

# CSUN BRIGHT BRAND SYSTEM



# 1

# SPECIAL—USE CSUN LOGO

Leveraging the strength of California State University, Northridge's acronym and colloquial name, well known from our beloved campus landmark "The CSUN sculpture," designed and built by John Banks in 1975, we encased our

CSUN wordmark in a familiar motif to help visually reinforce our brand mark for an external market. This new mark sets the tone for our brand system allowing for enhanced correlation between our brand system's motifs.

# SPECIAL-USE C-SUN LOGO

Based on our current lock-up system, we've introduced a CSUN "sun" motif to encase the logo, to further emphasize the mission of our university and reinforce brand recognition through a distinct mark. This mark would be used for external-facing audiences and only as a stand alone logo mark.

Variations in color may be used in this special-use case, allowing for flexibility and adaptability in various mediums and applications for appropriate contrast.



# 2

# GRAPHIC DEVICES, COLOR & TYPOGRAPHY

After extensive consultation with CSUN's campus community, our Strategic Communication and Brand Management team rolled out a brand refresh for the campus that was designed entirely in house.

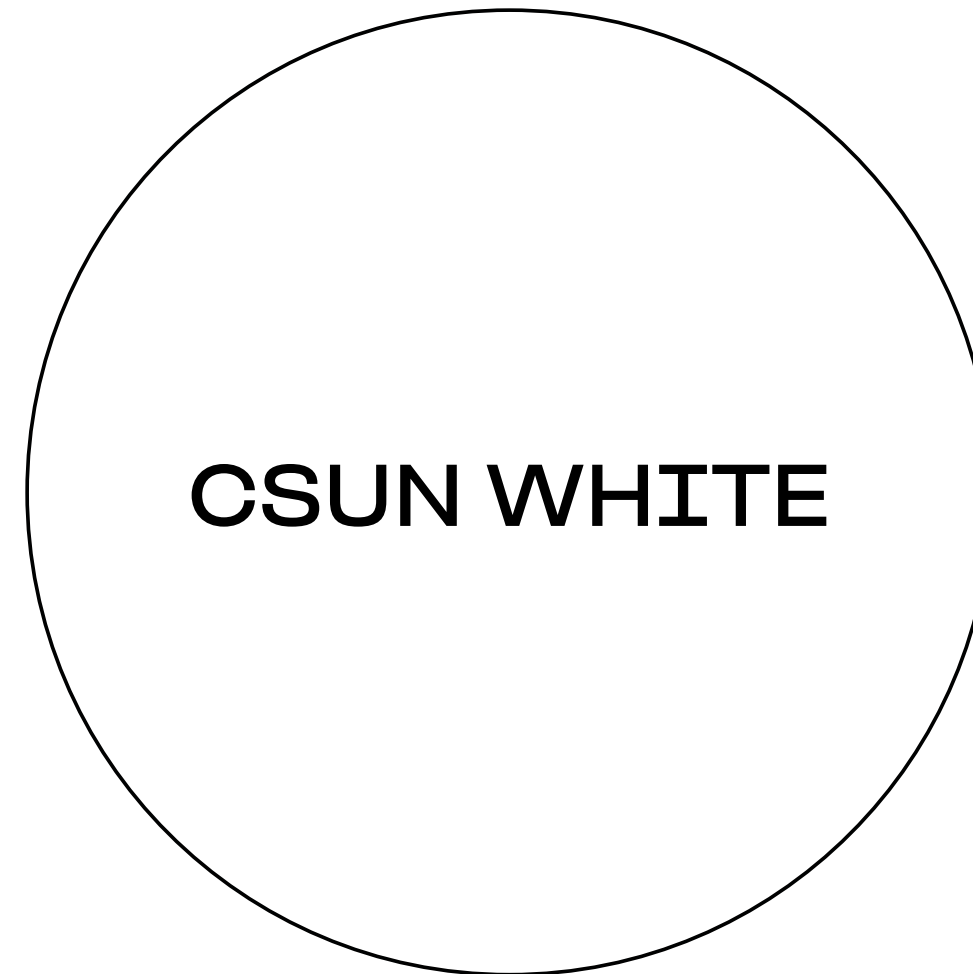
This new look for CSUN more accurately reflects the campus of today and is being successfully utilized in all avenues—including advertising—to a variety of audiences including donors, alumni, prospective students, parents, and the general community.

# PRIMARY COLORS

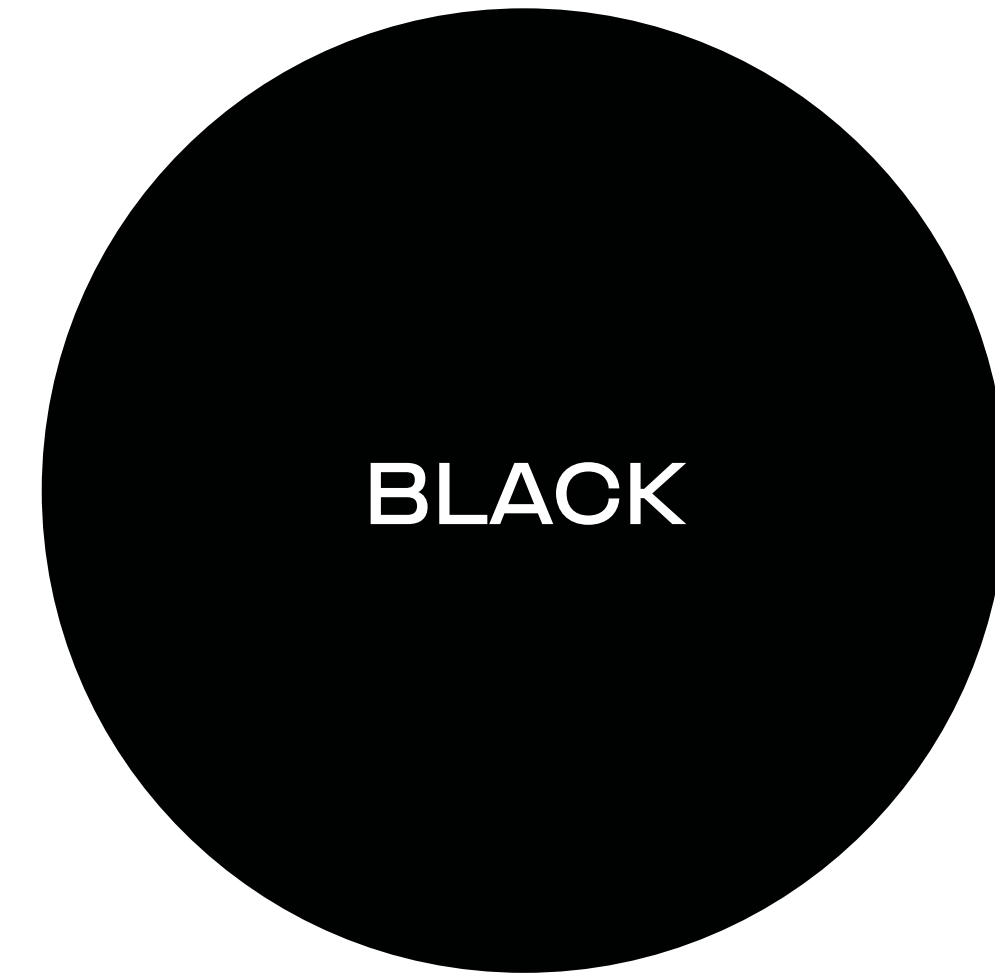
CSUN Red and Black are the “hero colors.” As such, they should always play an important role on the page. Whether it’s highlighting the message or the most used color in a layout, these colors could be applied in various ways. Always use both colors for every audience and on all branded materials.



Pantone 186C R:210 G:32 B:48  
C:11 M:100 Y:90 K:2 Web: #D22030



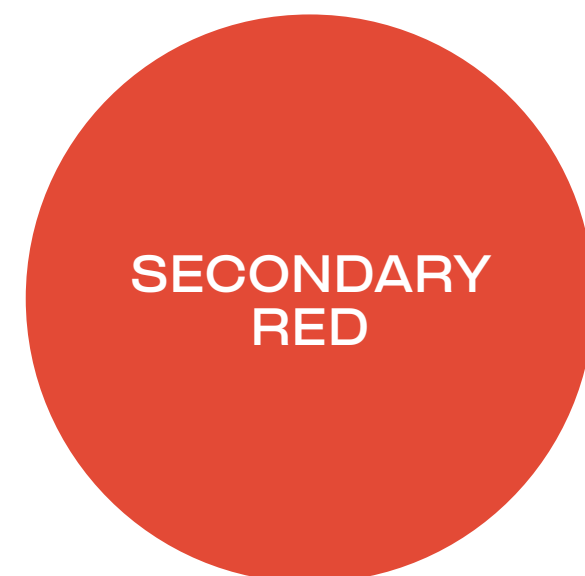
White R:255 G:255 B:255  
C:0 M:0 Y:0 K:0 Web: #FFFFFF



Chromatic Black R:0 G:0 B:0  
C:75 M:68 Y:67 K:90 Web: #000000

# SECONDARY COLORS

You may use the secondary colors as background colors or “highlight” moments on a page. Pick and choose which colors work best for your layout. You do not need to use every secondary color on a spread. These colors work well as accents, in use with patterns and textures. They are only to help with visibility on a page when red, black and white become too limiting.



Pantone 7417  
C:4 M:86 Y:87 K:1  
R:230 G:75 B:54  
Web: #e64b36



Pantone: Cool Grey 11  
C:65 M:57 Y:52 K:29  
R:85 G:86 B:90  
Web: #55565a



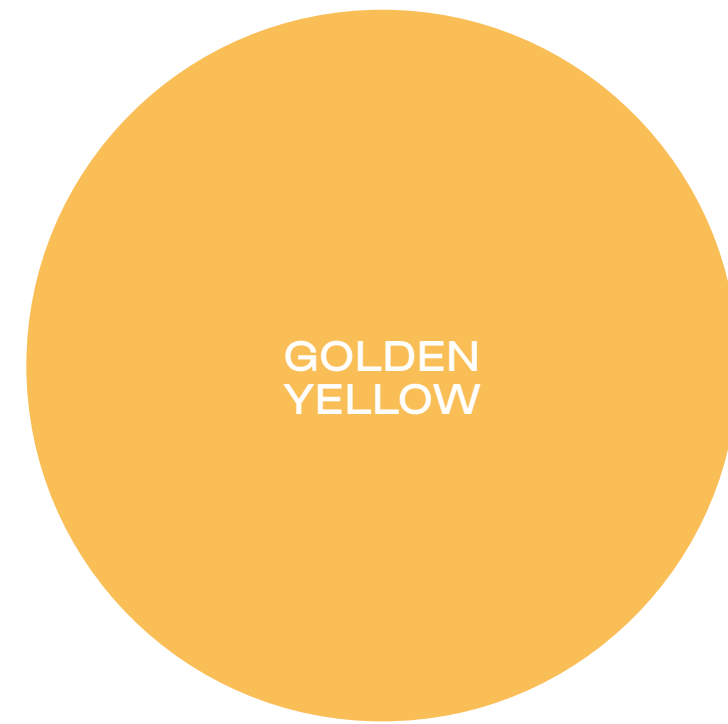
Pantone: Cool Grey 6  
C:34 M:29 Y:29 K:0  
R:171 G:169 B:169  
Web: #a9aba9



