



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, representing the school consistently in all mediums and to all audiences.

Our brand communicates what we stand for as a university. Ensuring our brand is consistent with its 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.



CLAYTON STATE UNIVERSITY IS A PLACE THAT EMPOWERS PEOPLE IN A LOT OF DIFFERENT WAYS.

Students are empowered academically by a faculty that's truly committed to their success, as well as a curriculum that offers them engaged, experiential preparation to achieve their dreams. And we're all empowered and inspired by our inclusive, diverse and supportive community.

The people at Clayton State bring such a rich diversity of backgrounds, perspectives and goals—it shapes who we are as an institution and makes the work that goes into achieving our goals a much more fulfilling experience.

BRAND PILLARS

AN EMPOWERING EXPERIENCE

Clayton State University is a place of empowerment.

Students—from all walks of life and from a wide range of backgrounds—know they can experiences and receive an excellent education, develop relevant skills and position themselves for impressive professional achievements.

Academic reputation is among the top reasons students choose to attend Clayton State University.

AN INCLUSIVE DIVERSITY

In most cases, people limit the meaning of diversity to race and ethnicity. That's clearly not the case at Clayton State University. Here, diversity goes much deeper.

At Clayton State, it is the very diversity of the people, the interests, and the goals that bring the community together and give everyone a feeling of inclusion.

It is interwoven throughout everything—the classes, the activities, the dozens of multi-cultural clubs and events, the atmosphere across campus.

AN ENGAGED, EXPERIENTIAL PREPARATION

At Clayton State University, the experience is about more than simply informing students and equipping them with the skills to succeed.

It's about an engaging, dynamic learning experience and preparation that truly challenges students to develop the habits of mind and depth of understanding in their field of interest, and how their knowledge connects to real-world problems outside of the classroom.

A SUPPORTIVE COMMUNITY

All one needs to do is walk the halls and the campus at Clayton State University and the sense of community, of support and of student-centeredness is impossible to miss.

Clayton State University

CLAYTON STATE UNIVERSITY

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

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

-
- Avoid using “CSU” except in situations where space is an issue for text.
 - Avoid splitting the “Clayton State University” or hyphenating the university name onto two lines in body copy whenever possible.

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

CORRECT

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

AVOID SPLITTING THE UNIVERSITY'S NAME
ON TO TWO LINES WHENEVER POSSIBLE

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

DO NOT BREAK/HYPHENATE THE
UNIVERSITY NAME



Clayton State University has three official marks—the Clayton State University logo, university seal and athletic logo package.

The logo may be widely-used by the Clayton State community, 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.



The logo is the standardized graphic representation of the Clayton State University name.

The rings represent the ripples on the lakes on our campus and also resemble a 'C' for Clayton.

The public should always see the logo in the same style, character and colors. If the logo is altered, the brand becomes diluted, and that reflects poorly on Clayton State's reputation.

-
- The logo must appear 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 logo is **not** to be used on the same page with the official university seal.
 - The logo is for use only by the faculty and staff of the institution. Requests for any other usage of the logo must be formally submitted to the Office of Marketing and Communications.
 - The logo 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.



CLEAR SPACE

The clear space that surrounds the logo can be as important as the logo itself. No graphic, text or other logos should be placed any closer than the space that is equivalent to the height of the "C" in the logo.

Clear space eliminates visual clutter that might impede legibility and effectiveness. In some instances, supporting photography can be placed behind the logo, but only in the ways shown in this guide (see page 10).

1.25 in.
31.75 mm
7p6



MINIMUM SIZE

To make sure the logo is clear and legible, there is a minimum size requirement. The minimum size for typical offset and digital printing is 1.25 inches wide by 0.325 inch tall. Other production methods such as silkscreen or embroidery may require larger minimum sizes.



PRIMARY LOGO

The primary logo consists of two colors. The logo should be used in full color whenever possible. PMS 288 (blue) and PMS 165 (orange) or blue cmyk (100.92.26.14) and orange cmyk (0.74.100.0).

SECONDARY LOGO

The secondary logo consists of PMS 165 (orange) and White. This variation of the logo should be used with a PMS 288 (blue) background.

