CSUB’s Unified Look

From Disneyland to Apple, most organizations build and maintain public name recognition by using a consistent visual image. This same technique is used by universities.

Your identity standards manual offers a set of standards that utilizes regular graphic symbols to unite all university communications, including print, electronic, display, broadcast and web media formats. It gives you everything you’ll need in order to create high-quality communications pieces like brochures, posters, web content, flyers, banners, signage, etc. The manual is designed to:

- Connect all areas of the university by providing unified visual content.
- Expand public awareness of the university through a consistent and easily recognizable brand image.
- Enhance student recruitment and foster alumni and donor support.
- Maintain precise and consistent production of campus marks by departments, vendors and designers.

CSU Bakersfield’s visual identity guide was created with input from University stakeholders. These guidelines are more than just a list of rules about colors, fonts and logos—they effectively create a strong, unified institutional identity. If you need to produce a publication but don’t have training or experience, we’ve included design tips and suggestions.

Our goal is that these tools will enable you to produce attractive materials that communicate your messages professionally and positively. For those of you without design training, we hope that this identity standards manual will help make your jobs a little bit easier. Regular use and application of these guidelines by university members will ensure that the standardized image that we are trying to achieve is in fact brought to life.
All Together Now

We have implemented a university-wide design system, color palette and typography for CSUB that gives it a consistent and unified look. Individual departments and offices will be able to create distinctive materials that publicize and distinguish their own units, while expressing and strengthening the university’s recognition. By teaming up and presenting a unified look, we can reach our audiences more effectively and significantly enhance CSU Bakersfield’s profile in this region, the state and across the globe.

We thank you for taking part in this branding effort!

California State University, Bakersfield’s materials have been created with a modern and contemporary appearance. A foundational grid system has been put in place to give structure and credibility to each piece. This model is designed to convey a ‘timeless modern’ look and feel.

Many design materials will display multiple images. The grid format allows for this to be done easily, while maintaining a structured and clean look.

The image area is separated to hold multiple images while retaining white space. Sections for copy text are arranged in the boxed-in image areas to add visual interest and variation to the grid.

Color or white transparent bands are used to hold multiple images together or to highlight information.
“It’s Your University” is the university-wide marketing statement for California State University, Bakersfield. This statement emphasizes CSU Bakersfield’s commitment to offering an outstanding university education to all students, regardless of ethnic or economic background. Using the second-person voice (“Your”) speaks directly to the reader and underscores CSUB’s close connection to all members of the local community.

This statement may be used on any CSUB marketing materials. The word “Your” is sometimes italicized for emphasis.

As a way of providing some individual brand identity for each of the university’s four schools, the following statements may also be used:

**Majors that work.**
(Natural Sciences, Mathematics & Engineering)

**Majors that matter.**
(Social Sciences & Education)

**Majors that inspire.**
(Arts & Humanities)

**Majors that mean business.**
(Business & Public Administration)

These somewhat playful statements can be used prominently on brochures, posters, banners, promotional giveaways, and other materials that are used to promote the schools and their programs. The school’s statement may also be used as a tagline below the University/School logo.
Identity Standard

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# Identity Standard

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01 Logo Standards
Logo Overview

What is the primary university logo?
The logo is the university seal accompanied by the logotype “CSU Bakersfield.” The seal and type should be blue, and the type portion cannot be used without the seal. There are color variations available for different design options. This logo should appear on all official communications.

What is the commercial university logo?
For advertising and promotional purposes, a more dynamic logo is available. The target audience and familiarity with the university should be considered when selecting the most appropriate option.

Can I change the color?
Color options are very clearly defined and should not be altered in any way. The official university colors are Pantone Blue 286 C and Pantone Yellow 116 C. Refer to page xxx for equivalent color formulas used in four-color printing and digital media (e.g. MS Word, Excel or PowerPoint).
Logo Overview

Correct & Incorrect Usage

For brand success, it is important that the CSU Bakersfield logo, seal and signatures be displayed correctly. This includes always using the correct typefaces, colors and size of all elements. The examples shown at the bottom right are old university logos and have been retired. It is unacceptable to use these logos.
The CSU Bakersfield logo is the primary element of the visual identity standards. As the primary and preferred visual representation for the university, the logo should be used on all official documents and for all academic programs and activities. The logo may only appear in three colors, as shown.

The CSU Bakersfield logo may not be attached to any other type or graphic element other than the signatures for Schools or centers as shown on page xxx. The logo may not be modified in any way, nor should the proportions of the seal to the logotype be changed. The logotype may not be used without the seal.
Primary Logo

CSU Bakersfield Logo
Vertical (Stacked) Option

For flexibility, a vertical version of the logo allows for use in different types of media and communication where width is limited. The vertical logo may only appear in three colors, as shown. No other type or graphic element may be attached to this version of the logo.

The logo may not be modified in any way, nor should the proportions of the seal to the logotype be changed.

Signatures may not be used with the vertical version of the logo.
Primary Logo
Area of Isolation and Minimum Sizes

There should always be sufficient space around the logo to keep it clear of distracting elements, such as type, photographs or graphics. In general, this clear space is equivalent to two times the height of the “book” illustrated within the logo.

Because of inherent space restrictions in some specific usages, this space requirement may have to be modified. For example on business cards, banners or signs, the logo may be positioned closer to the edge of the product so long as the logo remains the primary visual.

The logo should always be proportional to the piece being created. The height of the seal should never be less than 5/8 inch. The logotype will always be proportionate to the seal and should not be scaled separately.
Primary Logo

Reversed Logos

In some designs, the logo must reverse out of a solid color. A special version of the logo has been created for this purpose.

When the logo is reversed out of a CSUB Gold, CSUB Blue or black, the only color option is white.

When using the logo in reverse, the area of isolation must be maintained as shown on page xxx.
Primary Logo

Logo Use for School/Center and Division Signatures

The name of Schools, major centers, units or large administrative offices within the university may be added to the CSU Bakersfield logo as a unit signature. These signatures have been created to provide a unified visual that connects all areas of the university. Departments or majors should use the signature appropriate for their school. Currently, the only approved signatures are:

- School of Arts and Humanities
- School of Business and Public Administration
- School of Natural Sciences, Mathematics and Engineering
- School of Social Sciences and Education
- Academic Affairs
- Antelope Valley Center
- Business and Administrative Services
- Extended University Division
- Office of the President
- Student Affairs
- University Advancement
- Walter W. Stiern Library

Signatures may not be used with the vertical version of the logo.
Primary Logo

Logo Don’ts

1. Never skew, tilt or transform the logo.
2. Never change the size relationships of the logomark and logotype.
3. Never change the colors.
4. Never scale the logo beyond the stated minimum size.
5. Never rearrange the elements.
6. Never add departmental or organizational names to the logo, except for the approved logos we’ve designed for colleges, departments, etc.
7. Never print the logo over a patterned background, illustration or photograph.
8. Never crop the logo or let it bleed off a page.
9. Never alter the typeface of the logotype
Primary Logo

Logo Don’ts Continued

10. Do not alter the type style (e.g. from all caps to cap/lowercase) or font.

11. Do not include a program name as a signature.

12. Do not add unit names of descending importance to a signature that is not in an approved style.

13. Do not add a drop shadow to any part of the signature.

14. Do not include a department name as a signature that is not used in an approved style. This is reserved for letterhead.

