

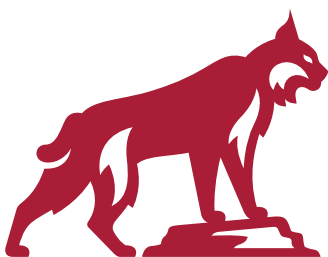
# Visual Identity Overview

We all share the responsibility to present the University correctly in every form of communication, whether it occurs in print, online, or in our daily conversations. The Visual Identity Guide was created to help bring consistency to the way we all communicate about Chico State.

The full guide and links to image files are available at [www.csuchico.edu/style-guide](http://www.csuchico.edu/style-guide).

## CORE IDENTITIES

The Institutional Mark is the primary University logo and should be used as the most frequent expression of our identity. It can be used as a standalone mark or in approved lockups. The seal is restricted to ceremonial use and requires approval from University Communications. The Athletics Wildcat and Big "C" logos may be used as spirit marks across campus. Please see the Visual Identity Guide for size restrictions and other requirements.



Institutional Mark



Ceremonial Seal



Athletics Wildcat



Big "C" Spirit Mark

## UNIVERSITY WORDMARK | California State University **Chico**

The wordmark is the graphic representation of the University name and can be used in all University marketing materials. It can also be combined with the institutional mark and college and department names. Other visual configurations and single-color marks are available at [www.csuchico.edu/style-guide](http://www.csuchico.edu/style-guide).

## UNIVERSITY FORMAL NAME | California State University, Chico

The formal name should be used on first reference, and with limited exception, should always include the comma when used in written communication and should not include other elements such as a dash, bullet, or other divider.

## UNIVERSITY COMMON NAME | Chico State

Chico State is the name by which our students, faculty, staff, alumni, and community most often refer to the University. This can be used for most references to the University, when the more formal California State University, Chico is not necessary. It should be used instead of CSU, Chico.

The following are name variations for the University that should **NEVER** be used:

~~CSUC~~ ~~CSU, Chico~~ ~~CSU-Chico~~ ~~CSU-CHICO~~ ~~CSU • Chico~~ ~~Cal State Chico~~ ~~Chico University~~  
~~Chico State University~~ ~~University of Chico~~ ~~California State University at Chico~~

## UNIVERSITY COLOR PALETTE



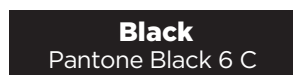
**Chico Red**  
Pantone 201 C

CMYK 0 100 63 31  
RGB 157 34 53  
Hex #9D2235



**Cornerstone Gray**  
Pantone Cool Gray 9 C

CMYK 50 40 34 17  
RGB 117 120 123  
Hex #75787B



**Black**  
Pantone Black 6 C

CMYK 0 0 0 100  
RGB 0 0 0  
Hex #000000



**White**

CMYK 0 0 0 0  
RGB 255 255 255  
Hex #FFFFFF