Introduction

The California State University, Dominguez Hills needs to present a consistent identity to ensure instant recognition of our brand among a wide variety of audiences around the world.

Our visual identity is the graphic expression of who we are and what we represent. It has a major role to play in promoting a consistent and positive image of the University.

The concerted application of our unique visual identity has even greater significance in the modern world where communication systems have evolved to provide instant global messaging. Individuals now receive an extraordinary number of messages every day through a wide variety of media.

It is therefore in our shared interest to ensure that the messages from CSUDH achieve the greatest prominence, recognition and relevance by using all the communication skills at our disposal.

By applying these visual identity guidelines, we can all make our communications clear, consistent and professional. Together, we will be able to convey and promote the academic excellence and cultural significance of the California State University, Dominguez Hills.

These guidelines provide the tools to create a necessary visual uniformity among the rich diversity that is contained within the California State University, Dominguez Hills.
The logo

Core Element

The logo should be used in its entirety with no alterations or additional elements added to it.

The logo must always be reproduced from a digital master reference. This is available in eps, jpeg, and png format.

File Formats
- eps: professional usage
- jpeg: desktop publishing
- png: digital usage

Color
The logo only appears in the four color variants shown on this page. Burgundy, yellow and gray. Single color black, grayscale or white. Avoid any other color combinations.

Accessibility
The logo must always have good contrast with the background to ensure maximum impact and accessibility.

Use of logo
The University’s logo and logotype are used to identify an official publication, presentation or website of the California State University, Dominguez Hills.

All other uses require permission from the CSUDH, University Communications and Public Affairs.
In order to maximize its visual presence the logo requires a surrounding area clear of any other graphic elements or text. Always allow at least this amount of clear space around the logo. It is important that this rule is observed and the exclusion zone is maintained at all times.

The recommended minimum clearance is to protect the logo. The logo will appear on many different applications and formats and this will help to give it clarity and presence. This is not a placement guide. It is a minimum only.

Logo size consistency is important when producing a wide range of communications.

**Placement**
The logo always appears in a set size and position on all our communications.

**Minimum size**
Our logo must be clearly visible and reproduced consistently. For this reason, a minimum size has been established. The size is 1.5 inches measured across the width of the logo.
The logo

Endorsed Logos

CSUDH entities or departments may contact the University Communications and Marketing office to request their own “endorsed logo,” which combines the University Logo with the department name.

CSUDH entities may not promote themselves independent of the university. Secondary logos developed to identify a division, college, department, unit, organization, service, initiative or internal project or program dilute the Cal State Dominguez Hills brand and should be avoided.

Please consult with the University Communications and Public Affairs office before using any logos or icons other than the CSUDH logo. Often, a new logo is not needed to promote a program – our office can assist you in developing an identifiable graphic identity using color, typography, or other design elements.
The logo

Misuses

DO NOT rearrange the elements

DO NOT stretch, condense, distort, skew, bend, or rotate

DO NOT use outline

DO NOT have any color block around the logo. Use transparency logo file such as EPS vector or PNG on colored background.

DO NOT change or add colors

DO NOT use gradients, overlays, or other color effects

DO NOT apply drop shadows or other visual effects

DO NOT place the logo over complex photos, textures or unapproved colors

DO NOT crop the elements

DO NOT add or remove the elements

Avoid using the white and yellow logo combination on a black background. Yellow, white and black are CSU Long Beach and LA branding colors.
The logo
Square Block for Online

CSUDH entities or departments may contact the University Communications and Marketing office to request their own social media which combines the University Logo with the department name.

CSUDH entities may not promote themselves independent of the university. Secondary logos developed to identify a division, college, department, unit, organization, service, initiative or internal project or program dilute the Cal State Dominguez Hills brand and should be avoided.

Please consult with the University Communications and Marketing office before using any logos or icons other than the CSUDH logo. Often, a new logo is not needed to promote a program – our office can assist you in developing an identifiable graphic identity using color, typography, or other design elements.
The logo

University Seal

The official seal of California State University, Dominguez Hills signifies the academic character, history and mission of CSUDH and is appropriately used in support of official CSU Dominguez Hills policies, decisions, ceremonies or other formal actions of CSUDH as an academic institution. In order to maintain its integrity and effectiveness, the seal should not be used for relatively informal or routine materials, or for materials not directly related to academic purposes. The university seal is used primarily as a signal of authentication. Within a publication, it will typically appear on the inside front or inside back cover, or on the first or last page—whichever is appropriate.

