California State University Chico

ENVIRONMENTAL GRAPHICS GUIDELINES

What Are Environmental Graphics?

Environmental graphics are a type of visual communication that meaningfully connects people with a place to enhance their experience within a built environment.

Why Environmental Graphics Matter

They establish continuity
Like every other expression of our identity, when our environments adhere to our guidelines and follow specific design practices, our story will feel seamless and authentic.

They foster a sense of place
Chico State is a university unlike any other. Whether visually telling a story or simply helping someone find their way to a destination, aligning our spaces through graphic marks, color, and typography is a testament to our captivating educational backdrop.

They extend our identity into the future
Most importantly, environmental design bridges today with where we will evolve over time. By creating a physical presence with the Chico State visual identity, we elevate our story and provide context for inspired and purposeful work.

Graphic Marks Overview

A comprehensive update in 2021 refreshed all official University logos in a holistic way. Together, they unite our identity and create an instantly recognizable look. Familiar but evolved, sophisticated but personable, each visual has creative nuances that reflect our rich history, Wildcat personality, exceptional student success, and enduring commitment to create a better tomorrow.

The framework in these guidelines organizes their usage based on strategic and visual connections to Chico State.

These marks can each be used on their own, or in approved combinations (see p. 10). All artwork is provided as .EPS files, which are vector-based files that can generally be enlarged and reduced without diminishing image quality. An EPS files can only be opened directly in a vector-based application such as Adobe Illustrator.

1. Institutional Mark

2. Ceremonial Seal

3. Athletic Mark

4. Big "C" Spirit Mark

5. Paw Print Spirit Mark

6. Associated Students Mark

The Associated Students logo is managed by AS. Contact *asmarketing@csuchico.edu* for more information.

Institutional Identity Overview

The institutional logo and wordmark are the graphic representation of the University name and can be used in all University marketing materials. It can also be combined with college and department names.

While both are acceptable, the full name—California State University, Chico—is typically reserved for more formal applications, and the common name—Chico State—can be used for most references to the University, as it is the name by which our students, faculty, staff, alumni, and community most often refer to the University.

Together, they work in approved combinations to create lockups in a variety of shapes to best meet visual needs.

Consistent use of these lockups creates awareness of and loyalty to the Chico State identity. Always use approved artwork.

1. Primary Lockup

California State University **Chico**

2. Horizontal Lockup

California State University **Chico**

3. Stacked Lockup

California State University **Chico**

4. Single Line Lockup

California State University **Chico**
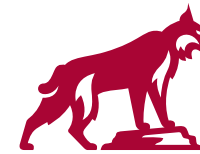
5. Informal Primary Lockup

Chico State

6. Informal Horizontal Lockup

Chico State

7. Informal Stacked Lockup

Chico State

Incorporating Graphic Elements

Balance and harmony are the goal when applying the University identity to spaces across campus.

There are many factors to consider when applying logos to interior spaces. Some considerations include what other elements are nearby (such as furniture), the size of the wall, and how far away on average a person will be standing.

Your wall graphics should take up a maximum of about 40-50% of the available empty wall space, the portion not covered by mouldings, furniture, windows, or other obstructions.

Measure the height and width of the area for graphics to be applied. Multiply the measurements by 0.5, as a result, you will get the approximate size to suit the space.

For example a 12 ft. wide by 8 ft. high wall should be able to accommodate up to a 6 ft. wide vinyl logo.

California State University Chico

6ft. Max.

6ft.

12ft.

Vinyl Wall logo Best Practices

Vinyl graphics are a great way to present your identity or assist in wayfinding.

In the case of adding a logo to the walls in department office, it comes down to a few considerations.

1. Appropriateness
2. Wall size
3. Wall color

Choose an approved vinyl color to complement the color of the wall paint while adhering to the accepted logo colors as defined in the University's Logo Standards Guidelines.

Choose the appropriate size graphic depending on the amount of wall space.

Determine if adding a logo to your wall is the appropriate solution. Just because a wall is blank does not necessarily mean it needs a logo (or anything else) added to it.

Approved solid vinyl colors

PMS 201 C	PMS Cool Gray 2
PMS Cool Gray 9	White
Black	

Using PMS Cool Gray 2 on a red wall, instead of white, helps ease the harshness of having too much contrast.

PMS Cool Gray 2

California State University **Chico**
Accessibility Resource Center

PMS 201 red on a light gray or white wall.

PMS 201 C

California State University **Chico**
Human Resources
Service Center

PMS Cool Gray 2
on a dark wall.

