Branding & Identity Guidelines

CSU GLOBAL

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How Should This Book Be Used?

This book is a resource for anyone creating content for our brand – internally or externally. Please remember that all externally developed content is subject to review by the CSU Global marketing team.



COLORADO STATE UNIVERSITY GLOBAL

We go there.

Our Verbal Identity – CSU Global

Our Mission

Colorado State University is committed to advancing student academic and professional success in a global society, by providing access to dynamic education characterized by excellence, innovative delivery technologies, industry relevance, and strong stakeholder engagement.

Our Vision

Colorado State University Global is the premier provider of innovative, higher learning opportunities for modern learners around the world.

At Colorado State University Global, we know there's no one way to learn. That's why we pioneered public, all-online degrees that meet people where they are. We believe education should be available to all. Wherever our students roam, whatever our students need, **we go there.**



Our Verbal Identity – We go there.

At Colorado State University Global, we know there's no one way to learn. That's why we pioneered public, all-online degrees that meet people where they are. We believe education should be available to all. Wherever our students roam, whatever our students need, **we go there.**

We're the online university that lets you be where you need to and gets you where you want to go. Wherever, whenever — that's how our online degrees work. On your schedule with our unwavering support. We're on U.S. News and World Report's list of top online programs, and we help you turn aspirations into outcomes.

Our Messaging – Brand Personality

At CSU Global, we speak with clarity and intention. Our voice is both **inspirational and empowering**. We understand the **power of personal connections** in student success, so we engage and spark a sense of possibility by **sharing stories** and connecting prospective students with success counselors, enrollment counselors, instructors, and students who've undertaken the journey they're considering.

We're here to **uplift and support** each student's journey, delivering education that is immediately applicable in the real world.

Verbal and visual identity go hand in hand to convey the brand voice and tone. We aim to be eye-catching in our design while understanding that readability comes first. User experience (UX) based on industry best practices is valued every step of the way, from website design to chatbots, from email communications to video. Smooth and effective communication is the goal, avoiding anything that is a clunky or complicated experience for the user.

By adhering to these guidelines, every message from CSU Global reinforces our dedication to offering an education that not only meets the current needs of our students but also empowers them to shape their future with confidence and clarity.

Our voice is:

- Engaging
- Empowering
- Transparent & honest
- Straightforward
- Inspirational
- Contemporary & fresh
- Accessible
- Conversational
- Informational

Our voice is not:

- Not sales-y
- Not intimidating
- Not filled with hidden surprises
- Not cluttered with jargon
- Not overbearing
- Not outdated
- Not exclusive
- Not formal
- Not overwhelming

Collaborative –
"we go there"

Not –
"you go it alone."

we go there.

Our Messaging Guidelines

GUIDELINES IN PRACTICE

Here are guidelines to ensure consistency, cohesiveness, and effectiveness across our website, email communications, social media, design, and other platforms:

Website & Social Media

Voice and Tone:

- Use an engaging, empowering, and transparent tone.
- Be straightforward, avoiding jargon and overly complex language.
- Keep messaging inspirational yet accessible, speaking to a broad audience.

Content:

- Focus on the real-world applicability of programs and courses.
- Highlight success stories and testimonials to inspire and connect with prospective students.
- Provide clear, honest information about costs, course requirements, and what students can expect.
- Consistent use of our name. For the first time or in official papers, write "Colorado State University Global." Use " CSU Global" after that. If the people you're talking to already know us, it's okay to say "CSU Global" immediately.

Design:

- Ensure designs are eye-catching but prioritize readability and user experience.
- Use visuals that reflect diversity, inclusion, and the vibrancy of the student community.
- Design with flexibility in mind, making content easily navigable on any device.
- Use call-to-action (CTA) buttons strategically to guide users toward applying, enrolling, or requesting more information.

Personalization:

- Tailor messages to address the recipient's interests, course of study, or stage in the educational journey.
- Use a conversational tone that feels personal and direct.

Clarity and Purpose:

- Each email should have a clear purpose: to inform, encourage action, or provide support.
- Keep subject lines concise and to the point, ensuring they reflect the email's content.

Content:

- Share valuable resources, tips, and insights that align with the recipient's interests and needs.
- Include success stories or testimonials to inspire and motivate.

Design:

- Design emails to be mobile-friendly, with a clean layout that prioritizes readability.
- Use images and graphics sparingly to enhance the message without overwhelming the text.

Design Guidelines:

Consistency:

- Maintain a consistent visual identity across all platforms, using a unified color scheme, typography, and imagery style.
- Ensure logo usage is consistent and aligns with brand guidelines.

Accessibility:

- Design with accessibility in mind, ensuring content is easily readable and navigable for everyone, including those with disabilities.
- Use alt text for images, provide video transcripts, and ensure sufficient contrast between text and background colors.

Usability:

- Focus on user experience, ensuring websites and applications are intuitive and easy to use.
- Test designs for usability, making adjustments based on user feedback and best practices.

we go there.