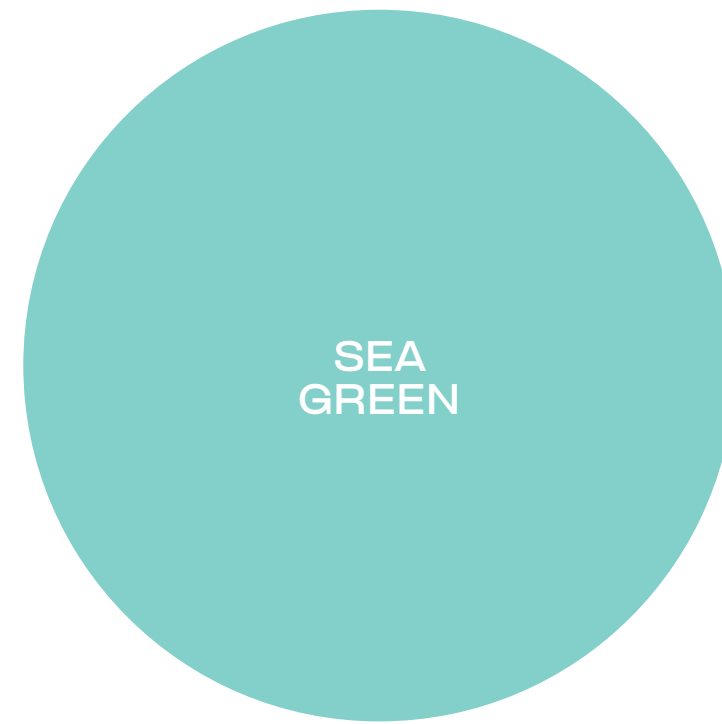
Pantone: Light Grey 441  
C:26 M:16 Y:20 K:0  
R:189 G:197 B:195  
Web: #bec6c3

# TERTIARY COLORS

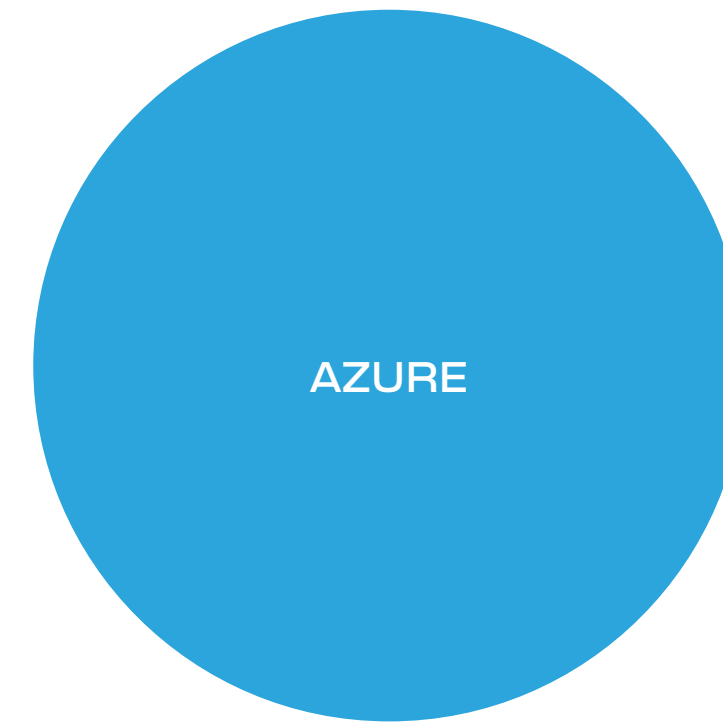
This palette is designed to only be used in subtle areas that complement the Primary CSUN Red and Black and secondary palette. Often, only a small amount is needed and should never over power the primary palette. These colors often work well in overlay moments with photography or mixed in a gradient with the primary palette. Each color's tint can be reduced to get the desired mix that works best with the Primary CSUN colors. Gradients can be made only between the primary & secondary and primary & tertiary colors. These combinations may be used in specific circumstances, as long as the primary color is 75% dominant in the gradient.



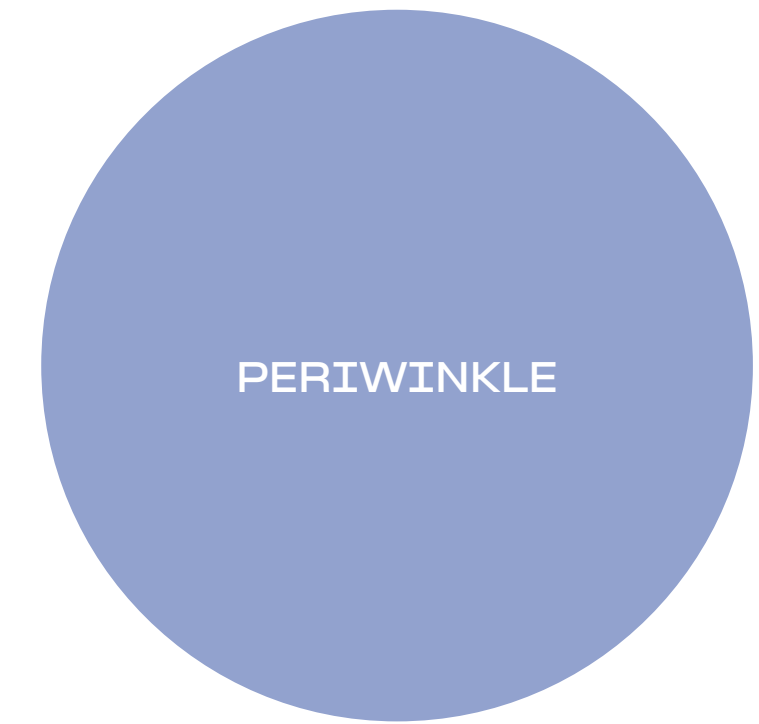
Pantone 136  
C:1 M:27 Y:76 K:0  
R:253 G:191 B:86  
Web: #fdbf56



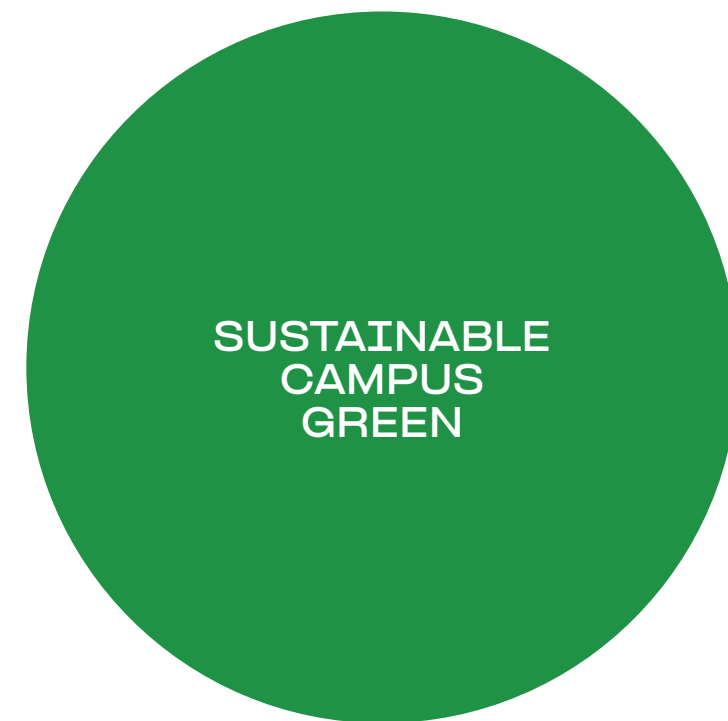
Pantone 3252  
C:47 M:0 Y:24 K:0  
R:130 G:206 B:201  
Web: #82cec9



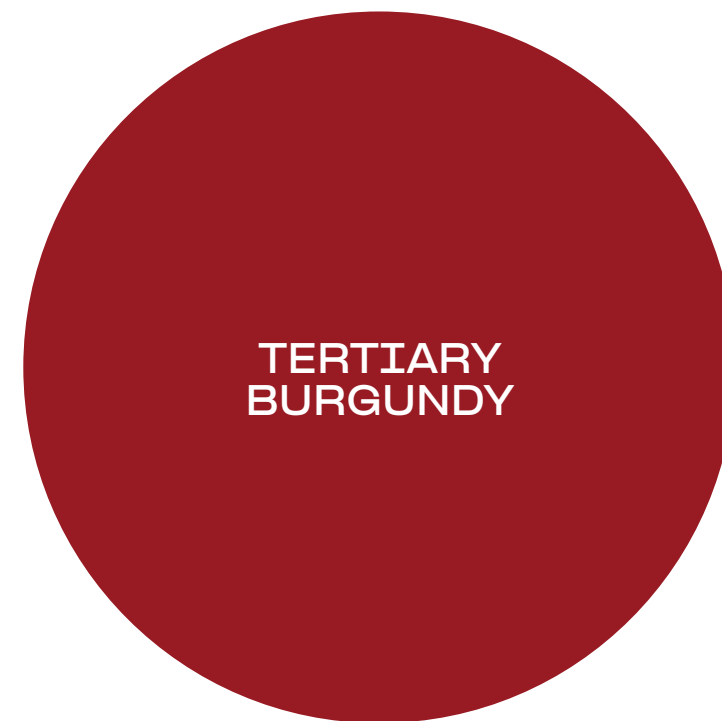
Pantone 2985  
C:71 M:18 Y:1 K:0  
R:44 G:165 B:218  
Web: #2ca5da



Pantone 7451  
C:43 M:31 Y:2 K:0  
R:146 G:161 B:205  
Web: #92a1cd



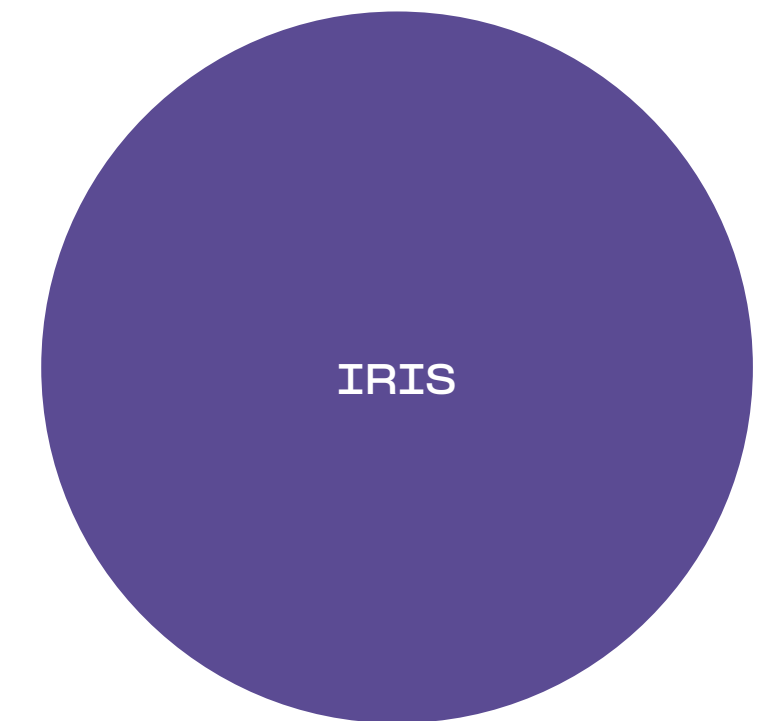
Pantone 355  
C:80 M:8 Y:95 K:15  
R:32 G:146 B:70  
Web: #1f9245



Pantone 7247C  
C:21 M:100 Y:91 K:13  
R:151 G:27 B:46  
Web: #971b2e



Pantone 7527  
C:15 M:13 Y:21 K:0  
R:216 G:210 B:196  
Web: #d8d2c4



Pantone 526  
C:77 M:82 Y:9 K:1  
R:91 G:76 B:147  
Web: #5b4c93

# PRINT & WEB

Like colors and imagery, fonts play an important role in the visual aspects of the university's identity.