PMS Cool Gray 2

California State University **Chico**
Research Commons

Basic Door Signage

Navigation from place to place is a fundamental human activity and an integral part of everyday life.

Wayfinding has the function to inform people of the surroundings in an unfamiliar environment. It is important to show information at strategic points to guide people into the right directions.

Vinyl graphics for office doors can be very valuable as a means of wayfinding.

The example to the right depicts simple, white vinyl lettering with the Chico State wordmark and the name of the center or department typeset in Gotham Medium.

Important rules to keep in mind:

- Create a comprehensive, clear, and consistent visual communication system with concise messaging
- Show only what is needed
- Remove excessive information
- Show information that relevant is to the space, location, and/or navigation path
- Remove unnecessary elements to create a clear visual environment

Formal institutional identity wordmark

Department name set in Gotham Medium type

Exterior Door Signage

Exterior doors may require larger type to assist in wayfinding. Keep in mind the viewing distance for the signage. Every 1 inch of letter height provides 10 feet of readability distance.

In this example, most students and faculty are familiar with the acronym ITSS, so it is displayed larger to easily assist in finding the right location.

Important rules to keep in mind:

• 1 inch of letter height provides 10 feet of readability distance.

•Create a comprehensive, clear, and consistent visual communication system with concise messaging

•Show only what is needed

•Remove excessive information

•Show information that relevant is to the space, location, and/or navigation path

•Remove unnecessary elements to create a clear visual environment

Window Signage (interior/exterior)

Window signage follows the same basic rules as door signage. White vinyl lettering is the standard.

In this example, most students and faculty have become familiar with the acronym STAR Center, versus the full name (Student Transition and Retention Center).

Important rules to keep in mind:

•Show only what is needed

•Remove excessive information

•Show information that relevant is to the space, location, and/or navigation path

•Remove unnecessary elements to create a clear visual environment

T-bar Hanging signage

Signs hanging off drop ceiling T-bar frames should be clear and concise, using large upper/lowercase typesetting.

The size and placement of signage will vary dependent on the environment in which it is placed.

In this example for the Wildcat ID Card sign, the type is Gotham Medium and the background color is PMS 201 C (Chico Red).
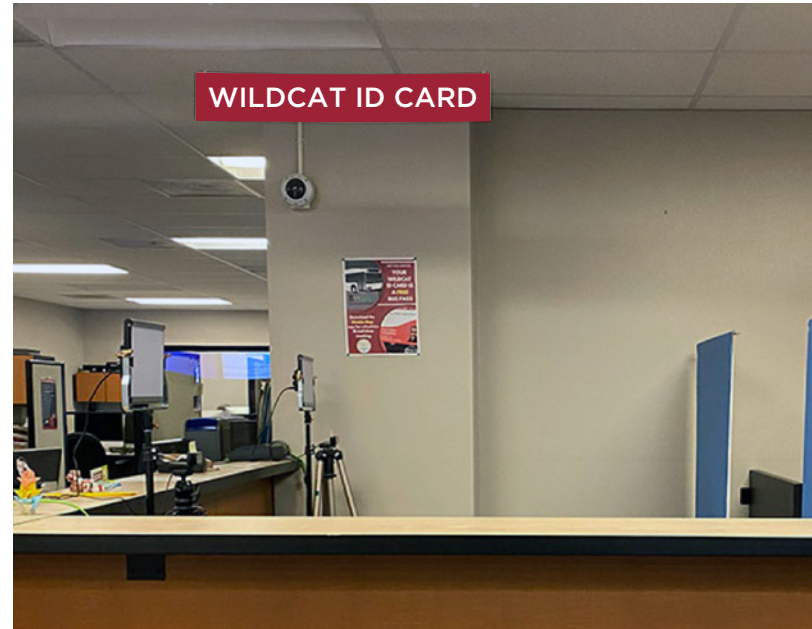
Wayfinding and building signage

Wayfinding and building signage are two of the most important types of environmental graphics. Successful implementation is achieved by a clear, concise layout of information and excellent readability.

Chico Red, Cornerstone Gray, black, and white comprise the University's primary color palette. Chico Red should be the most prominent color used for large color fields and has excellent contrast when paired with white lettering for signage.

A good rule-of-thumb is to set the type size for outdoor signage at 1 inch in height for every 10 feet of viewing distance.

Supergraphics for large installations

Large wall graphics, often referred to as "supergraphics," can create a dramatic backdrop to highlight a department, office, or installation.

Supergraphics can be a large photo or design printed on vinyl or can even be hand-painted in some cases.