15. Do not use the seal as a freestanding logo in place of the CSU Bakersfield logo. It may appear separately as a decorative or design element (see page xxx).

16. Do not apply a gradient to the logo.

17. Do not apply a tint to the logo.

18. Do not apply various colors to the seal, logotype or other elements of the signature.
University Seal

This is the official seal of CSU Bakersfield. The seal should have limited use, primarily on official university documents such as contracts or diplomas. The seal should not be used in place of the complete CSU Bakersfield logo (shown on pages xxx). The seal may not be combined with any other element.

However, the seal may appear separately as a decorative or design element. If only a portion of the seal appears, it must include, at a minimum, the words “EXCELLENCE PARTNERSHIPS COMMUNITY” and preferably the word “Bakersfield.”
University Seal

Using the CSUB Seal

Area of isolation
There should always be sufficient space around the seal to keep it clear of distracting elements, such as type, photographs or graphics. In general, this clear space is equivalent to the width between the two circles (as shown). Because of inherent space restrictions in some specific usages, this space requirement may have to be modified.

Minimum size
The seal should always be proportional to the piece being created. The height of the seal should never be less than 5/8 inch.

Reversed seal
In some designs, the seal must reverse out of a solid color. When the logo is reversed out of a CSUB Gold, CSUB Blue or black, the only color option is white.

When using the logo in reverse, the area of isolation must be maintained as described above.

Minimum size requirement
Not less than 5/8"
Promotional Logos

There are times when marketing the university that emphasis is placed on the non-academic aspects of university life. The two logos shown are appropriate for commercial and promotional uses that require more “spirit” and a dynamic visual, such as student activities, outreach and promotional items. These marks should not replace the use of the primary CSU Bakersfield logo on stationery or official communications and should not be combined with the primary CSU Bakersfield logo.

At all times the target audience and familiarity with the university should be considered when selecting the most appropriate option. For example, if you are promoting the university outside of Bakersfield or to a group that may not be familiar with the campus, a logo that includes the word “Bakersfield” is the best choice. Do not automatically assume your audience will know what the letters CSUB represent.
Promotional Logos

Areas of Isolation

**Area of isolation**
There should always be sufficient space around the logo to keep it clear of distracting elements, such as type, photographs or graphics. When using type or other illustrations, there should be enough isolated space around the logo to avoid the appearance of creating a new logo.

**Minimum size**

The logo should always be proportional to the piece being created. The height of the logo should never be reproduced smaller than the examples on this page. The roadrunner mascot’s facial features should always be clearly visible.
Promotional Logos

Logos Usage

The display depicts use of the commercial logo on various backgrounds. Note the need for a white outline when using the logos on a non-white background, inclusive of the trademark symbol.

Do not reverse the logo when using the one-color black version. Always maintain the light/dark areas of the one-color logo along with the white border. The logos may not be altered in any way.
Promotional Logos
CSUB Roadrunner Athletics Logos

The CSU Bakersfield Roadrunner athletics trademark package contains all athletics marks used to communicate school spirit.

The athletics marks may be used by recreational sports teams, student clubs or groups, and by alumni groups.

Athletics marks may not be combined with or replace the CSU Bakersfield logo. Its use on stationery is limited to CSUB athletics.

Contact the athletics marketing department for more information or to request usage permission.
CSUB has entered into a partnership with the Strategic Marketing Affiliates (SMA) to help:

1. Protect the university’s trademarks,
2. Promote the university’s brand through merchandise sales and product placement and
3. Allow the university to profit from the sales of merchandise.

For more information about trademarks and licensing please visit www.csub.edu/trademarks/.

For more information about SMA, please visit their website at www.smaworks.com.
Promotional Logos

CSUB Athletics Trademarks

Color logo on white background

Color logo on non-white background

Monochrome logo on white background
Promotional Logos
CSUB Athletics Trademarks
Continued

The block “B” should be used only in close proximity to the university name or athletics logo. One exception would be for use on baseball team hats.
Promotional Logos
CSUB Athletics Trademarks
Continued
Promotional Logos

CSUB Athletics Trademarks
Continued
Promotional Logos

CSUB Athletics Trademarks: Correct Usage on Non-White Background

Do not reverse the trademarks using the one-color black version. Use the correct mark designed for dark backgrounds.

Maintain the light/dark areas of the one-color trademarks along with the white border.

Do not alter the logos in any way.

Do not use renditions that are based on scanned copies, Photoshop effects, or manipulated computer graphic versions.

Do not use or create pixelated versions.
Promotional Logos

CSUB Athletics Trademarks: Don’ts

It is extremely important for brand success that the CSU Bakersfield athletics trademarks be used correctly. This includes always using the correct relative positioning and size of all elements.

The examples on this and the following page illustrate unacceptable usage.

1. Athletics logotype must “float” on white border.
2. Do no reverse athletics logos on non-white backgrounds. (See page xxx)
3. Do not distress trademarks for merchandising or for any use.
4. Do not distress trademarks for merchandising or any use.
5. Do not alter trademark colors.
6. Do not modify the trademarks. In this example, the Roadrunner’s neck has been removed and the “TM” has been moved. In addition the eyes must be colored white.
7. Do not place the trademark on a busy background or in any way that detracts from the trademark.
8. Do not reproduce the one-color (black/white) trademark in any other color. Do not place the trademarks on any color other than the campus approved palette color choices (See page xxx).
Promotional Logos

CSUB Athletics Trademarks: Don’ts Continued

9. Do not move “TM”.

10. Do not alter colors of any portion of the athletics trademarks.

11. Do not alter colors of any portion of the one-color athletics trademarks.

12. Do not increase the white border around trademarks.

13. Do not modify the border colors - BLUE - WHITE - GOLD - BLUE - WHITE - see #14 for correct jersey or cap letter.
02 Color
Color Palette

Primary and Secondary

Consistent use of color helps to reinforce a unified and distinct look for the university’s visual identity. The colors recommended are for use in CSU Bakersfield publications and promotional communications.