A graphic representation of the seal is appropriate on such printed materials as the following:

- ceremonial documents, such as awards, certificates, diplomas and proclamations
- commemorative display items created for limited distribution, of high quality, and for a specific purpose
- formal stationery
- formal invitations and notecards
- legal documents
- financial documents, such as the official university budget, checks and other financial papers, where it is essentially a mark of guarantee
- CSU Dominguez Hills policy manuals

Lamp of learning symbolizes the university’s educational mission.

The graphic waves from the 1977 logo design symbolize access to education.

The open book symbolizes knowledge and wisdom.

The year 1960 was the founding date of California State University, Dominguez Hills.

The California State University motto “Vox Veritas Vita” means “speak the truth as a way of life.”
The logo

Seal and Emblem Misuses

DO NOT rearrange the elements
DO NOT use outline
DO NOT use gradients, overlays, or other color effects
DO NOT crop the elements
DO NOT use seal or emblem as a part of text
DO NOT stretch, condense, distort, skew, bend, or rotate
DO NOT change or add colors
DO NOT apply drop shadows or other visual effects
DO NOT combine the elements
DO NOT place over complex photos, textures or unapproved colors
The logo

Athletics Brand

At California State University, Dominguez Hills, our student-athletes’ competitive success mirrors their performance in the classroom and their development as community leaders. The athletics brand is energizing, exciting and engaging and is used to convey athletics messaging to all audiences.

University Mascot and Logo
The university mascot, the Toro, and the “DH” horns may appear without the university logo on a variety of materials such as team uniforms and hats, but it is preferable to include the university name with the image.

The Toro mascot and logo images may not be manipulated or changed in any way and should always be reproduced from official Toro Athletics artwork and colors in the manner described in the CSUDH Athletics Branding guide.

Color
The Athletics logo is comprised of the university colors and other colors may not be substituted.

Usage
Use of the CSUDH Athletics logos are restricted to NCAA athletics or school spirit purposes only.
The CSUDH Brand color palette uses the university’s recognized school colors and integrates them into the design of print and digital materials. Using the CSUDH color palettes helps to create a consistent, distinctive look and feel. The palette were also developed to complement the CSU systemwide brand program.

While there is some flexibility to mix these colors, the palette should remain light, clean and contemporary with lots of white space.

To ensure the consistency of the university’s visual identity, Pantone Matching System (Pantone or PMS) specifications for each color are provided. Use the CMYK, RGB or HEX values equivalent to the PMS colors for four-color printing applications and digital applications.

**Color Palette**

<table>
<thead>
<tr>
<th>PRIMARY PALETTE</th>
<th>SECONDARY PALETTE</th>
<th>ACCENT PALETTE</th>
<th>NEUTRAL PALETTE</th>
<th>COOL GREY COLOR RANGE OR % OF BLACK</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BURGUNDY</strong></td>
<td><strong>YELLOW</strong></td>
<td><strong>PURPLE</strong></td>
<td><strong>BLACK</strong></td>
<td><strong>COOL GREY COLOR RANGE OR % OF BLACK</strong></td>
</tr>
<tr>
<td>Pantone 209 C</td>
<td>Pantone 124 C</td>
<td>Pantone 526 C</td>
<td>PRINT C=0 M=100 Y=0 K=100</td>
<td>100% Black</td>
</tr>
<tr>
<td>PRINT P 66-16 C</td>
<td>PRINT P 10-8 C</td>
<td>PRINT P 91-16 C</td>
<td>SCREEN C=0 M=100 Y=0 K=100</td>
<td>90% Black</td>
</tr>
<tr>
<td>C=0 M=100 Y=41 K=58</td>
<td>C=0 M=27 Y=100 K=0</td>
<td>C=48 M=0 Y=100 K=0</td>
<td>SCREEN C=0 M=100 Y=0 K=100</td>
<td>80% Black</td>
</tr>
<tr>
<td>SCREEN HEX #860038</td>
<td>SCREEN HEX #EFBA08</td>
<td>SCREEN HEX #009DBB</td>
<td>SCREEN C=0 M=100 Y=0 K=100</td>
<td>70% Black</td>
</tr>
<tr>
<td>R=134 G=0 B=56</td>
<td>R=239 G=186 B=8</td>
<td>R=157 G=127 B=127</td>
<td>R=146 G=200 B=62</td>
<td>60% Black</td>
</tr>
</tbody>
</table>

