

CityUniversity
of Seattle

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CITY UNIVERSITY OF SEATTLE

BRAND GUIDELINES

City University of Seattle has created the following resources for consistency of brand across all university marketing and communications platforms.

City University of Seattle owns and controls the use of its signature logos and taglines, insignias, seals, designs, symbols, service marks, trade dress, trade names, depictions of campus buildings used commercially, and other trademarks, collectively called “trademarks” that are associated with the university or any of its sites, whether registered or not. These include, but are not necessarily limited to, the words *City University of Seattle*, *CityU*, *Learn From the City*® tagline, the university seal, and such other trademarks as are owned, developed, and adopted from time to time by the university.

Use of City University of Seattle’s trademarks without license or permission is strictly prohibited. Prior authorization of the use of City University of Seattle’s trademarks will not be construed as an authorization of future use; nor will any prior course of conduct, use, or infringement prohibit City University of Seattle from enforcing any of its rights with the respect to the trademarks. City University of Seattle reserves the right to pursue any and all legal remedies and will take whatever measures necessary to protect its trademarks from infringement.

Technical guidelines are established to describe how City University of Seattle’s trademarks should be presented, displayed, and reproduced. These policy guidelines may change from time to time. Current guidelines are available from the marketing department at City University of Seattle. The marketing department will be the sole judge of acceptability of the use of its trademarks, and reserves the right to grant approval of uses and designs that may deviate from these guidelines.

OFFICIAL USE

City University of Seattle’s marketing department is responsible for ensuring the correct use and integrity of the university’s name and identifying symbols on all publications, materials, supplies, and in all online communications, whether produced by the university or an outside agency.

City University of Seattle does not permit the use of its name or graphics in any announcement, advertisement, publication, or report if such use in any way implies an endorsement of any product or service.

Any commercial usage, including co-branded marketing, requires permission or licensure, and approval from City University of Seattle.

CONTACT INFORMATION

Questions about use and policies should be directed to marketing@CityU.edu.

LOGO, CAMPAIGN, AND SEAL USAGE GUIDELINES

Because CityU offers instruction worldwide it is imperative that the university's message and identity are consistent. The guide is intended to help communicate the rules and guidelines of our CityU brand message. Consistent application of these standards over time will benefit CityU through improved awareness, recognition and professional appearance.

Please review these guidelines carefully before using the CityU logo, seal, or any other identifying symbol. The graphics shown in this appendix are available in several formats and can be requested through the marketing department at *marketing@CityU.edu*.

LOGOMARKS

The logomarks may be enlarged or reduced in size as required. The minimum size of any mark is often determined by the method of reproduction or fabrication. The minimum size, using optimal reproduction methods, can be measured by the height of the "C" at 1/8". Using less than optimal reproduction methods, the logomark should only be used at a size which does not compromise quality and legibility.

For the logomark to communicate effectively, it should not be crowded or overwhelmed by other elements. "Clear space" refers to the area surrounding the mark that should be kept free from visual distraction. No graphic element or text of any kind should be placed within this clear space unless otherwise shown in this manual. The recommended clear space is equal to the letter "U" in the University logomark (X = width of letter U) as shown below

ALTERNATE APPROVED USAGE

Where space is a premium, the logomark can be utilized as "CityU of Seattle" as shown. All other guidelines outlined in this manual still apply, like color, size and clear space. In special instances (such as location signage) the "CityU" logomark can be used as shown. In these instances, this stand-alone treatment must be approved by the Marketing department.

When City University of Seattle appears within body copy, it should appear with proper grammatical spacing as City University of Seattle and not as CityUniversity of Seattle. When using the shorter version of our name in copy, you do not need to space the name as two words. Use CityU and not City U. You may reference the country locations within body copy as City University of Seattle in Prague, Czech Republic and/or CityU of Seattle in Prague, Czech Republic.

CityUniversity
of Seattle



1/8" CityUniversity
of Seattle

CityUniversity
of Seattle

CityUniversity
of Seattle

CityUniversity
of Seattle

CityU
of Seattle

CityU
of Seattle

CityU
of Seattle

CityU
of Seattle

CityUniversity
of Seattle



Knocked Out of 100% Black background



Knocked Out of a Brand background color

CityUniversity
of Seattle

PMS 195
Process: 0-C, 100-M, 60-Y, 55-K

CityUniversity
of Seattle

100% Black

CityUniversity
of Seattle

100% Black - "CityUniversity"
50% Black - "of Seattle"

CityU
of Seattle

PMS 195
Process: 0-C, 100-M, 60-Y, 55-K

Vertical
Logos

CityU
of Seattle

100% Black

CityU
of Seattle

100% Black - "CityUniversity"
50% Black - "of Seattle"

LOCATION SPECIFIC LOGOMARKS

Because City University of Seattle offers worldwide instruction it is imperative that the university's name, message and identity are consistent at all locations. The following logomark is an example of usage for City University of Seattle when a specific location is added. All other guidelines outlined in this manual still apply like color, size and clear space.