Our Visual Identity

PolySans

PolySans is a thorougly modern take on mid-20th century sans serif workhorse classics such as Helvetica and Akzidenz Grotesk. It features sophisticated inktraps that sinuously connect strokes providing a softening, friendly surprise to the majority of its letterforms. Simultaneously functional and stylish, PolySans is the perfect choice for a leading-edge institution that is seeking to engage a pragmatic and savvy 21st-century audience.

Slim
Neutral
Median
Bulky

Slim Italic
Neutral Italic
Median Italic
Bulky Italic

abcdefghijklmnop

Aa Bb Cc Dd Ed Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Primary

Industry is the typeface used in our primary and secondary marks. This font was chosen to align all CSU system schools. The use of Industry should be limited to the CSU Global logo and some athletic apparel.

Source Sans Pro is the main typeface for marketing materials. Source Sans Pro is a readily availalbe free Google font.

Poly Sans is the main typeface for all hero image headers, and creative messaging.

Alternate

Calibri remains our desktop alternate typeface, only to be used when Source Sans Pro is unavailable.

INDUSTRY

Source Sans Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890~!@#$%^&*+=

Source Sans Pro Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890~!@#$%^&*+=

Source Sans Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890~!@#$%^&*+=

Source Sans Pro Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890~!@#$%^&+=*

Source Sans Pro Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890~!@#$%^&*+=

Poly Sans Bulky
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890~!@#$%^&*+=

Poly Sans Median Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890~!@#$%^&*+=

Poly Sans Median
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890~!@#$%^&*+=

Poly Sans Neutral
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890~!@#$%^&*+=

Cool, Calm, and Collected

Keep our color palette in mind when selecting photography. Cooler tones will pair better with our reds and blues. Also, consider your audience as it varies with programs and messages.

Aim to show individuals who are happy and optimistic, either in the workplace or learning online (e.g. in front of laptops or mobile devices). Do not use imagery where the individual is cropped out.

Remember to select photos that reflect our diverse student body, in both age and ethnicity.



Photo Filtering

If there is a photo you would like to use, but if falls out of our color palette, we suggest using Photoshop to apply the photo filter. Cooling Filter (80) at 10% opacity.

Responsive Palette

Please use any of these versions of our primary logo when applying them to different backgrounds. The most important thing to remember is that the logo should be easily visible.



Core and Secondary Colors

The red, dark red, and dark blue – which make up CSU Global's core color palette - remain unchanged. The dark blue is used extensively as a grounding color and to add sophistication as a substitute for black. A greater emphasis on lively secondary colors is used throughout the creative, with the power of the red and gold reserved for the logo.

All of the secondary colors have been chosed to be AA contrast compliant with the dark blue and red of the core palette.

Core

	Hex	RGB	CMYK
Red PMS 1945	#AA1D40	170 29 64	23 100 70 15
Dark Red PMS 1815	#7F131F	127 19 31	28 100 88 38
Gold PMS 7550	#D28F3F	210 143 63	18 48 88 0
Dark Blue PMS 275	#192245	24 34 69	9 7 0 29

Secondary

	Hex
LIGHT SAGE	#91CFAD
ROBIN EGG	82DFE7
CHARTREUSE	ECECA9
SUNSET YELLOW	FFBF2C
RED ORANGE	EC5B2F
BRIGHT ROSE	EE76B4
WHITE	FFFFFF

Our Visual Identity - Primary Mark

Shield of Strength

Our “Shield” logo is our primary mark and should be used as the main identifier of our brand.

Purpose-Built

The main objective for our new logo was to create a mark that acts as a beacon to our guiding principles — trustworthiness, care, and clarity **(A)**. As we pursued a clearer identity, it became important to us to remove the hyphen between “CSU” and “Global” **(B)**, as well as to establish rules around spacing, to ensure our logo would be appropriate for any application – digital or print **(C)**.



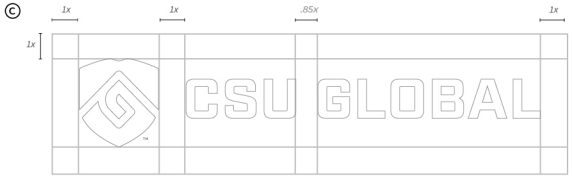
Ⓐ

The “G” and the upward arrow show our dedication to helpin gour students gain upward mobility. The unique notch at the top of the shield alludes to the shape of a heart and is a symbol of care. The shield shape Implies security and preparedness for the future.

Ⓑ

CSU GLOBAL

Ⓒ



Whitespace between the shield and “CSU Global” is used to determine the surrounding space.

Our Visual Identity - Lockups

Responsive Design

Our logo system allows it to be recognizable at any scale.

