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Thank you for reading the College of Southern Idaho Visual Identity Guide. The new CSI brand was created to help bring unity to CSI’s public image as we grow into the future. To promote a sense of pride in our institution, we hold all materials with CSI imagery to the highest standards of professionalism. Inside this guide is everything you need to know about using CSI logos, colors, symbols and more.
The CSI Academic Logo is the core of CSI’s visual identity. In order to keep all CSI marketing materials consistent and professional, only these variations are available for use.

Exceptions to guidelines for all logos may be made only with approval from the Public Information Office (info@csi.edu).

Vector, high-resolution bitmaps, and web-friendly bitmaps are available for download online at http://copycenter.csi.edu/logos/downloads.asp

These logos (as well as the new athletic logo) were created March 2016.

If you are placing any CSI logo on an item for resale (apparel, merchandise, etc.), contact Bookstore Manager Jayme Ketterling at (208) 732-6552 or jketterling@csi.edu for information on our licensing agreement.

If you are sending out the CSI logo for uses other than resale (sponsorships, advertising, etc.), the entity receiving the logo must sign a copy of our Logo Use Agreement. To obtain a copy of this agreement, contact Kim Lapray at klapray@csi.edu or Erin Giesler at egiesler@csi.edu.
Logos & Usage: Academic Logo

Different color variations of the logo are available when necessary. The full-color logo is preferred whenever possible, but certain projects may require a grayscale or single-color logo. These color variations have been approved for use. Do not create new color variations. Always choose the variation that provides the best contrast against the background you are using. Make sure the logo is clean and legible against the background at all times.

These color variations are available for all orientations of the logo.

Only the standard and standard-reverse logos are available for download on the CSI website. To obtain any of the other color variations, contact Graphic Design Specialist Erin Giesler at egiesler@csi.edu.

Standard (for Light Backgrounds)

Reverse (for Dark Backgrounds)

Variations for Gold Backgrounds
LOGOS & USAGE: ACADEMIC LOGO

There are some restrictions on how the academic logo may be used. These policies are set in place to ensure consistent brand awareness and visual identity. Professional quality is important for all CSI materials. These are just some examples of common misuses of the academic logo; additional restrictions may be set in place by the Public Information Office any time the use of a logo is considered unprofessional or poor quality.

UNACCEPTABLE USES

Do not alter the logo colors in any way.

Do not alter the logo font in any way.

Do not use the logo at an angle.

Do not use the logo on backgrounds that interfere with its legibility.

Do not place too close to other text or the edge of the page.

Do not use low-resolution/pixilated versions of the logo.

Obtain a vector or high-resolution logo.

*Exception: A subtle drop shadow (black or white) may be added to the logo ONLY if necessary for adding contrast between the background and the logo.
The Athletics Department has several logos approved for use by the Athletics Department and other programs as permitted by the Public Information Office.

To obtain a copy of an athletic logo, contact Erin Giesler at egiesler@csi.edu. Alternative color combinations may be available for special limited-time uses to promote certain causes or events, but must be approved through the Public Information Office.

**Primary Athletics Logos**

The Eagle Head logo is the primary logo for the Athletics Department for use in marketing, athletic signage, swag, and other materials associated with the Athletics Department. The Eagle Head and CSI letter mark may be used together or separately; however, it is recommended that they be used together for most marketing purposes.

**Acceptable Uses:**
- Apparel, swag and other merchandise (with approval from the Public Information Office)
- Advertising & recruitment materials aimed at attracting new students
- Athletics decor, team materials and stationery
- May be incorporated into logos for CSI teams or programs (see page 10)

**Unacceptable Uses:**
- Do not use on apparel, swag or merchandise not approved by the Public Information Office
- Do not use in place of the academic logo
- Do not alter in any way (changing colors/fonts, adding embellishments, etc.). If there is an event that you feel warrants a special temporary alteration to the logo, bring your idea to the Public Information Office for approval.
SECONDARY ATHLETIC LOGOS

Vintage Mascot: “Gilbert the Golden Eagle” is a familiar icon within CSI and within the community. While largely retired, this vintage athletic logo may be brought back for certain special events, apparel or swag by the decision of the Athletics Department. The mascot is only to be used by or with permission from the Public Information Office. No alterations, additions or embellishments should be made to this logo.

A simplified version of this logo is available for use by vendors in cases where the original is too detailed. Contact the Public Information Office for more information.

