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Thank you for reading the College of Southern Idaho Visual Identity Guide. The new CSI brand was created to help bring unity to CSI’s public image as we grow into the future. To promote a sense of pride in our institution, we hold all materials with CSI imagery to the highest standards of professionalism. Inside this guide is everything you need to know about using CSI logos, colors, symbols and more.
CSI’s Visual Identity
**Logos & Usage: Academic Logo**

The CSI Academic Logo is the core of CSI’s visual identity. In order to keep all CSI marketing materials consistent and professional, only these variations are available for use.

Exceptions to guidelines for all logos may be made only with approval from the Public Information Office ([info@csi.edu](mailto:info@csi.edu)).

Vector, high-resolution bitmaps, and web-friendly bitmaps are available for download online at [https://www.csi.edu/public-information-office/visual-identity-guide/downloadable-logos.aspx](https://www.csi.edu/public-information-office/visual-identity-guide/downloadable-logos.aspx)

*Sending a CSI logo to a vendor? Be sure to read page 12 for information on logo use agreements and licensing.*
Logos & Usage: Academic Logo

Different color variations of the logo are available when necessary. The full-color logo is preferred whenever possible, but certain projects may require a grayscale or single-color logo. These color variations have been approved for use. Do not create new color variations. Always choose the variation that provides the best contrast against the background you are using. Make sure the logo is clean and legible against the background at all times.

These color variations are available for all orientations of the logo.

Only the standard and standard-reverse logos are available for download on the CSI website. To obtain any of the other color variations, contact info@csi.edu.

Standard (For Light Backgrounds)

Reverse (For Dark Backgrounds)
**Logos & Usage: Academic Logo**

There are some restrictions on how the academic logo may be used. These guidelines are set in place to ensure consistent branding and professional quality across all CSI materials.

These are just some examples of common logo misuse; additional restrictions may be set in place by the Public Information Office any time the use of a logo is considered unprofessional or poor quality.

### Unacceptable Uses

- **Do not alter the logo colors in any way.**
- **Do not alter the logo font in any way.**
- **Do not use the logo at an angle.**
- **Do not use the logo on backgrounds that interfere with its legibility.**
- **Leave adequate clear space around the logo.**
- **Do not place too close to other text or the edge of the page.**
- **Do not use low-resolution/pixilated versions of the logo.**
- **Obtain a vector or high-resolution logo.**

*Exception: A subtle drop shadow (black or white) may be added to the logo if necessary for adding contrast with the background.*
LOGOS & USAGE: ATHLETICS LOGOS

The Athletics Department has several logos approved for use by the Athletics Department and other programs as permitted by the Public Information Office.

To obtain a copy of an athletic logo, or to discuss special-use variations, contact info@csi.edu.

PRIMARY ATHLETICS LOGOS

The Eagle Head logo is the primary Athletic logo. The Eagle Head and CSI letter mark may be used together or separately; however, it is recommended that they be used together for most marketing purposes.

Acceptable Uses:
- Apparel, swag and other merchandise (with approval from the Public Information Office)
- Advertising & recruitment materials aimed at attracting new students
- Athletics decor, team materials and stationery
- May be incorporated into logos for CSI teams or programs (see page 10)

Unacceptable Uses:
- Do not use on apparel, swag or merchandise not approved by the Public Information Office
- Do not use in place of the academic logo
- Do not alter in any way (changing colors/fonts, adding embellishments, etc.).

Certain events may warrant specialty variations of the logo that are created by the Public Information Office and are intended only for temporary use. If you have an event that you would like a specialty logo for, contact the Public Information Office to discuss options.
LOGOS & USAGE: ATHLETIC LOGOS

SECONDARY ATHLETIC LOGOS

Vintage Mascot: “Gilbert the Golden Eagle” is a familiar icon within CSI and within the community. While largely retired, this vintage athletic logo may be brought back for certain special events, apparel or swag. The mascot is only to be used by or with permission from the Public Information Office. No alterations, additions or embellishments should be made to this logo. This logo is not to be used as part of another logo (such as a club or department logo).

A simplified version of this logo is available for use by vendors in cases where the original is too detailed. Contact the Public Information Office for more information.

SI Classic Logo: The old school “SI” logo is primarily used on gear and merchandise for certain CSI athletic teams. The Athletics Department has final say in how and when this logo may be used. It is not to be used outside of the Athletics Department for any reason without express permission from the Public Information Office.
Logos & Usage: Program Logos

Individual departments, clubs, and programs may choose to have a logo unique to their program.