**NEUTRAL PALETTE**

<table>
<thead>
<tr>
<th><strong>BLACK</strong></th>
<th><strong>RICH BLACK</strong></th>
<th><strong>GREEN</strong></th>
<th><strong>ORANGE</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>PRINT C=0 M=100 Y=0 K=100</td>
<td>PRINT C=90 M=80 Y=80 K=100</td>
<td>PRINT P 157-8 C</td>
<td>PRINT P 7578 C</td>
</tr>
<tr>
<td>SCREEN HEX #000000</td>
<td>SCREEN HEX #00B3C5</td>
<td>C=48 M=0 Y=100 K=0</td>
<td>C=0 M=67 Y=87 K=12</td>
</tr>
<tr>
<td>R=0 G=0 B=0</td>
<td>R=0 G=179 B=197</td>
<td>SCREEN HEX #009DBB</td>
<td>SCREEN HEX #009DBB</td>
</tr>
<tr>
<td></td>
<td></td>
<td>R=146 G=200 B=62</td>
<td>R=213 G=105 B=57</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>WHITE</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>PRINT C=0 M=0 Y=0 K=0</td>
</tr>
<tr>
<td>SCREEN HEX #FFFFFF</td>
</tr>
<tr>
<td>R=255 G=255 B=255</td>
</tr>
</tbody>
</table>
University Fonts

The Typefaces

The typefaces used in university communications are also brand and graphic identifiers and require the same consistency to position Cal State Dominguez Hills as a premier educational institution. Approved typefaces for the university logo and descriptors must not be altered.

Two typeface families, **Proxima Nova** and **Mercury**, have been selected for use on CSUDH print communications. These typefaces, a serif and sans serif families, allow flexibility while maintaining a consistent visual character within the whole range of communication materials.

**Fonts for Correspondence and Reports**

If you do not regularly create designed collateral you may not need to install the Proxima Nova or Mercury fonts. Standard fonts can be used and will ensure that your document looks the same if viewed by someone who does not have our custom fonts installed on their computer.

Examples of correspondence include: letters, memos, faxes and interoffice communication documents.

**San Serif Font**
Use Arial or Calibri fonts.

**Serif Font**
Use Times New Roman Font.

**Web Fonts**

**Proxima Nova**
Use of this font on the university main website will be available through preset style guides.

**Open Sans**
Use of Open Sans is acceptable on websites not created in the CM1 content management system that require the use of a non-licensed web font.

**Arial**
Arial font may be used as an alternate font for digital communications where a standard font choice is required to ensure the collateral displays as intended on the receiver’s computer - for example e-newsletters.

**SAN SERIF – PROXIMA NOVA**
- Proxima Nova Condensed Thin
- Proxima Nova Condensed Light
- Proxima Nova Condensed Regular
- Proxima Nova Condensed Medium
- Proxima Nova Condensed Semibold
- Proxima Nova Condensed Bold
- Proxima Nova Condensed Extrabold
- Proxima Nova Condensed Black
- Proxima Nova Condensed Thin Italic
- Proxima Nova Condensed Light Italic
- Proxima Nova Condensed Italic
- Proxima Nova Condensed Medium Italic
- Proxima Nova Condensed Semibold Italic
- Proxima Nova Condensed Bold Italic
- Proxima Nova Condensed Extrabold Italic
- Proxima Nova Condensed Black Italic

**SERIF – MERCURY**
- Mercury G2 Roman
- Mercury G2 Semibold
- Mercury G2 Bold
- Mercury G2 Italic
- Mercury G2 Semibold Italic
- Mercury G2 Bold Italic

Please contact University Marketing & Communications for additional information.
University Stationery

Business Card

NAME
Proxima Nova Bold 10.5pt black uppercase.

CREDENTIALS (optional)
Proxima Nova Medium 6.5pt black uppercase.

TITLES
Proxima Nova Light 7.7pt black titlecase. Aligned to bottom of text frame so that additional title lines can be added if needed. Use up to 3 lines for the Title. Recommended: Title followed by department.

LOCATION
Proxima Nova Light 8pt. Use office location if appropriate. Spell out office location if it fits e.g. Welch Hall 400 or abbreviate eg LCH or SBS.

CONTACT
Use up to 4 lines of contact numbers.

CONTACT TYPE
Proxima Nova medium 7.7pt black. Use only these categories: Office, Direct, Cell or Fax. Add colon and single space after contact type.

CONTACT NUMBER
Proxima Nova Light 7.7pt black. Format with first three digits in parenthesis, with a dash before the last 4 numbers.

WEBSITE
Proxima Nova Bold 8pt burgundy lowercase.

EMAIL
Proxima Nova Light 8pt black lowercase.

BUSINESS CARD BACK
(Same design for all cards)

BUSINESS CARD FRONT

PROKIMA NOVA

California State University, Dominguez Hills
1000 East Victoria Street, Building Location, Carson, CA 90747
OFFICE: (xxx) xxx-xxxx
DIRECT: (xxx) xxx-xxxx
CELL: (xxx) xxx-xxxx
FAX: (xxx) xxx-xxxx

www.csudh.edu
employee@csudh.edu

Please contact University Marketing & Communications for additional information.
University Stationery

Envelope and Letterhead

Because Cal State Dominguez Hills is one brand, there is a fixed format for the official letterhead in three versions:

- **Address Version** - simple letterhead with sender’s information.
- **Generic Version** - blank with CSUDH marks and address.
- **Long List Version** - option for colleges to list their departments and/or programs.