The only typefaces that should be used moving forward are those listed below. It's important to keep the brand unified by using Formula, ATC Overlook and FS Lola whenever possible. Especially on all outward-facing marketing or advertising.

## HEADLINE

PP Formula & ATC Overlook should primarily be used for headline treatments. Only use the weights listed below. Using bolder weights will help text feel more like a headline.

## ALTERNATE HEADLINE/SUBHEAD

FS Lola should only be used occasionally for headline treatments. It would be best used when variation is needed for larger combination headlines. It may also be used for perspective type treatments.

# Formula

---

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890

Weights:

Light

Medium

*Medium Italic*

**Extrabold**

Semi Condensed Thin

Semi Condensed Extralight

*Semi Condensed Extralight Italic*

Semi Condensed Medium

**Semi Extended Bold**

Extended Medium

Narrow Regular

**Extended Bold**

**Narrow Semibold**

Condensed Extralight

*Condensed Light Italic*

**Condensed Black**

# ATC Overlook

---

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890

Weights:

Regular

*Regular Italic*

Extra Light

Thin

*Extra Light Italic*

Light

*Light Italic*

Medium

*Medium Italic*

**Bold**

***Bold Italic***

**Heavy**

***Heavy Italic***

# FS Lola

---

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890

Weights:

Regular

*Italic*

Light

*Light Italic*

Medium

*Medium Italic*

**Bold**

***Bold Italic***

**Extrabold**

***Extrabold Italic***

# BODY COPY & ALTERNATES

## Apex Serif: Body Copy 1

Apex Serif should be used for body copy. This serif pairs well with ATC Overlook and FS Lola, yet allows greater readability in long form copy. Do not use anything too bold or too light, otherwise it will not be easily readable. It should also be set at a size with reasonable leading so that it can be read in large blocks.

## Georgia: Body copy 2

Georgia is a classic font, suitable for body copy in any scenario, but it especially pairs well when used with PP Formula to contrast its san serif angularity.

## Script Fonts:

Occasionally, a script font can be used for a more formal impression on communications, such as a Gala Invitation. These script fonts can be used in headline lockups to separate two sections of a line. This works well with connecting words such as “yet” and “and.” You may also occasionally use these script fonts for headlines, where it’s appropriate for certain audiences, but never use script fonts for body copy.

## Email Font:

Atkinson Hyperlegible is our preferred email and web-based font for enhanced user accessibility on screen.

## Apex Serif

---

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890

### Weights:

Light ▪ *Light Italic*

Book ▪ *Book Italic*

Medium ▪ *Medium Italic*

**W Italic**

**Extra Bold ▪ Extra Bold Italic**

## Georgia

---

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890

### Weights:

Regular • *Italic*

**Bold • Bold Italic**

## Atkinson

---

ABCDEFGHIJKL  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890

### Weights:

Regular • *Italic*

**Bold • Bold Italic**

## Lavender Script Pro

---

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890

## Voltage

---

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890

*Weights: Regular • Light • Bold*

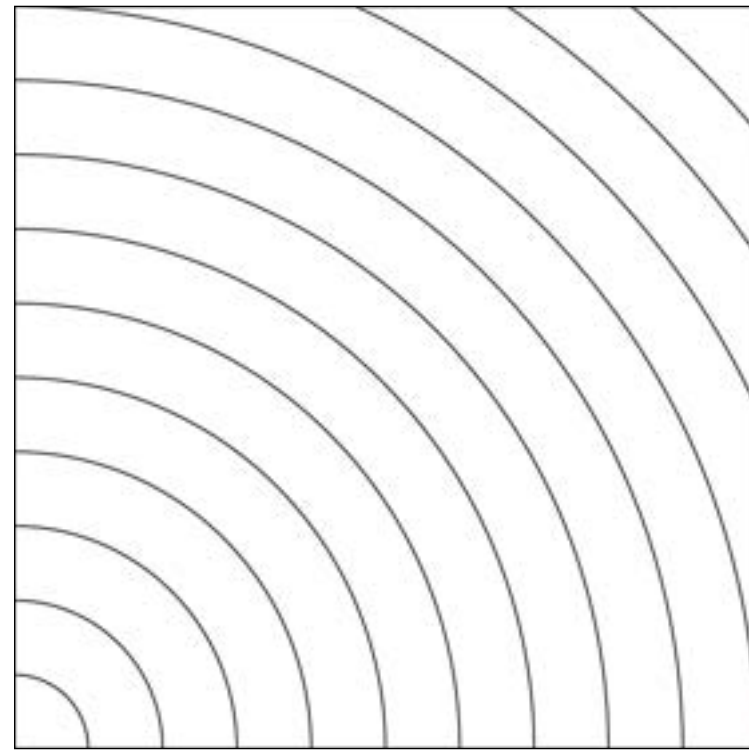
# RADIATING ENERGY

The sun, as a source of light, emergent energy, and radiant warmth, gives life to all inhabitants on earth. Just as the sun shines on all people, regardless of race, ethnicity, or background, it can serve as a symbol of inclusion and equality.

Education has the potential to empower individuals and shape their futures. The sun's radiance is a reminder of the brilliance and potential within every student, waiting to be unleashed.

CSUN's mission is to illuminate minds and ignite the futures of its students, empowering them to shine brightly in their chosen paths. For all those who attend CSUN, the futures will be BRIGHT.

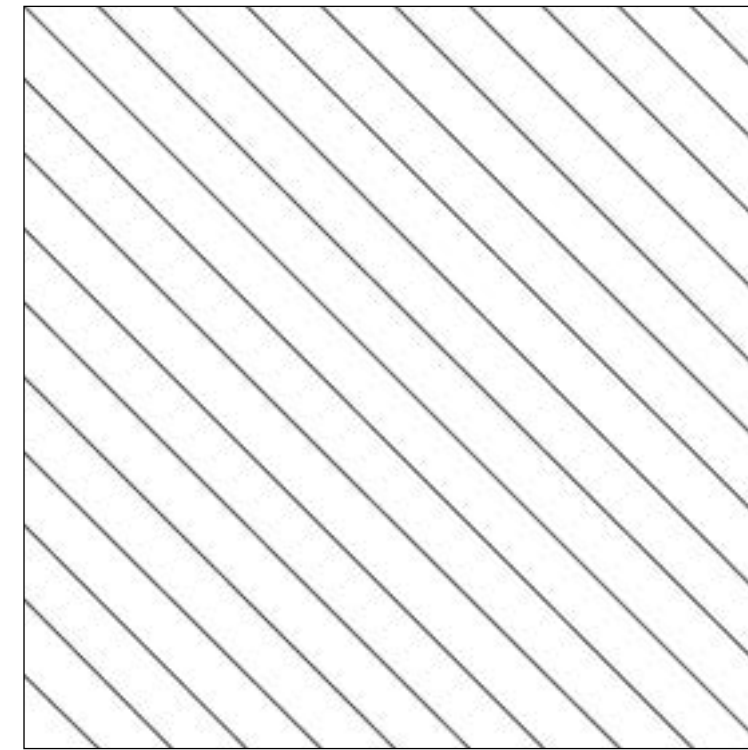
The motifs below seek to emulate the same radiating energy form our earth's sun, which directly correlates to the acronym of our university—CSUN is recognizable externally and synonymous with academic excellence and diversity.



