



California State University Chico

LOGO STANDARDS GUIDELINES

About these Guidelines

This document provides the basic guidelines to express Chico State's visual marks, including the institutional mark, ceremonial seal, and athletics mark to the world. It also establishes color specifications and standardized typography.

Used with care and imagination, these new tools will ensure that the University's image will retain its impact and consistency for years to come.

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University Communications oversees usage of all Chico State logos and visual identity. For questions, please contact 530-898-4143 or email ucomm@csuchico.edu.

1. Logos

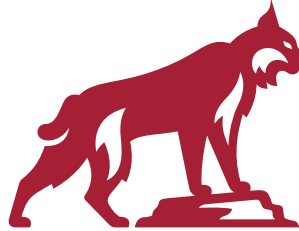
1.1 Overview

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.

Proper and appropriate usage of these elements should always be the most consistent component in our communications. While our logos, marks, and seal have evolved over the University's long history, there is a framework that 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. 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.

To access these files, visit
www.csuchico.edu/style-guide.

1.2 Institutional Mark

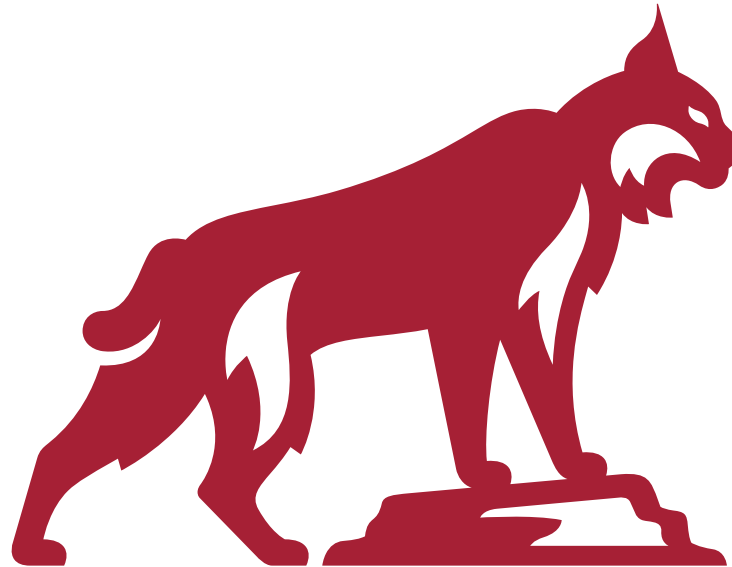
The Wildcat is the foundation of the University's visual identity and the most commonly used graphic mark.

Designed to honor *Lynx rufus 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 Maidu and Mechoopda 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 wordmark. Contact University Communications if other configurations are needed.



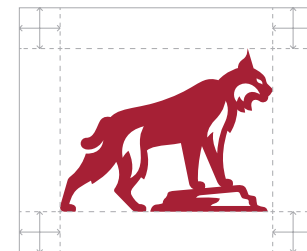
Minimum Use



0.5"

No maximum usage restriction.
Minimum usage is 0.5 inches wide.

Clear Space



1/4 of the height of the mark is used to create the clear space around the mark. Nothing should be placed in this area.

1.3 Ceremonial Seal

University seals are common marks of academia, associated with institutions of higher learning for centuries.

Our University Seal is comprised of several key elements: the year of Chico State's founding in 1887; 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 Mechoopda and remains a tireless 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.

Examples include diplomas, certificates, or medals given on behalf of the University, programs for presentations, collateral for formal events, and on official architectural signage.

The University Seal is not for casual use. It should not be used as a department logo or design element on unsanctioned 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.



Minimum Use



No maximum usage restriction.
Minimum usage is 0.5 inches wide.

Clear Space



1/4 of the height of the seal is used to create the clear space around the mark. Nothing should be placed in this area.

1.4 Athletic Mark

The athletic mark vividly and immediately conveys the University identity and furthers our identity as Wildcats.

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 as a design element on sanctioned apparel, marketing fliers, or newsletters. The institutional logo and ceremonial seal should not be used in athletic applications.