The primary colors for CSU Bakersfield are CSUB Blue (PMS 286 C) and CSUB Gold (PMS 116 C). The logos described within this guide may only be reproduced using the primary colors.

Color options are complemented and expanded through the use of a secondary palette of accent colors. Use of these colors provides variation and allows creativity while maintaining a uniform look across campus. Please use the accent colors sparingly. You should avoid filling a whole page, but they can fill a title block.

A Note on PMS Inks

A color system called PMS, or Pantone Matching System, is used by most commercial printers. The system has thousands of color formulas designed, so when you specify a color you can be confident that the printer will mix the ink correctly.

PMS also factors in different types of paper. Notice the letters U and C after the PMS numbers? They indicate uncoated and coated paper. If you are printing on coated paper, you use the C number (PMS 286 C). If you’re printing on uncoated paper, use the U number (PMS 116 U).

*The colors printed here are only a simulation. Colors will vary with different printers. Please refer to a Pantone swatch book for the accurate colors.
Color Palette
CMYK, RGB and HEX Formulas

CMYK uses the 4 colors of Cyan, Magenta, Yellow and black (the K refers to black) in strict proportions to come as close as possible to the pure ink colors of PMS. The reason we use this is because to print a PMS color, like 2945U, the printer will make a special plate to print just that blue on uncoated paper with solid ink. If the piece is already 4-color and you want to add this PMS blue color, then the printer would have to add another station to the press, which is expensive. Instead, CMYK matching is much easier to use. Please use these CMYK formulas to specify solid color areas in your document.

Obviously, you can’t mix inks on a computer screen—you have to mix light. RGB refers to Red, Green and Blue, the component colors of light, which combine to match PMS colors onscreen. Use the RGB formulas to mix light in your onscreen palettes to match PMS colors as accurately as possible.
Color Palette

College Colors

The accent colors are also used in some cases to represent the four schools at CSUB. These colors are used to quickly distinguish the different colleges on items such as large banners or displays.

School of Business and Public Administration
PMS 384 C

School of Arts and Humanities
PMS 221 C

School of Social Sciences and Education
PMS 159 C

School of Natural Sciences, Mathematics and Engineering
PMS 3295 C
Color Palette

Notes on Color

Accent Colors
Remember when using the accents colors to use them sparingly. Limit your design to a maximum of 2 accent colors along with the CSUB Blue and CSUB Gold.

Color bands/squares
Color bands or squares are used to highlight important information. Also, squares or bands are used to hold multiple images together or act as a graphical element. Often a white band with 70% transparency is used, but a color band at 80% transparency may also be used.
03 Typography
Typography

Glossary of Terms

Below is a list of terms that are used in the throughout the standards manual.

Body Text
The paragraphs in a document that make up the bulk of its content. The body text should be set in an appropriate and easy-to-read face, typically at 10 or 12 point size.

Display Font
A font that has been designed to look good at large point sizes, often for use in headlines. Typically such a font is not as readable at smaller sizes for large amounts of text. If a serif font with optical sizes, it will likely have lighter weight main stems and much lighter weight serifs and crossbars than a text-size version of the same typeface.

Face
One of the styles of a family of faces. For example, the italic style of the Garamond family is a face.

Family
Also known as a font family. A collection of faces that were designed and intended to be used together. For example, the Garamond family consists of roman and italic styles, as well as regular, semi-bold, and bold weights. Each of the style and weight combinations is called a face.

Flush Left
Text that is aligned on the left margin is said to be set flush left. If the same text is not aligned on the right margin, it is said to be set flush left, ragged right. The term ragged right is sometimes used alone to mean the same thing.

Flush Right
Text which is aligned on the right margin is said to be set flush right. If the same text is not aligned on the left margin, it is said to be set flush right, ragged left. The term ragged left is sometimes used alone to mean the same thing.

Headline
The short lines of emphasized text that introduce detail information in the body text that follows. Also the category of faces that are designed to work best in headline text.

Leading (pronounced: leding)
The amount of space added between lines of text to make the document legible. The term originally referred to the thin lead spacers that printers used to physically increase space between lines of metal type. Most applications automatically apply standard leading based on the point size of the font. Closer leading fits more text on the page, but decreases legibility. Looser leading spreads text out to fill a page and makes the document easier to read. Leading can also be negative, in which case the lines of text are so close that they overlap or touch.

Point Size
The common method of measuring type. The distance from the top of the highest ascender to the bottom of the lowest descender in points. In Europe, type is often measured by the cap-height in millimeters.

Sans Serif
A type face that does not have serifs. Generally a low-contrast design. Sans serif faces lend a clean, simple appearance to documents.

Serif
Small decorative strokes that are added to the end of a letter’s main strokes. Serifs improve readability by leading the eye along the line of type.

Style
One of the variations in appearance, such as italic and bold, that make up the faces in a type family.

Tracking
The average space between characters in a block of text. Sometimes also referred to as letterspacing.

Typeface
The letters, numbers, and symbols that make up a design of type. A typeface is often part of a type family of coordinated designs. The individual typefaces are named after the family and are also specified with a designation, such as italic, bold or condensed.

Weight
The relative darkness of the characters in the various typefaces within a type family. Weight is indicated by relative terms such as thin, light, bold, extra-bold, and black.

White Space
The blank areas on a page where text and illustrations are not printed. White space should be considered an important graphic element in page design.

Typography
Berthold Akzidenz-Grotesk

Our primary type family for print collateral (e.g. fact sheets, brochures, posters, banners, etc.) is Berthold Akzidenz-Grotesk. Akzidenz-Grotesk is a grotesque (early sans-serif) typeface originally released by the Berthold Type Foundry in 1896 under the name Accidenz-Grotesk. It was the first sans serif typeface to be widely used and influenced many later neo-grotesque typefaces after 1950.

Use condensed versions sparingly; typically only use condensed versions for headlines (see page xxx).

Definitive characteristics of this typeface are:
Lower case: Square dot over the letter i. Double storey a.
Upper case: Dropped horizontal element on A.

No substitutions are permitted.

Berthold Akzidenz Grotesk Light

Berthold Akzidenz Grotesk Bold

Berthold Akzidenz Grotesk Regular

Berthold Akzidenz Grotesk Super
Typography
Alternate Display Typefaces

For special communications, (e.g. posters about events services and programs) you may use ITC Garamond as a display typeface. Also, as mentioned earlier, you may use Akzidenz-Grotesk Condensed typefaces for headlines or sub-headlines.

ITC Garamond Book Condensed

Berthold Akzidenz Grotesk Light Condensed

ITC Garamond Bold Condensed

Berthold Akzidenz Grotesk Medium Condensed
Typography
Sample Text Setting

Display Type: 36 to 72 point ITC Garamond Book or Bold, plus 5 leading minimum*.