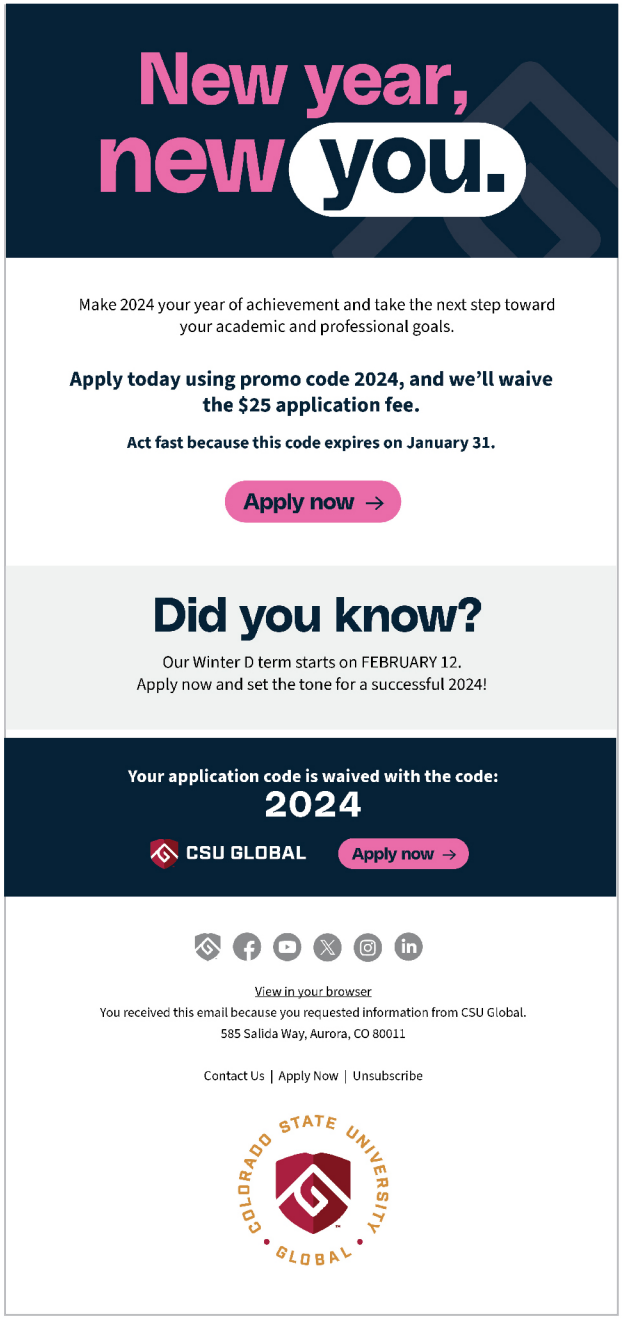


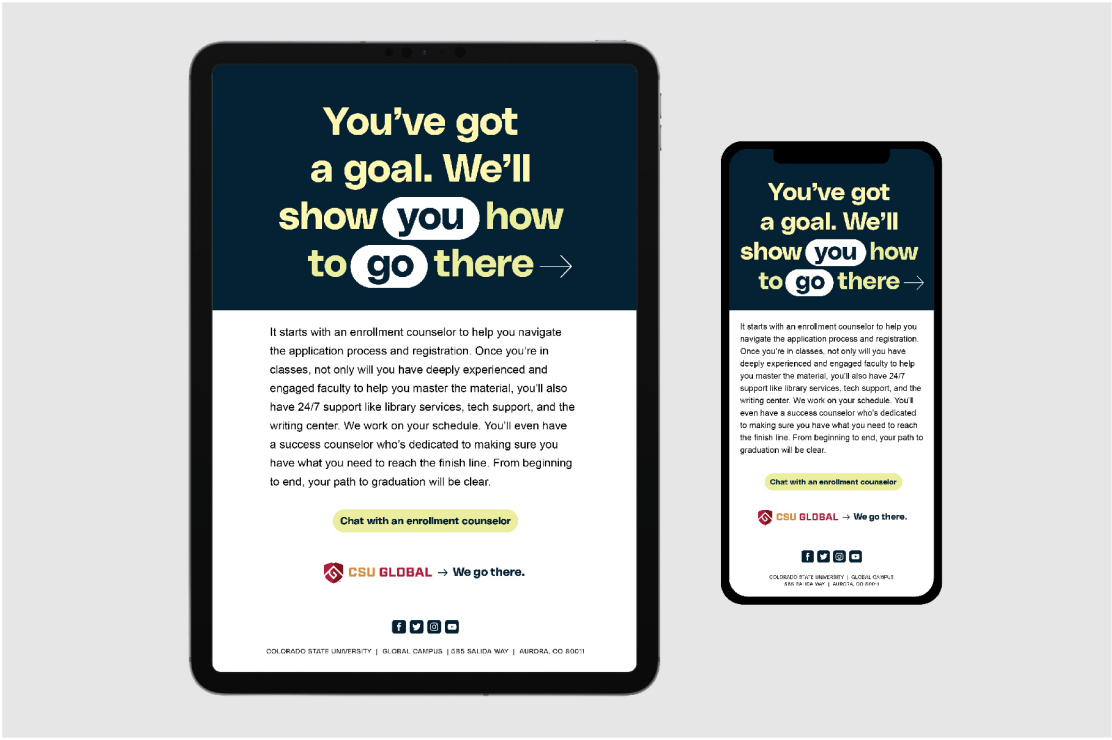
Our Visual Identity - Spirit Mark

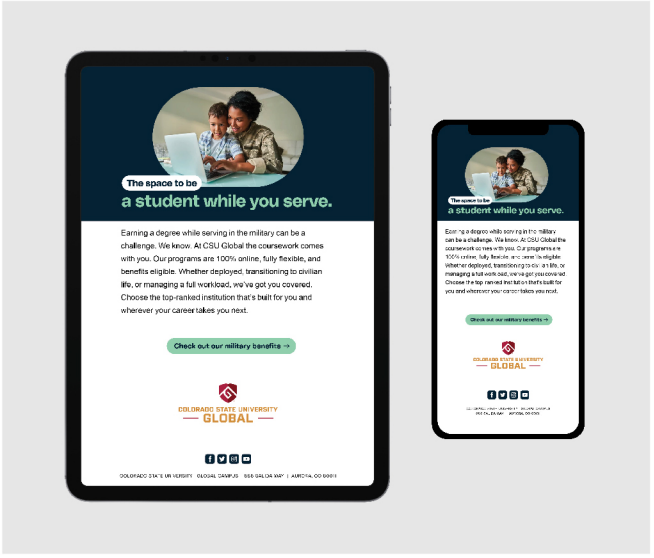
Goldie the Golden Eagle

Goldie, our long-time mascot, has also evolved over the years. Our beloved Golden Eagle represents the strength and confidence to help our students achieve success after obtaining a degree from CSU Global.





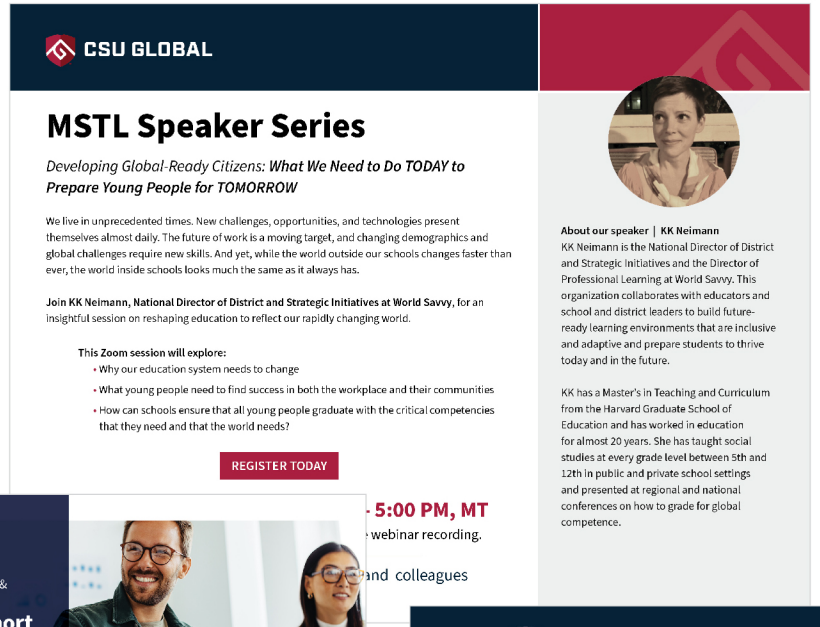




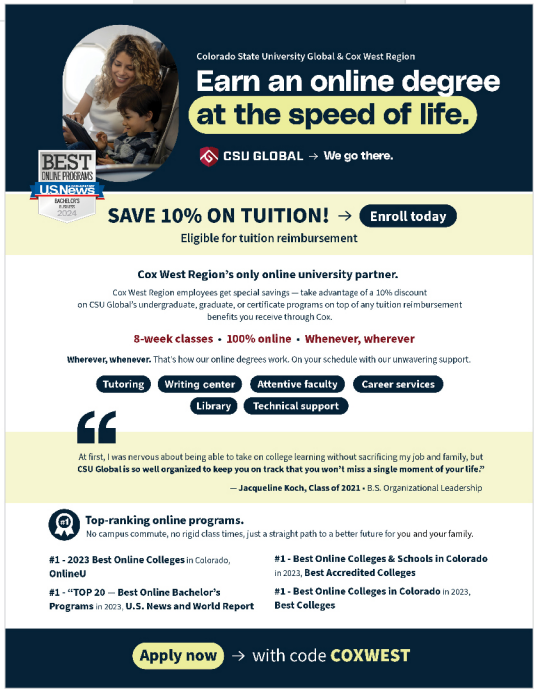


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Colorado State University Global & USA Surfing
Earn an online degree at the speed of life.
CSU GLOBAL → We go there.
BEST ONLINE PROGRAMS
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SAVE 5% ON TUITION! → Enroll today
USA Surfing's 1st university partner.
USA Surfing employees get special savings — take advantage of a 5% discount on CSU Global's undergraduate, graduate, or certificate programs.
8-week classes • 100% online • Whenever, wherever
At first, I was nervous about being able to take on college learning without sacrificing my job and family, but CSU Global is so well organized to keep you on track that you won't miss a single moment of your life."
— Jacqueline Koch, Class of 2021
B.S. Organizational Leadership
Writing center
Tutoring
Career Services
Attentive faculty
Library
Technical Support
Accredited | Affordable | Flexible | Fast
Apply now → with code USASURFING