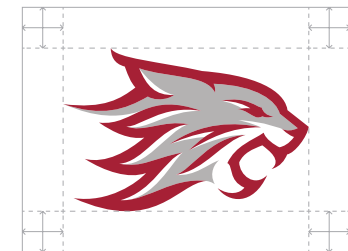


Minimum Use



No maximum usage restriction.
Minimum usage is 0.5 inches wide.

Clear Space



1/4 of the height of the seal is used to create the clear space around the mark. Nothing should be placed in this area.

For more information, contact University Communications or the Associate Director of Athletics at 530-898-6470.

1.5 Big “C” Spirit Mark

The Big C Spirit Mark pays tribute to the honors athletics association Block C Club, 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.



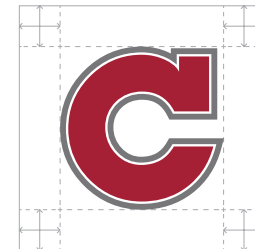
Minimum Use



0.25"

No maximum usage restriction.
Minimum usage is 0.25 inches wide.

Clear Space



1/4 of the height of the 'C' is used to create the clear space around the mark. Nothing should be placed in this area.

1.6 Paw Print Spirit Mark

The Paw Print Spirit Mark vividly and immediately conveys our brave personality and honors how Wildcats make an immediate and lasting impression wherever they go.

It can be used as a standalone mark or in approved lockups, including but not limited to team uniforms, spirit wear, signage, recruitment materials, fan communications and promotions, gear and equipment, as well as student clubs and organizations.



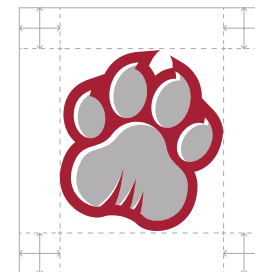
Minimum Use



0.25"

No maximum usage restriction.
Minimum usage is 0.25 inches wide.

Clear Space



1/4 of the height of the pawprint is used to create the clear space around the mark. Nothing should be placed in this area.

1.7 Incorrect Usage

Shown here, using the institutional mark as an example, are incorrect uses of the marks in the Chico State identity.

For all University logos and seals used in printed publications, be sure to use print-quality images in their original configuration.

Incorrect usage rules apply to **ALL MARKS AND LOCKUPS.**



DO NOT vertically scale the marks or lockups.



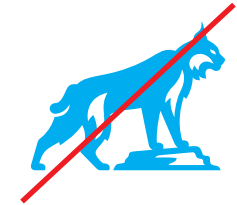
DO NOT horizontally scale the marks or lockups.



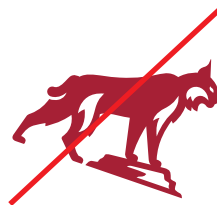
DO NOT create additional art or colors for use around the marks or lockups.



DO NOT switch the colors in the marks or lockups.



DO NOT reproduce the marks or lockups in unapproved colors.



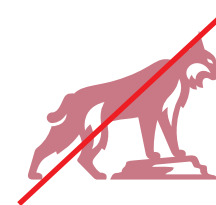
DO NOT rotate the marks or lockups.



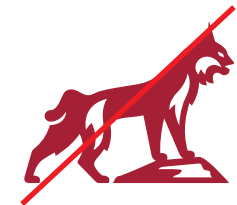
DO NOT flip the marks or lockups.



DO NOT fill parts of the marks or lockups with color. All white parts of the marks or lockups should remain white regardless of background color.



DO NOT use the marks or lockups at less than 100% opacity. Use approved colors.



DO NOT redraw any parts of the marks or lockups.



DO NOT place the marks or lockups on excessively busy backgrounds which impede legibility.



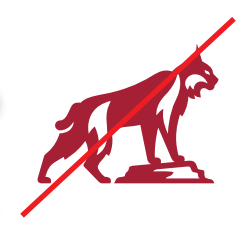
DO NOT rearrange or re-orient any parts of the marks or lockups.



DO NOT crop the marks or lockups.



DO NOT add a drop shadow to the marks or lockups.



DO NOT change the scale of anything within the marks or lockups.

2.