Subheads: 10 to 18 point Akzidenz Grotesk Light or Medium Condensed. Set flush left.

Headline: 18 to 24 Akzidenz Grotesk Bold Condensed plus 3 leading minimum. Set flush left.

Body Copy: 9 to 12 point Akzidenz Grotesk Light. Set in upper and lower case with a minimum of plus 3 leading.

The column width for text will follow the 3-column grid that is used on all collateral pieces. Please refer to page xxx for more information.

Text margins are generally flush left, ragged right. Use block paragraph style with no indents. Set the space after paragraphs between 3 and 7 points.

Captions: 7 to 10 point Akzidenz Grotesk Light, upper and lower case, with a minimum of plus 2 leading. Set flush left or flush right, typically placed on a colored band.

“*plus 5 leading” means you need to set the spacing between lines of text in your paragraph by adding 5 points to the point size of the type. For 36 point type, the leading, or spacing, is 41 points. When using larger type sizes, you need to add to the leading until the white space between the lines is wider than the spaces between words in that line.

A Very Important Message
From your college, department, or organization

Reaching out to prospective students has been a blast!

“When I say C-S, you say U-B! CS-UB!” I repeat the chant over and over as I grab the attention of more than 50 sixth graders. They are here for a tour of campus hosted by me and several other guides from the University Outreach Office, where I’ve worked throughout my five years at CSUB. This is one of the privileges I have serving as an outreach ambassador who sparks interest in and interacts with prospective students who are interested in what CSUB has to offer.

On a weekly basis, we meet groups of K-12 students at the Icardo Center to take them on tours of campus. On each tour, I enthusiastically explain the history of the university. I touch on famous alumni like Stephen Neal (former guard for the New England Patriots who was a champion wrestler at CSUB) and Kevin McCarthy (U.S. Congressman representing California’s 22nd congressional district). McCarthy earned his bachelor’s in marketing in 1989 and Master of Business Administration in 1994.

Tyree Boyd-Pates, student ambassador for the University Outreach Program, welcomes freshmen to orientation at Celebrate CSUB on April 28, 2012.
04 Stationery Standards
Stationery

Typography

The primary typefaces for stationery only are Times New Roman and Myriad. These fonts are available in a variety of weights to allow flexibility in text and display.

Times New Roman should be used for word processing, letters, publication copy and general text uses.

Myriad should only be used on the business cards and for the website address on letterheads. Use the bold for emphasis.

For PowerPoint presentations, Microsoft Word documents and other electronic files where font compatibility may be an issue, substitute Arial for Myriad or Akzidenz Grotesk.

Many computers will have Times New Roman and Myriad typefaces wherever Adobe products are installed. You can also purchase and download these fonts at www.adobe.com/type/.
Stationery
Typography Continued

Myriad Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
Stationery
Typography Continued

Myriad Semibold

ABCDEF
GHIJKLMNOPQRSTUVWXYZ
abcdefg
hijklmn
nopqrstuvwxyz
1234567890

Myriad Bold

ABCDEF
GHIJKLMNOPQRSTUVWXYZ
abcdefg
hijklmn
nopqrstuvwxyz
1234567890

Myriad Semibold Italic

ABCDEF
GHIJKLMNOPQRSTUVWXYZ
abcdefg
hijklmn
nopqrstuvwxyz
1234567890

Myriad Bold Italic

ABCDEF
GHIJKLMNOPQRSTUVWXYZ
abcdefg
hijklmn
nopqrstuvwxyz
1234567890
Stationery

Standard Letterhead

Letterhead size
8.5” x 11”

CSU Bakersfield logo signature
Color: Pantone 286 C

Horizontal line under CSU Bakersfield
Thickness: 0.5 pt
Color: Pantone 286 C

Address block text
Color: Black
Typeface: Times New Roman Regular
Size/Leading: 9/11 pt
Tracking: 0

Web address
Typeface: Myriad Semibold Italic
Size/Leading: 9/11 pt

Body text
Color: Black
Typeface: Times New Roman Regular
Size/Leading: 12 pt., Single space (MS Word)
Tracking: 0

Student groups may opt to use their organization or club logo on letterhead. However, the following disclaimer must appear on the stationery:

[Organization name] is a registered student organization of CSU Bakersfield.

Left margin: 1”

Month 00, 0000
Mr. John Doe
Company
Street Address
City, State 00000-0000

Dear Mr. Doe,

Feuis etuert is wos nsto odiatummy nonsectet volore mod ming ex et, vel el do dit prat praecestet, consecet tet wisim ilis nis eugait vullaor peratem nis am incilla con venim at. Duisciliquix nostrud tatisi. Magna consectet aci ea faccum velesto dolor acidunt lump ismolv ortismo dolenin elquis dolorem venim quat. Gait ad eugiat praesequat, commod min ulputpat ero odiam do er se dunt wiu nuliatem dolore magnisit lorpero.

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Dit elessext feum am, vent praese velent vel iustrud molorperit augue cor si bla aute diat. Reel lan henim er acidant nim dunt voloreet alissquie erositie tincin ut ulputpat, commodo loborem dolutatem dunt prat. Obore delese tat. Ullam ecos nonseque blandiat nibh exercisci vercel eu faccum et uetem nis nulputpate odioam doleninb eiugait euguerse consequatue dunt aut atuer susto core eu feumsan et la feusis ea commodo luptat verosti onsectetue feupit nulpate tissi.

Sincerely,

Name
Title
Stationery
Standard Letterhead | Full Size

This is a full size illustration of the standard letterhead from the previous page.

Left margin: 1"
Text aligns flush left with the center of the CSU Bakersfield seal.