ONE-COLOR LOGO VERSIONS

When size or ink limitations dictate, a one-color logo version can be used. The one color variations are limited to black or PMS 288 (blue).

The logo may also be reversed out white on color but sufficient contrast and legibility must be maintained.

-
- Any exceptions to these stipulations, such as special embroidery applications, will need to be provided by the Office of Marketing and Communications.
 - Do not attempt to adjust or rearrange the logo.
 - The logo may be foil stamped (silver or gold) or embossed.



Distorted

Do not stretch the logo.
Scale the logo proportionally.



Low Resolution

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



Drop Shadows and Glows

Shadows, glows, and 3D effects are not allowed.



Reflection

Do not use any kind of reflection effect.



Color on Color or Dark Photography

Do not place the logo on busy backgrounds or unapproved color.



Reconstructed Logo

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



Altered Colors

Do not alter the color of the logo.

WHAT NOT TO DO

While it is not possible to demonstrate all the ways a logo can be incorrectly used, shown here are some common abuses that should be avoided.

- To preserve the integrity of the logo, the logo artwork and positioning must not be altered.
- Do not use any portion of the logo on its own (for example, only the ripples).
- Do not tint or screen the logo.
- Do not lock up the logo with any other logo or name. (see page 10; college/department lock-ups)
- Many applications, such as Microsoft PowerPoint or Word, often do not constrain proportions when scaling by default. Consequently artwork such as logos can often be inadvertently distorted. Take special care to ensure this is avoided.

ON PHOTOGRAPHY

The logo can be used on top of supporting photography as long as clear legibility of the logo is maintained.

- Ensure the logo is on a low-contrast (non-busy) part of the image.
- Ensure the logo stands out from the background photograph.



APPROPRIATE USE



INAPPROPRIATE USE



APPROPRIATE USE



INAPPROPRIATE USE



LOCK-UP RATIO

COLLEGE/DEPARTMENT LOCK-UPS

The Clayton State University lock-up system enables each college and unit to connect its name with the university logo to provide a consistent form of unit identification that is immediately recognizable as Clayton State University.

- Departments and schools should not develop logos or graphic art representations that will compete with the official university logo. The official university logo with the department name below is the only approved format.



LOCK-UP EXAMPLES

CLAYTON
STATE
UNIVERSITY

Clayton State University Wordmark
STACKED

CLAYTON STATE
UNIVERSITY

Clayton State University Wordmark
HORIZONTAL

The Clayton State University wordmark exists separate from the university logo for situations when the university logo's readability and clarity are in question. The Clayton State wordmark is used on most digital applications for this reason.

The wordmark has a stacked version and a horizontal version.

-
- The wordmark is **not** to be used on the same page with the official university seal.
 - The wordmark is **not** to be used on the same page with the official university logo.



0.5 in.



0.8125 in.



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.

CLAYTON
STATE
UNIVERSITY



CLAYTON
STATE
UNIVERSITY

PRIMARY COLOR USAGE

The primary color for the wordmark is Pantone 288 (blue) and should be used whenever possible.



SECONDARY COLOR USAGE

The secondary color for the wordmark is white. Ensure the color and the wordmark has enough contrast to meet all ADA guidelines.

ALTERNATE COLOR USAGE

When ink limitations dictate, a black wordmark version is available.

- Do not use the wordmark in orange. Clayton State orange (Pantone 165) **is not ADA contrast compliant** on white.
- Do not use the wordmark in two colors.
- Do not adjust or rearrange the logo.
- The wordmark may be foil stamped (silver or gold) or embossed.



CLAYTON STATE
UNIVERSITY

The wordmark is stretched horizontally, making the letters appear thin and distorted. A red diagonal line is drawn across the wordmark.

Distorted

Do not stretch the wordmark.
Scale the logo proportionally.



CLAYTON STATE
UNIVERSITY

The wordmark is rendered in a low-resolution, pixelated format. A red diagonal line is drawn across the wordmark.

Low Resolution

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

WHAT NOT TO DO

While it is not possible to demonstrate all the ways a wordmark can be incorrectly used, shown here are some common abuses that should be avoided.