CSU GLOBAL
MSTL Speaker Series
Developing Global-Ready Citizens: What We Need to Do TODAY to Prepare Young People for TOMORROW
We live in unprecedented times. New challenges, opportunities, and technologies present themselves almost daily. The future of work is a moving target, and changing demographics and global challenges require new skills. And yet, while the world outside our schools changes faster than ever, the world inside schools looks much the same as it always has.
Join KK Neimann, National Director of District and Strategic Initiatives at World Savvy, for an insightful session on reshaping education to reflect our rapidly changing world.
This Zoom session will explore:
• Why our education system needs to change
• What young people need to find success in both the workplace and their communities
• How can schools ensure that all young people graduate with the critical competencies that they need and that the world needs?
REGISTER TODAY
About our speaker | KK Neimann
KK Neimann is the National Director of District and Strategic Initiatives and the Director of Professional Learning at World Savvy. This organization collaborates with educators and school and district leaders to build future-ready learning environments that are inclusive and adaptive and prepare students to thrive today and in the future.
KK has a Master's in Teaching and Curriculum from the Harvard Graduate School of Education and has worked in education for almost 20 years. She has taught social studies at every grade level between 5th and 12th in public and private school settings and presented at regional and national conferences on how to grade for global competence.


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Colorado State University Global & Douglas County School District
Partnering to support new opportunities for you
Save 30%+ on tuition! | Enroll today
DCSD and CSU Global are teaming up to bring you a fantastic deal. As a DCSD K-12 educator, you're eligible for a substantial discount on CSU Global's online dual enrollment programs in Math, English, or History. Those interested in the Colorado Principal Licensure track receive significantly discounted tuition, too.
8-week classes • 100% online • Whenever, wherever
Become a Credentialed Dual Enrollment Teacher
Teachers credentialed to teach dual enrollment an lead their district students to earn college credit in classes that students take in their home high schools. Choose your focus and take six 3 credit courses.
• Earn 18 graduate credits
• Choose your specialty — Math, English, or History
• Save 33% on tuition — you pay just $335/credit
• Finish in under a year
Earn your Educational Leadership - Principal Licensure
CSU Global's Principal Licensure program is the only 100% online principal licensure program authorized by the state of Colorado. Combine your passion for education with your talent for leadership by preparing for an assistant principal or principal role in elementary, middle, or high schools.
• Earn 24 graduate credits
• Master's degree not required for program admission
• Save 30% on tuition — you pay just $350/credit
• Eight 3-credit courses
The credits you earn in either track can be applied toward a Master's Degree in Teaching and Learning.
Complete your Master's degree for $350/credit.
Contact:
Julie Hoefs, MAEd, Executive Enrollment Counselor
Phone: 720.279.1150 | Email: Julie.Hoefs@CSUGlobal.edu
More Info | CSUGlobal.edu/MSTL | 800.920.6723
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Earn an online degree at the speed of life.
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BEST ONLINE PROGRAMS
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SAVE 10% ON TUITION! → Enroll today
Eligible for tuition reimbursement
Cox West Region's only online university partner.
Cox West Region employees get special savings — take advantage of a 10% discount on CSU Global's undergraduate, graduate, or certificate programs on top of any tuition reimbursement benefits you receive through Cox.
8-week classes • 100% online • Whenever, wherever
Wherever, whenever. That's how our online degrees work. On your schedule with our unwavering support.
Tutoring
Writing center
Attentive faculty
Career services
Library
Technical support
At first, I was nervous about being able to take on college learning without sacrificing my job and family, but CSU Global is so well organized to keep you on track that you won't miss a single moment of your life."
— Jacqueline Koch, Class of 2021 • B.S. Organizational Leadership
Top-ranking online programs.
No campus commute, no rigid class times, just a straight path to a better future for you and your family.
#1 - 2023 Best Online Colleges in Colorado, OnlineU
#1 - Best Online Colleges & Schools in Colorado in 2023, Best Accredited Colleges
#1 - "TOP 20 — Best Online Bachelor's Programs in 2023, U.S. News and World Report
#1 - Best Online Colleges in Colorado in 2023, Best Colleges
Apply now → with code COXWEST

Enroll now and start classes February 12

Finish your application →

CSU GLOBAL



On *U.S. News & World Report's* list for top online programs.

You'll find us there and anywhere with Wi-Fi.

CSU GLOBAL

Apply now →

You've got a goal. We'll show you how to go there.