Standard logos: Any department may request a standard logo, which consists of the academic logo stacked on top of the department name. There is no charge for standard logos.

Custom logos: Some programs may wish to have a custom logo. This is permitted, but all custom logos must comply with the following:

• Incorporates the CSI academic emblem OR the CSI athletic eagle logo (must be featured prominently in the final logo). “College of Southern Idaho” text is not required.
• Logo exists in a fully vector format
• Logo follows basic guidelines for good design: text is legible, design is not too busy, font choices are professional, logo does not include copyrighted images or branding from other institutions
• If you design your own logo, it must be approved by the Public Information Office prior to use

To have a custom logo designed for your program, contact info@csi.edu. Graphics time is charged at $40/hour.
LOGOS & USAGE: CSI SEAL

The CSI Seal may be used on official documents produced by the President’s Office or on items produced by the CSI Bookstore. It is not intended for use in marketing materials. It is not to be altered or embellished in any way. This seal may be requested from the Public Information Office and must be approved for use by the President’s Office.
For Internal Use or Giveaway: You may order products with the CSI logo if they are intended for internal use or as giveaways. This may include items like club t-shirts, parade handouts, trade booth promotional items, event stickers, etc. You may order these independently; however all vendor designs should be approved by the Public Information Office prior to ordering to ensure that they meet visual identity standards.

For Resale: If you would like to order any products for resale that feature a CSI logo, you must contact Jayme Ketterling at the CSI Bookstore (jketterling@csi.edu). CSI logos are not to be placed on any item for resale without approval.

Tips for Working with Vendors

1. **Provide the necessary files.** Be sure to provide a vector logo to the vendor, as well as any color or font information they may need. A condensed version of the visual identity guide is available for vendors. Contact info@csi.edu to obtain a copy. If your project includes any bitmap images (such as a complex t-shirt design), be sure the file you send is the highest resolution available.

2. **Find out if the item is intended for resale.** There are different rules for different uses of the CSI logo. See descriptions to the left for more information.

3. **Make sure the vendor has signed all necessary paperwork.** Every vendor who uses a CSI logo will need to sign a Logo Use Agreement and/or a Purchasing and Procurement Policy form, depending on the project. Contact the Public Information Office if you need copies of these forms.

4. **Get design approval.** If you create your own design, send it to the Public Information Office for approval at info@csi.edu before sending it to the vendor. If the vendor designs the item for you, send a proof to the Public Information Office for approval prior to placing your order.

5. **Get purchasing approval.** Obtain approval from the Business Office before making any purchases to ensure you are following the Business Office purchase procedures.
CSI’s official colors are black, gold and gray. These should be the predominant colors in most marketing materials. Use this guide to ensure that colors are consistent across all CSI materials.

**IMPORTANT NOTE:** If you are ordering from an outside vendor, you MUST provide the vendor with this color information to ensure they are able to match colors to existing materials.

**Using Each Color Type:**

- **Pantone®:** Use for one- or two-color printing, most apparel, tablecloths, and swag items. Note that the Pantone number will change depending on whether the stock is coated or uncoated. When in doubt, provide both numbers to outside vendors.

- **RGB:** Use for web or TV graphics.

- **CMYK:** Use for all digitally printed materials.

- **Hex:** Use for websites.
Our goal is to ensure that all CSI marketing materials have a professional appearance. This means choosing fonts that look clean, professional, and are fitting to the message being conveyed. If you are unsure of whether a particular font fits our visual identity criteria, please contact info@csi.edu.

CSI commonly uses a handful of fonts in our marketing materials; however, you are not required to limit yourself to these fonts. More important is to make sure the fonts you use follow these criteria:

- Text is legible. Do not use text that is too small, or in a font that is difficult to read. Always keep accessibility in mind, using text that can be read even by individuals with vision challenges.
- Text is not skewed
- Aspect ratio has not been changed (do not “squish” or “stretch” the text to fill a space)
- Fonts are being used within the parameters of their licensing agreements. Be wary of downloading free fonts online, as many of them are only for personal use and cannot be used in marketing. If you’re not sure about a font’s licensing, don’t use it.

