7.11.8 Trademarks) as well as to positively promoting the university.

IMPORTANT – Logos are not to be altered in any way. This includes changes in color, shape and dimension. The official university logos are legally protected trademarks appearing on official communications (online and print), partnerships and sponsorships. Failure to abide by these strict guidelines may result in the need to reproduce materials at the cost of the unit or department who created such materials. The Office of Marketing and Communications must approve any uses of the logo.

CLAYTON
STATE
UNIVERSITY

Clayton State University Wordmark
STACKED

CLAYTON STATE
UNIVERSITY

Clayton State University Wordmark
HORIZONTAL

The Clayton State University wordmark was created to represent the university in digital mediums, an area the previous university logo struggled. For consistency in marketing it has become the primary mark.

The wordmark has a stacked version and a horizontal version.

- The wordmark appears on all publications (either the front or back cover), websites, and other visual communications developed for Clayton State **external** audiences by any administrative or academic unit of the university except intercollegiate athletics.
- The wordmark is **not** to be used on the same page with the official university seal.

CLAYTON
STATE
UNIVERSITY

Dreams. Made Real.

CLAYTON STATE
UNIVERSITY

Dreams. Made Real.

Dreams. Made Real.

“Dreams. Made Real.” is an expression of Clayton State University’s core promise. It captures the transformative power of higher education and the university’s commitment to turning aspiration into action. With just three words, it conveys purpose, progress, and possibility.

- The tagline is typeset in Unna Italic. It should always appear in this designated font and styling. When used with the logo, it should appear in the lockups shown with periods after “Dreams” and “Real.”
- When used independently in print or digital collateral, the tagline should retain its font, color, and capitalization. Adequate clear space must be maintained around it to ensure legibility.
- The tagline should only appear in the university’s official color palette.



CLEAR SPACE

The clear space that surrounds the wordmark is established to insure visibility. No graphic, text or other logos/wordmarks should be placed any closer than the space that is equivalent to the height of the "C" in the wordmark.



MINIMUM SIZE

To make sure the wordmark is clear and legible, there is a minimum size requirement. The minimum size for typical offset and digital printing is 0.5 inches wide for the stacked version and 0.8125 inches wide for the horizontal version. Other production methods such as silkscreen or embroidery may require larger minimum sizes.

Examples of some of the common DON'T.

~~CLAYTON STATE
UNIVERSITY~~

Distorted

Do not stretch the wordmark.
Scale the wordmark proportionally.

~~CLAYTON STATE
UNIVERSITY~~

Low Resolution

In digital applications be sure
to use provided art with sufficient
resolution. Do not use
pixel-based images for print.

~~CLAYTON STATE
UNIVERSITY~~

Reconstructed Wordmark

Do not try recreating
the logo yourself.
Request the correct file.

~~CLAYTON STATE
UNIVERSITY~~

Reflection

Do not use any kind of
reflection effect.

- Do not use the wordmark in two colors.
- Do not adjust or rearrange the logo.

WHY DON'T WE USE OUR LOGO OR WORDMARK IN ORANGE?!!

Clayton State is legally obligated to have a Level AA ADA compliant website. All materials **linked** to the website, must also be ADA compliant. Pantone 165, our brand orange, on a white does not meet the 4.5:1 contrast ratio that all text must to pass this law. To avoid further lawsuits our brand guidelines prohibit the use of our University Logo or Wordmark in orange.

~~CLAYTON STATE
UNIVERSITY~~

Altered or Unapproved Colors

Do not alter the color
of the wordmark.