Institutional Logos and Wordmarks

2.1 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



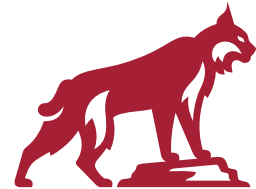
California State
University **Chico**

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**

2.2 Wordmarks

The institutional wordmarks work in approved combinations to create lockups or can be used on their own on certain applications. Consistent use of these wordmarks creates awareness of and loyalty to the Chico State identity. Always use approved artwork.

1. Formal Primary Wordmark

California State
University **Chico**

2. Formal Single Line Wordmark

California State University **Chico**

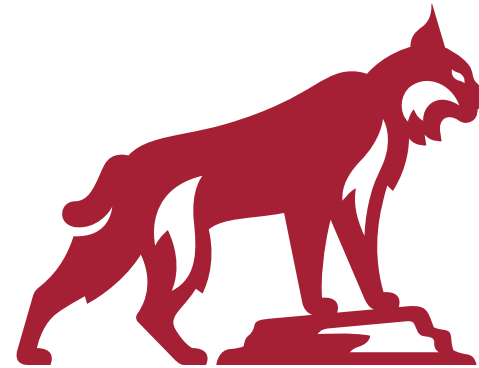
3. Informal Single Line Wordmark

Chico State

4. Informal Stacked Wordmark

Chico
State

2.3 Primary Lockup



California State
University **Chico**

Minimum Use



Minimum usage is 0.5 inches wide measured at the institutional mark.

Clear Space



1/4 of the height of the lockup is used to create the clear space around the mark. Nothing should be placed in this area.

2.4 Horizontal Lockup



Minimum Use



Minimum usage is 0.5 inches wide measured at the institutional mark.

Clear Space



1/2 of the height of the lockup is used to create the clear space around the mark. Nothing should be placed in this area.

2.5 Stacked Lockup



California State
University **Chico**

Minimum Use



Minimum usage is 0.5 inches wide measured at the institutional mark.

Clear Space



1/3 of the height of the lockup is used to create the clear space around the mark. Nothing should be placed in this area.

2.6 Single Line Lockup



Minimum Use



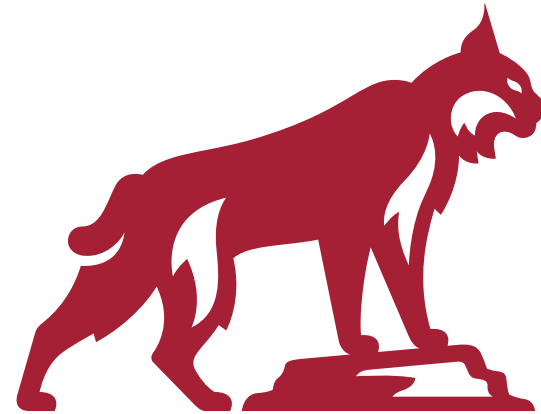
Minimum usage is 0.5 inches wide measured at the institutional mark.

Clear Space



1/2 of the height of the lockup is used to create the clear space around the mark. Nothing should be placed in this area.

2.7 Informal Stacked Lockup



Chico State

Minimum Use



Minimum usage is 0.5 inches wide measured at the institutional mark.

Clear Space



1/3 of the height of the lockup is used to create the clear space around the mark. Nothing should be placed in this area.

2.8 Informal Horizontal Lockup



Minimum Use



Minimum usage is 0.5 inches wide measured at the institutional mark.

Clear Space



1/2 of the height of the lockup is used to create the clear space around the mark. Nothing should be placed in this area.

2.9 Informal Stacked Lockup



Minimum Use



Minimum usage is 0.5 inches wide measured at the institutional mark.

Clear Space



1/4 of the height of the lockup is used to create the clear space around the mark. Nothing should be placed in this area.

2.10 Formal Primary Wordmark

California State University **Chico**

Minimum Use

.25"



Minimum usage is
0.25 inches tall.

Clear Space



1/2 of the height of
the lockup is used to
create the clear space
around the mark.
Nothing should be
placed in this area.

2.11 Formal Single Line Wordmark

California State University **Chico**

Minimum Use

.125"

California State University **Chico**

Minimum usage is
0.125 inches tall
measured at the
capital "C."

