



College of Liberal Arts
& Social Sciences

CLASS

Brand Style Guide

Cleveland State University



COLOR PALETTE

University Green & Fresh Green

For more detailed information, see the CSU Brand Style Guild.

CLASS Aquamarine

The official CSU College of Liberal Arts and Social Sciences color, CLASS aquamarine is to be used for CLASS specific marketing pieces, such as invitations and reports.

CLASS Secondary Color

This palette of supporting colors are permitted with limited use. Again, all materials are to be predominately green or aquamarine.

*These colors are also used by the CSU Brand Style Guild.



University Green



Fresh Green

University's Primary Palette



CLASS Aquamarine



Pantone 3255
C:55 M:0 Y:26 K:0

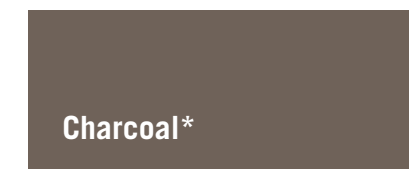
CLASS's Primary College Color



Fresh Green*



Pantone 368
C:63 M:0 Y:97 K:0



Charcoal*



Pantone Warm Gray 11
C:23 M:32 Y:31 K:64



Goldernrod*



Pantone 116
C:0 M:12 Y:100 K:0



Red-Orange



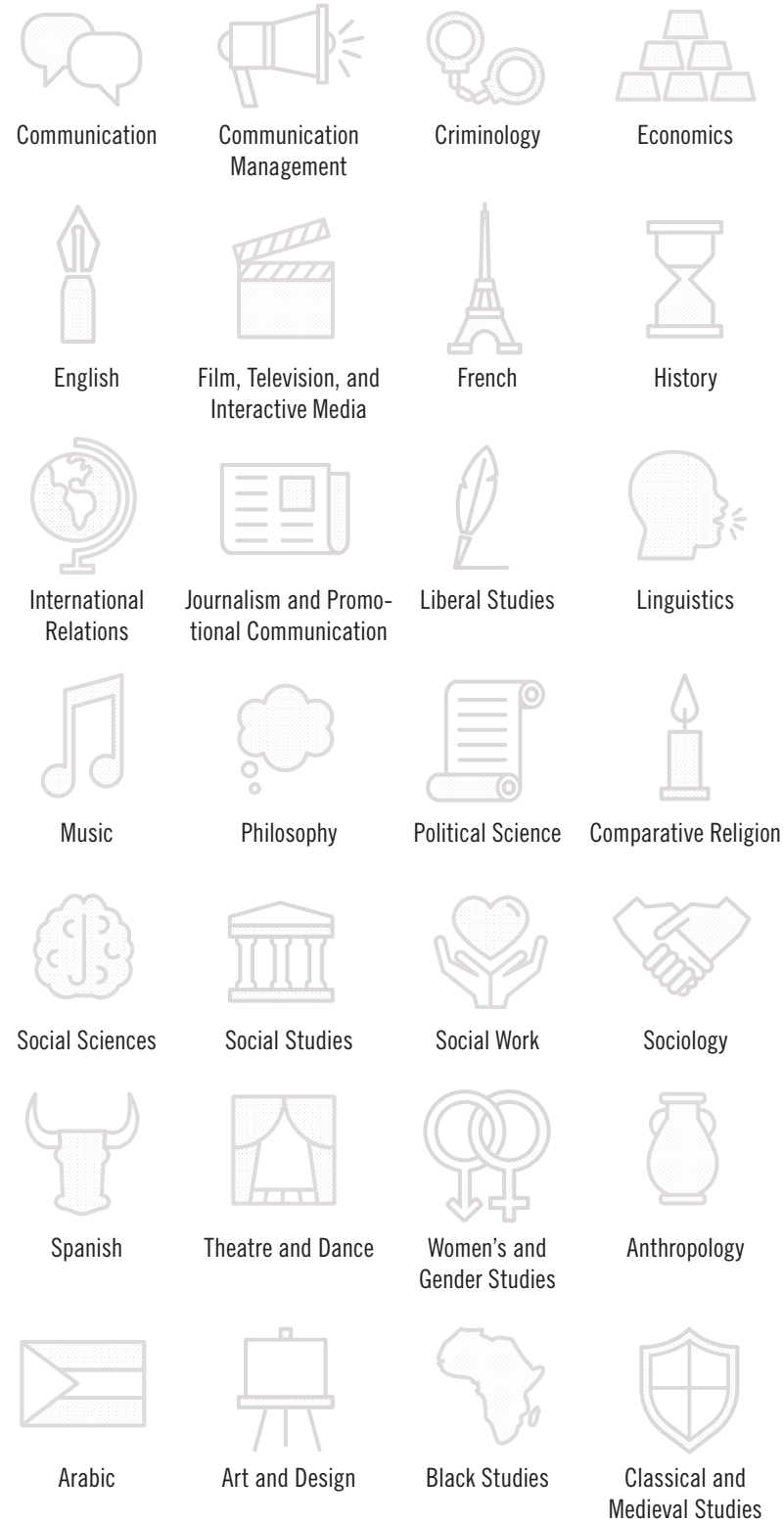
Pantone 1655
C:0 M:68 Y:90 K:0

CLASS's Secondary Colors

SYMBOLS

College of Liberal Arts and Social Sciences Symbols

Each major area of study has a symbol that is assigned to it. These symbols may be used college wide and by the departments that house these areas of study.



College's Symbols

COLLEGE + DIVISION LOGO STANDARDIZATION

General Usage

In order to create brand unity, colleges and divisions within Cleveland State University must follow the outlined standardization:

- » The official University seal is always placed to the far left of the mark.
- » A small rule line separates the University seal from the college/division name.
- » The full name is written in Trade Gothic Regular. It is to not be bold or italicized.
- » Department or office names are listed in smaller text underneath the main logomark.
- » There are positive and reversed versions of the seal. The positive image suits most needs, while white seals on dark backgrounds should use the reversed.
- » Colleges/divisions are not to attempt to create a logo. Rather, University Marketing will provide official and approved logo files per each college.

For more information on college and division logo standardization, go to csuohio.edu/marketing. Any questions can be directed to University Marketing.



College of Liberal Arts & Social Sciences

College Logo



College of Liberal Arts & Social Sciences

College Logo Reversed



College of Liberal Arts & Social Sciences

OFFICE OF THE DEAN

College + Department



College of Liberal Arts & Social Sciences

OFFICE OF THE DEAN

College + Department Reversed