The font used in the CSI logo is Optima. The “College of Southern Idaho” logo text must always appear in this font. This is not a standard Windows font and may be obtained only by purchasing a license.

Criteria for font/text usage:

CSI commonly uses a handful of fonts in our marketing materials; however, you are not required to limit yourself to these fonts. More important is to make sure the fonts you use follow these criteria:

- Text is legible. Do not use text that is too small, or in a font that is difficult to read. Always keep accessibility in mind, using text that can be read even by individuals with vision challenges.
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PHOTOGRAPHY & GRAPHICS

Use these guidelines when using photography and other graphics for CSI materials. High quality and brand awareness are the top priorities for all images used on CSI materials.

You may use your own photos if desired, provided they meet the quality criteria listed. If you wish to take your own photos, be sure to have the people in them sign the CSI Consent Form, which gives us permission to use images of them in our marketing materials. This form can be downloaded at https://www.csi.edu/_files/pdf/public-information/csi-consent-form.pdf. Please send a copy of all signed forms to the Public Information Office at info@csi.edu to keep on file.

Need a stock photo? The Public Information Office has a stock photo subscription and may be able to help you find what you’re looking for.

Make sure all photos/graphics are high-resolution and will not be pixilated at their final size.

Do not use photos of people wearing logos for other schools or sports teams.

Do not use photos that are blurry or have poor lighting.

Use CSI-branded photos whenever possible. Contact the Public Information Office to ask about our CSI photo collection. We may already have the photo you need.

All graphics on CSI marketing materials must follow copyright laws. Before using an image, ask yourself:
• Did I create the image myself?
• Was the image downloaded from a royalty-free stock art website?
• Is the image part of the creative commons (for older/historical images)?
• Do I have written permission from the artist or photographer to use the image?

If the answer to all of these questions is no, then the image cannot be used on CSI marketing materials.

*Note: Any music added to CSI materials must also be creative commons or royalty-free.
Website & Social Media
The CSI website is maintained by CSI’s Information Technology (IT) department. The brand guidelines in this section apply to all department pages within the CSI website. It is important that all departments work with IT to create, update, and maintain department specific pages.

Banners and calendar events on the CSI homepage are maintained by the Public Information Office. To request a banner for your program or event, email info@csi.edu.
CSI encourages participation in social media as a way of engaging prospective and current students as well as the community. Tying social media to our other marketing and communication efforts allows us to reach a broader audience in a technologically savvy generation.

To keep CSI’s message consistent across departments, we recommend following these guidelines when building a social media presence for your department or program. For questions on using social media to promote your department or program, contact the Public Information Office at info@csi.edu.

**Our Social Media Message:**
The College of Southern Idaho removes the barriers between classroom and career with engaging, accessible and affordable higher education.

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**Getting Started**

Decide who will manage content and updates. Decide on account administrators and appoint someone to be in charge of updates. Anticipate 1-10 hours per week for maintaining your account.

**Send the Public Information Office your content.** The Public Information Office will post your content on the official CSI channels to help you understand the workload that comes with content creation for social media.

**When you are ready to start an account for your department,** Contact the Public Information Office and they will create an account for your department and then give you admin rights so you have access to maintain the account. The Public Information Office will remain an admin on the account in case you need help answering questions or with content publishing. The Public Information Office should NEVER be removed as an admin on your department’s account.

**Profile Graphics**

**Avatar/thumbnail:** Your thumbnail image should incorporate your department logo. If you don’t have one, contact info@csi.edu and we can help you create one.

**Cover photo:** If your account includes a cover photo option, it should reflect CSI as a whole (such as an image of campus) or show your department or program in action (such as a photo of students in a classroom or lab). Contact the Public Information Office to find out if your image is appropriate or to acquire CSI stock photos.

**Image & video posts:** Posting images and videos is a great way to generate interest for your department or program. Make sure all posts are inviting, professional, high-quality, and relevant to your program. Be aware of possible privacy concerns (discussed on the following page). When possible, get permission from anyone whose image is being posted.
SOCIAL MEDIA TIPS

- Asking questions of your audience encourages greater traffic and participation.
- Be diverse in your content, including photos, videos, memes, infographics, blogs and engaging graphics.
- Using your social media platform to run a contest is a highly effective way to draw traffic to your channel. Prizes do not need to be large, just enough to capture interest. Be mindful of any legal concerns that may surround each social media platform.
- Employing humor and a light-hearted tone can help engage a younger audience. Ensure all humorous content is still appropriate.
- If negative feedback is received on a post, resist the urge to immediately delete it. If the feedback contains misinformation, respectfully reply with the correct information. Feedback that contains foul language or other offensive content should be deleted.