Approved locations are listed below. If desired, usage is approved for the country name without the specific city, such as City University of Seattle in China. If your location does not appear, or you desire additional special usage, you will need to contact marketing via email for approval: marketing@CityU.edu

Artwork provided for all CityU of Seattle locations can be downloaded at the CityU website.

CITIES & COUNTRIES WITHIN THE US

City University of Seattle in Aberdeen, Washington
 City University of Seattle in Bellevue, Washington
 City University of Seattle in Centralia, Washington
 City University of Seattle in Everett, Washington
 City University of Seattle in Longview, Washington
 City University of Seattle in Port Angeles, Washington
 City University of Seattle in Renton, Washington
 City University of Seattle in Seattle, Washington
 City University of Seattle in Shoreline, Washington
 City University of Seattle in Tacoma, Washington
 City University of Seattle in Tukwila, Washington
 City University of Seattle in Vancouver, Washington

CITIES & COUNTRIES OUTSIDE US

City University of Seattle in Calgary, AB
 City University of Seattle in Edmonton, AB
 City University of Seattle in Vancouver, BC
 City University of Seattle in Victoria, BC
 City University of Seattle in Mexicali, Mexico
 City University of Seattle in Monterrey, Mexico
 City University of Seattle in Puebla, Mexico
 City University of Seattle in San Luis Potosí, Mexico
 City University of Seattle in Prague, Czech Republic
 City University of Seattle in Athens, Greece
 City University of Seattle in Athens, CU-TEI, Greece
 City University of Seattle in Bucharest, Romania
 City University of Seattle in Bratislava, Slovakia
 City University of Seattle in Trenčín, Slovakia
 City University of Seattle in Lucerne, Switzerland
 City University of Seattle in Beijing, China
 City University of Seattle in Shenzhen, China
 City University of Seattle in Hanoi, Vietnam
 City University of Seattle in Queensland, Australia

COUNTRY ONLY

City University of Seattle in Canada
 City University of Seattle in Mexico
 City University of Seattle in Czech Republic
 City University of Seattle in Greece
 City University of Seattle in Romania
 City University of Seattle in Slovakia
 City University of Seattle in Switzerland
 City University of Seattle in China
 City University of Seattle in Vietnam
 City University of Seattle in Australia



CityUniversity
of Seattle

IN CZECH REPUBLIC

Location specific
identification

CityUniversity
of Seattle



**LOGOMARK USAGE
WITH OTHER BRANDS**

City University of Seattle frequently partners with outside organizations. When materials are created for these purposes, the prominence of the City University of Seattle logo should be at least proportionate to its contribution to the partnership, unless directed otherwise. Use a 0.5 point rule to separate the brands and maintain clear space around logomark.

CityUniversity
of Seattle

CityUniversity
of Seattle

CityUniversity
of Seattle

CityUniversity
of Seattle

CityUniversity
of Seattle
PRAGUE, CZECH REPUBLIC

CityUniversity
of Seattle
PRAGUE, CZECH REPUBLIC

CityUniversity
of Seattle

CityUniversity
of Seattle

CityUniversity

CityU

CityUniversity
of Seattle

Text or images should not come this close to the mark. Text or images should not come this close to the mark. Text or images should not come this close to the mark.

CityU
of Seattle

Text or images should not come this close to the mark. Text or images should not come this close to the mark.

NON-APPROVED USAGE

Consistent and proper usage of the logomark is essential for ensuring the desired perception of City University of Seattle. Improper usage is confusing and could possibly lead to the eventual loss of copyright.

Several examples of incorrect usage are shown on this page but are not complete. If you are faced with using the logomark in an application that you find questionable or not included in this manual, please contact marketing via email at marketing@CityU.edu

MARK INTEGRITY

The integrity of the City University of Seattle brand diminishes when the logomarks are incorrectly applied. Unauthorized versions and unacceptable usage of the logomark place their legal protection at risk. Any variation or alteration, however small, is unacceptable.

DO NOT change the colors.

DO NOT change the color of separate components of the mark.

DO NOT outline any part of the mark.

DO NOT use a white border to outline the mark on dark backgrounds.

DO NOT rearrange the components, eliminate or use the components separately unless otherwise noted in this manual.

DO NOT distort the mark or scale it disproportionately.

DO NOT rotate mark.

DO NOT violate the clear space with text, images, or any other element.

DO NOT fill the mark with a photograph or any other pattern or texture.

OPEN SANS LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 123456789!@#%&*()

OPEN SANS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 123456789!@#%&*()

OPEN SANS ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 123456789!@#%&*()*

OPEN SANS BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 123456789!@#%&*()**

OPEN SANS BOLD ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 123456789!@#%&*()***

OPEN SANS EXTRABOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 123456789!@#%&*()**

OPEN SANS EXTRABOLD ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 123456789!@#%&*()***

ARCHER BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 123456789!@#%&*()

ARCHER BOOK ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 123456789!@#%&*()*

ARCHER SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 123456789!@#%&*()

ARCHER SEMIBOLD ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 123456789!@#%&*()*

PRIMARY TYPEFACES

The **Open Sans** family of typefaces provide a simple yet modern appeal and helps emphasize the progressive qualities of the university.