Center of seal
Top margin: 1"

Body Text
Top margin:
not less than 2.25"
or start text below
the address block

Month 00, 0000

Mr. John Doe
Company
Street Address
City, State 00000-0000

Dear Mr. Doe,

Feuip etuerit wis nos nosto odiatummy nonsectet volore mod ming ex et, vel el do dit prat
praesectet, consectet tet wisim ilis nis eugait vullaor peratem nis am incilla con venim at.
Duisciliquis nostrud tatisi. Magna consectet aci ea faccum vel esto dolor acidunt lum ipismol ortismo
dolenim eliquis dolorem venim quat. Gait ad te eugiat praesequat, commod min ulputpat ero odiam
Stationery
Standard Letterhead with School/Center Level Signature

Letterhead size
8.5” x 11”

CSU Bakersfield School/center Signature
Color: Pantone 286 C

Horizontal line above School/center Signature
Thickness: 0.5 pt
Color: Pantone 286 C

Address block text
Color: Black
Typeface: Times New Roman Regular
Size/Leading: 9/11 pt
Tracking: 0

Web address
Typeface: Myriad Semibold Italic
Size/Leading: 9/11 pt

Office of text or department
Color: Black
Typeface: Times New Roman Regular
Size/Leading: 9/11 pt
Tracking: 0
Preferable 1 line of text, limit to maximum 2 lines

Body text
Color: Black
Typeface: Times New Roman Regular
Size/Leading: 12 pt., Single space (MS Word)
Tracking: 0
Stationery
Standard Letterhead Large
Administrative Office Level Signature

Letterhead size
8.5” x 11”

CSUB division (BAS shown here) signature
Color: Pantone 286 C

Office of the Vice President (’Department of’ OK)
Color: Black

Horizontal line above division signature
Thickness: 0.5 pt
Color: Pantone 286

Address block text
Color: Black
Typeface: Times New Roman Regular
Size/Leading: 9/11 pt
Tracking: 0

Web address
Typeface: Myriad Semibold Italic
Size/Leading: 9/11 pt

Office of text
Color: Black
Typeface: Times New Roman Regular
Size/Leading: 9/11 pt
Tracking: 0
Preferable 1 line of text, limit to maximum 2 lines

Body text
Color: Black
Typeface: Times New Roman Regular
Size/Leading: 12 pt., Single space (MS Word)
Tracking: 0

Dear Mr. Doe,

Feuip etuerit wis nos nosto odiatummy nonsectet volore mod ming ex et, vel el do dit prat
praesecet, consecte tet wisim ilis nis exugat vullaor peratem nis am incilla con venim at.
Duisciliquis nostrud tatisi. Magna consectet aci ea faccum velesto dolor acidunt lum ipsimol ortismo
dolenim elquis dolorem venim venim quat. Gait ad te eguiat praesequat, commod min uluptpat ero odiam
do er se dunt wis nulla augiatem dolore magnisit lorpero.

Duis adignit, quat dusisil euaguetum quisism dus esenim dolore tet iuiustis ip et, conulputat
lummolou pataturo dolpero od et dip endignim volore consequi ero dunt laor sit volore vullasore
do conseniam, commodo lesseqei ex el deliquat, seket ver sucsi bla at ipsum quising euqero ea
faccum nissis alit ad dolumsandre feu feu feugue magna feuip eguiat ulpute feugueros nonsequis
estrud its dolpero odolore dolore tissid dunt praesent aut pratincibla faccummod magnihia ea
facilit, velis dit ut iuriure volum nonsequat um deliquisit landit lor in eum equing euiot ut verat,
quat at ipit augue dolore mod magna faccum nostrud dolore tis nulputetue faccum in volore magin
volortie.

Dit elessecte feum am, vent praese velent vel iustrud moloperit augue cor si bla auto diat. Reet lan
henim er acidunt nim dunt voloreet alissequi erostie tincin ut uluptpat, commodo loborem dolutatem
dunt prat. Obore delesse tat. Ullum ero nonsequi blandiaxt nibh exercinti vercil eu faccum et utem nis
nulputatipio odiam dolenihi eguiat euqero consequeutae dunt aut atuer susto core eu feuusam et la
feusi ea commodo luptat verositi onsectetue feuipit nulpue tissi.

Duial et luptat. An venisil dolor iustrud magna feuis er sim dolorero et, vullum, velit vel et, quismod
doloroot la connectetum dit nulluptat.

Sincerely,

Name
Title
Stationery

Standard Business Card

**Business Card size**
3.5” x 2”

**CSU Bakersfield logo**
Color: Pantone 286 C

**Embossed Seal**
Color: Pantone 116 C

**Name**
Color: Pantone 286 C
Typeface: Myriad Pro Semibold
Size/Leading: 9/9 pt

**Title**
Color: Pantone 286 C
Typeface: Myriad Pro Regular
Size/Leading: 8/8.5 pt

**Space between name/title & address block**
8.5 pt

**Content block text**
Color: Pantone 286 C
Typeface: Myriad Pro Regular
Size/Leading: 8/8.5 pt

Note: on business cards, person’s name may be placed flush with the bottom of the seal to allow more content lines.

Option 1 - 4 lines

Option 2 - 5 lines
Stationery

Standard Business Card Back

The back of all business cards displays the official CSU Bakersfield Logo in white on a field of CSUB Blue (Pantone 286 C) or CSUB Blue on white.

Web Address
Typeface: Myriad Pro Semibold Italic
Size/Leading: 12/14.4 pt

Address Lines
Typeface: Myriad Pro Semibold
Size/Leading: 7/8 pt

Option 1 - CSUB Blue

Option 2 - White
Stationery
Standard No. 10 Envelope

Envelope Size
#10 Envelope
9.5" x 4.125"

CSU Bakersfield logo
Color: Pantone 286 C

Department or Division
Font: Times New Roman Bold
Size/Leading: 11/13pt

Address block text
Font: Times New Roman Regular
Size/Leading: 9/11 pt
Color: Pantone 286 C

CSU Bakersfield logo
Color: Pantone 286 C

Department Name
Mail Stop: 00 XX / 0000
9001 Stockdale Highway
Bakersfield, California 93311-1022
Stationery

Ordering Stationery

Where can I order business cards and stationery?

CSUB reprographics can produce your office supplies as well as provide an electronic letterhead template for word processing.
05 Photography
Photography

Galleries

Photo galleries for the University can be found on Flickr. Website: www.flickr.com and click Sign In

Login name: csubpr@yahoo.com

Password: pac123

Once you log in, you will find the galleries at: http://www.flickr.com/photos/78561756@N02/collections/

How to Download a Photo
Select the photo and open the actions menu, then click the “View all Sizes” link inside the menu. On the next page, choose the size you want to download and click the link in the “Download” section.

To download high-resolution versions of the photos, choose “Original Size.” Multiple other sizes are available if you need smaller photos for websites or any other online media. Be sure to always use the highest resolution possible for print media.

Help
If you have any questions on how to use the Flickr website please refer to http://www.flickr.com/help/faq/

Once you log on and go to http://www.flickr.com/photos/78561756@N02/collections/ this is the screen you should see with all of the available CSUB Photo Galleries.
Photography

Guidelines

For effective photography, we recommend you follow these guidelines:

1. Do not use poor quality photos. It’s better to not have an image than to publish one that’s fuzzy and poorly composed.

2. Only use photos that will appeal to your audience. Think about what interests them. For example, for potential donors, a picture of your building will not be as effective as a picture of your work results.

3. Use photos at unusual angles and points of view. They are more interesting than straight-ahead, eye-level photos.

4. Try to use a close up shot if you’re including photos of ordinary items. Even a coffee cup can look dramatic and sculptural if tightly photographed.

