

Chico

PERFORMANCES

LOGO STANDARDS GUIDELINES

This document provides the basic guidelines to express Chico Performances visual marks, including the primary and secondary logo marks, and badges. It also establishes color specifications and standardized typography.

Used with care, these new tools will ensure that Chico Performances brand will retain its impact and consistency for years to come.

Chico Performances oversees usage of this visual identity. For questions, please contact **530-898-6785**, or email rcsimmons@csuchico.edu.



CSU, Chico's venerable Laxson Auditorium recently celebrated its 90th year of operation since its dedication in 1931. The auditorium was the second structure built to replace the Normal School which burned in 1927. It is built of brick in Romanesque style to match the campus administration building, Kendall hall. Called the Auditorium for many years, it was named in 1979 to honor C. Robert Laxson, a music professor at Chico State from 1946 to 1968. The auditorium can accommodate over 1400 people and has been the site of thousands of performances, debates, speeches, graduations, and ceremonies.

Identity lockups and badges

The Chico Performances identity is made up of a family of lockups and badge configurations. This family of lockups allows for flexibility when designing various publications, websites, social media posts, and promotional items.

1. Primary Mark



2. Horizontal Mark



3. Stacked Mark



3. Badge Marks



Primary Mark

The primary Chico Performances mark has two variations—one with and one without the addition of “California State University, Chico.”

Having these variations to the typography allows for flexibility in differing use case scenarios when required, or when Chico Performances wants to clarify its association with the university to a particular audience.

Primary Mark - **version 1**



Primary Mark - **version 2**



Minimum Use



Minimum usage is 0.375 inches wide measured at the Acanthus leaves icon.

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.

Horizontal Mark

The horizontal Chico Performances mark has two variations—one with and one without the addition of “California State University, Chico.”

Having these variations to the typography allows for flexibility in differing use case scenarios when required, or when Chico Performances wants to clarify its association with the university to a particular audience.

Horizontal Mark - **version 1**



Primary Mark - **version 2**



Minimum Use



Minimum usage is 0.375 inches wide measured at the Acanthus leaves icon.

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.

Stacked Mark

The stacked Chico Performances mark has two variations—one with and one without the addition of “California State University, Chico.”

Having these variations to the typography allows for flexibility in differing use case scenarios when required, or when Chico Performances wants to clarify its association with the university to a particular audience.

Stacked Mark - **version 1**



Stacked Mark - **version 2**



Minimum Use



Minimum usage is 0.375 inches wide measured at the Acanthus leaves icon.

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.

Incorrect Usage

Shown here, using the primary mark as an example, are incorrect uses of the marks in the Chico Performances identity. The mark should always be used in its original configuration.

For all logos and badges used in printed publications, be sure to use print-quality images.

Incorrect usage rules apply to **ALL MARKS, BADGES AND LOCKUPS** in the identity toolkit.



DO NOT change the typeface in any of the marks.



DO NOT enlarge, reduce, or alter any portion of the marks.



DO NOT place objects within the defined clear space or add additional words to speak for us.



DO NOT re-color any part of the marks.



DO NOT stretch or distort the marks.



DO NOT add drop shadows to the marks.



DO NOT arc or distort the marks.



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



DO NOT flip, rotate, or rearrange the marks.



DO NOT use at less than 100% opacity.

Badges

Also known as an emblem, the badge is a combination mark that is contained in an enclosed shape.

A badge can be useful in uses cases such as a social media avatar, or when the more rectangular shape of the Chico Performances primary logo restricts its use.

Badge - **version 1**



Badge - **version 2**



Minimum Use



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

Clear Space



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

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

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

Wordmarks

Wordmarks are available for use without the Acanthus leaves icon for situations where it is appropriate.

Chico
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CALIFORNIA STATE UNIVERSITY CHICO

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Reverse Mark Usage

The reverse version of a mark should be used:

1. When the color of the background matches parts of a mark and causes them to blend in, disappear or vibrate visually.

2. When a mark needs to reverse in white.

DO NOT CREATE REVERSE MARKS FROM THE STANDARD VERSIONS, ALWAYS USE THE OFFICIAL REVERSE MARKS SUPPLIED AS PART OF THE OFFICIAL IDENTITY KIT.



Primary Text Typography

The designated primary text typeface is Chronicle Text. In general, serif fonts have a formal character and are well-suited for pieces that require subtle treatments.

This typeface should be used as a text face in official communications and print collateral.

Chronicle Text Roman

Chronicle Text Italic

Chronicle Text Semibold

Chronicle Text Semibold Italic

Chronicle Text Bold

Chronicle Text Bold Italic

Secondary Typography

The designated secondary typeface 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 a text or secondary typeface in official communications and print collateral.

Note: 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

Alternate Typography

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

If Chronicle is unavailable, Lora should be used in its place.

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

LORA

Lora Regular

Lora Italic

Lora Bold

MONTSERRAT

Montserrat Regular

Montserrat Italic

Montserrat Bold

Example Type Specimen

This is an example of how the official typefaces can work together to create hierarchy and visual appeal.

Always use approved fonts. Using unlicensed fonts for design projects is prohibited and can create a legal risk for the University.

Headline

TITLES AND HEADLINES CHRONICLE DISPLAY BOLD

Itati quiam hitati blacestrum et tu
exerrum ad maio et labo asperum
venist a num qui ut asit barton.

SUBHEADS GOTHAM MEDIUM

UNT EOSDI OFFICAE molut alis ex ea debis et illorro vitatur sus es
pa consequatem et arci consequ ibusdam, etum quostru ptaquodit
voluptiatem cusam, unt aligendem re quiaers pellit as sit, qui nem-
por sante sit dolupicimil ilitaturiam quo odion cus sam nectatus
essit quia sit rereptia nimint burton baton barton dolorum siminc-
tiant ex estios as et.

Eicipsum raes int dollabore simaiorent et estrum qui berferibus
pores eument doloreius secti dolut quam hilit ullabor itatio. Itas
nobis nossit optaerum latem et tu dolupta spelit rerferecto te el
maximente cor sumquid exeritia venda quaes res rerchic iuscime
earcipsam adis idis dolendae.

Cumquae cum quiantii discil exernaturis as. Elibus as dolenim
olecusa piendig endaepernam hitatendunt de nus ut a pro cumram
debisita ducipicatet. Genectem quias qui sequiat, con paria quam
dolorum siminctiant ex estios as.

BODY COPY CHRONICLE TEXT

California State University Chico

University Public Engagement | **Chico Performances**
400 W. First St., Chico, CA 95929-0116

Identity Overview

With an eye toward the future and a nod to our history, Chico Performances unveils a new brand logo for our 40th Anniversary season. Designed by Geoff Wintrup, the Chico Performances logo is taken from the friezes that decorate historic Laxson Auditorium, the site of thousands of University events since 1931 and the home of Chico Performances since 1981. Laxson's Spanish Colonial Revival architecture incorporates design elements of Spanish Moorish architecture from the eighth to fifteenth century with Greek and Roman design motifs. The frieze designs are influenced by the Acanthus leaves that adorn many Greek temples and theaters and were a symbol of enduring life.



Acanthus leaves motif at Laxson Auditorium