



California State  
University Chico



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California State University, Chico

- TODAY DECIDES TOMORROW -

### Why Choose Chico?

Known for our beautiful campus and community feel, Chico State offers high-quality, affordable education.



### Find Your Major


With more than 340 academic offerings, we have the right program to match your passions.



### Explore Student Life

You belong in the Wildcat family, where students are active, engaged, and care for one another.





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UNIVERSITY STYLE GUIDE

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Logos and Wordmarks

All of these marks are registered trademarks and property of Chico State. Unauthorized use is strictly prohibited.

**Designer's Tip**  
 Usage of the seals and logos is explained in the [University Graphic Stylebook \(GSI\)](#), a printable "cheat sheet" of the guidelines. A detailed [Visual Identity Guide](#) will be available soon. Contact [University Communications](#) with any questions in the interim.


The Institutional Logo

The Institutional Logo is the core identity of the University and was designed to honor *Epurufas californicus*, our Wildcat mascot. It is also an enduring symbol of our cherished natural environment and honors our connection to the ancestral lands of the Waila and Mechoopa people, upon which our institution is built.

Looking brightly toward the future, we seek out and embrace opportunity. With a firm foundation, like the basalt bedrock that grounds our region, we have the confidence to take action daily and dare to do it our own way.

The Institutional Logo is intended for all applications such as marketing communications, student facing collateral, and college and department materials. It is used in official college and department logos, and may be used as design element on sanctioned apparel, marketing, fliers, or newsletters. It should only appear in the [Signature Colors](#).

Design files can be accessed online in multiple formats and in conjunction with the University wordmarks. Contact [University Communications](#) if other configurations are needed.




Athletics Logo

The Wildcat is built for speed and always prepared to pounce on the competition. Proud, distinct, and adaptable, our Athletics Identity is a worthy symbol of the championship culture built and sustained by our student athletes, coaches, and staff of the past and present.

Our student athletes train to win... in the classroom and on the field... with a fierce commitment to continuous improvement in order to make a positive impact on the team and the world. Wildcats roar in battle. They roar in celebration. They roar for one another. They are loyal to each other and to the university. Look a little closer, and you'll notice a "C" in the snarl, signifying Chico: They roar for all of us!

The Athletics Logo is intended for all applications but especially all things Athletics as well as student-facing collateral and college and department materials. It may be used in a design element on sanctioned apparel, marketing, fliers, or newsletters.


For more information, contact [University Communications](#) or the Associate Director of Athletics at [530-299-6470](tel:530-299-6470).



Big C Spirit Mark

The Big C Spirit Mark pays tribute to the honors athletics elite (varsity) Block C Clubs, as well as the letters earned by student-athletes for their years of competition. It's also a tribute to the first letter of our name—Chico—and our state—California—and aims to evoke a sense of pride, loyalty, and tradition.

Our spirit mark is the most informal of our logos, created to encourage school spirit and celebrate the student experience. It is available for use across the entire University community, and is also a secondary logo for Athletics programs. It can be used on a wide range of informal materials for student groups, athletics and intramural teams, merchandise and web applications.




The University Seal

The University Seal is comprised of several key elements: the year of Chico State's founding in 1889; the University motto of "Today Decides Tomorrow"; our Wildcat mascot, decorative columns and arches in the architecture of its oldest buildings; and the oak tree, which was a staple for the Mechoopa and remains a timeless symbol of unity and wisdom.

As the formal symbol of the University, the official seal is used selectively and with the distinction appropriate for what it represents. It is intended for formal occasions and materials. Examples include diplomas, certificates, or medals given on behalf of the University, programs for presentations, collateral for formal events, and an official architectural signage.

The University Seal is not for casual use. It should not be used as a department logo or design element on sanctioned apparel, marketing fliers, or newsletters. Nor should it appear in conjunction with other logos or elements.

Use of the seal must be approved by [University Communications](#) and the [Office of the President](#) in advance.



























California State University Chico  
College of Business

**DO & DARE**

STUDENT-CENTERED  
**Leadership**

ETHICS

WEST STAIR  
ROOF ACCESS  
**1**  
FLOORS 1-3

Sustainability

Collaborate  
PARTNER  
REVENUE  
Human Resources  
INNOVATE  
Technology

REVENUE

EXCELLENCE

Mask required for all persons entering Chico State facilities





What will you  
**DARE TO DO?**

**INVEST IN YOURSELF.**

**BUSINESS ADMINISTRATION (BADM) DEGREE  
OPTION IN FINANCE**



Finance graduates can choose from a variety of jobs and industry opportunities—including investment brokerage, insurance, banking, risk, and real estate finance.

Who knows what the world looks like in the future?

**OUR STUDENTS.  
THEY'RE WORKING  
ON IT RIGHT NOW.**

**#COMPANYWORTHKEEPING**



California State University Chico  
College of Business  
[www.csuchico.edu/cob](http://www.csuchico.edu/cob)





California State University Chico  
**COLLEGE OF  
AGRICULTURE**

















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