



California State University Employees Union

Graphics Standards Manual

April 2014



President's Message

It is my pleasure to present the California State University Employees Union Graphic Standards Manual for 2011. Here you will find the official logo and guidelines to ensure that the excellence of our institution is reflected in all forms of communication.

I ask each of you to work within these guidelines to ensure the consistency and power of our communications. The responsibility for implementing these standards rests with the CSUEU Communications Committee and its staff assigned.

The union's graphic identity symbolizes the organization itself. It's a visual shorthand illustrating our now 80-year commitment to improving the working lives of university employees. Our identity underscores CSUEU as an indispensable resource for its represented employees.

Thank you,

A handwritten signature in black ink, appearing to read 'Pat Gantt'.

Pat Gantt, President

Introduction

A graphic identity represents the image and aspirations of an institution. It is the cornerstone of all communication efforts and must be applied consistently to convey a single, clear message. Considering the importance of our image, it is vital that we safeguard it by using our graphic identity correctly. Everyone involved in communications at CSUEU has a responsibility to apply the identity in a consistent and accurate way.

This Graphic Standards Manual contains guidelines for the proper use of our identity, and it describes authorized usage for communication of all kinds. All logos are available from the online Library's communications/branding folder.

No exceptions to the guidelines in this manual should be made without consultation with the Communications Committee. For contact information, visit the committee's page at www.csueu.org.

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The CSUEU Logo

The official logo is the primary component of the CSUEU graphic identity system. The logo is a unique signature displaying the acronym “CSUEU” in yellow (PMS 116) with a blue (PMS 285) stroke. Just under the acronym, in smaller lettering, is “CSEA/SEIU Local 2579” in yellow with the same blue stroke. Several color variations are available on the Graphics Standards home page: activist.csueu.org.

The relationship of the CSUEU acronym, smaller lettering and swoosh banner, along with their respective sizes, is fixed in the precise manner shown and cannot be altered without prior approval of the Communications Committee. All logo options are available from the Graphic Standards home page.

Recommended typefaces

The following typefaces are authorized for use in CSUEU signage and business systems, and are recommended for use in publications, flyers, picket signs and other communication documents. Other complementary typefaces may be selected for use in communication materials.

Times New Roman
Times New Roman Bold
Times New Roman Italic

Arial
Arial Bold
Arial Italic

Garamond Book / Regular
Garamond Bold

Garamond Light Italic
Garamond Bold Italic

Correct Usage of the Logo

The official logo should appear in a prominent position on all communication documents. It should be placed prominently and separate from other copy and/or elements in all layouts.

Area of Isolation for the Logo

The logo should not be placed close to distracting design elements.

Minimum Reproduction Size of the Logo:

Minimum reproduction size of the logo is 1/2” in height.

Recommended Maximum Size of the Logo

All downloadable files are 4” wide maximum.
Please re-size these files as needed.



minimum
1/2” high



Approved Logo Colors

The logo may only be reproduced in the official CSUEU colors.

They are:

PMS 116 (Yellow)



PMS 873 (Gold)



PMS 285 (Blue)



Process Color Ink Formula

The Cyan, Magenta, Yellow, Black (CMYK), formula for PMS 873 (gold) is: C-35, M-34, Y-64, K-3.

The acronym “CSUEU” is Gold. The words “CSEA / SEIU Local 2579” are also in gold.

If only one color is used in the reproduction, then the entire logo should be printed in 100% color. For instance, if Blue is the only color used, the entire logo should appear in 100% Blue.

If the background is darker than 50% color, then the entire Word Mark may be reproduced as a reverse out, or 100% paper color showing through the dark background (knockout). ▶

The logo must never be reproduced in screens or tints and should always be reproduced in solid colors.



Unacceptable Word Mark and Secondary Logo Usage

[see samples of unacceptable uses]

No substitute typefaces.

No substitute colors.

No adding borders, boxes, outlines, or any artwork to the logo.

No drop shadows or other special effects.

No screening of letters.

No bending, twisting or rotating the logo.

No printing over busy backgrounds.

Use only the current logo

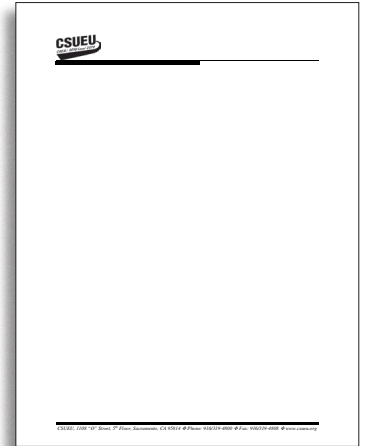
CSUEU updated its logo in 2008. Pictured below is the old logo. If you are using this logo, discontinue immediately and download the new logo from the Graphics Standards home page.

Example of old logo



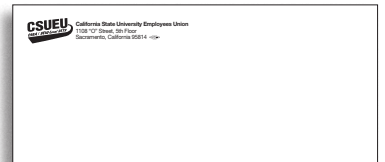
Standard Stationery Configuration

The CSUEU logo is placed prominently on the left margin. The address block is centered at the bottom.



Standard Envelope Configuration

The logo is placed in the upper left hand corner.



Standard Business Card Configuration

The logo is placed prominently on the left. The individual's name and title(s) are placed on the upper right. The address block is placed on the lower left.

The telephone(s), FAX, e-mail address, web site URL, etc. are placed in the lower right.

Functions that require a secondary logo, such as a separate chapter logo, may use the system below.



Secondary Logos and the Business System

[with samples of correct usage]

Stationery for Approved Secondary Logos

This configuration allows for the use of secondary logos such as individual chapter logos at the bottom of the letterhead. Standard address blocks are centered below the secondary logo at the bottom of the letterhead and on the back flap of the envelope.

Standard stationery, envelope and business cards shown above

Live Area for Approved Secondary Logos

Shown below are examples of the designated live areas for positioning a secondary logo.

Downloading and Ordering Information

To order business cards, business envelopes, invitations and more, contact CSUEU Headquarters at **(916) 319-4800 x 101**.

Requests and Questions

If you have special requests for CSUEU logo usage or a general question regarding the logo, contact the CSUEU Communications Officer, **(916) 319-4800 x 109**.