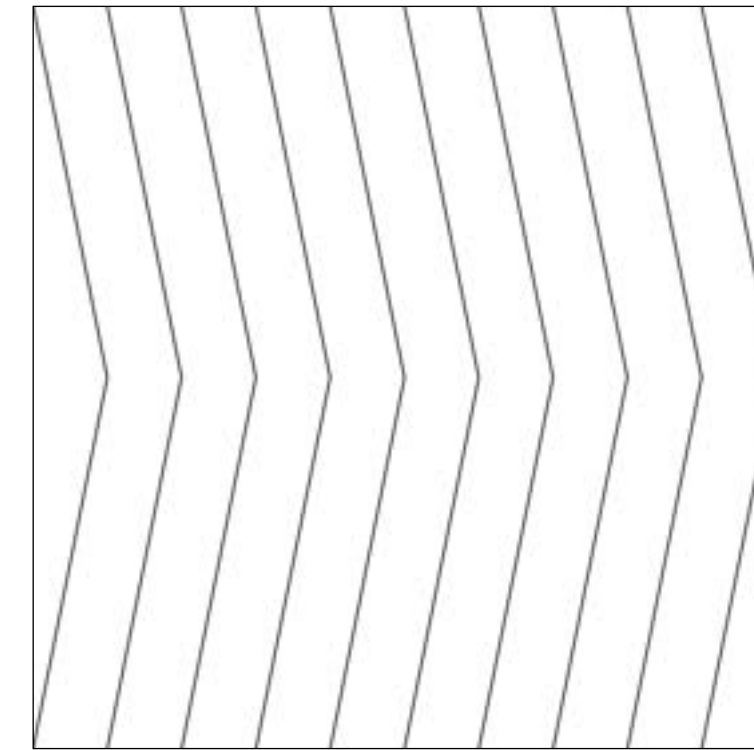
*OMNI-DIRECTIONAL*



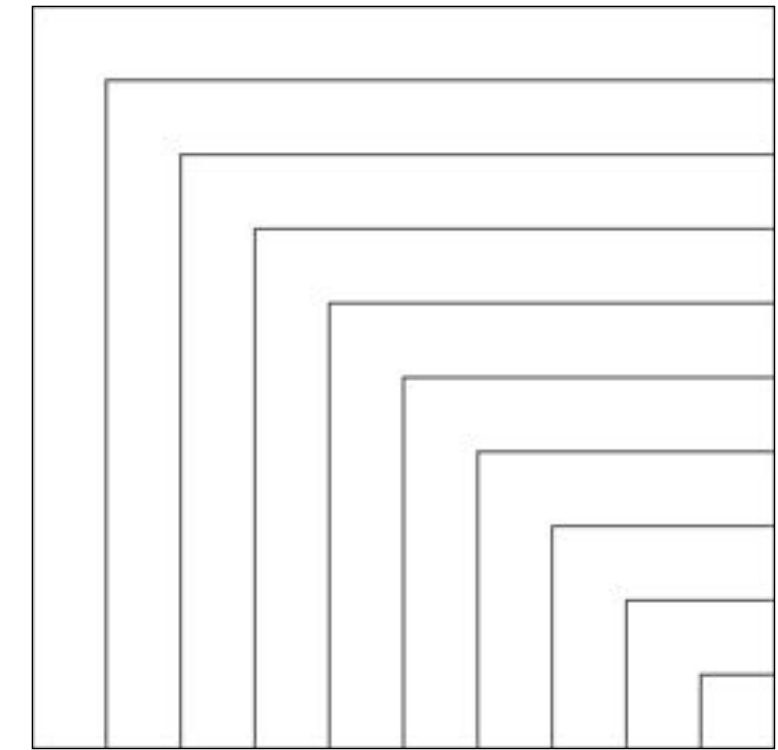
*LINEAR*



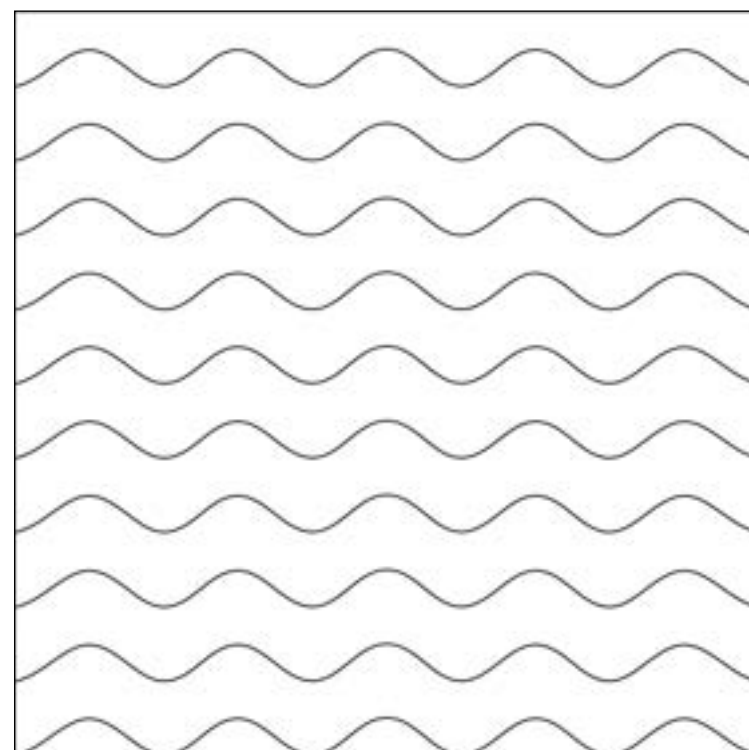
*DIAGONAL*



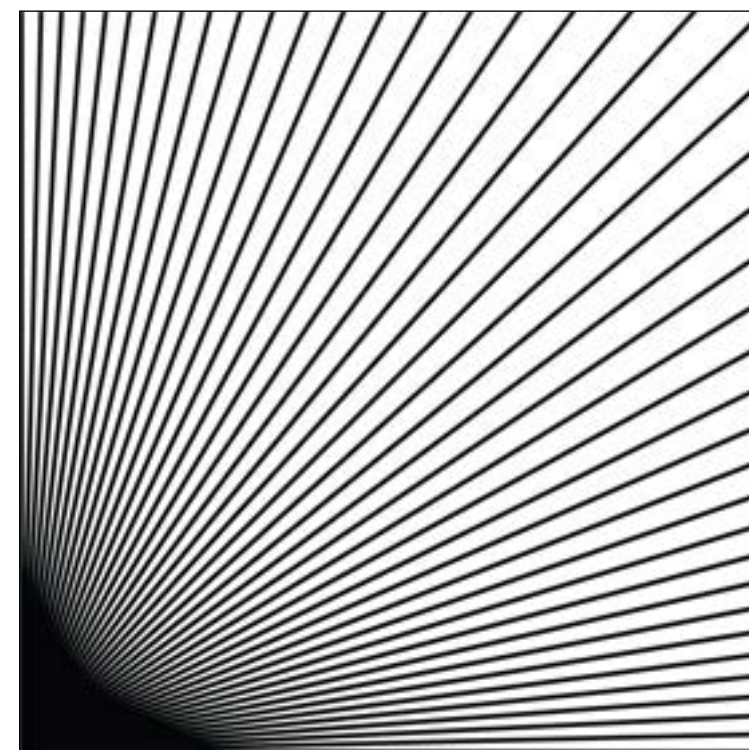
*DIRECTION SPECIFIC*



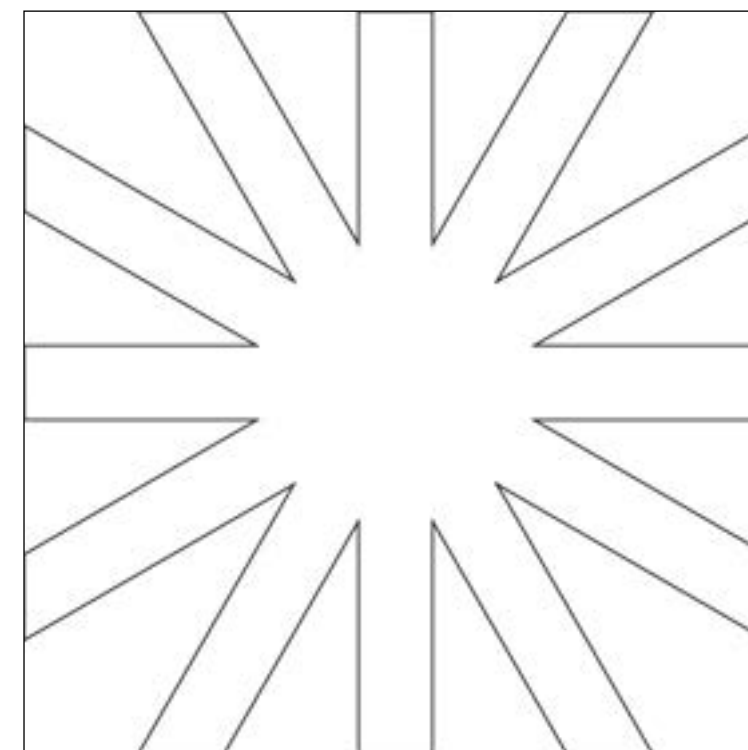
*ANGULAR*



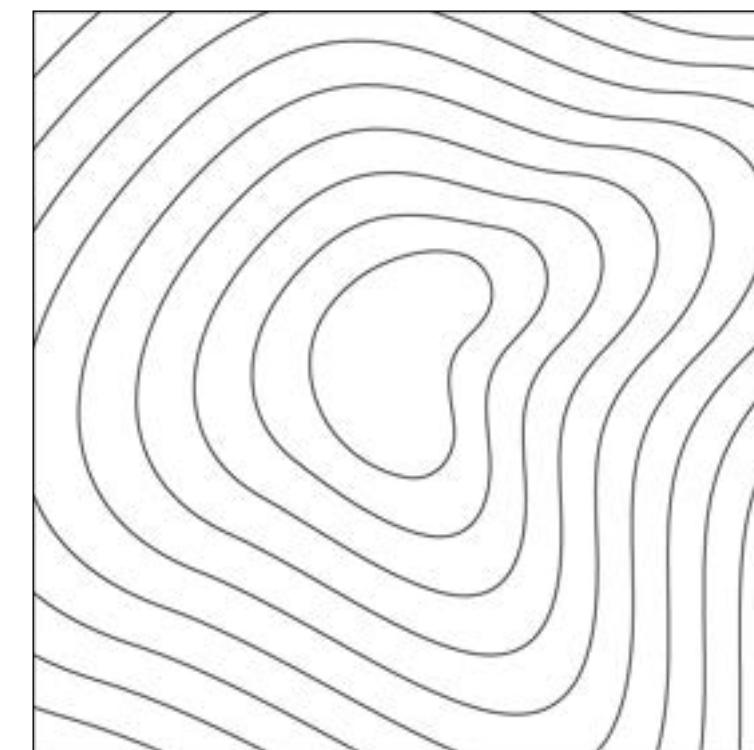
*SIN/COS/TAN*



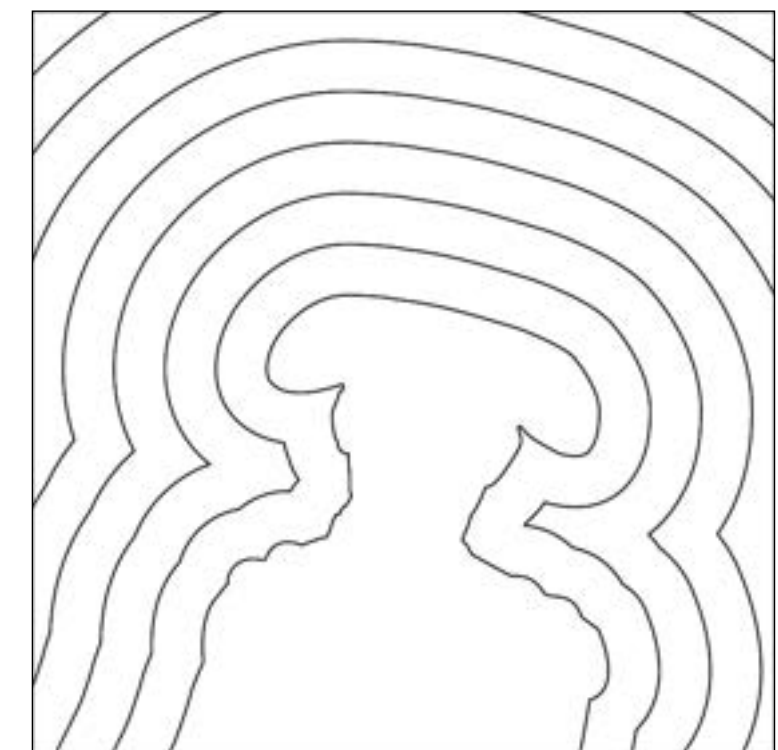
*EMANATE*



*BURST*



*ORGANIC*



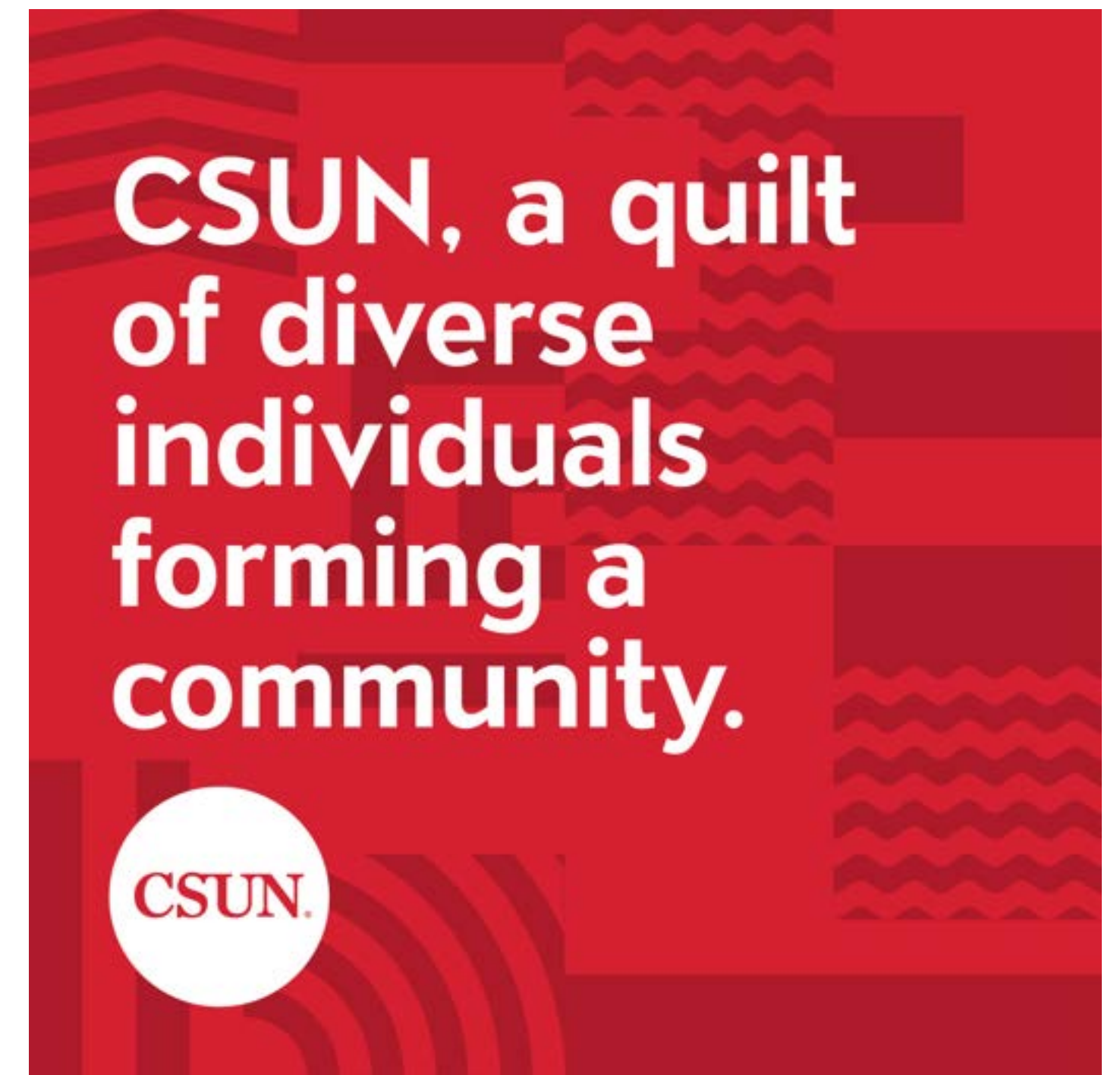
*FEATURE SPECIFIC*

# RADIANT PATTERNS

By combining graphics, typography and color blocks, the visual volume can be adjusted throughout all applications. This modular approach allows for ample flexibility.

Note: the CSUN sun/circle motif from the logo may also be used as a graphic container, with-out the CSUN logo, to frame and color block graphics.