Clear Space



1/2 of the height of the
lockup is used to
create the clear space
around the mark.
Nothing should be
placed in this area.

2.12 Informal Single Line Wordmark

Chico State

Minimum Use

0.125"



Minimum usage is 0.125 inches tall measured at the capital "C."

Clear Space



1/2 of the height of the lockup is used to create the clear space around the mark. Nothing should be placed in this area.

2.13 Informal Stacked Wordmark

Chico State

Minimum Use



Minimum usage is 0.5 inches wide measured at the institutional mark.

Clear Space



1/4 of the height of the lockup is used to create the clear space around the mark. Nothing should be placed in this area.

3.

Ceremonial

Seal Lockups

3.1 Overview

The ceremonial seal and wordmarks work in approved combinations to create lockups.

As the formal symbol of the University, the ceremonial seal is used selectively and with the distinction appropriate for what it represents. It is intended for formal occasions and materials.

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. Single Line Lockup



California State University **Chico**

Use of the seal must be approved by University Communications and the Office of the President in advance.

3.2 Primary Lockup



California State University **Chico**

Minimum Use



Minimum usage is 0.5 inches wide measured at the ceremonial seal.

Clear Space



A square drawn around the 'C' from the wordmark creates the clear space. Nothing should be placed in this area.

3.3 Horizontal Lockup



California State
University **Chico**

Minimum Use



Minimum usage is 0.5 inches wide measured at the ceremonial seal.

Clear Space



A square drawn around the 'C' from the word-mark creates the clear space. Nothing should be placed in this area.

3.4 Single Line Lockup



California State University **Chico**

Minimum Use



0.5"

California State University **Chico**

Minimum usage is 0.5 inches wide measured at the ceremonial seal.

Clear Space



1/4 of the height of the lockup is used to create the clear space around the mark. Nothing should be placed in this area.

4. Athletic Lockups and Wordmarks

4.1 Overview

The athletic mark and wordmarks work in approved combinations to create lockups. Consistent use of these lockups creates awareness of and loyalty to the Chico State identity. Always use approved artwork.

1. Primary Wildcats Lockup (Two-Color Cat)



2. Horizontal Wildcats Lockup (Two-Color Cat)



3. Single Line Lockup (Two-Color Cat)



4. Horizontal Lockup (Two-Color Cat)



5. Primary Lockup (Two-Color Cat)



6. Stacked Lockup (Two-Color Cat)



4.3 Wordmarks

The athletic wordmarks work in approved combinations to create lockups or can be used on their own on certain applications. Consistent use of these wordmarks creates awareness of and loyalty to the Chico State identity. Always use approved artwork.

1. Primary Wildcats Wordmark

CHICO STATE
WILDCATS

2. Single Line Wordmark

CHICO STATE

3. Stacked Wordmark

CHICO
STATE

4. Script Wildcats Wordmark

Wildcats

5. Script 'Cats Wordmark

'Cats

4.4 Primary Wildcats Lockup



CHICO STATE
WILDCATS

Minimum Use



Minimum usage is 0.5 inches wide measured at the athletic mark.

Clear Space



A square drawn around the 'C' from the word "Chico" creates the clear space. Nothing should be placed in this area.

4.5 Horizontal Wildcats Lockup



Minimum Use



Minimum usage is 0.5 inches wide measured at the athletic mark.

Clear Space



A square drawn around the 'C' from the word "Chico" creates the clear space. Nothing should be placed in this area.

4.6 Single Line Lockup



Minimum Use



Minimum usage is 0.5 inches wide measured at the athletic mark.

Clear Space



A square drawn around the 'C' from the wordmark creates the clear space. Nothing should be placed in this area.

4.7 Horizontal Lockup



Minimum Use



Minimum usage is 0.5 inches wide measured at the athletic mark.

Clear Space



A square drawn around the 'C' from the wordmark creates the clear space. Nothing should be placed in this area.

4.8 Primary Lockup



Minimum Use



Minimum usage is 0.5 inches wide measured at the athletic mark.

Clear Space



A square drawn around the 'C' from the wordmark creates the clear space. Nothing should be placed in this area.