SOCIAL MEDIA POLICIES

- All CSI social media accounts must be built and approved by the Public Information Office.
- Do not create a personal social media account using a CSI email address.
- Administrators should monitor social media accounts frequently to ensure all content being posted is current and accurate.
- If an image is posted of an adult student who doesn’t legally require signed permission, that individual may request the removal of the image from your channel. If this occurs, remove the image in a timely manner and confirm its removal with the individual.
- It is the administrator’s responsibility to understand the copyright limitations of all content posted on their channel. It is recommended to use royalty-free or CSI-based images where possible.
- If an individual has identified themselves as a CSI employee on their personal social media accounts, they are expected to make it clear that they are not speaking on behalf of CSI and all opinions expressed are their own. It is expected that CSI employees will conduct themselves professionally on social media, using discretion and avoiding posts that are controversial in nature.
- If the media requests information about a CSI topic from an employee using social media, notify the Public Information Office.
- It is the administrator’s responsibility to maintain awareness of each site’s Terms of Agreement and privacy policies, and ensure that all content complies with those regulations.
BUSINESS CARDS & STATIONERY
Business cards and name tags may be ordered online through the Service Catalog at https://helpdesk.csi.edu/support/catalog/items.

You may choose a standard or photo business card. If you choose a photo card, the photo you submit must be a recent professional head shot, at a high enough resolution to avoid pixilation in printing. If you do not have a professional photo available, contact the Public Information Office and we can help you get one.

Name tags are available in magnetic or lanyard styles.

Standard business card front

If needed, you may also print messages or graphics on the back of your business card.

The back of your card may include:

• Committee or additional titles
• Department logos
• Certification logos
• Social media logos & ID’s
• Information on championships or awards
• Additional URL’s related to your department
• Department messages
• QR codes/mobile tags

The back of your card may NOT include:

• Photos or clipart
• Personal information or web sites that are not relevant to your department or position
• Novelty fonts; any fonts not part of the standard CSI design scheme (except as part of a logo)
• Colors not in keeping with the CSI color scheme, except as part of a logo
**Letterhead & Envelopes**

**Letterhead:** Pre-printed letterhead is available for purchase. If needed, department information may be added to pre-printed letterhead.

You may also request an electronic copy of standard or department CSI letterhead in the form of a Word document. CSI employees can download the standard digital letterhead online (see above right). Digital department letterhead may be requested from info@csi.edu.

The blank stock used for CSI letterhead is available for purchase from the bookstore. We recommend using this paper for printing your own letterhead, or using with the preprinted letterhead for multi-page letters. **CSI letterhead should always be printed in color.**

**Envelopes:** Envelopes may be printed in two-color or black only, with or without windows, with or without the CSI bulk mail stamp, with or without an address service request line. Other sizes of envelopes may be ordered when needed. Be sure to include these preferences when you place your order.

Printed letterhead and envelopes (generic or department) may be ordered through Jayme Ketterling at the CSI Bookstore (jketterling@csi.edu).

RESOURCES
Email Signatures

It is recommended that all CSI staff and faculty use a standard email signature to easily identify themselves as CSI employees. Additional information may be added below the signature if necessary, but should be professional and relevant to CSI and/or your position.

To Create a Standard Email Signature:

To create a standard email signature, go to the email signature template found at http://copycenter.csi.edu/logos/email-signature-template.asp# and follow the instructions on the page.

Your completed email signature should look similar to the one below. You may want to include department links, social media information, or a brief inspirational quote below your signature. Refrain from adding excessive information or graphics that do not look professional.
**DESIGN TEMPLATES**

For those who wish to create their own printed materials (brochures, postcards, etc.), a variety of design templates are available to help promote design consistency across campus. These may be obtained by emailing info@csi.edu. These templates are created in Microsoft Publisher and only need to be filled in with your own text and images.

If you would like to have a custom template created for your department, contact info@csi.edu to discuss your needs. You may also suggest ideas for generic templates you would like to see available. New templates will be added over time.
We are legally obligated to include this statement on all outward-facing CSI marketing. This text may be made small, but must be readable. Please contact the Public Information Office if you are unsure of whether your project requires any legal statements.