- To preserve the integrity of the wordmark, the wordmark artwork and positioning must not be altered.
- Do not use any portion of the wordmark on its own.
- Do not tint or screen the wordmark.
- Do not combine the wordmark with any other logo/wordmark or name.



Color on Color or Dark Photography

Do not place the wordmark on busy backgrounds
or low-contrast colors.



CLAYTON STATE
UNIVERSITY

The wordmark is shown with a reflection effect below it. A red diagonal line is drawn across the wordmark.

Reflection

Do not use any kind of
reflection effect.



CLAYTON STATE
UNIVERSITY

The wordmark is rendered in a magenta color, which is not the official color. A red diagonal line is drawn across the wordmark.



CLAYTON STATE
UNIVERSITY

The wordmark is rendered in an orange color, which is not the official color. A red diagonal line is drawn across the wordmark.

Altered Colors

Do not alter the color
of the logo.



CLAYTON STATE
UNIVERSITY

The wordmark is reconstructed with a different font than the original. A red diagonal line is drawn across the wordmark.

Reconstructed Logo

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



The official university seal is a legally protected trademark, last updated in 2005.

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.

-
- 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.

Requesting use of the Athletic logos must be approved by the Athletic Director.



Aa

Lato Hairline

ABCDEFGH
 abcdefghijk
 0123456789

Aa

Lato Hairline Italic

*ABCDEFGH
 abcdefghijk
 0123456789*

Aa

Lato Thin

ABCDEFGH
 abcdefghijk
 0123456789

Aa

Lato Light

ABCDEFGH
 abcdefghijk
 0123456789

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

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

Aa

Lato Light Italic

*ABCDEFGH
 abcdefghijk
 0123456789*

Aa

Lato Regular

ABCDEFGH
 abcdefghijk
 0123456789

Aa

Lato Italic

*ABCDEFGH
 abcdefghijk
 0123456789*

Aa

Lato Medium

ABCDEFGH
 abcdefghijk
 0123456789

Aa

Lato Semibold

ABCDEFGH
 abcdefghijk
 0123456789

Aa

Lato Bold

**ABCDEFGH
 abcdefghijk
 0123456789**

Aa

Lato Bold Italic

***ABCDEFGH
 abcdefghijk
 0123456789***

Aa

Lato Heavy

**ABCDEFGH
 abcdefghijk
 0123456789**

Aa

Lato Heavy Italic

***ABCDEFGH
 abcdefghijk
 0123456789***

Aa

Lato Black

**ABCDEFGH
 abcdefghijk
 0123456789**

Aa

Lato Black Italic

***ABCDEFGH
 abcdefghijk
 0123456789***

Aa

Unna Regular

ABCDEFGH
abcdefghijk
0123456789

Aa

Unna Italic

ABCDEFGH
abcdefghijk
0123456789

Aa

Unna Bold

ABCDEFGH
abcdefghijk
0123456789

Aa

Unna Bold Italic

ABCDEFGH
abcdefghijk
0123456789

Unna is the serif typeface of the brand. It is a Google typeface and available for download here:

fonts.google.com/specimen/Unna

Aa

Helvetica Neue UltraLight

ABCDEFGH
abcdefghijk
0123456789

Aa

Helvetica Neue Thin

ABCDEFGH
abcdefghijk
0123456789

Aa

Helvetica Neue Light

ABCDEFGH
abcdefghijk
0123456789

Aa

Helvetica Neue
Regular

ABCDEFGH
abcdefghijk
0123456789

Helvetica Neue is the secondary sans serif typeface and also acceptable.

