Purpose and Scope of the Logo Style Guide:
In accordance with ASI Policy, this style guide has been produced to ensure that the logos and text of the Associated Students, CSUF, Inc. and its programs are used consistently and effectively. This style guide does not attempt to mandate for every conceivable use of logos or text within the wide scope of programmatic and marketing efforts of the organization, however, it does seek to provide sufficient guidance in the use of the logos and text for the most common applications. The ASI/TSU Marketing & Public Relations Manager and/or the Graphic Services Manager can assist in answering questions regarding the application of logos and text outside the realm and scope discussed in this style guide.

Logos:
Primary Logos: The following primary logos designate the four main areas of Associated Students, CSUF, Inc. programs and services: Associated Students, CSUF, Inc., Children’s Center, Titan Recreation and Titan Student Union. These logos each contain three individual characteristics including 1) a mark, unique to each program, 2) text, with a specific font designating the area it represents, 3) a curved line design element, drawn at the base.

One or more of these four primary logos, in its complete form, is required on all ASI publications, print and electronic materials, advertisements, and promotions. In most instances only one logo will be used, however in cases where two or more different departments co-sponsor an event/promotion (ie. ASI Block Party) the logos representing all these areas must all be included. These logos and the individual departments/programs required to use them are listed below:

- **pantone color: 289**
  Departments and sponsored programs/services: ASI Accounting, ASI Executive Staff, ASI Board of Directors and Committees, ASI Elections, ASI Funded Councils, ASI Human Resources, ASI Productions, Camp Titan, Health Insurance, Scholarships, Titan Pride Center.

- **pantone color: 269**
  Departments and their sponsored programs/services: Children’s Center

- **pantone color: 357**
  Departments and sponsored programs/services: Fitness Classes, Fitness Facilities, Intramural Sports, Aquatic Programs, Titan Youth Summer Programs.

- **pantone color: 506**
  Departments and sponsored programs/services: All Night Study, Arts Programs, Center Gallery, Titan Bowl & Billiards, Graphic Services, Information & Services, Mainframe Computer Lounge, TSC Governing Board and Committees, University Conference Center.

Secondary Logos: Several ASI and TSU departments and programs have secondary logos which denote their individual department identity and associated programs. These logos all contain different graphic design elements, unique to their logo and must be used in conjunction with one or more of the primary logos of the Associated Students, CSUF, Inc. These logos, listed below, include but are not limited to, Graphic Services, Titan Bowl & Billiards, Information & Services, Mainframe Computer Lounge, Titan Youth Summer Programs, University Conference Center:
Using the Logo:

Reproduction and Exemptions:
The Associated Students, CSUF, Inc. primary and secondary logos must be reproduced from authorized original artwork and may not be redrawn, reproportioned, or modified in any way. All logos are protected trademarks of the Associated Students, CSUF, Inc. If an unusual requirement will necessitate an exemption from published guidelines, please contact the ASI/TSU Marketing & Public Relations Manager or Graphic Services Manager in advance for approval.

Primary Logo Usage when printing in black and white:

![White (Reversed)]

This version is for material that will be reproduced on a copier.

Optional: ASI mark/name
These elements are for materials that do not include but require the primary ASI logo.

White (Reversed)
Associated Students, CSUF, Inc.
(All elements must be used)

Primary Logo Usage when printing in color:

Optional: ASI mark/name
These elements are for materials that do not include but require the primary ASI logo.

Primary Logo Usage when printing in color:

Optional: ASI mark/name
These elements are for materials that do not include but require the primary ASI logo.

Minimum Size Picture
The primary logos must not be smaller than 2 inches in width on any printed publication, promotion or advertisement. We understand that there are exceptions such as buttons, bookmarks, small promotional materials, etc. Either the Marketing & Public Relations Manager or the Graphic Services Manager must approve all exceptions to this size requirement.
Not Approved:

Picture Distorted
Do not distort, change proportions or redraw the design elements. Also, do not reprint the logotype from poor artwork or previously printed materials.

Not Approved:

Picture over Heavily Textured Backgrounds
Do not put the logotype over heavily textured graphic backgrounds, reverse out of “busy” photographs or superimpose over areas of text.

Not Approved:

Picture of Logo w/ Changed Lettering
Do not use alternative fonts or lettering in the text of the logos.

Not Approved:

Alternative Colors
Do not rearrange colors, color breaks or add new fill color or outlines to logos.
Not Approved:

Contrast Screen and Not Easily Read
Do not reproduce the logo in a low contrast screen or in a manner in which it can not be easily read.

Not Approved:

Changed Size/Rearrange Elements
Do not reproduce and rearrange logo elements or modify the size of individual elements within the logo design.

Secondary Logo Usage: Secondary logos must be used in conjunction with at least one of the four primary logos of the Associated Students, CSUF, Inc. The same standards as they apply to primary logos also apply to secondary logos.

Text Usage:
When writing about the four main program areas of Associated Students, CSUF, Inc. (Associated Students, CSUF, Inc., Children’s Center, Titan Recreation and Titan Student Union) in text documents like brochures, memorandums, newsletters, press releases and other non-logo related materials, the following standards apply:

The program areas should be written exactly as follows:

- Associated Students, CSUF, Inc., Associated Students, Inc. or ASI*
- Children’s Center
- Titan Recreation
- Titan Student Union or TSU**

*note that no periods are used in the initials “ASI”
**note that no periods are used in the initials “TSU”

In addition, the program areas: Children’s Center, Titan Recreation and Titan Student Union should be used in conjunction with the phrase: “a program of the Associated Students, CSUF, Inc.” at least one time within the text portion of the document when possible. For example, in a press release about an art show in the Center Gallery, a sentence might read:

“The Titan Student Union, a program of the Associated Students, CSUF, Inc., recently coordinated a student art show within the Center Gallery featuring pottery and 3-D design.”

Further Guidance:
This style guide has been produced to help implement the officially recognized ASI logos and text designating Associated Students, CSUF, Inc. programs and services areas. It is essential that this guide be followed at all times, to maintain a consistent standard of quality across publications carrying the logo. For further guidance, advice or clarification, please contact the Marketing & Public Relations Manager and/or the Graphic Services Manager in the Titan Student Union. **If you are a student group with questions regarding the use of the ASI logo, please contact the Chief Communications Officer at 657.278.4220.**

Marketing & Public Relations Manager • Titan Student Union, Room 7 • 657.278.5870
Graphic Services Manager • Titan Student Union, Room 4 • 657.278.7716