
STYLE & BRANDING GUIDE



Associated Students, Inc.
California State University San Marcos

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INTRODUCTION

Branding Disclosure

This style guide should be followed to maintain branding consistency. Logos are to be used only as explicitly depicted in this guide. You may not distribute branding graphics to others without the written permission of Associated Students, Inc. (ASI) of California State University San Marcos. Please contact ASI regarding the usage of any logo or brand-related material. Standards for logo usage must be adhered to at all times.

Official and Common Names

Official Names:

Formal names shall be used in all official documents pertaining to Associated Students, Inc. of California State University San Marcos or a specific entity of ASI. Formal names are to be used first in all written and verbal documents and if the name is repeated, then it is acceptable to use its abbreviation or common name. The official name of the organization is Associated Students, Inc. of California State University San Marcos. The official names of the organization's entities are the ASI Board of Directors, ASI Campus Activities Board, ASI Cougar Pantry, ASI Media and Communications Team, ASI Front Desk.

Common Name (Abbreviations):

These names are to be used for causal speeches or written documents. Common names are encouraged to follow the formal name in speeches in order to clarify each entity's abbreviation. The common names of the organization are ASI, ASI BOD, ASI CAB, ASI CP, ASI MCT, ASI FD.

BRAND IDENTITY

Official Voice and Tone

Across all mediums of communication, the official voice and tone of Associated Students, Inc. should be maintained and upheld. The voice is the brand personality, while the tone is a subset of the voice but changes with the audience, situation, and channel.

The Official Voices of Associated Students, Inc. Are:

Determined - Innovative - Advocate - Welcoming

The Official Tones of Associated Students, Inc. Are:

Determined	Innovative	Advocate	Welcoming
Hard Working	Special	Helpful	Friendly
Professional	Unique	Direct	Open
Goal-Orientated	Creative	Informative	Enjoyable

TYPOGRAPHY

Primary Font

Encode Sans

Weights: Medium, Italicized, Black, Bold, Bold Outlined

Secondary Font

Futura

Weights: Light, Medium, Italicized, Bold, Bold Outlined

Serif Font

Times New Roman is used for body copy. This serif font allows for greater readability in long form copy such as agendas, memorandums, and resolutions.

Alternate Fonts

Nature Beauty

Nature Beauty is used for the ASI Cougar Pantry logotype.

Calibri

Calibri is used as for alternate body copy. This font can be used for memorandums, letterheads, and email signatures.

HEATERS

Heaters is used with the ASI Crew volunteer team logo.

Brand Colors

Main Brand Colors

BLACK

PANTONE: Black
CMYK: 30/30/30/100
HEX: #000000
RGB: 0/0/0

WHITE

PANTONE: White
CMYK: 0/0/0/0
HEX: #FFFFFF
RGB: 255/255/255

RICH DARK BULE

PANTONE: 296
CMYK: 100/80/0/100
HEX: #000F4B
RGB: 0/15/75

Brand Extension Colors

LEAFY GREEN

PANTONE: 7743
CMYK: 84/35/100/28
HEX: #266726
RGB: 38/103/38

LIGHT SPIRIT BLUE

PANTONE: 2915
CMYK: 65/9/0/0
HEX: #35B7E9
RGB: 53/183/233

BRIGHT BLUE

PANTONE: 293
CMYK: 100/80/0/0
HEX: #2F3F86
RGB: 47/63/134

Festival 78 Brand Colors

F78 CORAL

PANTONE: 178
CMYK: 0/81/63/0
HEX: #EF5857
RGB: 239/88/87

F78 TEAL

PANTONE: 3258
CMYK: 60/0/26/0
HEX: #50C3C6
RGB: 80/195/198

LOGO GUIDELINES

The ASI logo must be included on all internal and external stationery, print and marketing collateral, and multimedia content. Any item containing any logo associated with ASI must be reviewed and approved by the ASI Media & Communications Coordinator prior to production or publication of any kind. The ASI logo should not be manipulated by any means and should abide by the following guidelines.

1.



TYPE: Symbol Only

USE: This minimal logo is often used on swag items, fivers and sometimes minimally hidden in ASI designs that are used on shirts.

2.