5. Use one large photo instead of several small ones.

6. If you do use multiples photos, try to make them coordinate. Select ones with similar colors, or even convert them to black and white, duotone or monotone.

7. If you use small pictures, crop them so that the key image is the main focus.

8. If you use multiple or small images, be cautious of the “spotted look,” or photos featuring lots of tiny things.

9. When you use images of people, select shots showing active people spontaneously interacting with each other. Try to reflect your diverse community in terms of age, ethnicity and physical ability.
Photography

Guidelines: Human Subjects

Be Aware of Model Releases

Make sure to carry model releases with you for people to complete. Any time that you take a picture of someone that may be used in any form of publication, you must, by law, obtain written permission. If you do not get consent from the person, this issue may be sidestepped by cropping out his or her face to make that person unidentifiable, or you can catch that person in movement with your camera set to a slow speed (such as "night interior," "portrait," etc.) to create a blur. Model releases can be downloaded at [APPROPRIATE WEBSITE].

We all know that it’s tough to shoot great portraits, but here are some tips:

1. Try shooting to get a cover shot, not a passport picture.
2. Find the most attractive angles by moving around the person.
3. Shoot in black and white. That way the portrait will look artistic even if it’s not perfect.
5. Get your subject to relax. Until then, just keep shooting.
6. Try to get the person to laugh naturally by keeping a playful vibe. Have fun!
06 Collateral System
All of CSUB’s print documents are designed around related formats and grids. Each format follows a consistent 3 column by 5 row grid with margins with variations for each document size. Please use each grid as it stands, without changing any margins.

You’ll find that these grids offer many layout possibilities. You can use one, two or three columns for content, in any combination. In the next section there will be examples of the grids in use.
Grids
The CSUB Grid for 8 1/2" by 11"
Vertical Formats
(Fact Sheets or Event Flyers)
Grids

The CSUB Grid for 11" by 8.5" Trifold Brochure

When sending to a printing vendor, or even printing in-house, be sure to print a sample and test the folds before running a large job.

Some printing vendors may provide templates showing where the fold and trim lines should be. If you are using these templates, you should still use the CSUB 3x5 grid for your design.
Grids

The CSUB Grid for 24" x 36"

Posters
Grids

The Alternate, Rotated CSUB Grid for Larger Posters

This grid is the same as the previous poster rotated 15°. The rotated 3x5 grid may be applied to other materials such as ads.
07 Design in Use
Design in Use
8.5" x 11" Fact Sheet

The design is more contemporary and modern and builds in the ability to show multiple images.

The design retains white space, and divides the image area so it can hold multiple images. Copy boxes break into the boxed-in image areas to add visual interest and flexibility to the grid (see variations on following pages).

Color bands used to highlight info and to hold multiple images together (often a white band with transparency).

Lorem ipsum dolor sit amet consectetur

Aliquam nibh nunc, porta ac suscipit non

In vitae posuere nulla

• Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere
• Praesent mollis tempor eros eu pharetra. Sed tempus, est non tincidunt
• accumsan, elit velit venenatis nulla, eget fermentum sapien neque eget
• Suspendisse ut risus libero. Fusce facilisis elit non sem fermentum et
• Morbi et quam lectus, quis aliquet erat nabi
• Nam sit amet mi nisl. Nulla et ligula et ante eleifend eleifend. Vestibulum ut
• ante quis erat auctor tincidunt. Ut quis risus eu lectus blandit tempor.


Morbi ipsum neque, euismod vel ultrices sit amet, dictum at neque.

Design in Use

8.5" x 11" Fact Sheet Variations

Bleeds vs. No Bleeds
Fact sheets may be designed with or without bleeds. A bleed is where an image extends beyond its intended boundary lines—the result is that the printed image reaches the very edge of the page, leaving no white border (shown in top left example). A document with no bleed does have a white border around the image (top right). Typically, you use Adobe Illustrator when working with bleeds, and Microsoft Word when working without bleeds.

Text vs. Photos
The templates are designed to cater to any copy piece that you’re creating. If you have lots of copy text that takes up most of the room on the page, the template will accommodate for mostly words and very few or even no photos. If you have little copy to work with, then you can use the template to include lots of photos.
Here are more fact sheet examples. These are shown with the grid.
Design in Use

8.5" x 11" Trifold Brochure

Here are examples of the inside and outside of a trifold brochure, which is printed on regular sized paper and folded in thirds.

Front Cover
There are two (2) variations you can work with: using one single picture for the cover, or putting multiple pictures on the cover. This is entirely up to you, but use the grid as a guideline.

Retain white space to focus the viewers’ attention. If you use a large image, consider dropping the accent color box and using colored text for a more open look.

Inside Cover Flap
Make sure this panel is BOLD. It’s the panel on the right when you open up the trifold (shown in green panel in the example), and it needs to be the first thing you read following the cover.

Vary the inside flap layout depending on how much copy goes there. This panel should include only highlights.

Interior
Keep the inside unified and quieter than the outside.
Design in Use

8.5" x 11" Trifold Brochure

Here is another trifold brochure example.
Now is the time to get started on your college career – for FREE! 
Interested in science, math, or engineering?

CSUB – Chevron High School Academy
CSU Bakersfield and Chevron have teamed up to offer an unparalleled opportunity to Kern County high school students who are interested in science, engineering, or mathematics.

Starting in Fall 2012, qualified Kern High School District students can take university-level courses at CSUB in Biology, Chemistry, Computer Science, Engineering, Geology, Mathematics, or Physics. Classes are held at convenient times to accommodate high school schedules.

The CSUB-Chevron High School Academy is FREE to KHSD students and carries up to 15 quarter units of transferable college credit.

Want to find out more? Call the CSUB NSME Student Center at (661) 654-6322.

About the Program
The CSUB-Chevron High School Academy (HSA) starts in Fall Quarter 2012. Students enroll in one-year (three quarter) sequences in Biology, Chemistry, Computer Science, Engineering, Geology, Mathematics, or Physics. The HSA coursework is the beginning sequence for the college major in each department.

To qualify for the High School Academy, Kern High School District students must meet the appropriate course prerequisites usually for the last or second-to-last high school class in the subject.

The CSUB-Chevron High School Academy is FREE to qualified KHSD students. Transportation to and from CSUB is not provided.