When used consistently, CSUDH brand is undiluted and presents professionalism. Please follow the guidelines shown here.

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**Address Version**

Jane Smith  
2345 Street Ave.  
Sunnyvale, CA 94089

Dear Ms. Smith,


Sincerely,

Name

---

**Generic Version**

Jane Smith  
2345 Street Ave.  
Sunnyvale, CA 94089

Dear Ms. Smith,


Sincerely,

Name

---

**Long List Version**

Jane Smith  
2345 Street Ave.  
Sunnyvale, CA 94089

Dear Ms. Smith,


Sincerely,

Name
Email Signature

Font: Calibri, SIZE: 10pt, Black
Credentials: Calibri, SIZE: 8pt, Black
Link Color: Burgundy (#860038 or R=132 G=0 B=56)

Additional contact number formats:
- Long names and titles may look better on separate lines.
- If you have more than one title you can list titles on two lines.

Name, credentials ('xx)  
Title
Unit Name  
California State University, Dominguez Hills  
1000 E. Victoria Street, OFFICE LOCATION  
Carson, California 90747  
T: (310)243-XXXX  |  E: emailaddress@csudh.edu
www.csudh.edu

If including additional contact numbers, move the email address to the next line.

Name, credentials ('xx)  
Title
Unit Name  
California State University, Dominguez Hills  
1000 E. Victoria Street, OFFICE LOCATION  
Carson, California 90747  
T: (310)243-XXXX  |  C: (310)243-XXXX  
E: emailaddress@csudh.edu 
www.csudh.edu

Option for three contact numbers.

Name, credentials ('xx)  
Title
Unit Name  
California State University, Dominguez Hills  
1000 E. Victoria Street, OFFICE LOCATION  
Carson, California 90747  
T: (310)243-XXXX  |  C: (310)243-XXXX  
F: (310)243-XXXX  |  E: emailaddress@csudh.edu
www.csudh.edu

Use of Logo image is optional.
If logo copies over larger, select image and drag corner to reduce image size.
Align width with the beginning of the ‘m’ in the University name.
Hyperlink logo image to main university website. Select image, right click, select Hyperlink, make sure ‘web page or File’ is selected. Enter www.csudh.edu - OK.

Enter your csudh email address.
Change color to Burgundy #860038 and underline.

Use of Logo image is optional.
If logo copies over larger, select image and drag corner to reduce image size.
Align width with the beginning of the ‘m’ in the University name.
Hyperlink logo image to main university website. Select image, right click, select Hyperlink, make sure ‘web page or File’ is selected. Enter www.csudh.edu - OK.

First name, Last name. You may include additional identifiers such as middle initial if desired.
Include your department name.
Update with your office phone number.
Hyperlink the website. Select text. Right click, select hyperlink, make sure ‘web page or File’ is selected. Enter www.csudh.edu - OK.
Change the color from default blue to burgundy. MORE COLORS, enter 860038 in HEX box or enter 132, 0, 56 into the RGB color sliders.
Credentials are optional.
For example, Ph.D. If you graduated from Dominguez Hills you may include your graduation year, M.A. ('98) etc.
Use smaller text size for credentials 8pt.

Title in bold text. Short Titles may go on same line as name, separated by longer dash. Long titles may be moved to next line down or go on more than one line without dash.
Full university name in text.
Include your office location.
Enter your csudh email address.
Change color to Burgundy #860038 and underline.

Font: Calibri, SIZE: 10pt, Black
Credentials: Calibri, SIZE: 8pt, Black
Link Color: Burgundy (#860038 or R=132 G=0 B=56)
Photography

Image Style

People
Individuals take the forefront in our visual brand. Communications should use photography featuring real CSU Dominguez Hills students, staff, faculty, alumni, employers, partners and community members. The photography used should represent a cross section of CSUDH’s diverse campus population.

People featured in CSUDH communications should be actively engaged in university settings that speak to our quality of academics, vibrant student life and beautiful campus and facilities.

Photography Style
Branded communications should make consistent use of the current marketing campaign’s photography style. This ensures that university materials have a coordinated and recognizable look, but also that they are periodically updated with a fresh and contemporary look and do not become dated.

Visual Personality and Design
Images, visuals and design elements used in branded university communications should reflect the positive, transformative CSUDH experience.

Avoid use of dark imagery or heavy colors. Keep the design uncluttered, clean and contemporary to allow the focus to remain on the photography and the individual(s) featured.