TYPE: Symbol with Acconyms

USE: This logo is often used on flyers and graphics. It is minimal, but also useful when an item needs to show the viewer that it is associated with ASI and CSUSM.

3.



TYPE: Symbol with Full Name

USE: This logo is often used when there is a need for the full name of ASI and CSUSM. It is used on certain flyers when it compliments the design.

4.



ASSOCIATED STUDENTS, INC.
CAL STATE SAN MARCOS

TYPE: Symbol With Line & Full Name

USE: This logo is often used as a footer to certain graphics. Often times this logo will fit better into certain types of graphics or flyers. It compliments graphics with horizontal paragraphs.

5.



TYPE: Symbol with ASI Full Name

USE: This logo is often used on polo shirts and other ASI Uniform items.

Logo Variations





FEST 78 IVAL



FEST 78 IVAL



FEST 78 IVAL

Volunteer Logos



Free Space & Logo Placement



Appropriate spacing is required around the Associated Students, Inc. Logo. There must be a 0.25" spacing for small documents and a 0.5" spacing for standard documents.



Left Alignment



Center Alignment



Right Alignment

In the case of collaboration or co-branding with a partner, the ASI logo should be appear on either side of the partner logo with a dividing line between. The free space guidelines should still be followed. The ASI logo should not be manipulated to combine with the partner brand.



Refer to the ASI Collaborations Principles document for more information.


Retired Logos

#YPE
C.A.F.E
VEST



Letterhead


The letterhead must include the ASI logo. The footer must include the organization, office address, and contact information. This should be used for all official ASI letters and memorandums.

 **ASSOCIATED STUDENTS, INC.**
CAL STATE SAN MARCOS

ASSOCIATED STUDENTS, INC. OF CALIFORNIA STATE UNIVERSITY SAN MARCOS
333 S. Tarin Oaks Valley Road, USU 3700, San Marcos, CA, 92096
asilicusmedu | www.cuust.edu/as | Phone: 760.750.4990 | Fax 760.750.3349

Envelope

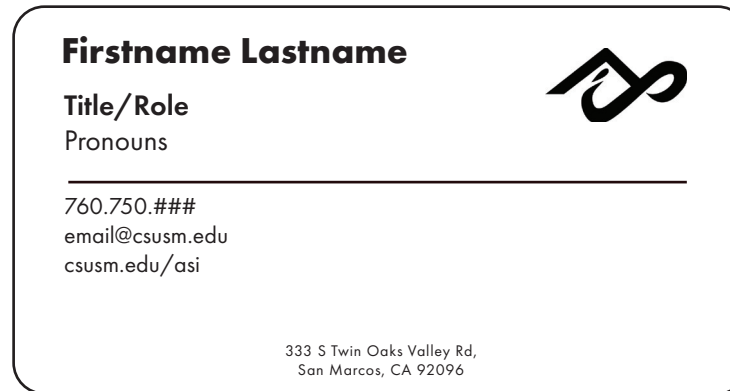
The envelope must include the ASI logo, office address, and space to include the recipient information.

 **Associated Students, Inc.**
California State University San Marcos
333 S. Twin Oaks Valley Road, USU 3700
San Marcos, CA 92096-0001

[Recipient's Name]
[Company Name]
[Address Line 1]
[Address Line 2]
[Address Line 3]
[Address Line 4]

Business Cards

Business cards must include the ASI logo on the front side. On the back side, the card must include full name, title/role, contact information, and office address.



Email Signatures

Email signatures must include full name, pronouns, title/role, organization, office address, and contact information. Reply signatures can be a shortened form.



Full Name | (Pronouns)
Title/Role
Associated Students, Inc. of CSUSM
333 S. Twin Oaks Valley Road, USU 3700
San Marcos, California 92096
760.750.#### | www.csusm.edu/asi



Full Name | (Pronouns)
Title/Role
Associated Students, Inc. of CSUSM
760.750.#### | www.csusm.edu/asi

Uniforms and Name Badges

ASI apparel should be worn at all times when representing ASI. The following guide outlines who is able to wear the ASI branded items and when to wear them.

