

CHADRON STATE COLLEGE QUICK BRAND GUIDE

CSC's goal when communicating with external audiences is to clearly deliver a message in an appealing manner while conveying a consistent identity.

LOGOS

The primary identifying mark for Chadron State College is the Eagle logo. Multiple variations, some shown below, are available to fit a wide spectrum of layout and design needs. To obtain the Eagle logo, please contact College Relations.



FONTS

The primary font for Chadron State College is Myriad Pro, which can serve as the dominant typography in college documents. Garamond is available as an alternate font for body copy. The primary font for CSC athletics is Play. Secondary fonts such as Aptos, Calibri, Helvetica, Arial, and Cambria are also acceptable.

Myriad Pro Light
Myriad Pro Regular
Myriad Pro Semibold
Myriad Pro Bold
Myriad Pro Light SemiCondensed
Myriad Pro SemiCondensed
Myriad Pro Semibold SemiCondensed
Myriad Pro Bold SemiCondensed
Myriad Pro Light Condensed
Myriad Pro Condensed
Myriad Pro Semibold Condensed
Myriad Pro Bold Condensed

Adobe Garamond Pro Regular
Adobe Garamond Pro Semibold
Adobe Garamond Pro Bold

Play Regular
Play Bold










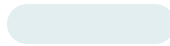






COLORS

Chadron State College's official color is Cardinal. Black, Crites Gray, and White are the secondary colors. Additional accent colors are available for use alongside the main colors.

MAIN COLORS

| | | | |
|---|---|---|---|
|  |  |  |  |
| CMYK 0-100-36-37% Cardinal (Print) | #660033 Cardinal (Web) | CMYK 80-80-80-100% Black | CMYK 0-0-0-20% Crites Gray |

ACCENT COLORS

| | | | |
|---|---|---|---|
|  |  |  |  |
| C-Hill Green CMYK 86-39-100-38% #1B582C | Cedar Red CMYK 0-91-92-11% #D73828 | Chicoine Fog CMYK 47-34-27-0% #909AA7 | Clock Tower Glow CMYK 8-44-100-0% #E79A24 |
|  |  |  |  |
| Copper Brown CMYK 0-25-49-58% #836747 | Deep Blue CMYK 100-63-0-49% #00366B | Frontier Sky CMYK 64-0-5-0% #34C4E9 | High Rise Beige CMYK 18-25-28-0% #D1BBAE |
|  |  |  |  |
| Lucinda Purple CMYK 52-97-0-0% #8E2F92 | Neutral Cool CMYK 7-0-2-4% #DFEBEC | Neutral Green CMYK 7-0-7-11% #D2DDD6 | Neutral Warm CMYK 0-22-3% #F5EFEC |
|  |  |  |  |
| Prairie Orange CMYK 22-77-100-12% #B35326 | Sandhills Teal CMYK 74-0-21-44% #007985 | Spring Green CMYK 75-0-100-0% #38B449 | Sunflower Yellow CMYK 6-17-100-0% #F1CB14 |

VOICE

The Chadron State College voice is **practical, conversational, informative, and familiar; not steeped in promotional terms or full of jargon**. Since Chadron State College communicates to a variety of constituents, content is a priority and readability is paramount.

IDENTITY STANDARDS

The Identity Standards guide covers proper use of logos, colors, typography, and subsidiary marks associated with Chadron State College. View the Identity Standards guide at csc.edu/collegerelations/identity-standards.