The **Archer** family of typefaces is a classic serif font that compliments Open Sans and eases in readability with long text blocks.

The **Open Sans** family is preferred for headline, subheads and body copy for ads and most one page documents as well as the web. The **Archer** family should be used for body copy when there is very long text blocks or multiple page documents.

ALTERNATE TYPEFACES

In cases where the primary typefaces are not available, the **Arial** and **Times** family of typefaces may be substituted. The use of these alternative typefaces should be limited to body copy in general business documents and the web. These alternative typefaces should not take the place of the primary typefaces when they are used to build the brand of City University of Seattle. Alternate typefaces may be used as fonts in marketing material. Permission must be requested via marketing@CityU.edu. Please enclose font name and sample of work.

FONT USAGE

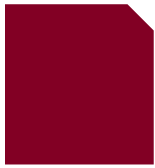
These fonts should be used in all literature and collateral materials prepared by City University of Seattle. Open Sans is a free font for either Mac or PC and can be downloaded off of the web. Archer is licensed for up to five computers for either Mac or PC. Additional licenses/fonts can be ordered from Adobe® via the internet at www.adobe.com or by calling 888-333-6687.

MACINTOSH IS A REGISTERED TRADEMARK OF APPLE, INC.

WINDOWS IS A REGISTERED TRADEMARK OF MICROSOFT CORPORATION

ADOBE IS A REGISTERED TRADEMARK OF ADOBE SYSTEMS, INC.

PRIMARY



C: 0
M: 100
Y: 60
K: 55

R: 130
G: 0
B: 36

#820024
PMS 195



C: 6
M: 85
Y: 88
K: 0

R: 227
G: 78
B: 53

#e34e35



C: 0
M: 0
Y: 0
K: 57

R: 133
G: 135
B: 137

#858789



C: 0
M: 0
Y: 0
K: 92

R: 44
G: 44
B: 45

#2c2c2d

SECONDARY



C: 100
M: 72
Y: 0
K: 32

R: 0
G: 62
B: 126

#1d407b



C: 100
M: 0
Y: 15
K: 30

R: 0
G: 131
B: 162

#0083a2



C: 75
M: 5
Y: 100
K: 0

R: 65
G: 173
B: 73

#41ad49



C: 90
M: 0
Y: 10
K: 0

R: 0
G: 178
B: 221

#00b2dd

ALTERNATE



C: 0
M: 0
Y: 16
K: 4

R: 246
G: 241
B: 212

#f4f1d4



C: 0
M: 0
Y: 100
K: 0

R: 255
G: 242
B: 0

#fff22d



C: 23
M: 0
Y: 3
K: 0

R: 203
G: 230
B: 242

#cbe6f2



C: 81
M: 77
Y: 0
K: 0

R: 80
G: 84
B: 160

#5054a0

PRIMARY COLORS

The university's primary colors consist of warm and confident tones. These colors are to be used on all materials both internal and external. They can be used together or as individual accents. Tints of all primary colors are allowable.

SECONDARY COLORS

The university's secondary colors consist of additional colors that can be used for backgrounds on materials both internal and external, web and print both. Tints of all colors are allowable.

ALTERNATE COLORS

The university's alternate colors can be used when a lighter value or unique color choice is needed.

ON-PRESS COLOR

There are many factors that can influence accurate color reproduction. These include paper stock, ink coverage, line screen, and various processes from different printers. For optimal results, work with your printer to match the colors indicated in these guidelines. Also use the appropriate color chips for matching purposes when reproducing these colors on other media such as fabric, plastic, paint, etc.

Printing is not an exact science. When working with printers, please be aware of standard and acceptable practices. Furthermore, a piece that is printed and then printed a second time at a later date may not match exactly.

We suggest specifying these colors for a closer match to our standard color palette, when printing on the stated medium. It is important to remember that printers use color proofs as targets, but cannot exactly match these proofs.

SUGGESTED PMS 195 INK SUBSTITUTIONS

Offset printing on **uncoated** stock:
PMS 1955

PMS-195 USAGE

Use with black, gray or orange colors only, not to be used with Secondary or Alternate colors.



USAGE GUIDELINES

Use of the seal should be primarily used for signage, formal and official documents, such as diplomas, legal and official records, transcripts and programs for formal academic ceremonies; and any other legal agreements binding the university. Do not use the university seal for promotional items such as padfolios and bookmarks.

To use the seal as a watermark or background graphic, please send your request to marketing@CityU.edu.

The seal is only to be reproduced with the primary university colors outlined in this manual. Tints of these colors are also acceptable. Gold and/or silver foil stamping is also permitted.