SI Classic Logo: The old school “SI” logo is primarily used on gear and merchandise for certain CSI athletic teams. The Athletics Department has final say in how and when this logo may be used. It is not to be used outside of the Athletics Department for any reason without express permission from the Public Information Office.
Logos & Usage: Program Logos

Each department, club or program may choose to use a program logo on certain materials. Program logos are intended for use on marketing materials for that particular program.

Every department may request a standard logo, which consists of the academic logo stacked on top of the department name. There is no charge for standard logos.

Custom logos may also be created upon request. These logos may make creative use of graphics that symbolize the department or organization, but all logos must incorporate the unaltered academic “CSI” emblem. Custom logos must be approved by the Public Information Office before being put into use. In order to be approved, all logos must exist in a vector format, be legible even at small sizes, and look clean and professional. To have a custom logo created for your program, contact Graphic Design Specialist Erin Giesler at egiesler@csi.edu. Graphics time is charged at $35/hour.

Custom logos are intended as a visually striking alternative to a standard logo. These logos should make creative use of fonts and colors, and should utilize graphical elements that symbolize your department or organization. The CSI emblem must feature prominently in these logos. The “College of Southern Idaho” text is not required on custom logos.
Teams, departments and other programs may choose to create a logo that incorporates the athletic eagle logo if they prefer. A program is especially encouraged to use an eagle-based logo if they participate in competitions. These logos are also recommended for teams or programs that are affiliated with the athletics department.

These logos must include the athletic logo in its standard color scheme, and must also include the full name of the team or program. The eagle should be the dominant graphic element used in the logo.

Examples of eagle-based team & program logos
The CSI Seal may be used for official documents, ceremonial purposes, Bookstore merchandise or items produced by the College of Southern Idaho. It is not intended for use in marketing materials. It is not to be altered or embellished in any way. This logo may be requested from the Public Information Office, and is only to be used with approval from the President’s Office or the Public Information Office.
CSI’s official colors are black, gold and gray. These should be the predominant colors in most marketing materials. Use this guide to ensure that colors are consistent across all CSI materials.

**IMPORTANT NOTE:** If you are ordering from an outside vendor, you MUST provide the vendor with this color information to ensure they are able to match colors to existing materials.

**USING EACH COLOR TYPE:**

**Pantone®:** Use for one- or two-color printing, most apparel, tablecloths, and swag items. Note that the Pantone number will change depending on whether the stock is coated or uncoated. When in doubt, provide both numbers to outside vendors.

**RGB:** Use for web or TV graphics.

**CMYK:** Use for all digitally printed materials.

**Hex:** Use for websites.
These fonts are commonly used in official CSI documents and marketing materials. We encourage creative and tasteful use of a variety of fonts. **You are not required to limit yourself to these fonts.** They are merely suggestions. Many of these fonts do not come standard with Windows.

All fonts used on CSI materials must be professional, legible, and used within the parameters of their licensing agreements. Many free fonts downloaded from the internet are licensed only for personal use. Only fonts with a commercial license or license-free fonts should be used on CSI materials.

It is important to keep the appearance of fonts consistent across all materials. Do not alter the appearance of a font by skewing text or changing its aspect ratio (i.e. “squishing” or “stretching” to fill a certain space).

If you are unsure of whether a selected font fits visual identity criteria, feel free to contact Graphic Design Specialist Erin Giesler (egiesler@csi.edu).

The font used in the CSI logo is Optima. The “College of Southern Idaho” logo text must always appear in this font. This is not a standard Windows font and may be obtained only by purchasing a license.

### Suggested Paragraph Fonts:

- Tahoma
- Futura
- Franklin Gothic
- Tw Cen MT
- Palatino Linotype
- Georgia
- Goudy Old Style
- Optima

### Suggested Title Fonts:

- Collegiate Black
- Script MT Bold
- Bank Gothic
- Sketch Rockwell
- Nexa
- Placard Condensed
- Reklame Script Demo
- Trajan Pro
- Calligraphy
- Neutra Display
PHOTOGRAPHY & Graphics

Use these guidelines when using photography and other graphics for CSI materials. High quality and brand awareness are the top priorities for all images used on CSI materials.

You may use your own photos if desired, provided they meet the quality criteria listed. If you wish to take your own photos, be sure to have the people in them sign the CSI Consent Form, which gives us permission to use images of them in our marketing materials. This form can be downloaded at [http://www.csi.edu/publicinformationoffice/forms/CSI-Consent-Release-Form.pdf](http://www.csi.edu/publicinformationoffice/forms/CSI-Consent-Release-Form.pdf). Please send a copy of all signed forms to the Public Information Office to keep on file.