### Biology
- **Prerequisite:** Chemistry Placement Test
- **Courses:** Biology 201, 202, 203 (5 units each)
- **Schedule:** Lecture Mon/Wed 6:00 – 7:15 pm, Lab Tue/Thu 5:00 – 7:30 pm

### Chemistry
- **Prerequisite:** Chemistry Placement Test
- **Courses:** Chemistry 211, 212, 213 (5 units each)
- **Schedule:** 211 (Fall/Winter): Lecture Tue/Thu 6:30 – 8:20 pm, Lab Mon 6:00 – 8:30 pm; 212 (Spring): Lecture Wed 6:00 – 7:15 pm, Lab Tue/Thu 6:00 – 8:30 pm

### Computer Science
- **Prerequisite:** High School Math Analysis
- **Courses:** CMPS 150 (1 unit), 221, 222, 223 (5 units each)
- **Schedule:** 150 (Fall): To be announced; 221/222/223: Lecture Mon/Wed 4:00 – 5:40 pm, Lab Thu 4:00 – 6:30 pm

### Engineering
- **Prerequisite:** High School Math Analysis
- **Courses:** Engineering 161 (2 units), 270, 271 (3 units each)
- **Schedule:** 161 (Fall 2012): Mon/Wed/Thu 7:10 am – 8:40 am; 270/271 (Winter/Spring 2013): Mon/Wed/Fri or Mon/Tue/Thu 7:00 am – 8:25 am

### Geology
- **Prerequisite:** High School Math Analysis
- **Courses:** Geology 201, 204, 205 (5 units each)
- **Schedule:** Lecture Tue 5:30 – 7:10 pm, Lab Mon/Wed 5:00 – 7:00 pm

### Mathematics
- **Prerequisite:** Students can start with either Math 201 or Math 202 (Calculus B)
- **Courses:** Math 201, 202, 203, 204, 205 (5 units each)
- **Schedule:** Math 201 or Math 202: Sequence starting with Math 201 Mon/Tue/Thu/Fri 7:10 am – 8:40 am; Math 203 Mon/Tue/Thu 4:00 – 5:00 pm

### Physics
- **Prerequisite:** High School Math Analysis
- **Courses:** Physics 201, 202, 203 (5 units each)
- **Schedule:** Lecture Mon/Wed 6:00 – 7:30 pm, Lab Tue 6:00 – 8:30 pm

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Design in Use
8.5” x 11” Trifold Brochure

Here is another trifold brochure example. This one shows CSUB’s partnership with Chevron.
Design in Use

11" x 17" Bifold Brochure

Here is an example of the bifold brochure, which is printed on tabloid-size paper and folded in half.

Front & Back Covers

There are two (2) variations of this design: either with or without extra copy on the back.

Use semitransparent white bar to unify images.

Interior

Shown is a sample of an inside spread. Remember to use no more than three colors (CSUB Blue and Gold plus one accent color). Also remember to include white space in your design to keep it from feeling busy or cluttered.

Other Design Tips

Use condensed versions of fonts sparingly, and never for long copy.
Design in Use

11" x 17" Bifold Brochure

Here is another bifold brochure example. This one is shown with the grid.
Design in Use

24” x 36” Poster

The poster template also uses a 3x5 grid similar to the smaller materials, like the fact sheets and brochures.

For display text, use Garamond Bold Condensed. NOTE: use ONLY as a display font for really bold/large-scale/outdoors work. Use sparingly.

The poster on the right shows an inversion of the regular use of the grid. Use only occasionally when you have a beautiful image to showcase.
Design in Use

24" x 36" Poster

Here is another poster example. This one is shown with the grid.

<table>
<thead>
<tr>
<th>Location</th>
<th>Science III, Room 208</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hours</td>
<td>Monday-Thursday 9:30am - 7:30pm</td>
</tr>
<tr>
<td></td>
<td>Friday 9:30am - 1:30pm</td>
</tr>
<tr>
<td></td>
<td>Sunday 1pm - 6pm</td>
</tr>
</tbody>
</table>

| Tutoring in | MATH 75, 85, 101, 120, 140, 190, 191, 192, 201, 202, 211, 212, 221, 222, 320, 321 and the math content of SCI 316. |

Need Math Tutoring?

Just drop in. No appointment is necessary.

Need a Private Tutor?

Contact Dr. Rebecca Larson at (661) 654 2103.
Design in Use

24" x 36" Poster

Here is another poster design that offers a different take on the standard template. This one also uses a 3x5 grid, only here it’s slightly rotated at 15° on the page.

As long as you work within the grid guidelines, you can manipulate your copy piece as you see fit. When designing a poster, think about your audience and about your content to decide what’s the most appropriate look.

Why a different look?
The school look is meant to inspire confidence, and to look solid.

There are some situations in which we want a lighter, more casual look. In these situations, the promotional CSUB logo should be used instead of the more traditional logo with the seal.

When using the look for an internal audience, you can use the accent color palette. When using it for an external audience, try to highlight CSUB’s core school colors to create a strong identification with the school brand.

Why this look?
This less formal, more relaxed look is better for reaching younger audiences like high school students.

Since the audience is NOT a part of CSUB, University colors are used. Accent colors can be added in for a wider color palette.
Design in Use

24" x 36" Poster

Here is another poster example shown with a rotated grid.

Why use this look?

Events/entertainment announcements are particularly appropriate content for the rotated grid. This look keeps them looking fresh, fun and edgy. Despite the variation, you can see that it still belongs in the same family as the overall school look.

Saturated color usually works better than white for pieces that need to grab your attention.

Since this event is advertised primarily to an audience that knows the brand well, colors from the secondary accent color palette are used. The colors chosen for this poster are palette colors that work best with the images.
Design in Use

Poster

Here is another poster example shown with a rotated grid. This one shows CSUB’s partnership with Chevron.
Design in Use

9" x 12" Presentation Folder

Here are examples of the inside and outside of a presentation folder.

These folders are folded in half and the interior (bottom example) features two pockets (the left side slightly shorter than the right) on either side. There is a die in the right inside pocket to hold a business card.
Design in Use

Pullup Banners

Here are pullup banner examples.

They’re used as truly bold marketing display pieces. Here you will see the regular and rotated grid are used together to create a more visually appealing look. Vertical banners like these are placed in a retractable banner stand for portability, and they come in adjustable heights.
Design in Use

Large Event Banners

Here is an example of a large event banner.

For large materials like this, it is okay to be a little more playful with the regular grid and rotated grid to achieve a more dynamic look. Four major images were selected to represent this announcement, along with a diagonal band of color. This saturated color is used here instead of white to grab viewers' attention.
Design in Use

Department Poster

Here is a department poster example.

This piece retains white space to focus your attention, but it also uses colors from the secondary accent color palette to emphasize the department as part of the larger University. The poster includes the primary logo with the seal to maintain the school brand, but also incorporates the promotional CSUB logo to appeal to its audience.
Design in Use

11" x 17" Bifold Newsletter

Here is an example of a bifold newsletter, which is printed on tabloid-size paper and folded in half.