ASI Staff Shirts

Each employee or board member will receive a ASI staff shirt and a name badge. ASI members represent the organization when interacting with students, faculty, staff, and campus community. The staff shirt should be worn when tabling, working, and/or staffing events in order to be clearly recognized by students. The staff shirt is a black shirt with the ASI logo on the front pocket area and the back of the shirt and should be worn with their nametag.

Name Badges

The name badge must be worn on the upper right-hand side of the chest on your outer most garment. Name badges should be worn when working at all times.



Promotional "Swag" Items & Branded Giveaways

ASI Board of Directors Polos

ASI Square Abbreviated Logo.

The ASI Board of Directors should be wearing their ASI polo when tabling, presenting, and/or attending committee meetings in order to represent our organization in a professional manner. The ASI Board of Directors polo has the ASI logo on the front pocket area and should be worn with their nametag. ASI committee advisors and standing invitees can receive an ASI polo.



ASI Volunteer Shirts

ASI Square Full Name Logo.

The ASI volunteer shirt should be worn when volunteering in order to be clearly recognized by students and campus community. The volunteer shirt is a black shirt with the ASI logo on the front pocket area and the back of the shirt and should be worn with their volunteer nametag.



ASI Cougar Pantry

ASI Cougar Pantry Logo


The ASI Cougar Pantry staff and interns should be wearing their ASI aprons when working in the pantry space so students will be able to identify them easily. The ASI apron is a green apron with the ASI Cougar Pantry logo centered in the middle of the chest area.



All promotional items and branded giveaways should incorporate the ASI logo in the design, but should not be the only design element on apparel items.

Agenda Template

Committee meeting agendas should list the committee composition, advisors, and standing invitees on the left side of the agenda. It also must include the committee's name, meeting date, location, and date posted at the top. The agenda lists the number of items that need to be discussed, presented, or voted upon, as well as the agenda topic and presenter.


ASSOCIATED STUDENTS, INC.
CAL STATE SAN MARCOS

ASI Board of Directors 2020/2021
 Name: _____
 Chair and Chief of Staff
 Name: _____
 President & CEO
 Name: _____
 Executive Vice President
 Name: _____
 VP of Student & University Affairs
 Name: _____
 CoBA Representative
 Name: _____
 CoBA Representative
 Name: _____
 CIABSS Representative
 Name: _____
 CIABSS Representative
 Name: _____
 CEHIS Representative
 Name: _____
 CEHIS Representative
 Name: _____
 CSTEM Representative
 Name: _____
 CSTEM Representative
 Name: _____
 Student at Large Representative for Sustainability
 Name: _____
 Student at Large Representative for Diversity & Inclusion
 Name: _____
 Student at Large Representative for Diversity & Inclusion
 Name: _____
 Veterans Student Representative
 Name: _____

Advisors
 Assoc. Director
 Executive Director
 Ashley Fennell
 Assoc. Director, Government Affairs & Initiatives

Standing Invitees
 Name: _____
 Alumni Association Representative
 TBD
 Academic Senate Representative
 Gail Cole-Avent
 President's Designee
 Clint Roberts
 University CFO Designee
 Bella Newberg
 CSUSM Corporation

ASI Board of Directors Agenda 21-01
 August 27, 2021 at 2:30pm
 USU 2310 A & B
 Posted: Tuesday, August 24th at 12:00 pm


ITEM	SUBJECT	PRESENTER
01	Call to Order	Name Chair & Chief of Staff
02	Roll Call	Name Chair & Chief of Staff
03	Recognition of Guests	Name Chair & Chief of Staff
04	Approval of Agenda	Name Chair & Chief of Staff
05	Approval of Minutes	Name Chair & Chief of Staff
06	Open Forum*	Name Chair & Chief of Staff
07	Updates to ... Description: The description of the agenda item goes here. Fiscal Impact: None	Name Chair & Chief of Staff
08	Overview of ... Description: The description of the agenda item goes here. Fiscal Impact: None	Name Chair & Chief of Staff
09	Approval of ... Description: The description of the agenda item goes here. Fiscal Impact: None	Name Chair & Chief of Staff
10	Changes to ... Description: The description of the agenda item goes here. Fiscal Impact: None	Name Chair & Chief of Staff

* Public comment will be limited to a maximum of 5 minutes per guest. Chair will determine allocated amount per meeting.