4.9 Stacked Lockup



Minimum Use



Minimum usage is 0.5 inches wide measured at the athletic mark.

Clear Space



A square drawn around the 'C' from the wordmark creates the clear space. Nothing should be placed in this area.

4.10 Primary Wildcats Wordmark

CHICO STATE
WILDCATS

Minimum Use

.25"



Minimum usage is
0.25 inches tall.

Clear Space



A square drawn
around the 'C' from
the word "Chico"
creates the clear
space. Nothing
should be placed in
this area.

4.11 Single Line Wordmark

CHICO STATE

Minimum Use

.125"



Minimum usage is
0.125 inches tall
measured at the
capital "C."

Clear Space



A square drawn around
the 'C' from the word
"Chico" creates the
clear space. Nothing
should be placed in
this area.

4.12 Stacked Wordmark

CHICO
STATE

Minimum Use



Minimum usage is 0.5 inches wide measured at the wordmark.

Clear Space



A square drawn around the 'C' from the word "Chico" creates the clear space. Nothing should be placed in this area.

4.13 Script Wildcats Wordmark

The Script Wildcats Wordmark is a vintage-inspired typographic expression to augment the spirit marks. It is mainly intended for use on apparel and swag items.

Wildcats

Minimum Use

.125"



Minimum usage is
0.125 inches tall
measured at the "W."

Clear Space



1/2 of the height of the
wordmark is used to
create the clear space
around the mark.
Nothing should be
placed in this area.

4.14 Script 'Cats Wordmark

The Script 'Cats Wordmark is a vintage-inspired typographic expression to augment the spirit marks, while using the friendly nickname for our Athletics teams. It is mainly intended for use on apparel and swag items.



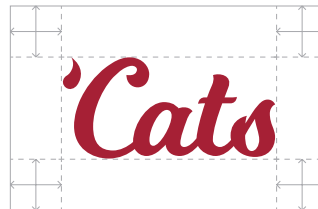
Minimum Use

.125"



Minimum usage is
0.125 inches tall
measured at the "W."

Clear Space



1/2 of the height of the
wordmark is used to
create the clear space
around the mark.
Nothing should be
placed in this area.

5. Secondary and Tertiary Lockups

5.1 Overview

The University’s visual identity architecture is the systematic structure applied across all colleges, departments, and programs. The primary institutional mark will always lead on top, with the specific secondary identity positioned directly below.

The system provides flexibility to accommodate custom applications and diverse uses while ensuring consistency and alignment across the organization.



To download college, department, and program logos, visit www.csuchico.edu/style-guide.

5.2 Secondary Programs



California State University **Chico**
College of Business



California State University **Chico**
University Communications



California State University **Chico**
Office of Admissions



California State University **Chico**
Regional & Continuing
Education



California State University **Chico**
Meriam Library



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



California State University **Chico**
Hungry Wildcat
Food Pantry



California State University **Chico**
Facilities Management
and Services

5.3 Tertiary Programs



California State University **Chico**
Business Services

SHIPPING AND RECEIVING



California State University **Chico**
University Advancement

UNIVERSITY PUBLIC ENGAGEMENT



California State University **Chico**
College of Natural Sciences

BIOLOGICAL SCIENCES DEPARTMENT



California State University **Chico**
Student Affairs

ACCESSIBILITY RESOURCE CENTER



California State University **Chico**
Anthropology Department

HUMAN IDENTIFICATION LABORATORY



California State University **Chico**
College of Business

MANAGEMENT DEPARTMENT



California State University **Chico**
**College of Behavioral
and Social Sciences**

CHILD DEVELOPMENT DEPARTMENT



California State University **Chico**
**Financial Aid
and Scholarships**

STUDENT EMPLOYMENT

5.4 Athletic Programs



6. Logo Colors

6.1 Primary Color Palette

Chico red, cornerstone gray, black, and white comprise Chico State's primary color palette and represent our longstanding traditions and identity. They should be the dominant colors used in official communications when the project allows for color.

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 #9D2235

Cornerstone Gray

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

Black

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

6.2 Outlined Mark Usage

The Sticker version of a mark should be used in two different cases:

1. When the color of the background matches parts of a mark and causes them to blend in, disappear or vibrate.
2. When a mark needs to reverse out in white.