THE UNIVERSITY WORDMARK

VARIATIONS

CLAYTON
STATE
UNIVERSITY

Stacked
PRIMARY

CLAYTON
STATE
UNIVERSITY

Stacked
PRIMARY (WHITE REVERSED)

CLAYTON
STATE
UNIVERSITY

Stacked
ALTERNATIVE 288 BOX

CLAYTON
STATE
UNIVERSITY

Stacked
ALTERNATIVE OUTLINE BOX

CLAYTON
STATE
UNIVERSITY

Stacked
ALTERNATIVE OUTLINE BOX
(WHITE REVERSED)

CLAYTON STATE
UNIVERSITY

Horizontal
PRIMARY (WHITE REVERSED)

CLAYTON STATE
UNIVERSITY

Horizontal
WHITE REVERSED

- When ink limitations dictate, a black wordmark version is available.
- The wordmark may be foil stamped (silver or gold) or embossed.



INITIAL MARK
SHIELD BACKGROUND



INITIAL MARK



INITIAL MARK WHITE

The secondary logo mark is designed to complement the primary brand identity. It should be strategically used to reinforce brand recognition while offering flexibility in various visual contexts.

This secondary mark should never replace the primary logo in formal or official brand communications, but rather, support and enhance overall brand visibility and recall in appropriate contexts.

OPTIMAL APPLICATIONS

- Social media avatars and profile images.
- Mobile app icons and favicons.
- Video watermarking and corner logos.
- Branded merchandise such as apparel, accessories, and promotional items.
- Subtle branding on stationery, business cards, or packaging when the full primary logo is already represented.
- Design elements where a streamlined or minimal branding approach is desired.
- Please request department lock-up files from the Department of Marketing and Communications.
clayton.edu/marcomm/submit-a-request

CLAYTON STATE UNIVERSITY

Office of the President

TWO-TIER HORIZONTAL LOCK-UP EXAMPLE

CLAYTON STATE UNIVERSITY

Office of the President

TWO-TIER STACKED LOCK-UP EXAMPLE

CLAYTON STATE UNIVERSITY

Division of Student Affairs

CAMPUS INFORMATION AND VISITOR SERVICES

THREE-TIER HORIZONTAL LOCK-UP EXAMPLE

The Clayton State University Unit Logo system enables each college and department to connect its name with the university wordmark to provide a consistent format of identification that is immediately recognizable as Clayton State University.

- Departments should not develop logos or graphic art representations that will compete with the official university wordmark. The official university wordmark with the department name below is the only approved format.
- Please request department lock-up files from the Department of Marketing and Communications.
clayton.edu/marcomm/submit-a-request



The Clayton State University Colleges Logo system provides a consistent format of identification that is immediately recognizable as Clayton State University by incorporating the supporting identity mark.

- Colleges and schools should not develop logos or graphic art representations that will compete with the official college logos.
- Please request department lock-up files from the Department of Marketing and Communications.
clayton.edu/marcomm/submit-a-request



EXAMPLE ON ASSOCIATED
COLOR BACKGROUND



The official university seal is a legally protected trademark.

The seal is reserved for use on official documents such as diplomas, transcripts, awards, certain institutional literature such as the academic catalog, and items produced by the Office of the President.

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- The Office of Marketing and Communications and/or the Office of the President must approve other uses.
 - **The seal should not be used for marketing or other promotional purposes.**
 - The seal must be reproduced from authorized original illustrations and should not be scanned, redrawn or modified in any way. Do not use parts of the seal to create other logos or artwork. The Office of Marketing and Communications will provide a digital file for approved uses.
 - The seal may be printed in black, blue, white (reverse from solid background) or gold. The seal may be foil stamped (silver or gold) or embossed.
 - Do **not** use the seal on general giveaway promotional items such as T-shirts, mugs, key chains, etc.
 - The seal is a stand alone mark of the university and may not be combined with the Clayton State logo or wordmark.



PRIMARY (ORANGE RIM)

The Spirit Loch mark is **available for use by non-athletic** departments on campus. It should be used to promote student life, campus community and the general spirit of the university.

- The mark may be used on giveaway promotional items such as t-shirts, mugs, key chains, etc. with prior written approval from Office of Marketing and Communications.

ALTERNATIVE
(WHITE RIM)ALTERNATIVE
(ONE-COLOR BLUE)ALTERNATIVE
(ONE-COLOR ORANGE)

Athletics logos are reserved for the Athletics Department and university spirit. Athletics logos are **not** appropriate for academic department use. **Requesting use of the Athletic logos must be approved by the Athletic Director** and the Department of Marketing and Communications.