Because the audience is internal, accent colors are used to identify the club. Some areas have white space, and some areas have more copy text than others. Depending on how long the newsletter needs to be, the grid can be used over page to incorporate any amount of information or photos.
Design in Use

Advertisements

Here are advertisement examples, both shown with rotated grids.

As advertisements to the public, the traditional logo with the seal and the University’s core colors are used to identify the school brand. The nearly vertical text gives the ads a fresh look, and the prominent central images capture the audience’s attention.
Design in Use

Templates

For each School, Word and Illustrator templates, along with the photo galleries, and How-to Manuals can be found at:

School of Arts and Humanities
http://articulate-solutions.net/CSUB/AH_Training

School of Business and Public Administration
http://articulate-solutions.net/CSUB/BPA_Training

School of Natural Sciences, Mathematics and Engineering
http://articulate-solutions.net/CSUB/NSME_Training

School of Social Sciences and Education
http://articulate-solutions.net/CSUB/SSE_Training

Please contact Krista Thomas if you need any assistance using the templates.

Krista Thomas, Designer
(design, layout and printing)
krista@articulate-solutions.com
408.852.3512
408.846.8818 Fax

NSME Template Training

http://articulate-solutions.net/CSUB/NSME_Training
08 Powerpoint
PowerPoint

Producing a good Powerpoint slideshow can be tricky. But by following just a few simple design rules, you will be on your way to designing great slides in no time.

The first step is creating the template, which we have done for you. Make sure they are simple and clear, using only a minimum of graphic elements.

The second step is adding information. The key here: less is more. Avoid putting too much information on one slide (i.e., 10 bullet points is five too many). One pie chart per slide is generally enough, unless you are comparing two or three sets of data.

If one slide must contain a lot of information, we recommend using what’s called builds: an effect that builds text on a slide one piece of information at a time.

The last step, or piece of advice, is to stay away from “chart junk.” Meaning that you don’t need to include pictures of little bees to indicate how bee population is affected by invasive species. You don’t need to include drop shadows on 3D bars and wedges. And you don’t need to accentuate your data with all the colors of the rainbow.

Instead, use different shades or tints of one color, or a palette of related colors (like blue, green-blue, blue-green, and green).

Colors, photos and text are editable on these slides. Remember, use only 2-3 University approved colors to maintain clarity and consistency.
09 Writing Standards
Writing Standards

The University Name

To avoid confusion and build name recognition, a standardized naming system has been adopted.

**Formal Name**
California State University, Bakersfield

The formal name of the university should always include a comma after the word university. The formal name should be included on official documents, such as diplomas, contracts and grant proposals. When appropriate, the formal name should be used as a first reference with “CSU Bakersfield” or “CSUB” as a second reference.

**Common Name**
CSU Bakersfield

The common name is preferred for materials intended for a general audience, such as students, prospective students, campus employees, residents of the region, donors and alumni. No comma should be used to separate CSU and Bakersfield.

When appropriate, CSU Bakersfield may appear as the first reference to the university with “CSUB” as a second reference. CSU Bakersfield may be used as a second reference when the formal name (California State University, Bakersfield) appears as a first reference.

**Informal Name**
CSUB
CSUB is the informal name for the university and has long been used by students, alumni, staff and the local community. The informal name should only be used on material intended for an audience that is very familiar with the university.

**Name variations that should not be used**
Cal-State
Cal-State Bakersfield
California State University at Bakersfield
CSUB (do not use dashes)
Writing Standards

Roadrunners - The Name

Use of the Department Name
When referring to the department, use the word “athletics” (with an 's').

Athletics Department
Roadrunner Athletics

The word “athletic” is an adjective used to describe a physical attribute.

Use of the Word “Roadrunner”
The word roadrunner, when referring to the university mascot, should always be one word and capitalized. The singular usage is correct when describing a particular team. However, the plural usage is correct when describing a group.

Roadrunner baseball
Not - Roadrunners baseball

We are the Roadrunners.
Not - We are the Roadrunner.

The same usage holds true for the informal and shortened use of the mascot, ‘runner and ‘runners. (Note the correct curvature of the apostrophe.)

'Runner hoops
Not – ‘Runners hoops

Go ‘Runners!
Not – Go ‘Runner!
Writing Standards
Writing Style Guidelines

When you are writing text for new brochures, handouts, posters and other printed materials, keep the following general guidelines in mind:

1. Think Like Your Audience
   Always consider your target audience when you develop new materials. Who are you trying to reach? What do they really care about? What will engage their interest and make them want to read more? Use language that's appropriate for the intended audience, and eliminate extra information that isn’t relevant to the people you’re trying to inform or influence.

2. Be Brief
   Sometimes less really is more. Try to convey information as clearly and concisely as you can. Use short paragraphs (which are easier on the reader’s eye) and avoid unnecessary “fluff” in your writing. Always go back and revise with brevity in mind.

3. Leave Some Space
   Your printed materials will have more visual impact if you don’t cram them too full of dense text. Resist the urge to fill up every square inch on the page. Leave plenty of room for engaging photos and white space.

4. Heads Up
   Use headings and subheads to help organize your writing, so your reader can quickly scan the page to get an idea of what information you are providing. Follow the style guide to ensure that all headings and subheads use consistent typography (font size, style, color, etc.). Whenever possible, think of clever or catchy headlines that will catch the reader’s eye.

5. Keep A Consistent Point-Of-View
   Be sure you keep a consistent point-of-view in your writing. Generally, you need to choose either an objective third-person voice (“Students at CSUB enjoy small class sizes”) or a more direct second-person voice (“As a student at CSUB, you will enjoy small class sizes”). Occasionally you might use the first-person voice, either singular or plural (“At CSUB, we offer small class sizes”). Whatever point-of-view you choose, be consistent throughout your document.

6. Stay Active
   Use active, vivid verbs. Avoid passive constructions (“Small classes are enjoyed by students at CSUB”), which sound awkward and overly formal.

7. Use Correct Capitalization
   Schools and departments are capitalized only if the reference is specific (e.g., Some colleges have many departments. The Department of History is part of the School of Arts and Humanities.) Campus building names should be capitalized (e.g., the Education Building, Stiern Library). You do not need to capitalize the word “university” unless it is used as part of a proper name (like California State University Bakersfield).

8. Have A Clear Call To Action
   Every communication piece should make it clear what you expect the reader to do, whether that’s to find out more information on a website, buy tickets, call a certain phone number, or send in a donation. Often you can use something generic like “To find out more, visit www.csub.edu/xyz or call 661-654-1234.”
Questions?

If you have questions or need more information or support please contact

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