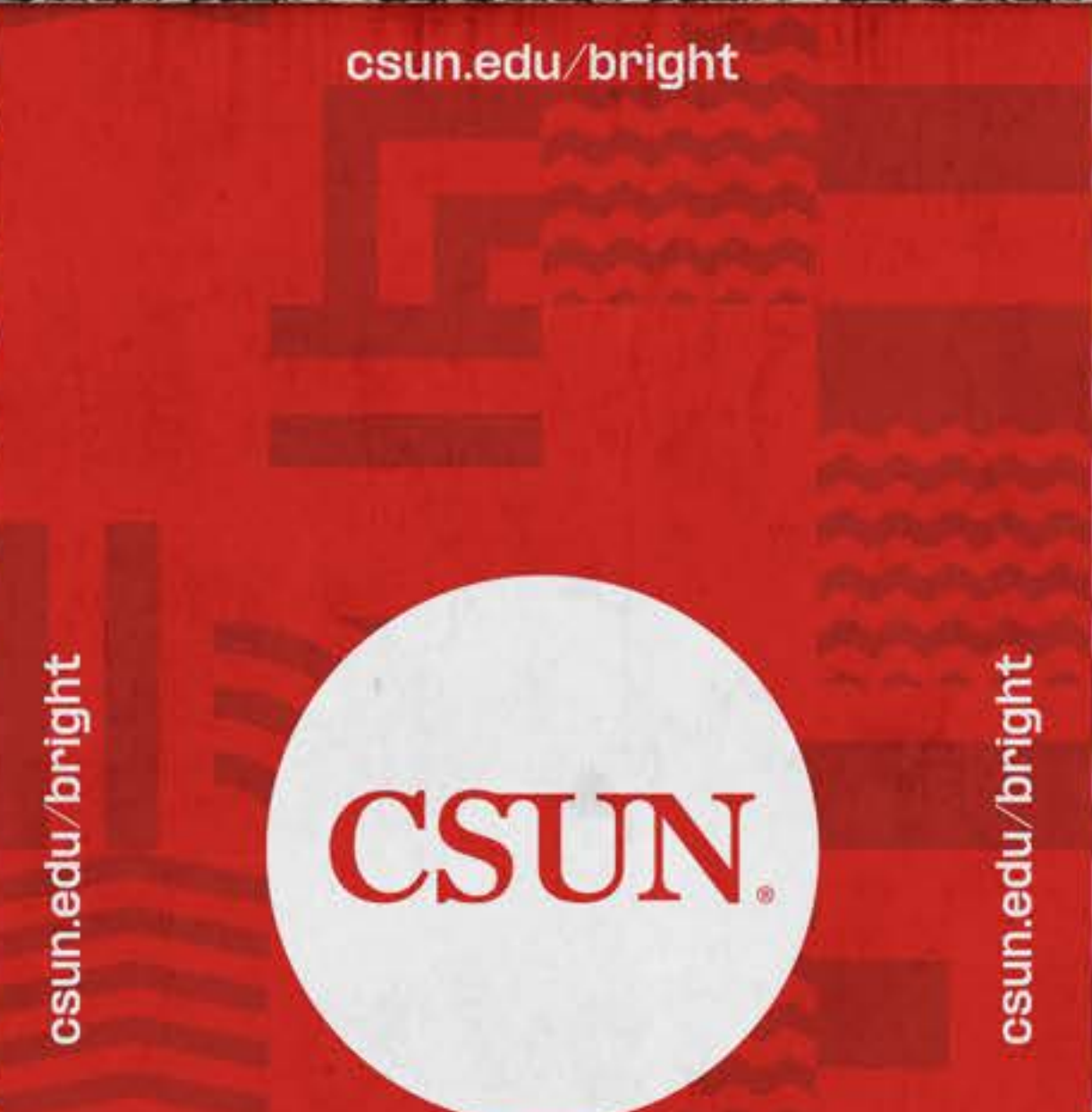
Color blocks should always be filled with primary CSUN colors and are useful to create space for branding or content.



# 3

# EXAMPLES IN PRACTICE

Whether the application is a formal invitation, a give-away swag item or a large environmental installation, the ability for the system to adapt showcases its strength through versatility in the following examples.



**Radiate Confidence** 

**Radiate Excellence** 

**Radiate Confidence** 

Apply online, today! [csun.edu/bright](https://csun.edu/bright)

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[csun.edu/bright](https://csun.edu/bright)

Apply online, today! [csun.edu/bright](https://csun.edu/bright)