All marks and lockups have an outlined version in the assets library. **DO NOT REVERSE MARKS, ALWAYS USE THE OUTLINED VERSION.**



6.3 One-Color Seal

In cases where only one color is being printed, use only approved one-color seals. If the seal is being printed on color, use the outlined version.



6.4 2-Color Athletic Mark

The 2-color athletic mark uses a lighter gray (PMS Cool Gray 5) but there may be cases where a three-color print job isn't possible. In those instances, a 55% screened back version of the darker gray (PMS Cool Gray 9) should be used instead.

PMS COOL GRAY 5



PMS COOL GRAY 9 SCREENED AT 55%



6.5 Black and White Usage

In cases where only black and white is being used, use only approved black and white marks. If the marks are being printed on black, use the outlined version.



7. Logo Typography

7.1 Primary Typography

Whether in campus signs, brochures, or emails, consistent typography unifies and clarifies our identity.

The designated primary typeface for Chico State is Chronicle Display.

This face is only used as a display face and not as a text face in official communications and print collateral, or locked up with the icon.

Chronicle Display Extra Light

Chronicle Display Extra Light Italic

Chronicle Display Light

Chronicle Display Light Italic

Chronicle Display Roman

Chronicle Display Italic

Chronicle Display Semibold

Chronicle Display Semibold Italic

Chronicle Display Bold

Chronicle Display Bold Italic

Chronicle Display Black

Chronicle Display Black Italic

7.2 Secondary Typography

The designated secondary for Chico State is Gotham. Sans serif fonts generally convey a more casual feel, but are more legible in print and on screen.

This typeface can be used in all of its available weights and styles as headline or a text or secondary face in other official communications and print collateral.

When a heavier weight is desired for various communications, it is important to switch to a heavier version, rather than selecting the program's bold function, which alters the font.

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

7.3 Athletic Typography

The designated font for Chico State Athletics is Lubalin Graph. This slab serif typeface has a bold, collegiate-look and works well on silkscreened apparel and embroidery.

This typeface is only used as display type and not as text in official communications and print collateral, or locked up with the icon.

When a heavier weight is desired for various communications, it is important to switch to a heavier version, rather than selecting the program's bold function, which alters the font.

Lubalin Graph Extra Light
Lubalin Graph Extra Light Oblique
Lubalin Graph Book
Lubalin Graph Book Oblique
Lubalin Graph Medium
Lubalin Graph Medium Oblique
Lubalin Graph Demi
Lubalin Graph Demi Oblique
Lubalin Graph Bold
Lubalin Graph Bold Oblique

8.

Application

Examples

8.1 Applications Introduction

The application examples shown in this section include approved designs for Chico State apparel, banners, and inspirational examples of how to use the various elements of the graphic identity system.