ASSOCIATED STUDENTS, INC. OF CALIFORNIA STATE UNIVERSITY SAN MARCOS
 333 S. Twin Oaks Valley Road, USU 3700, San Marcos, CA, 92096
 asi@csusm.edu | www.csusm.edu/asi | Phone: 760.750.4990 | Fax: 760.750.3149

Policy Template

ASI policies and procedures must include the ASI header. The policy/procedure must have the name, effective date, and approval date stated at the top of the document.


ASSOCIATED STUDENTS, INC.
CAL STATE SAN MARCOS

POLICY:	Policy Name
EFFECTIVE DATE:	Date
REVISED DATE:	Date
APPROVAL DATE:	Date

PURPOSE
 -Insert purpose here-

I. Definitions
 -Insert definitions if needed-

POLICY

I. -Insert policy heading here-

1.
 - a.
- 2.
- 3.

II. -Insert policy heading here-

- 1.
- 2.
- a.
- 3.

III. -Insert policy heading here-

- 1.
- 2.
- 3.
- a.

PROCEDURE

I. -Insert procedure heading here-

- 1.
- 2.
- i.
- 3.

Sample Graphics

CELEBRATING COUGAR PRIDE
SINCE 1991



ASSOCIATED STUDENTS, INC. OF CSUSM
COUGAR FEST

At Forum Plaza
OCT 13th
4:00PM-6:00PM

Come celebrate your cougar pride and
Join us at our annual Cougar Fest event!

The first 200 students will receive
Cane's or a snowcone from Kona ice!



Individuals with disabilities who would like to attend this event, please contact asi@csusm.edu regarding any special accommodation needs.



www.csusm.edu/asi

ASI
Elections
Apps are OPEN
OPEN OPEN

RUN FOR STUDENT GOVERNMENT

Advocate for, represent, and speak on the behalf of all CSUSM students

Elected officials are paid and/or compensated

APPLY ONLINE!
bit.ly/asielections23
Apps close 2/15 at 5pm

Learn more at an info session!

A QR code for more information.
Icons for 'no' (X) and 'yes' (checkmark).

Individuals with disabilities who would like to attend this event, please contact asi@csusm.edu regarding any special accommodation needs.



www.csusm.edu/asi

Graphic Guidelines

- Graphic size should be 24 by 36 inches for A-frames.
- Every graphic should be exported with 300 dpi.
- Upload Ai, PNG file to sharepoint.
- Use Futura font for body text
- CMYK for printing
- RGB for screen
- Include QR and/or bit.ly link for events
- Use footer on the bottom of the graphic.
- For items ordered at a print shop add an 1/8th inch bleed
- Have the event information clear to read.
- Outline text and embed images before sending to printing
- Common versions/sizes
 - A-frame: **24x36"**
 - Letter/USU TV: **8.5x11"**
 - CP TV: **1920x1080px**
- Min. Font sizes: Title 170pt, Critical info 85pt, Desc 50pt.

These sizes are meant to be used as a guideline for anticipated visibility. Different fonts will require different treatments. Use your best judgment when it comes to readability.

Do/Dont's of Graphic

Do double check for spellings

Do make sure the design is aligned and evenly spaced.

Do pay attention to how much white space is between your letters.

Do be inclusive and representative.

Don't use too many different fonts.

Don't overload your design with too many images.

Don't use other designs that're not yours.

Don't forget about your audience

Video Caption

Vertical

Font: Futura (Condensed ExtraBold)

Size: 93pt

Black stroke: 34pt

Placement: 11,-629

Horizontal

Font: Futura (Condensed Medium)

Size: 52pt

Black Stroke: 4pt

Placement: Middle bottom

Event Graphic Footer

Every event graphic should include the accessibility statement which can be accessed here.

Every footer should include the ASI logo and website, if not included in the flyer design.



Individuals with disabilities who would like to attend this event, please contact asi@csusm.edu regarding any special accommodation needs.



www.csusm.edu/asi

Social Media Guidelines

Posting Guidelines

ASI connects with our campus community through a variety of different social media platforms that include Instagram, Facebook, Twitter, YouTube, and LinkedIn. Although, each platform has different word, photo, and video limitations, ASI strives to maintain a clear and consistent voice.

