

PUBLICATION GUIDELINES

All publications from the university should reflect the overall image, message and mission of the university. They should be attractive, consistent in their use of logos, serve their purpose, speak to the audience for which they're targeted and include the words Columbus State University – not just CSU – on the front and back of every publication that's sent to an external audience. An official CSU clock tower logo – available online – will satisfy half of that requirement as it must be on the front or the back.

The university's official colors are red, white and blue (Pantone colors 540 and 186)

University publications should:

- Portray the image of the university consistently, accurately and attractively
- Effectively promote the service or event
- Appropriately "speak to" the intended audience.

COPYWRITING: THE BASICS

» Remember your audience

Make content, as well as tone and word choice, relevant to the reader.

» **Ask for the sale** / Have one clear next step and make readers feel like they need to take it.

» **Front-load your copy** / Keep the most important information at the beginning.

» **Keep it active** / Use present tense and address the reader directly using "you." Columbus State University is "we."

» **Keep it concise** / Write it, then cut it in half.

» **Make it scannable** / Break copy into manageable chunks (subheads, bullets)

» **Avoid negatives** / Turn that "can't" into a "can."

» **Hook your readers** / Grab their attention by eliciting an emotion.

» **Sell the benefits** / When you ask "why should I care?" the copy should answer that question.

» **Show rather than tell** / Use words to evoke images, and tell a story rather than completely relying on design.

» **Have a strategy** / Think about the piece you're writing in the context of the larger flow to ensure a consistent experience.

BEFORE YOU SEND

- Check each link, linked text, or linked image. Ensure that the link works, is current/updated, and is relevant.
- View the email in a variety of email clients. Outlook and Gmail are two of the most popular desktop email clients.

Mobile:

- View the email on a mobile device. The iPhone and devices which use Android are two of the most popular devices.
- Check the links on a mobile device. Can users complete the action intended?

For more information and additional resource, please go to ColumbusState.edu/UR

ADDITIONAL RESOURCES

LOGO AND TEMPLATE FILES
columbusstate.edu/brandguide

STATIONERY ORDERING
CSU Print Shop URL?

EDITORIAL RESOURCES
www.apstylebook.com
www.thesaurus.com
www.dictionary.com


Contact Information:
FOR BRANDING AND LOGO USE
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SOCIAL MEDIA LINKS

 /ColumbusState.com

 /ColumbusStateU.com

 /ColumbusState.com

COLUMBUS STATE UNIVERSITY'S VISION

Columbus State University strives to be a first choice institution for discerning students who seek challenging programs, engaged faculty, and a vibrant, globally connected campus culture.

COLUMBUS STATE UNIVERSITY'S MISSION

We empower people to contribute to the advancement of our local and global communities through an emphasis on excellence in teaching and research, life-long learning, cultural enrichment, public-private partnerships, and service to others.

STRATEGIC PLAN PRIORITY #1:

Attract a higher percentage of students with the motivation and preparation to complete a degree .

GOAL #1 FOR STRATEGIC PLAN PRIORITY #1:

Improve CSU's name recognition, academic reputation, and ranking.

BRAND SUMMARY STATEMENT

Columbus State University provides a creative, deeply personal and relevant college experience.

BRAND ATTRIBUTES:

ACADEMIC EXCELLENCE/QUALITY

GROWTH-ORIENTED/ON THE MOVE

SUCCESS-ORIENTED

DIVERSITY

ENGAGEMENT

PARTNERSHIP/COMMUNITY



» MARKETING/BRANDING QUICK REFERENCE GUIDE

AD CAMPAIGN AND MARKETING MESSAGES:

Columbus State University is no longer a fall back option for students looking for a bigger and better school. For more and more students who have a choice of where to go, they are making Columbus State University their first choice. Our ad campaign, strategic plan and private comprehensive campaign have embraced this concept, and the "First Choice" theme.

The idea is that we are not saying we are better academically than a Georgia Tech, or that we have more options than you would find at a UGA, it's just that for many students we have exactly the right mix of: Value / Academic excellence (which is largely underappreciated) / Location (close to Atlanta, but not too close. Also RiverPark campus) / Opportunities for engagement / Personal attention from faculty / Relevant courses of study and courses that prepare students for jobs and careers / National caliber faculty / Emerging campus environment / Great community



» MARKETING/BRANDING QUICK REFERENCE GUIDE

Columbus State University's strong visual identity builds alignment and customer loyalty. Correct application of the Columbus State University logo strengthens the Columbus State University brand and is art of strategic plan to improve reputation. Use of the Columbus State University logo and any of the brand's defining elements is restricted to communications that represent Columbus State University.

LOGO — RULES TO FOLLOW

- » Use the logo graphics as provided.
- » Do not separate type from the 'Clocktower' or use either as stand alone element.
- » Do not alter the logo in any way.
- » Allow for 'safe space' and adequate size.
- » Do not create your own Columbus State University logo.
- » Make legibility a priority.
- » Use only approved colors.

SAFE SPACE

As illustrated, the safe space on each side of the logo should be equal to or greater than the height of the verbiage in the logo.



COLOR

The Columbus State logo is only available as 2-color (Blue and Red), 1-color, (Black only) or reverse (white only). Always ensure significant contrast between the logo and its background. Do not place the logo on patterned or textured backgrounds. Do not scale logo disproportionately.



BRAND FONTS

- PRIMARY**
- Open Sans Light
 - Open Sans Light Italic
 - Open Sans Regular
 - Open Sans Italic
 - Open Sans Semibold
 - Open Sans Semibold Italic
 - Open Sans Bold
 - Open Sans Bold Italic
 - Open Sans Extra Bold
- SECONDARY**
- Georgia Regular
 - Open Sans Italic
 - Georgia Bold
 - Georgia Bold Italic

BRAND COLOR PALETTE

The use of color is integral to the Columbus State University brand.



COLOR FORMULAS

- PMS (Pantone Matching System):
- Blue, PMS 540
 - Red, PMS 186
- CMYK (print)
- Blue, c.100 m.77 y.38 k.36
 - Red, c.13 m.100 y.90 k.4
- RGB (screen)
- Blue, r.0 g.50 b.91
 - Red, r.204 g.9 b.47

- Hexadecimal (web):
- Blue, #00325b
 - Red, #cc092f

Columbus State University logo use in any outward facing material must be reviewed and approved by College Marketing. For review and approval of all Columbus State University logo uses, please contact John Lester, Marketing of Director, at lester_john@colstate.edu, 706-562-1652. For more information visit <http://ur.columbusstate.edu/logos/index.php>.