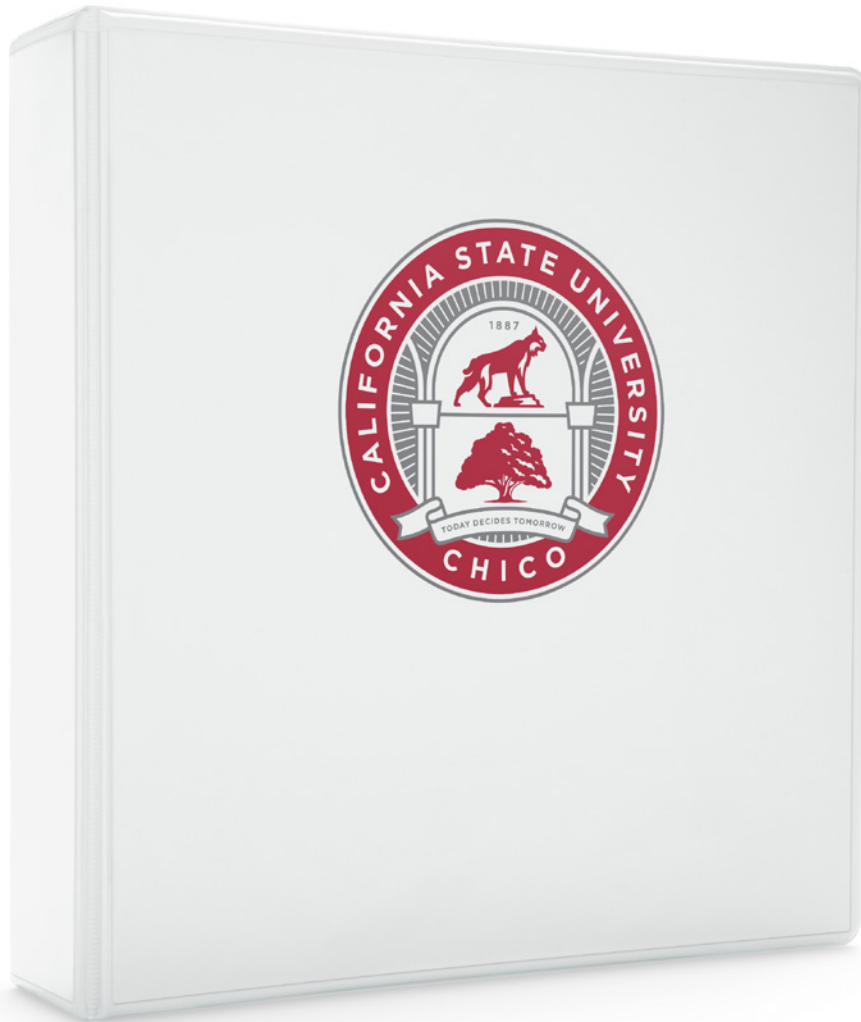
8.2 Banner Example



8.3 Shirt Examples



8.4 Binder and Bottle Examples



8.5 Tote and Hat Examples



8.6 Jersey Example



8.7 Basketball Court Example



8.3 Athletic Shirt and Hat Examples



9. FAQ

9.1 FAQ

Q Why do I need to follow the logo guidelines?

A A memorable and effective identity takes years to build, yet, it can quickly erode through a failure to protect and accurately implement the elements that define it. The elements included in this guide highlight the key graphic tools available to represent and express a unified image to the world. Whether you're producing a brochure, a website, a grant proposal, or a banner, incorporating the new Chico State Logo Standards will ensure that our image will retain its impact and consistency for years to come.

Q I'm not sure which mark to use. What is the best option?

A In most cases, the best choice is the institutional mark, the Wildcat. It is the most prominent mark in our visual system and the one that will most quickly and clearly identify us to audiences we are trying to attract. University Communications can answer any questions you may have.

Q May I create my own custom icon, wordmark, or logotype for an academic unit, department, program, institute, center or office?

A No. To maintain consistency throughout the system, the program prohibits the use of any additional iconography, marks, artwork, wordmarks or logotypes outside of the approved logotypes, wordmarks and seal. University Communications can work with you to produce a lockup that meets these guidelines and your needs. Many department and program logo lockups have already been developed. Check with University Communications to access or request your lock-ups.

Q May I create an official Chico State acronym or an official wordmark by typing Chico State or an academic program's name in Chronicle Display?

A No. The approved Chico State University Acronym and wordmark as well as Chico State academic unit wordmarks have been carefully and uniquely designed. The graphics files are available for downloading. If you need a new design, please contact University Communications.

Q Are the approved typefaces Chronicle and Gotham available for free?

A Licensing restrictions prevent us from distributing these typefaces for free. Chronicle is only to be used in approved logo lockups. Gotham may be used in creating new designs as either display headline or body text. An alternative is the free Google Font, Montserrat, which can be used when a licensed version of Gotham is not available.

Q Where can I get approved artwork to be in compliance with the Chico State Graphic Identity Program?

A You can download the approved artwork and assets by visiting www.csuchico.edu/ucomm.

Q Who owns the copyright to Chico State artwork?

A Chico State is the copyright owner by origination or assignment of any representation of a Chico State mark. Please contact University Communications or the Office of the President if you have further questions about ownership of copyrights.

Q How do I order letterhead, envelopes, and business cards?

A Contact University Printing Services at www.csuchico.edu/print or call 530-898-5992.