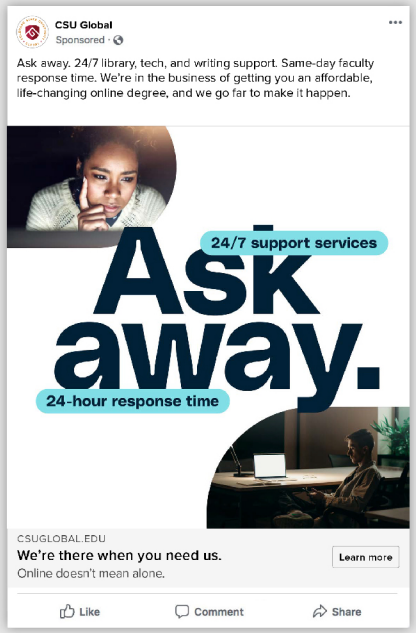
CSU GLOBAL Finish your application →

You've got a goal. We'll show you how to go there. →

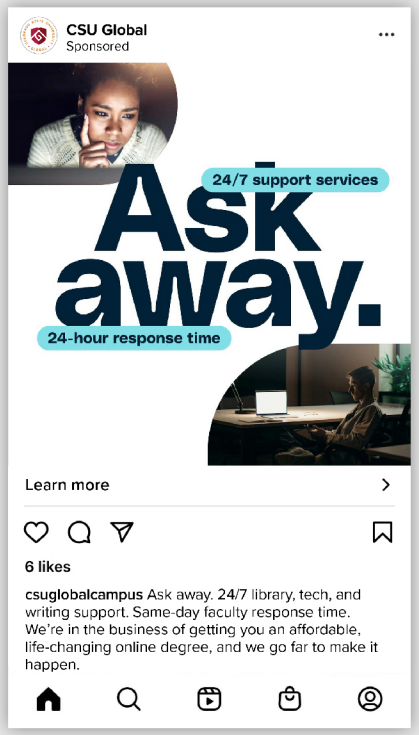
Finish your application →

CSU GLOBAL

FACEBOOK FEED

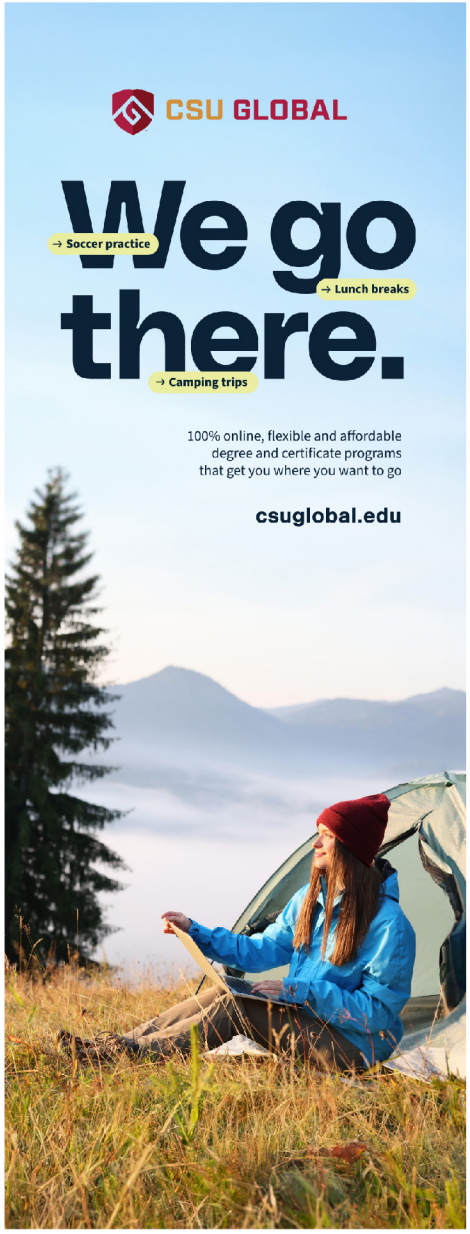


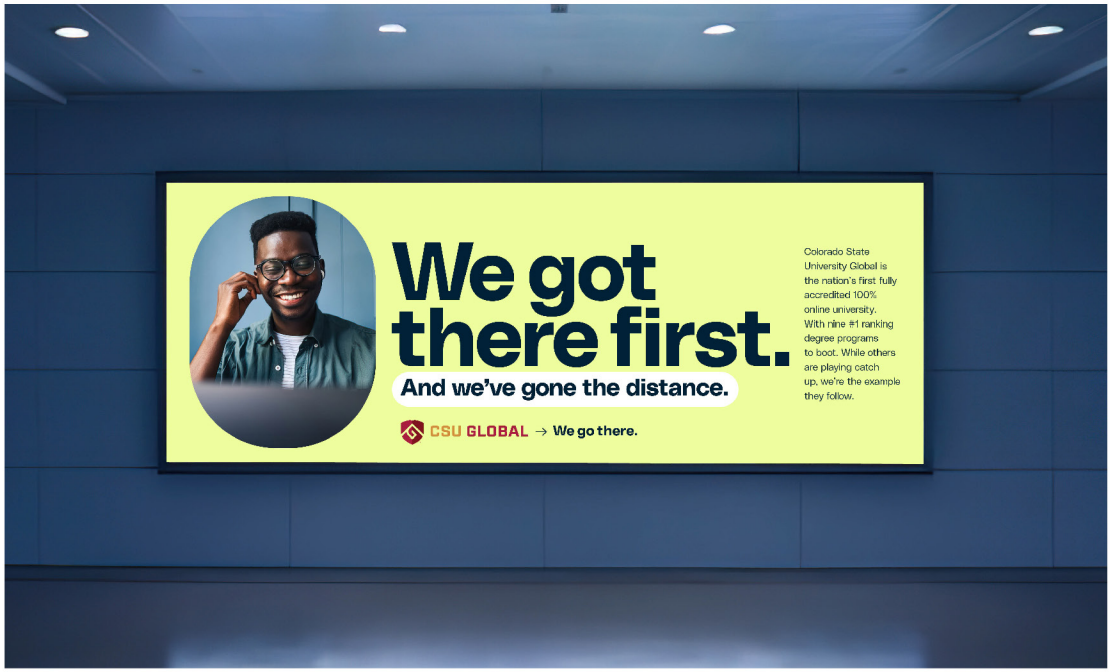
INSTAGRAM FEED



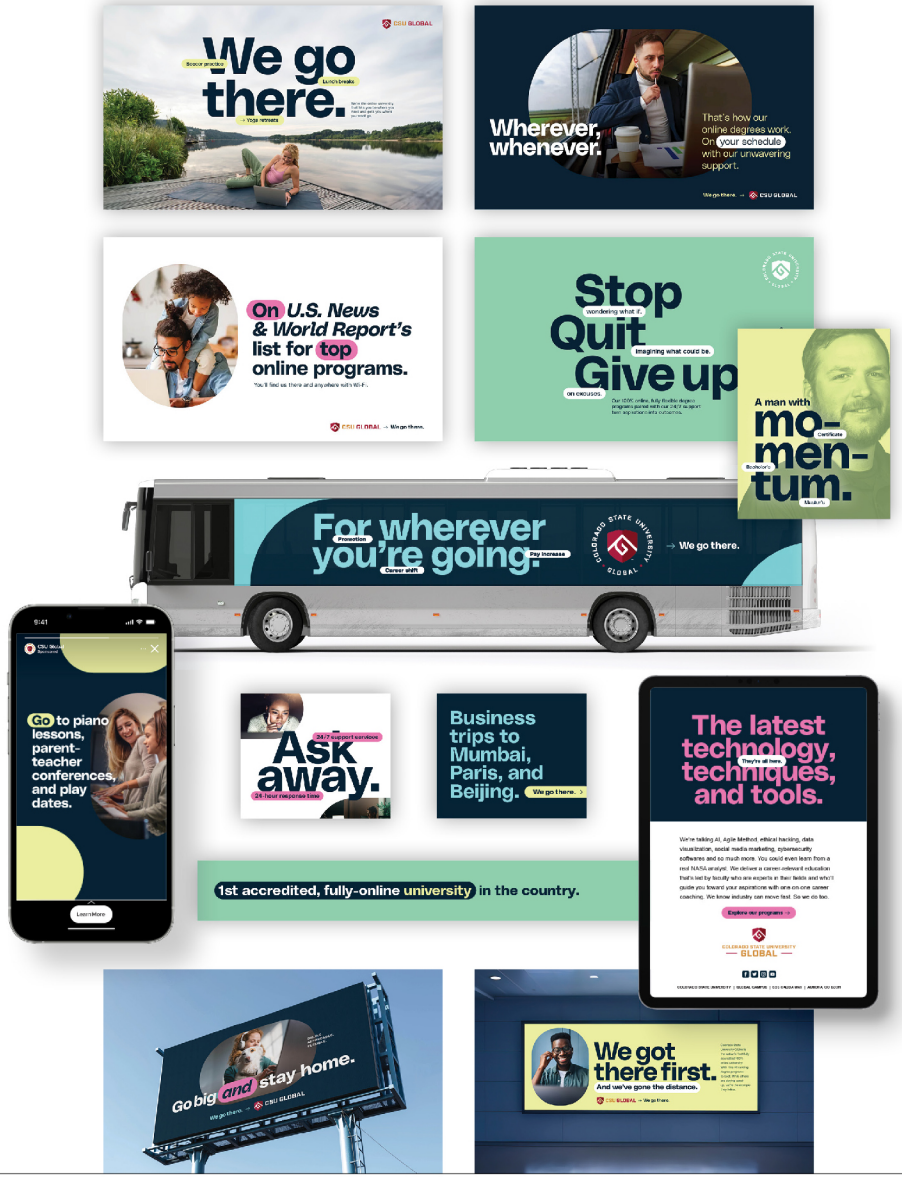



ONLINE.
AFFORDABLE.
FLEXIBLE.
Go big and stay home.
We go there. → CSU GLOBAL

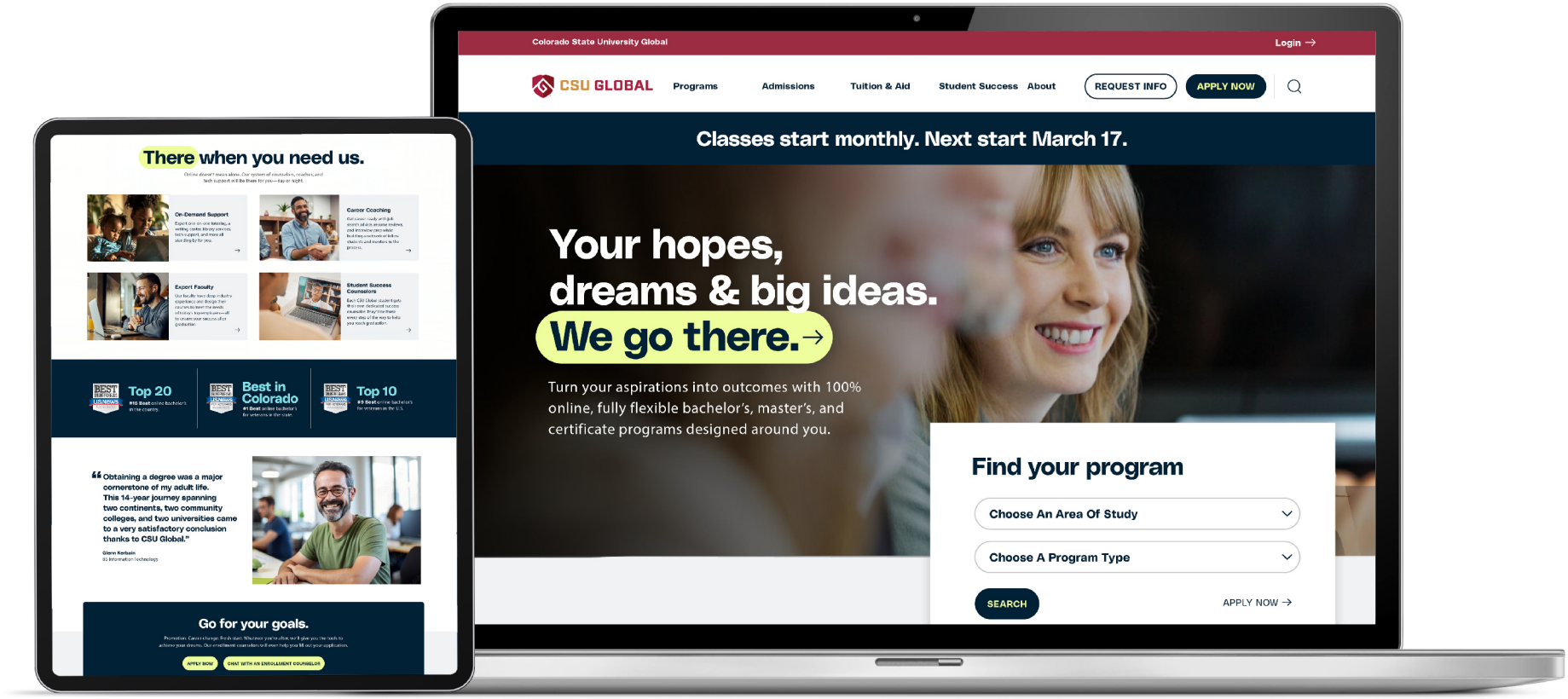

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We go there.
→ Soccer practice
→ Lunch breaks
→ Camping trips
100% online, flexible and affordable degree and certificate programs that get you where you want to go
csuglobal.edu


We got there first.
And we've gone the distance.
CSU GLOBAL → We go there.
Colorado State University Global is the nation's first fully accredited 100% online university. With nine #1 ranking degree programs to boot. While others are playing catch up, we're the example they follow.