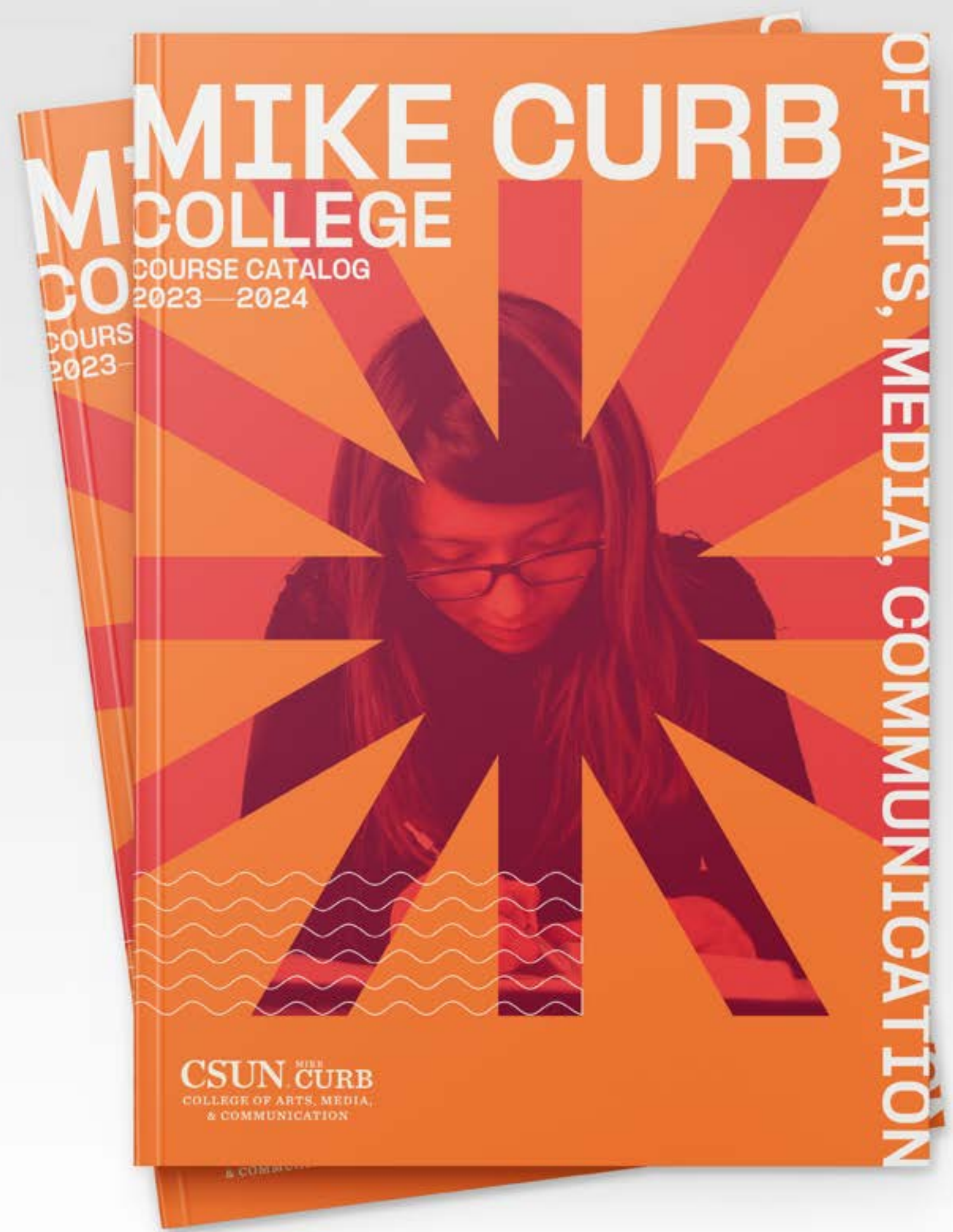
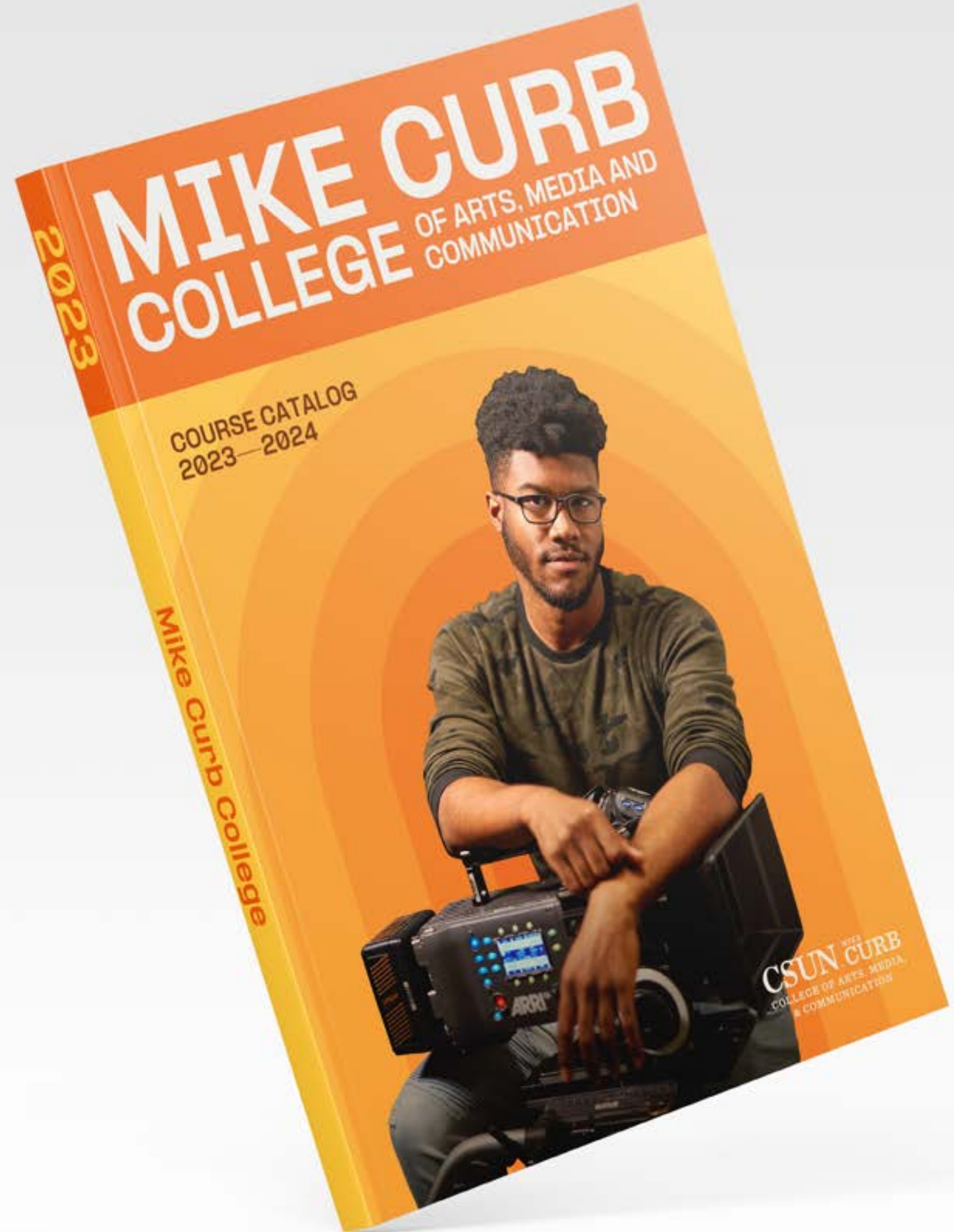


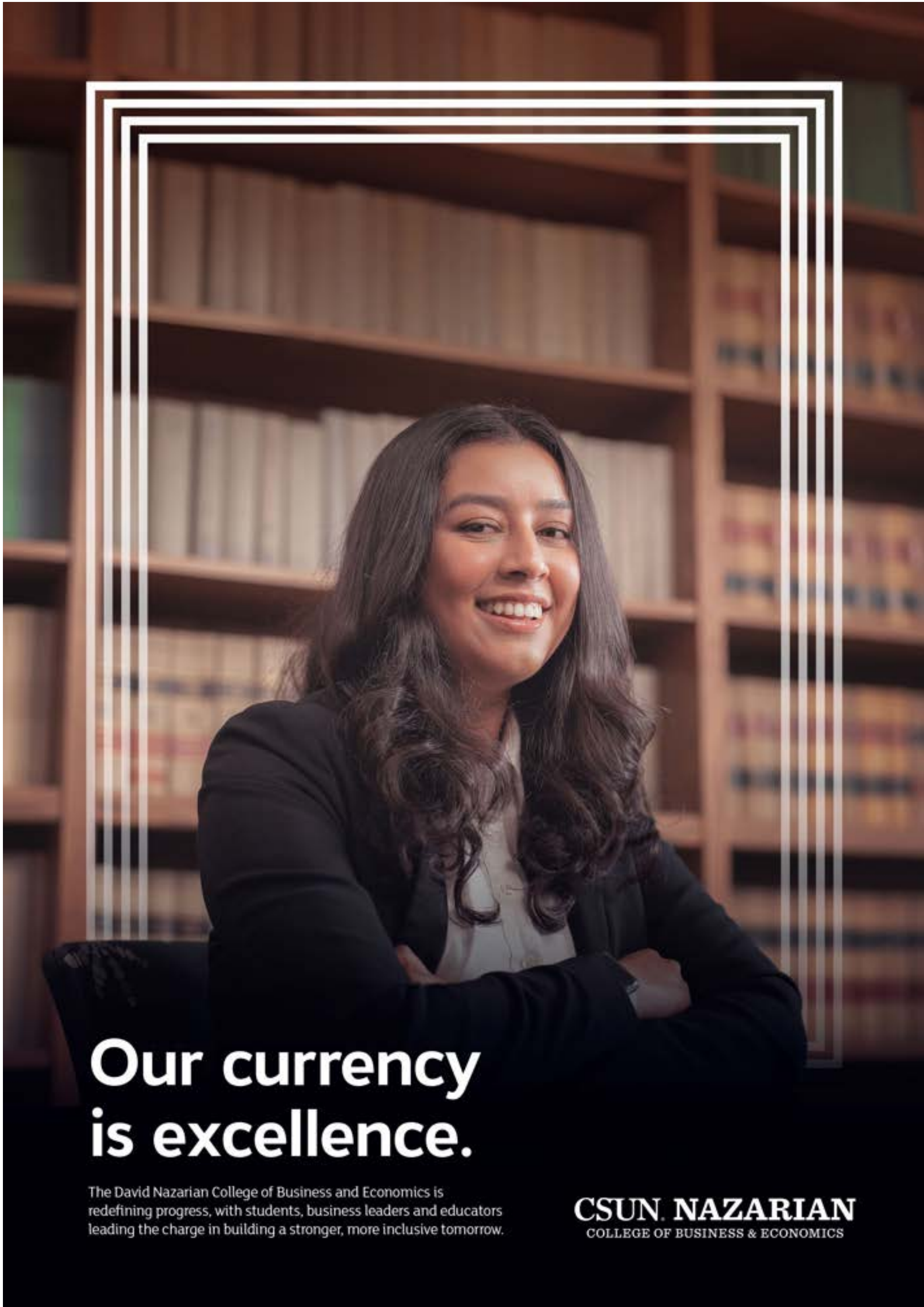


# 4

# EXAMPLES FOR COLLEGE SPECIFIC GRAPHICS

Creating a system that can accommodate and reflect the unique goals and constituents for our university's colleges through the CSUN Bright Brand System is exemplified in the following imagery.





**Our currency  
is excellence.**

The David Nazarian College of Business and Economics is redefining progress, with students, business leaders and educators leading the charge in building a stronger, more inclusive tomorrow.