**Nondiscrimination Statement**

*(To be included on all institutional marketing)*

College of Southern Idaho does not discriminate on the basis of race, color, religion, age, sex, national origin, disability, gender identity, protected veteran status, or sexual orientation. This policy applies to all programs, services, and facilities, including applications, admissions, and employment. The Dean of Students has been designated to handle inquiries regarding non-discrimination policies and can be reached at (208) 732-6225 or at the Taylor Building, Room 238, on CSI’s campus, 315 Falls Ave, Twin Falls, ID, 83301.
We realize that the re-branding process may cause some disruption and confusion as new standards are implemented. If you have questions or concerns, please read through the following FAQ, and contact the Public Information Office (info@csi.edu) for any needed clarification.

**Q: Do the new rules affect the materials I use in my classes?**

**A:** No. “Marketing materials” refers to anything that will be sent or handed out to people outside of the college for promoting our college, departments or events. Classroom and office materials will not be regulated.

**Q: Will I be required to change designs that have been published in the past?**

**A:** Maybe. Weeding out inconsistencies in designs across campus is one of the primary goals of the Public Information Office. This means that some materials may require changes in order to be compliant with the new standards, even if they have been published in the past. If you submit a project that does not meet the new standards, we will contact you to discuss the best way to update it.

**Q: Can my department still have its own logo?**

**A:** Each department may continue to have its own logo; however, these logos must follow the guidelines set in the Visual Identity Guide. All department logos must incorporate the CSI emblem as part of their design. Custom logos must be approved by the Public Information Office (info@csi.edu) before use. To be approved, these logos must look clean and professional, be legible even at small sizes, and exist in a vector format.

**Q: Who is the Public Information Office and how do I contact them?**

For design approval or questions regarding design or printing of marketing materials, contact:

Erin Giesler (egiesler@csi.edu | x 6320)

For questions regarding the college’s marketing strategy or available marketing options, contact:

Kimberlee LaPray (klapray@csi.edu | x 6299)

or Alex Daw (adaw@csi.edu | x6322)

**Q: Can I still design my own brochures/postcards/etc.?**

**A:** Yes. However, all materials must be approved by the Public Information Office before being published. Any self-designed materials will be expected to follow all of the design standards listed in the Visual Identity Guide. If the Public Information Office feels your design is not consistent with the marketing goals of the college, you will be asked to change it.

There are available alternatives to creating your own marketing materials from scratch. CSI’s Graphic Design Specialist, Erin Giesler (egiesler@csi.edu) can produce a custom Microsoft Publisher template for your materials. This will allow you to insert your own graphics and information into a pre-approved CSI template.

If you choose to design your own materials, here are a few tips to make sure your design will be approved:

1. **Proof read your finished materials.** Don't let spellcheck do all the work!
2. **Keep your margins wide.** Don't let text get too close to the edge of the page or other graphics on your page.
3. **Resize all logos and images proportionally.** Do not “stretch” or “squish” graphics to make them fit a space.
4. **Choose fonts carefully.** Avoid decorative novelty fonts or fonts that otherwise do not look professional (i.e. Comic Sans, Bleeding Cowboys).
5. **Make sure all graphics, particularly the CSI logo, are vector or high-resolution.** Always obtain logos and graphics by downloading full-size versions of them, not by right-clicking the image on a website.
CSI’s Public Information and Design specialists have teamed up to promote brand awareness and expand CSI’s marketing reach throughout the community and beyond. We encourage active participation in CSI’s marketing efforts by all areas of campus to ensure that everyone knows all that CSI has to offer. If you have questions, comments or suggestions regarding CSI marketing, don’t hesitate to call one of these specialists. We look forward to working with you!

**Graphic Design/Copy Center:**

Erin Giesler  
Graphic Design Specialist  
(208) 732-6320  
egiesler@csi.edu

Contact Erin to acquire special-use CSI logos, design department logos, design and print marketing materials, or with questions about this guide.

**Public Information Office:**

Kimberlee LaPray  
Public Information Officer  
(208) 732-6299  
klapray@csi.edu

Alex Daw  
Public Information Specialist  
(208) 732-6322  
adaw@csi.edu

Contact Kimberlee or Alex with questions regarding CSI’s overall marketing strategy, and to find out more about other forms of media such as television, radio, newspaper, and social media.