CLAYTON
STATE

LAKERS

Aa

TYPOGRAPHY

Aa

Lato Hairline

ABCDEFGH
abcdefghijk
0123456789

Aa

Lato Hairline Italic

ABCDEFGH
abcdefghijk
0123456789

Aa

Lato Light

ABCDEFGH
abcdefghijk
0123456789

Aa

Lato Light Italic

ABCDEFGH
abcdefghijk
0123456789

Lato is the university's primary sans serif typeface. It has 10 font variations of weight and styles.

Lato is a Google typeface and available for download here: fonts.google.com/specimen/Lato

Aa

Lato Regular

ABCDEFGH
abcdefghijk
0123456789

Aa

Lato Italic

ABCDEFGH
abcdefghijk
0123456789

Aa

Lato Bold

ABCDEFGH
abcdefghijk
0123456789

Aa

Lato Bold Italic

ABCDEFGH
abcdefghijk
0123456789

Aa

Lato Black

ABCDEFGH
abcdefghijk
0123456789

Aa

Lato Black Italic

ABCDEFGH
abcdefghijk
0123456789

Aa

Barlow Thin

ABCDEFGH
 abcdefghijk
 0123456789

Aa

Barlow Thin Italic

ABCDEFGH
abcdefghijkl
0123456789

Aa

Barlow ExtraLight

ABCDEFGH
 abcdefghijk
 0123456789

Aa

Barlow ExtraLight Italic

ABCDEFGH
abcdefghijkl
0123456789

Barlow is the university's secondary sans serif typeface. It has 15 font variations of weight and styles.

Barlow is a Google typeface and available for download here: fonts.google.com/specimen/Barlow