To initiate discussions about this type of large installation, please consult University Communications and Creative Media and Technology for best practices and guidance.
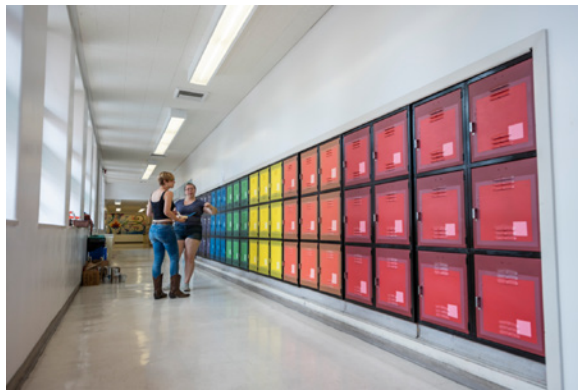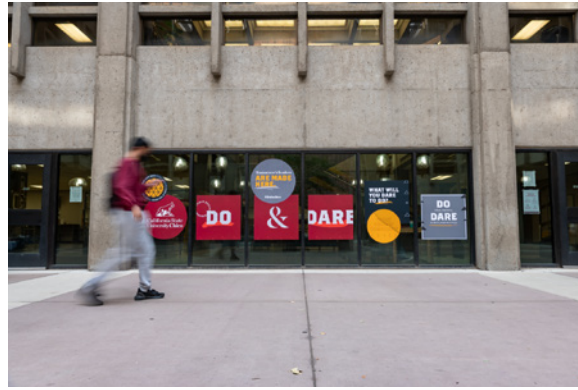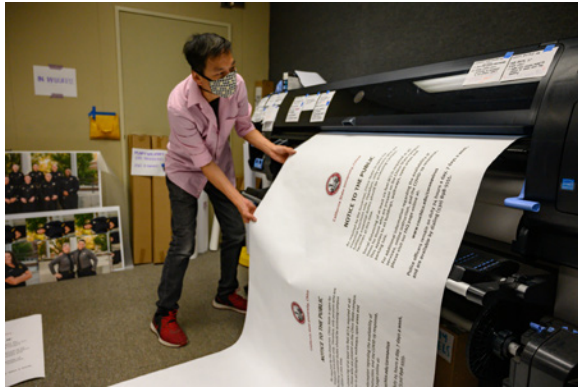
Primary Color Palette

Chico Red, Cornerstone Gray, black, and white comprise Chico Performances' primary color palette. Chico Red should be the most prominent color used for large color fields and works well for headlines, subheads, and pull quotes.

Balance and harmony are the goal when using color. Too much red or black can feel harsh, which is why we provide gray and white as an acceptable use.

Use all color conversions where applicable.

Chico Red
PMS 201 C
CMYK 0 100 63 31
RGB 157 34 53
Hex #862633

Cornerstone Gray
PMS Cool Gray 9 C
CMYK 50 40 34 17
RGB 117 120 123
Hex #75787B

PMS Cool
Gray 2

PMS Cool
Gray 5

PMS Black 6 C
CMYK 0 0 0 100
RGB 0 0 0
Hex #000000

White
PMS N/A
CMYK 0 0 0 0
RGB 255 255 255
Hex #FFFFFF

Typography

The designated primary environmental graphics typeface is Gotham, a sans-serif known for its clear legibility. Gotham is used as part of the institutional identity along with the typeface, Chronicle.

Chronicle should not appear anywhere else aside from the typeset institutional identity and wordmarks.

GOTHAM

Gotham Thin
Gotham Thin Italic
Gotham Light
Gotham Light Italic
Gotham Book
Gotham Book Italic
Gotham Medium
Gotham Medium Italic
Gotham Bold
Gotham Bold Italic
Gotham Black
Gotham Black Italic
Gotham Ultra
Gotham Ultra Italic

CHRONICLE TEXT G1

Chronicle Text *Semi bold*
Chronicle Text Bold

Marketing Typography

Marketing typefaces are used on marketing materials. Our typefaces were chosen to create bold, distinct headlines.

BROTHERS OT

DO&DARE

MASQUALERO

Today decides tomorrow.

The future's just a day away.
What will you do to shape it?

Alternate Typeface

When an official typeface is unavailable due to licensing, use only approved Google Fonts as alternatives.

If Gotham is unavailable, Montserrat should be used in its place.

You can download Montserrat at *fonts.google.com*

MONTSERRAT

Montserrat Regular
Montserrat Italic
Montserrat Bold

University Contacts

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