**CSUN. NAZARIAN**  
COLLEGE OF BUSINESS & ECONOMICS

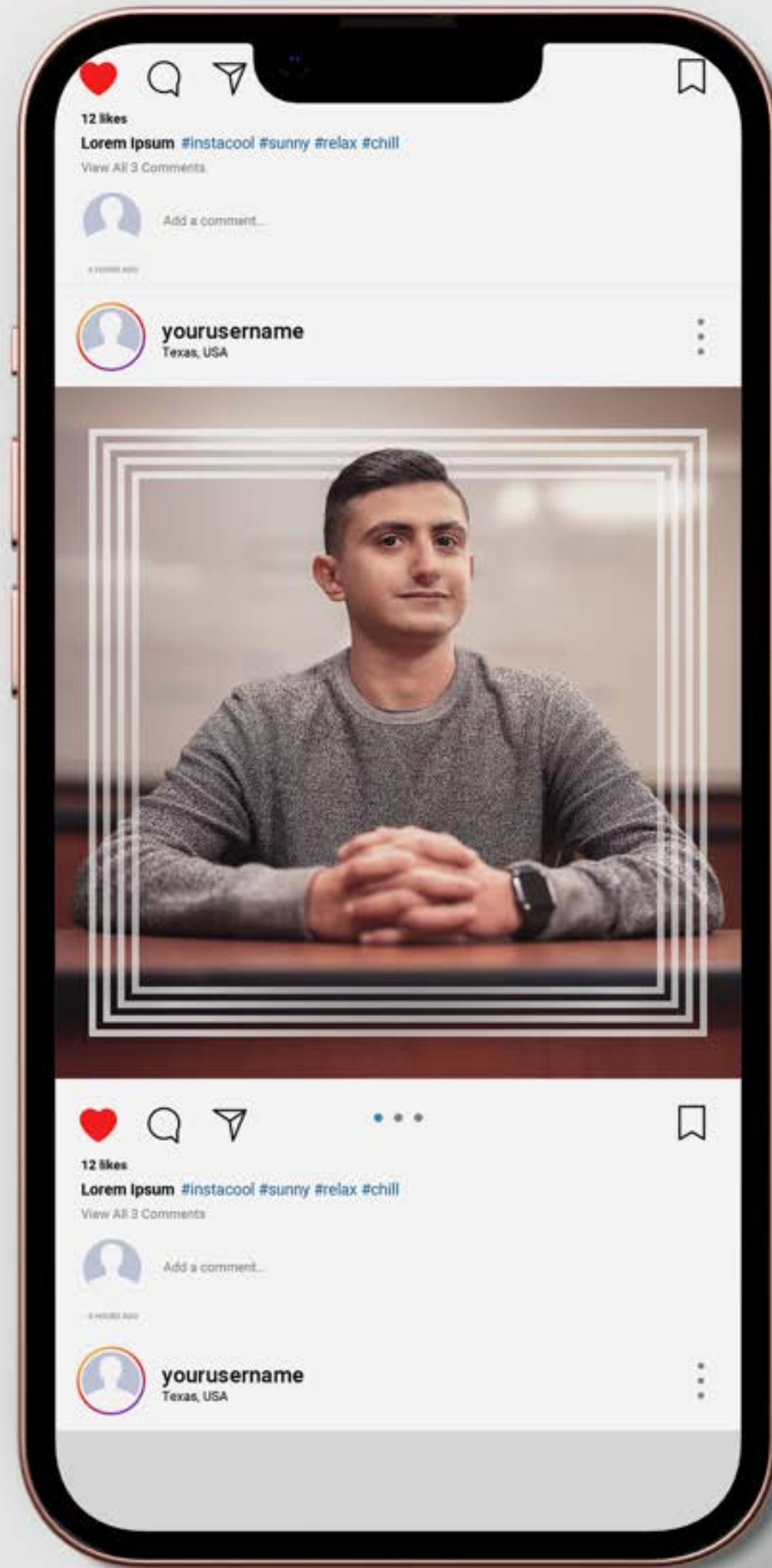


**Bright futures,  
start here.**

**CSUN. NAZARIAN**  
COLLEGE OF BUSINESS & ECONOMICS

[nazarian.csun.edu](http://nazarian.csun.edu)

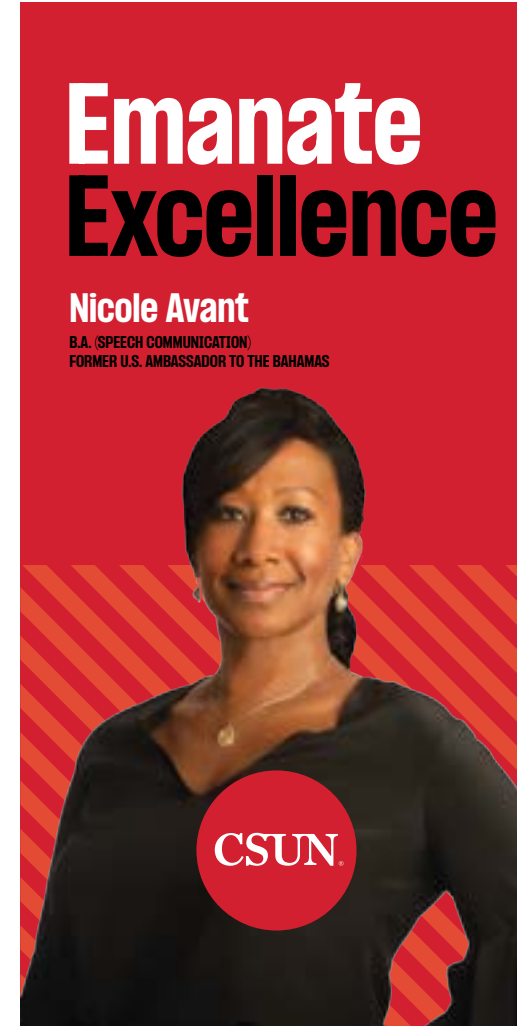
01042



# 5

# ON CAMPUS MARKETING EXAMPLES

Further use cases of CSUN Bright in action showcase how the brand can flex between on-campus departments and organizations while still retaining an aesthetic and synergistic relationship to the brand system.





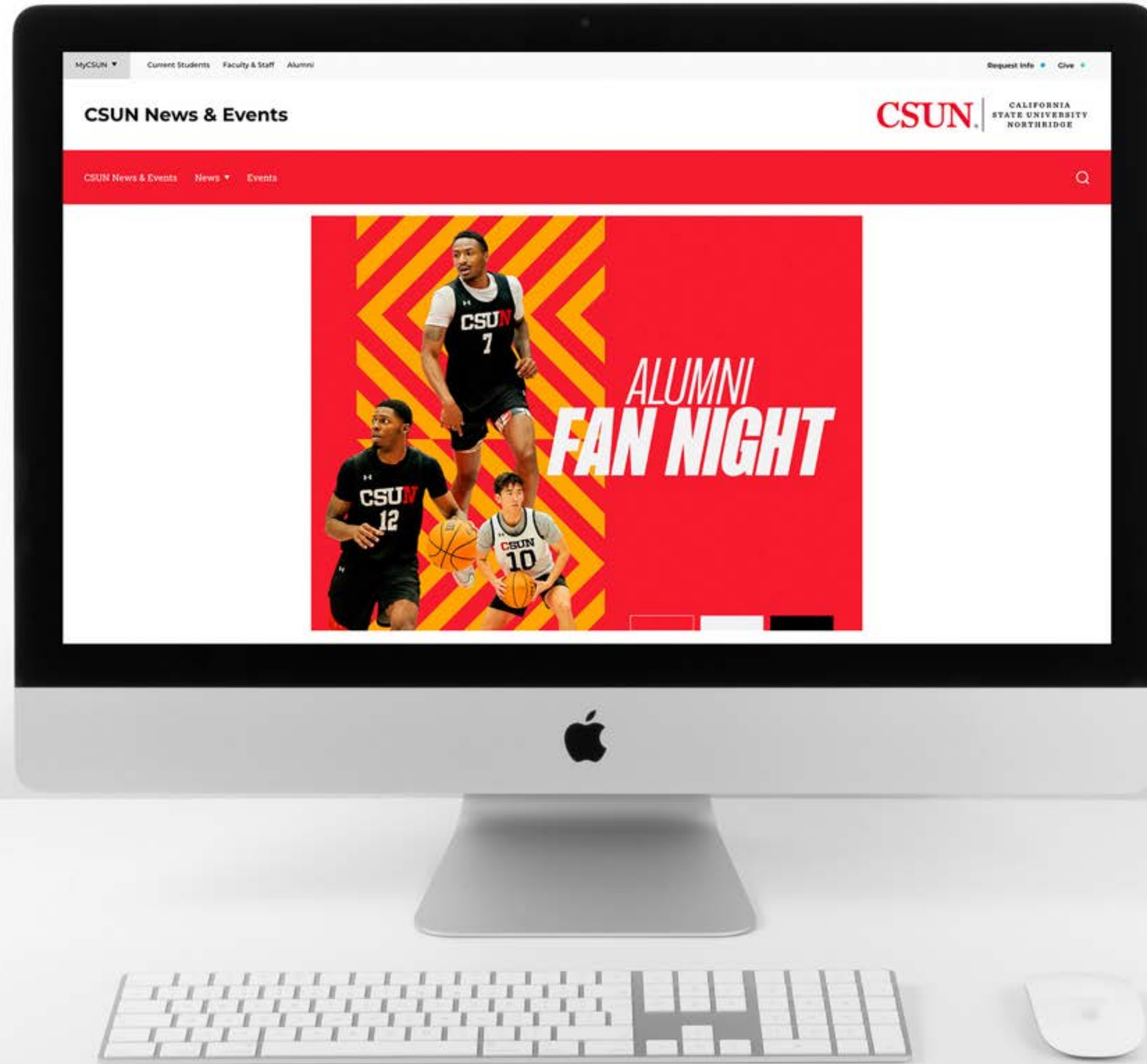
On Campus Marketing:  
Nazarian College Tech Skills Bootcamp Flyer 2024



On Campus Marketing:  
History Department Teacher Recruitment Poster 2024



On Campus Marketing:  
Alumni Basketball Fan Night 2024



On Campus Marketing:  
Various Email Marketing Banners 2024



# 6

# OUT OF HOME ADVERTISING

The campaign's impressions for 2024/25 exceeded 170,000,000, which contributed to heightened brand awareness across multiple demographics. This multi-channel synergy approach integrated messaging across billboards, print, digital, and TV ads to enhance overall campaign effectiveness, maximizing exposure and reinforcing brand messaging. Effective reach to BIPOC communities, college students, and young adults, aligning with brand goals to engage specific audiences exceeding 1,400,000 impressions.

The campaign continues to be fully integrated across all areas on campus including outreach and recruitment of prospective students and parents. This year we collaborated with EAB to create numerous email and printer mailer campaigns that are tied into social media and other digital advertisements as well as billboards, bus bench ads and TV commercials.

# Emanate Excellence

[www.csun.edu](http://www.csun.edu)



CSUN®

01042

Out-of-Home Marketing:  
12'x24' Premiere Billboard CSUN Bright Campaign



Emanate  
Excellence

www.csun.edu

CSUN

Out-of-Home Marketing:  
Los Angeles Business Journal Full Page Magazine Ad



Emanate  
Excellence

At CSUN, every day is a success story that's filled with resilience and pride. With nearly 430,000 alumni and 38,000 students, CSUN fuels the region's economy. Learn why we are ranked #2 Best Public University in California by the *Wall Street Journal/College Pulse*.

www.csun.edu

CSUN

Out-of-Home Marketing:  
CSUN Transfer Campaign Billboard



Out-of-Home Marketing:  
CSUN Transfer Campaign Bus Shelter Ad



# csun magazine

SPRING  
2024

30 Years Since  
the Earthquake  
12

Black Joy,  
Black Excellence  
26

Matador  
Style Inspo  
11



## Going for Gold

Matador Paralympians  
pursue greatness for  
Team USA. 20

## The Score



## Home-Field Advantage

Matador Field renovation and expansion accelerates

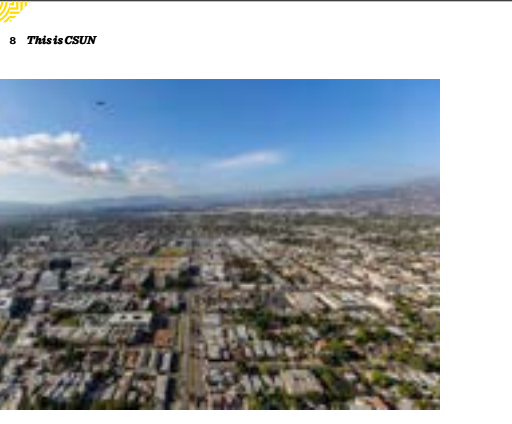
It's time for Matador Baseball's Gather your hat, sunscreen, popcorn and give CSUN fans. Your home field is leveling up. CSUN is celebrating its sparkling renovation and expansion of Matador Field, a \$27 million initiative that will transform player and fan experiences and enable broader community access to the only Division I baseball program on a field in the San Fernando Valley. Upgrades to Matador Field, originally built in the 1960s, are underway. This spring, CSUN installed new Dalmatian video scoreboard—A high-tech addition that will amplify the fan. The Matador also recently enhanced its field surface, which is now among the best in the West Coast.