Make sure all photos/graphics are high-resolution and will not be pixilated at their final size.

Do not use photos of people wearing logos for other schools or sports teams.

Do not use photos that are blurry or have poor lighting.

We discourage use of images downloaded from the internet. If downloaded images are used, they must ONLY be downloaded from royalty-free image websites. Use of images saved from Facebook, Google, etc. on CSI marketing materials is prohibited unless the picture is listed as creative commons or royalty-free. Besides often being low-resolution, most of these images are copyrighted and cannot legally be used in advertising.

*Note: Any music added to CSI materials must also be creative commons or royalty-free.
CSI encourages participation in social media as a way of engaging prospective and current students as well as the community. Tying social media to our other marketing and communication efforts allows us to reach a broader audience in a technologically savvy generation.

To keep CSI’s message consistent across departments, we recommend following these guidelines when building a social media presence for your department or program. For questions on using social media to promote your department or program, contact Public Information Specialist Kim LaPray, klapray@csi.edu.

Our Social Media Message:
The College of Southern Idaho removes the barriers between classroom and career with engaging, accessible and affordable higher education.

Setting up an Account

- **Get added to the system**
  Before use, your social media account must be approved by the Public Information Office. You can e-mail info@csi.edu for approval. If you already have an account and haven’t informed the Public Information Office please do so immediately.

- **Decide who will manage content and updates**
  Decide on account administrators and appoint someone to be in charge of updates. Anticipate 1-10 hours per week for maintaining your account. The Public Information Office should always be listed as an Admin.

- **Create or use an official email address**
  Use a generic CSI email address, which the Help Desk can help you create. The exceptions are Google+ and Facebook, which require a personal email account.

- **Begin your account title with “CSI”**
  This will ensure recognition and consistency.

- **Include a CSI web address**
  Include your department address or the main CSI web address as part of your profile.

Profile Graphics

- **Avatar/thumbnail:** Your thumbnail image should incorporate your department logo. If you don’t have one Erin Giesler (egiesler@csi.edu) can work with you on getting one.

- **Cover photo:** If your account includes a cover photo option, it should reflect CSI as a whole (such as an image of campus) or show your department or program in action (such as a photo of students in a classroom or lab). Contact the Public Information Office to find out if your image is appropriate or to acquire CSI stock photos.

- **Image & video posts:** Posting images and videos is a great way to generate interest for your department or program. Make sure all posts are inviting, professional, high-quality, and relevant to your program. Be aware of possible privacy concerns (discussed on the following page). When possible, get permission from anyone whose image is being posted.
SOCIAL MEDIA: POLICIES & TIPS

SOCIAL MEDIA TIPS

• Asking questions of your audience encourages greater traffic and participation.
• Be diverse in your content, including photos, videos, memes, infographics, blogs and engaging graphics.
• Using your social media platform to run a contest is a highly effective way to draw traffic to your channel. Prizes do not need to be large, just enough to capture interest. Be mindful of any legal concerns that may surround each social media platform.
• Employing humor and a light-hearted tone can help engage a younger audience. Ensure all humorous content is still appropriate.
• If negative feedback is received on a post, resist the urge to immediately delete it. If the feedback contains misinformation, respectfully reply with the correct information. Feedback that contains foul language or other offensive content should be deleted.

SOCIAL MEDIA POLICIES

• All CSI social media accounts must be approved by the Public Information Office before use.
• It is recommended that all Facebook accounts be set up by the Public Information Specialist. All other accounts may be set up by the individual.
• Do not create a personal social media account using a CSI email address.
• Administrators should monitor social media accounts frequently to ensure all content being posted is current and accurate.
• If an image is posted of an adult student who doesn’t legally require signed permission, that individual may request the removal of the image from your channel. If this occurs, remove the image in a timely manner and confirm its removal with the individual.
• It is the administrator’s responsibility to understand the copyright limitations of all content posted on their channel. It is recommended to use royalty-free or CSI-based images where possible. When a copyrighted image is used, cite the source in your post.
• If an individual has identified themselves as a CSI employee on their personal social media accounts, they are expected to make it clear that they are not speaking on behalf of CSI and all opinions expressed are their own. It is expected that CSI employees will conduct themselves professionally on social media, using discretion and avoiding posts that are controversial in nature.
• If the media requests information about a CSI topic from an employee using social media, notify the Public Information Office.
• It is the administrator’s responsibility to maintain awareness of each site’s Terms of Agreement and privacy policies, and ensure that all content complies with those regulations.
Consider including an inappropriate content disclaimer on your social media profile. Doing so will outline what content is or is not acceptable, potentially preventing disputes over deleted content, as well as protecting you from responsibility for content posted to your channel by other users. To add this disclaimer, simply copy the following text into the “About” section of your social media profile:

This site is intended to serve as a mechanism for communication between CSI and its stakeholders. Inappropriate content may at times be posted by third party commentators. CSI cannot be held responsible for this third party content and the appearance of external links on this site does not constitute official endorsement on behalf of CSI. CSI will monitor and moderate comments, and reserves the right (but not the obligation) at the sole discretion of CSI to edit, move, delete, or refuse content that is inappropriate (examples are listed below):

• Content in support of or opposition to political campaigns or ballot measures;
• Content that is offensive to an individual or an organization, profane, defamatory, hateful, insulting, rude, abusive, aggressive or violent;
• Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation;
• Sexual content or links to sexual content;
• Solicitations of commerce or messages for advertising purposes;
• Conduct or encouragement of illegal activity;
• Content that impersonates or misrepresents someone else, including CSI officials or public figures;
• The appearance of external links on this site does not constitute official endorsement on behalf of CSI.
• Confidential or proprietary information about CSI or any members of its community that would violate privacy laws.
Business Cards

Business cards may be ordered through the online order form at https://www.csi.edu/forms/businesscards/. Standard business cards are printed on pre-printed business card stock with the CSI logo.

You may choose to upgrade to a standard photo card at an extra cost (click the link above to see a pricing chart). If you choose a photo card, the photo you submit must be a recent professional head shot, at a high enough resolution to avoid pixilation in printing. If you do not have a professional photo available, contact the Public Information Office and we can help you get one. All business card photos must be approved by the Public Information Office before the cards will be printed.

If needed, you may also print messages or graphics on the back of your card at an extra cost. There is some flexibility to customize the back of your card, but all card backs must utilize CSI fonts and colors.

Standard business card front

Photo business card front

Examples of optional business card backs

The back of your card may include:
- Committee or additional titles
- Department logos
- Certification logos
- Social media logos & ID's
- Information on championships or awards
- Additional URL's related to your department
- Department messages
- QR codes/mobile tags

The back of your card may NOT include:
- Photos or clipart
- Personal information or web sites that are not relevant to your department or position
- Novelty fonts; any fonts not part of the standard CSI design scheme (except as part of a logo)
- Colors not in keeping with the CSI color scheme, except as part of a logo
**Letterhead & Envelopes**

**Letterhead:** Pre-printed letterhead is available for purchase. If needed, department information may be added to pre-printed letterhead.

You may also request an electronic copy of standard or department CSI letterhead in the form of a Word document. CSI employees can download the standard digital letterhead online (see above right). Digital department letterhead may be requested from Erin Giesler (egiesler@csi.edu).

The blank stock used for CSI letterhead is available for purchase from the bookstore. We recommend using this paper for printing your own letterhead, or using with the preprinted letterhead for multi-page letters. **CSI letterhead should always be printed in color.**

**Envelopes:** Envelopes may be printed in two-color or black only, with or without windows, with or without the CSI bulk mail stamp, with or without an address service request line. Other sizes of envelopes may be ordered when needed. Be sure to include these preferences when you place your order.

Printed letterhead and envelopes (generic or department) may be ordered through Jayme Ketterling at the CSI Bookstore (jket@csi.edu).

It is recommended that all CSI staff and faculty use a standard email signature to easily identify themselves as CSI employees. Additional information may be added below the signature if necessary, but should be professional and relevant to CSI and/or your position.

TO CREATE A STANDARD EMAIL SIGNATURE:

To create a standard email signature, go to the email signature template found at http://copycenter.csi.edu/logos/email-signature-template.asp and follow the instructions on the page.

Your completed email signature should look similar to the one below. You may want to include department links, social media information, or a brief inspirational quote below your signature. Refrain from adding excessive information or graphics that do not look professional.

When placing a copy/print order, please be sure to include the quantity requested, your deadline, and your account number.

