

# COLLEGE OF NATURAL SCIENCES

## BRAND QUICKSTART GUIDE

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### PRIMARY COLORS

Green is who we are at Colorado State. It represents our pragmatic agricultural roots and our ongoing commitment to sustainability. Green reminds audiences of our tree-lined Oval, grassy Intramural Fields, and wild Mountain Campus.

The University aims to build and reinforce its association with the color green in all its communications. **CSU Green, Pantone 357, must dominate designs for print and web.** For promotional items like t-shirts, pencils, and water bottles, select dark or forest green. We recommend using these colors generously whenever you are communicating on behalf of CSU and CNS.

CSU Gold, Pantone 617, is also in the primary color palette. **Include gold wherever appropriate as accent to, but never a substitute for CSU Green.**



#### CSU Green

CMYK: 92 | 18 | 94 | 61  
RBG: 30 | 77 | 43  
PMS: Pantone 357



#### CSU White

CMYK: 0 | 0 | 0 | 0  
RBG: 255 | 255 | 255



#### CSU Gold

CMYK: 11 | 6 | 64 | 13  
RBG: 200 | 195 | 114  
PMS: Pantone 617

### ACCENT COLORS

The accent color palette encourages variety among designs with CSU Green being the dominant color. The six options add a vibrant and contemporary feel to the College of Natural Sciences colors. Accent colors can be included as pops of color, but require care to avoid brand confusion with other CSU colleges.

When using swatch libraries, select **Pantone + Color Bridge Coated.**



#### Pantone 7700

CMYK: 28 | 0 | 100 | 0  
RBG: 200 | 215 | 67



#### Pantone 7473

CMYK: 78 | 10 | 50 | 0  
RBG: 19 | 168 | 150



#### Pantone 7740

CMYK: 83 | 18 | 100 | 4  
RBG: 38 | 147 | 70



#### Pantone 7563

CMYK: 9 | 41 | 90 | 0  
RBG: 230 | 159 | 57



#### Pantone 180

CMYK: 16 | 87 | 78 | 5  
RBG: 198 | 68 | 64



#### Pantone 7532

CMYK: 52 | 54 | 71 | 33  
RBG: 102 | 88 | 68



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### TYPOGRAPHY

#### Museo Slab 500

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(,.;:?!\$&\*)

**Suitable for:** Short blocks of copy such as primary headlines, pull quotes, single words, and subheads

**Not suitable for:** Long lines of body copy.

#### Proxima Nova

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(,.;:?!\$&\*)

**Suitable for:** Any number of applications — from subheads to body copy

**Not suitable for:** Distinctive title-case headlines

#### Elena

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(,.;:?!\$&\*)

**Suitable for:** Body copy, pull quotes, and subheads

**Not suitable for:** Distinctive title-case headlines

#### Klavika

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(,.;:?!\$&\*)

**Suitable for:** Text call-outs, infographics, subheads, pull quotes, and single words.

**Not suitable for:** Long lines of body copy.



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### APPLICATION

THE NEWS

NATURAL SCIENCES

SEPTEMBER 2016

UPCOMING EVENTS

A Talk With CSU Alumni

Spend the evening with the Biology Department and Alumni. Refreshments will be served.

9/13

A Talk With CSU Alumni

Spend the evening with the Biology Department and Alumni. Refreshments will be served.

9/18

A Talk With CSU Alumni

Spend the evening with the Biology Department and Alumni. Refreshments will be served.

9/19

A Talk With CSU Alumni

Spend the evening with the Biology Department and Alumni. Refreshments will be served.

11/23

HEADLINE ARTICLE

BY: AUTHOR LASTNAME

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SEPTEMBER 2016

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