Much of the funding is already in place for an enhanced audio system and field light that will exponentially increase access to baseball in the Valley. The lights will enable the Matadors to play night games at home for the first time in school history, and youth leagues will gain year-round access to the field. CSUN also plans to build a new clubhouse, enhanced seating and other upgrades. These projects will make more enjoyable for players and fans. Paralympian and alumna Iry Zabalin '71 (Physical Education) provided recommendations for the enhancements. His recent support includes a \$500,000 gift (plus an additional \$500,000 gift



CSUN baseball fields for the first time from the new, expanded stadium. The new clubhouse will be built on the site of the old clubhouse. The new clubhouse will be built on the site of the old clubhouse. The new clubhouse will be built on the site of the old clubhouse.

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## Growing Together

CSUN Partners With Tatarvian to Build Urban Forests

CSUN is partnering with the Fermandale Tatarvian Board of Mission Indians and the Tatarvian Land Conservancy to battle the impact of climate change in disadvantaged communities throughout the San Fernando Valley by establishing "urban forests." With the support of a \$5 million grant from the U.S. Department of Agriculture Urban and Community Forestry Program, university officials and tribal leaders plan to tap into the tribe's traditional ecological knowledge to establish tribal nurseries and reforestation development programs. They will focus on growing and planting culturally significant native trees in low-income communities that are disproportionately burdened by multiple sources of pollution. "As the caretakers of our national land in the San Fernando and Antelope Valleys, this grant will enable us to reuse our traditional ecological knowledge. In team with "urban forest" climate data, to bring back the forest and breathe new life into our communities," said Tribal President Rudy Ortega Jr. "We will do this by engaging with our Elders, tribal citizens and other stakeholders to ensure that the trees we plant are sustainable and resilient." "Our efforts are geared toward enhancing the urban tree canopy," said professor Clint Khabakian, one of the grant's leads, "which is essential for cooling our cities and mitigating the effects of climate change in vulnerable communities." CSUN is taking the lead in the project, in close collaboration with the Tatarvian, but the project is designed to be collaborative, said communication studies professor Daisy Lemaia. "We consider a large urban region that is their ancestral home and encompasses CSUN's campus. A region that is also particularly susceptible to urban heat island effects—while also presenting stable urban reforestation opportunities," Lemaia said.

The Tribal Nursery and Tree-Landing Project is a collaborative effort between CSUN and the Fermandale Tatarvian Board of Mission Indians. The project aims to establish a tribal nursery and reforestation development program. The project is designed to be collaborative, said communication studies professor Daisy Lemaia. "We consider a large urban region that is their ancestral home and encompasses CSUN's campus. A region that is also particularly susceptible to urban heat island effects—while also presenting stable urban reforestation opportunities," Lemaia said.



## Who We Heard

Michelle Mizer '07 (Cinema and Television Arts) is now an Oscar winner, after the film she produced and edited won "Best Documentary Feature" at the 96th Academy Awards on March 10. "20 Days in Mariupol" is an account of the first days of war after Russia invaded the Ukrainian city. It documents the experiences of Associated Press video journalist Mstyslav Chernom and a team of journalists who arrived in Mariupol hours before Russian troops landed. Mizer, along with her colleagues, accepted their awards on stage at the glittering awards ceremony at the Dolby Theatre in Hollywood. Chernom gave an emotional speech about his hometown and the war that began in February 2022.

Mizer, a producer and editor on the film, is a senior documentary editor and producer at the PBS series "Frontline" in Boston. She has produced numerous projects for the series including podcasts and interactive documentaries, of which three have been named documentary Emmy award winners. The film was a joint production of the Associated Press and PBS.



## And the Oscar Goes to...

Alumna Wins for '20 Days in Mariupol' Doc

Michelle Mizer '07 (Cinema and Television Arts) is now an Oscar winner, after the film she produced and edited won "Best Documentary Feature" at the 96th Academy Awards on March 10. "20 Days in Mariupol" is an account of the first days of war after Russia invaded the Ukrainian city. It documents the experiences of Associated Press video journalist Mstyslav Chernom and a team of journalists who arrived in Mariupol hours before Russian troops landed. Mizer, along with her colleagues, accepted their awards on stage at the glittering awards ceremony at the Dolby Theatre in Hollywood. Chernom gave an emotional speech about his hometown and the war that began in February 2022.



## Four Alumni Receive Honorary Doctorates

The university conferred honorary doctorates on four distinguished alumni at CSUN's commencement ceremony this spring. At the ceremony, CSUN leaders were preparing to honor and celebrate the achievements of four alumni: Andrew August '87 (Engineering), CEO of Autodesk; Debra Fawcett '79 (English), M.A. '87 (Early Childhood Education), CSU trustee emerita and education consultant; David Marston '82 (Business Administration), CEO and founder of Nimes Capital; and Robert Taylor '82 (Engineering), president and CEO of Centinella Capital Partners. August and Taylor received honorary doctorates during the commencement ceremony for the College of Engineering and Computer Science and College of Science and Mathematics on May 17. Fawcett received an honorary doctorate of humane letters during the commencement ceremony for the Michael D. Brown School of Education on May 18. Marston received an honorary doctorate of humane letters during the commencement ceremony for the College of Business and Economics on May 20.



## CSUN Welcomes New Women's Soccer Head Coach

In late February, CSUN welcomed Gina Brewer as Women's Soccer head coach. A veteran coach at the Division II level, Brewer spent the 2023 season as an assistant coach at UCLA, where she helped guide UCLA to the Pac-12 Championship and a 16-2 record. Previously, she coached and served on staff at Santa Clara, a San Jose, Calif., team. She played at the University of Iowa, Utah State and University of Idaho. A former U.S. Soccer player, she played at the University of Washington from 1998-2001, helping lead the Huskies to a Pac-10 Championship and NCAA tournament appearance in 2000. Her Husky team played in the NCAA Tournament three times during her career.

A Seattle native, Brewer worked her bachelor's in communications from the University of Idaho in 2005. She worked as a coach and athletic coach at the University of Idaho in 2005. She worked as a coach and athletic coach at the University of Idaho in 2005.

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## Key Resources and Mentors

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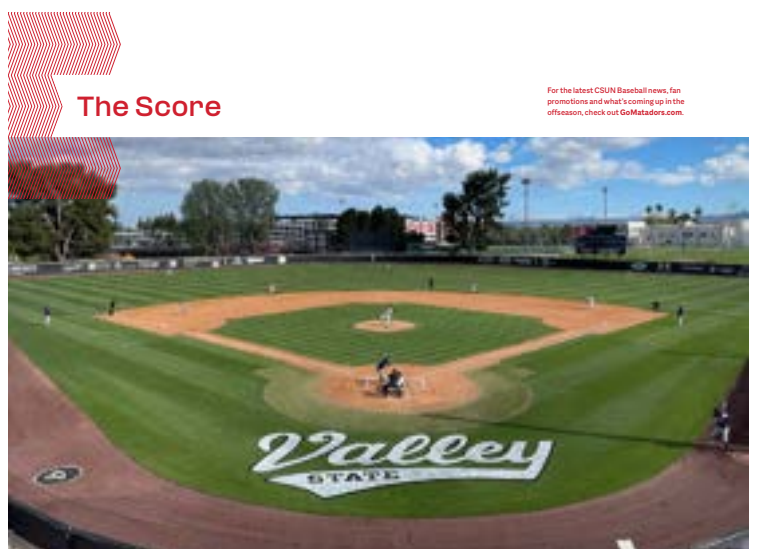
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## Men's Basketball Wins Big in Big West Tournament

One of the most thrilling CSUN Men's Basketball seasons to years came in an end March 14 as the Matadors fell to Hawai'i 75-68 in the quarterfinals of the 2024 Hercules Three Big West Men's Basketball Championship. Before the season, the Matadors weren't expected to make the eight-team tournament. Instead, the team earned its most wins (9) since the 2007-08 season, upset UCLA at Pauley Pavilion and won its first postseason game since 2014. Now the future looks bright under new coach Andy Newman, who coached a winning record in the Big West Conference, who succeeded retiring head coach Dave Serrano at the close of the 2022 season. CSUN Baseball in 2023 recorded the most wins since 2002, with 34. The team finished second in the Big West Conference, just one game short of the Big West title. They led the Big West with a team batting average of .311, the 10th best in the nation—and the Matadors set a team record with 30 Big West All-Academic Team honorees. CSUN also had two Major League Baseball draft picks in 2023. Lucas Braun, a right-handed pitcher, was drafted in the first round by the Atlanta Braves—the highest draft pick in CSUN history. In 2024, the Matadors have had three draft picks in the first round, with a XXX-XX record at press time. University leaders are focused on developing a beautiful, modern campus environment that serves the wider community. Matador management is working to create a more inclusive and equitable environment for all students and faculty. The Matadors are more at CSUN Matadors or by contacting (818) 467-4600.



## Matador Matters

Updates from Alumni. This is a collection of news and updates from CSUN alumni. It is a testament to the power of community and the pursuit of excellence. This is a collection of news and updates from CSUN alumni. It is a testament to the power of community and the pursuit of excellence.

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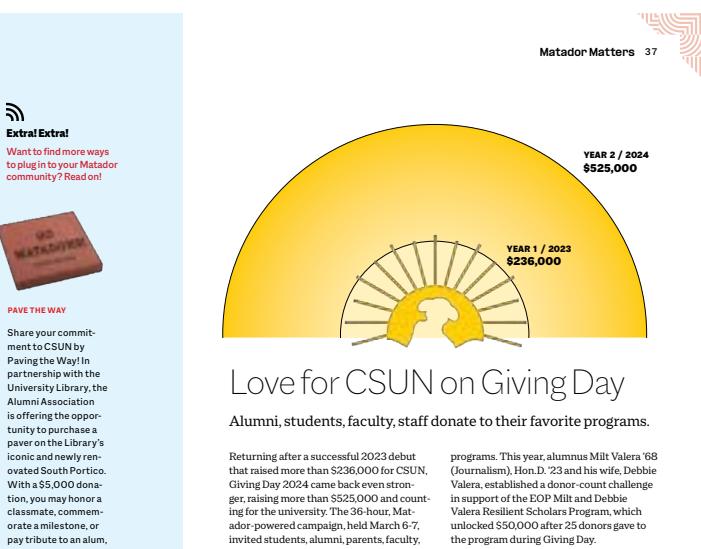
## Love for CSUN on Giving Day

Alumni, students, faculty, staff donate to their favorite programs. This is a collection of news and updates from CSUN alumni. It is a testament to the power of community and the pursuit of excellence. This is a collection of news and updates from CSUN alumni. It is a testament to the power of community and the pursuit of excellence.

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