Quick Links:
Copy Center order form: http://copycenter.csi.edu/ordering.asp
Business Card order form: https://www.csi.edu/forms/business-cards/
Download CSI logos: http://copycenter.csi.edu/logos/downloads.asp
DESIGN TEMPLATES

For those who wish to create their own printed materials (brochures, postcards, etc.), a variety of design templates are available to help promote design consistency across campus. These may be obtained from the copy center (email Erin Giesler at egiesler@csi.edu). These templates are created in Microsoft Publisher and only need to be filled in with your own text and images.

If you would like to have a custom template created for your department, contact Graphic Design Specialist Erin Giesler (egiesler@csi.edu) to discuss your needs. You may also suggest ideas for generic templates you would like to see available. New templates will be added over time.
We realize that the re-branding process may cause some disruption and confusion as new standards are implemented. If you have questions or concerns, please read through the following FAQ, and contact the Public Information Office (info@csi.edu) for any needed clarification.

Q: Do the new rules affect the materials I use in my classes?
A: No. “Marketing materials” refers to anything that will be sent or handed out to people outside of the college for promoting our college, departments or events. Classroom and office materials will not be regulated.

Q: Will I be required to change designs that have been published in the past?
A: Maybe. Weeding out inconsistencies in designs across campus is one of the primary goals of the Public Information Office. This means that some materials may require changes in order to be compliant with the new standards, even if they have been published in the past. If you submit a project that does not meet the new standards, we will contact you to discuss the best way to update it.

Q: Can my department still have its own logo?
A: Each department may continue to have its own logo; however, these logos must follow the guidelines set in the Visual Identity Guide. All department logos must incorporate the CSI emblem as part of their design. Custom logos must be approved by the Public Information Office (info@csi.edu) before use. To be approved, these logos must look clean and professional, be legible even at small sizes, and exist in a vector format.

Q: Who is the Public Information Office and how do I contact them?
For design approval or questions regarding design or printing of marketing materials, contact:
Erin Giesler (egiesler@csi.edu | x 6320)
For questions regarding the college’s marketing strategy or available marketing options, contact:
Kimberlee LaPray (klapray@csi.edu | x 6299)
or Doug Maughan (dmaughan@csi.edu | x 6262)

Q: Can I still design my own brochures/postcards/etc.?
A: Yes. However, all materials must be approved by the Public Information Office before being published. Any self-designed materials will be expected to follow all of the design standards listed in the Visual Identity Guide. If the Public Information Office feels your design is not consistent with the marketing goals of the college, you will be asked to change it.

There are available alternatives to creating your own marketing materials from scratch. CSI’s Graphic Design Specialist, Erin Giesler (egiesler@csi.edu) can produce a custom Microsoft Publisher template for your materials. This will allow you to insert your own graphics and information into a pre-approved CSI template.

If you choose to design your own materials, here are a few tips to make sure your design will be approved:

1. Proof read your finished materials. Don’t let spellcheck do all the work!
2. Keep your margins wide. Don’t let text get too close to the edge of the page or other graphics on your page.
3. Resize all logos and images proportionally. Do not “stretch” or “squish” graphics to make them fit a space.
4. Choose fonts carefully. Avoid decorative novelty fonts or fonts that otherwise do not look professional (i.e. Comic Sans, Bleeding Cowboys).
5. Make sure all graphics, particularly the CSI logo, are vector or high-resolution. Always obtain logos and graphics by downloading full-size versions of them, not by right-clicking the image on a website.
CSI’s Public Information and Design specialists have teamed up to promote brand awareness and expand CSI’s marketing reach throughout the community and beyond. We encourage active participation in CSI’s marketing efforts by all areas of campus to ensure that everyone knows all that CSI has to offer. If you have questions, comments or suggestions regarding CSI marketing, don’t hesitate to call one of these specialists. We look forward to working with you!

Graphic Design/Copy Center:

Erin Giesler  
Graphic Design Specialist  
(208) 732-6320  
egiesler@csi.edu  
http://copycenter.csi.edu/

Contact Erin to acquire special-use CSI logos, design department logos, design and print marketing materials, or with questions about this guide.

Public Information Office:

Kimberlee LaPray  
Public Information Specialist  
(208) 732-6299  
klapray@csi.edu

Doug Maughan  
Public Information Officer  
(208) 732-6262  
dmaughan@csi.edu

Contact Kimberlee or Doug with questions regarding CSI’s overall marketing strategy, and to find out more about other forms of media such as television, radio, newspaper, and social media.