COLLEGE OF NATURAL SCIENCES

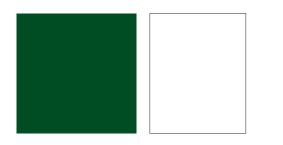
BRAND QUICKSTART GUIDE

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 7563 CMYK: 9 | 41 | 90 | 0 RBG: 230 | 159 | 57 Pantone 7473 CMYK: 78 | 10 | 50 | 0 RBG: 19 | 168 | 150



Pantone 180 CMYK: 16 | 87 | 78 | 5 RBG: 198 | 68 | 64 **Pantone 7740** CMYK: 83 | 18 | 100 | 4 RBG: 38 | 147 | 70

Pantone 7532

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





COLLEGE OF NATURAL SCIENCES

BRAND QUICKSTART GUIDE

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:** Distintive title-case headlines

Elena

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

Suitable for: Body copy, pull quotes, and subheads Not suitable for: Distintive 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.





DISCOVERY BEGINS HERE

COLLEGE OF NATURAL SCIENCES

BRAND QUICKSTART GUIDE

APPLICATION





HEADLINE ARTICLE

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HEADLINE ARTICLE

SEPTEMBER 2016

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