Aa

Barlow Light

ABCDEFGH
 abcdefghijk
 0123456789

Aa

Barlow Light Italic

ABCDEFGH
abcdefghijkl
0123456789

Aa

Barlow Regular

ABCDEFGH
 abcdefghijk
 0123456789

Aa

Barlow Italic

ABCDEFGH
abcdefghijkl
0123456789

Aa

Barlow Medium

ABCDEFGH
 abcdefghijk
 0123456789

Aa

Barlow Medium Italic

ABCDEFGH
abcdefghijkl
0123456789

Aa

Barlow Semibold

ABCDEFGH
 abcdefghijk
 0123456789

Aa

Barlow Semibold Italic

ABCDEFGH
abcdefghijkl
0123456789

Aa

Barlow Bold

ABCDEFGH
abcdefghijkl
0123456789

Aa

Barlow Bold Italic

ABCDEFGH
abcdefghijkl
0123456789

Aa

Barlow Extra Bold

ABCDEFGH
abcdefghijkl
0123456789

Aa

Barlow Extra Bold Italic

ABCDEFGH
abcdefghijkl
0123456789

Aa

Barlow Black

ABCDEFGH
abcdefghijkl
0123456789

Aa

Barlow Black Italic

ABCDEFGH
abcdefghijkl
0123456789



COLOR

spot: Pantone 288
cmyk: 100.92.26.14
rgb: 9.44.116
hex: 092c74

spot: Pantone 165
cmyk: 0.74.100.0
rgb: 252.109.35
hex: fc6d23

spot: Pantone 3005
cmyk: 84.50.0.0
rgb: 0.119.200
hex: 0077c8

spot: Pantone 7580
cmyk: 0.77.97.15
rgb: 192.81.49
hex: c05131

spot: Pantone 431
cmyk: 45.25.16.59
rgb: 91.103.112
hex: 5b6770

spot: Pantone 324
cmyk: 35.0.14.0
rgb: 156.219.217
hex: 9cdbc9

spot: Pantone 2011
cmyk: 0.44.99.0
rgb: 237.155.51
hex: ed9b33

spot: Warm Gray 2
cmyk: 6.7.10.11
rgb: 203.196.188
hex: cbc4bc

spot: Pantone 7650
cmyk: 34.98.0.41
rgb: 114.34.87
hex: 722257

spot: Pantone 1941
cmyk: 1.2.32.0
rgb: 0.119.200
hex: faf1ba

spot: Pantone 7732
cmyk: 89.5.98.22
rgb: 0.136.65
hex: 008841

spot: Pantone 200
cmyk: 3.100.70.12
rgb: 186.12.47
hex: ba0c2f

spot: Pantone 197
cmyk: 0.46.12.0
rgb: 232.156.174
hex: e89cae

PRIMARY colors

SECONDARY colors

TERTIARY colors

THE COLOR PALETTE

PLEASE NOTE NOT ALL OF OUR COLORS ARE SIMPLE CONVERSIONS. SOME COLORS HAVE BEEN ALTERED FOR ADA COMPLIANCE. ALWAYS USE THE HEX CODE PROVIDED HERE.

#ffffff	#ffffff	#ffffff	#ffffff	#ffffff	#ffffff	#ffffff
#092c74	#c05131	#5b6770	#0077c8	#008841	#722257	#ba0c2f

#fc6d23	#ed9b33	#e89cae	#9cdbc9	#faf1ba	#cbc4bc
#092c74	#092c74	#092c74	#092c74	#092c74	#092c74

ADA colors accessible combinations

These combinations pass ADA accessibility color contrast AA levels and are allowable color combination for **text** on the university website and materials that will be posted or linked to the website.

STATIONARY



Letterhead
GENERAL



Letterhead
UNIT SPECIFIC



#10 Envelope
GENERAL



Business Card

Official Clayton State University stationery is only available for purchase through LochPrints.

- Business card is customized with your department name, telephone number, email, and web address.
- Letterhead is customized with your department name, telephone number, email, and web address.
- #10 envelopes are available.

For more information contact LochPrints at:
www.clayton.edu/printing-services or (678) 466-4377

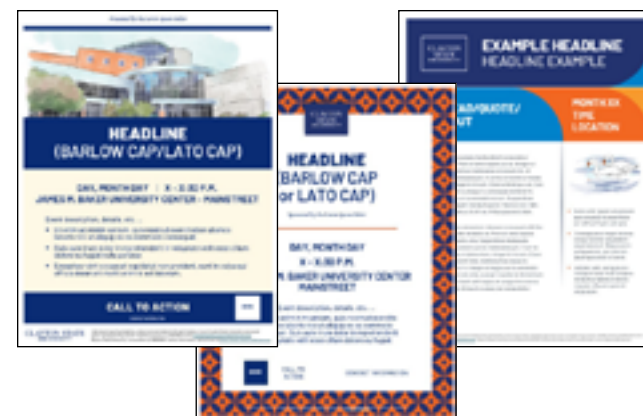
TEMPLATES & DOWNLOADS

Downloadable templates and files are available on the university website for the convenience of faculty and staff.

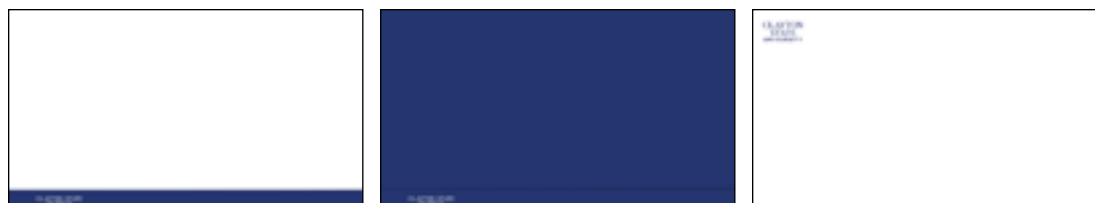
clayton.edu/marcomm/resources/templates



22"x28" PowerPoint Poster template



8.5"x11" PowerPoint Flyer templates



PowerPoint Template