We go there.


We go there.
Wherever, whenever.
That's how our online degrees work. On your schedule with our unwavering support.
On U.S. News & World Report's list for top online programs.
Stop
Quit
Give up
A man with mo-men-tum.
For wherever you're going.
We go there.
Go to piano lessons, parent-teacher conferences, and play dates.
Ask away.
Business trips to Mumbai, Paris, and Beijing.
The latest technology, techniques, and tools.
1st accredited, fully-online university in the country.
Go big and stay home.
We got there first.
And we've gone the distance.

WEBSITE


Colorado State University Global
Login
CSU GLOBAL
Programs
Admissions
Tuition & Aid
Student Success
About
REQUEST INFO
APPLY NOW
Classes start monthly. Next start March 17.
Your hopes, dreams & big ideas.
We go there.
Turn your aspirations into outcomes with 100% online, fully flexible bachelor's, master's, and certificate programs designed around you.
Find your program
Choose An Area Of Study
Choose A Program Type
SEARCH
APPLY NOW
There when you need us.
On-Demand Support
Career Coaching
Expert Faculty
Student Success Counselors
Top 20
Best in Colorado
Top 10
"Obtaining a degree was a major cornerstone of my adult life. This 14-year journey spanning two continents, two community colleges, and two universities came to a very satisfactory conclusion thanks to CSU Global."
Go for your goals.

ICONOGRAPHY



CSU Global's brand is defined by a distinctive thin-lined iconography, carefully crafted to embody our commitment to modernity, clarity, and accessibility. These minimalist icons serve as visual anchors across our digital platforms, communicating complex ideas with elegant simplicity.

COLORADO STATE UNIVERSITY GLOBAL

We go there.