Aa

Helvetica Neue
Medium

ABCDEFGH
abcdefghijk
0123456789

Aa

Helvetica Neue Bold

ABCDEFGH
abcdefghijk
0123456789

Aa

Helvetica Neue
Bold Condensed

ABCDEFGH
abcdefghijk
0123456789

Aa

Helvetica Neue
Black Condensed

ABCDEFGH
abcdefghijk
0123456789

Aa

Helvetica Neue
Light Italic






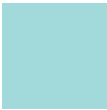








ABCDEFGH
abcdefghijk
0123456789

Aa

Helvetica Neue
Bold Italic

ABCDEFGH
abcdefghijk
0123456789

THE COLOR PALETTE

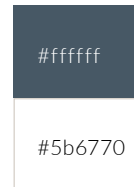
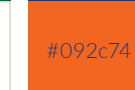
 spot: Pantone 288 cmyk: 100.92.26.14 rgb: 9.44.116 hex: 092c74	 spot: Pantone 165 cmyk: 0.74.100.0 rgb: 252.109.35 hex: fc6d23	
 spot: Pantone 305 cmyk: 54.0.6.0 rgb: 89.203.232 hex: 59cbe8	 spot: Pantone 7580 cmyk: 0.77.97.15 rgb: 192.81.49 hex: c05131	 spot: Pantone 200 cmyk: 3.100.70.12 rgb: 186.12.47 hex: ba0c2f
 spot: Pantone 324 cmyk: 35.0.14.0 rgb: 156.219.217 hex: 9cdbd9	 spot: Pantone 7409 cmyk: 0.31.100.0 rgb: 240.179.35 hex: f0b323	 spot: Pantone 197 cmyk: 0.46.12.0 rgb: 232.156.174 hex: e89cae
 spot: Pantone 7727 cmyk: 100.0.94.46 rgb: 0.111.68 hex: 006f44	 spot: Pantone 168 cmyk: 12.80.100.60 rgb: 115.56.29 hex: 73381d	 spot: Pantone 7650 cmyk: 34.98.0.41 rgb: 114.34.87 hex: 722257
 spot: Pantone 558 cmyk: 36.3.28.4 rgb: 154.190.170 hex: 9abeaa	 spot: Pantone 431 cmyk: 45.25.16.59 rgb: 91.103.112 hex: 5b6770	 spot: Warm Gray 2 cmyk: 6.7.10.11 rgb: 203.196.188 hex: cbc4bc

PRIMARY colors

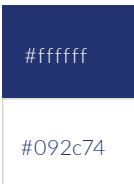
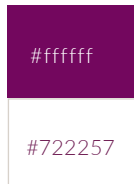
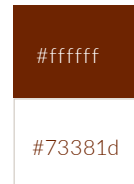
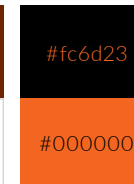

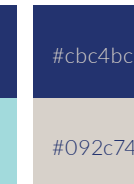
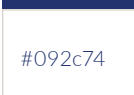

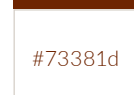
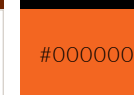
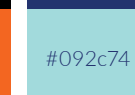

SECONDARY colors

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

AA

 #ffffff	 #ffffff	 #ffffff	 #ffffff	 #fc6d23	 #59cbe8	 #f0b323	 #e89cae	 #9abeaa
 #c05131	 #ba0c2f	 #5b6770	 #006f44	 #092c74	 #092c74	 #092c74	 #092c74	 #092c74

AAA

 #ffffff	 #ffffff	 #ffffff	 #fc6d23	 #9cdbd9	 #cbc4bc
 #092c74	 #722257	 #73381d	 #000000	 #092c74	 #092c74

ADA colors accessible combinations

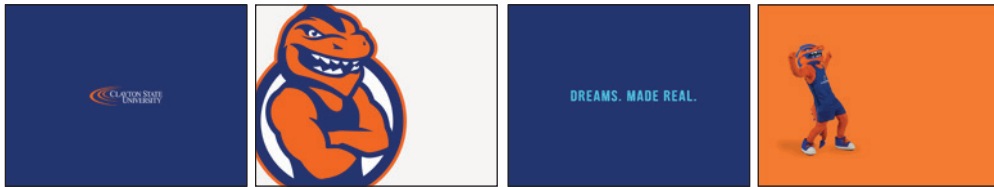
These combinations pass ADA accessibility at AA/AAA Levels and are allowable color combination for **text** on the university website or materials that will be posted to the website.

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

- Letterhead is customized with your department name, telephone number and web address.
- Letterhead is available in a one- or two-color version.
- #10 envelopes are available in one- or two-color.

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

Screen Display Wallpapers



TEMPLATES

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

www.clayton.edu/marcomm/resources/templates

Note Cards



Report Covers



PowerPoint Template