Social Media Channels

Our social media is managed by the ASI Media and Communications Team.

- Instagram: @asi.csusm
- Facebook: ASI of CSUSM
- Twitter: @asi_csusm
- YouTube: ASI CSUSM
- LinkedIn: Associated Students, Inc. of CSUSM

Content

- Avoid text: Posts that are memos, updates, and campaigns are acceptable to use text.
- Refer to the Photography and Videography Guidelines for best practices.

Copy

- Avoid Acronyms - assume viewers haven't seen ASI before.
- Avoid long form URLs.
- Utilize hashtags when appropriate.
- Include calls to action when possible to encourage more engagement.

Accessibility

- Inclusive Language
- Emoji-Use: Avoid over-usage of emojis.
- Practice intentionality with use of skin tones and gender expressions.
- Alt-Text
- Open Captions
- Closed Captions (YouTube)

Do/Dont's of Social Media

Don't make your own social media post using asi's logo

Don't crop, alter, cut, or edit an existing design or video

Don't create your own marketing without running it by an ASI supervisor

Don't screenshot ASI's stories on Instagram

Do schedule a quick connect to talk out a vision or idea!

Do let ASI know if details change

Responding to comments/Dms

- State the facts
- If you're not sure ask a prostaff/event coordinator
- Know when to step away and come back at a later time
- Don't reply in the heat of the moment
- Anything can be screenshotted
- When possible DM people to get out of the public eye and refer to them to come into the office to talk in person or email or zoom

Dates of Significance

ASI strives to recognize and respect the diverse cultures we have within our campus community. Below are the holidays, cultural/ heritage months, and dates of significance that ASI will be acknowledging and celebrating:

- New Year's Day (January 1)
- Birthday of Martin Luther King, Jr. (Third Monday in January)
- Black History Month (February)
- Women's History Month (March)
- Cesar Chavez Day (March 31)
- Memorial Day (Last Monday in May)
- Asian American Pacific Islander Month (May)
- LGBTQ Pride Month (June)
- Juneteenth National Independence Day (June 19)
- Independence Day (July 4)
- Hispanic/Latino Heritage Month (Sept. 15-Oct.15)
- Constitution Day (September 17)
- Veterans Day (November 11)
- Halloween (October 31)
- Giving Day (November)
- American Indian Heritage Month (November)
- Happy Holidays (December)

Share posts from the ASI Instagram

- Promote events by spreading awareness about ASI initiatives
- Either repost the actual post or make sure to tag @asi.csusm so
- Viewers are able to find their way to ASI's account
- Engage with posts! Double tap, comment, tag a friend.
- Tag us in your stories/posts so that we can share them!
- Make it your own- add your personal touch!
- Add a "tap here" or "click here" gif
- Drives people back to the ASI page to learn more
- Post student stories that tag us in their own content, however do NOT post stories that might have explicit content in it

ASI Collaborations Principles

- Review any flyers/social posts that has the ASI logo on it make sure it has been approved before
- Meet with external partners about language and use of ASI logo
- Accept or decline partner IG requests
- Make sure all information is correct before accepting
As well as talking to Breckon and/or co-Prostaff before accepting reposting content that we have been tagged in
- TAG collaborators in our OWN posts as well

ASI defines collaboration as a program, event, or initiative that is developed with the input of multiple stakeholders, including student voices. All ASI collaborations will include at least one ASI student representative. The ASI representative must play an active role in the planning process.

Refer to the ASI Collaborations Principles document for more information.

Photography and Videography Guidelines

Embrace

- Action shots
- Candid shots
 - Fun moments
 - Serious moments
- Still portraits
- Diverse student body
- Aerial view/Drone shots
 - Campus shots
 - Unique perspectives
 - Storytelling
 - Natural sunlight and shadows

Avoid

- Unnatural poses
- Dark/unclear photos/videos
- Generic stock photos/videos
- Harsh Filters

Overlay Treatments

- Overlay treatments are used mostly in graphic designs and video backgrounds in order to create a more unified look and feel.
- Monochromatic overlays should be used to create more texture and life to a design.

