



Central Brand Guide

2023

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IDENTITY GUIDELINES

Our goal is to convey a consistent, positive image of Central Connecticut State University through all communications. To that end, the following pages serve as a guide on how to implement the Central brand across multiple channels.

Adherence to these guidelines will lead to clear recognition of our brand, enhancing the university at large, as well as each of its schools, colleges, programs, and key segments. The elements and their uses outlined in this guide are open to change. However, these changes will be reviewed and assessed periodically to ensure there is always a single standard of usage.



01

THIS IS US



WHO WE ARE

Central Connecticut State University was founded in 1849 as a teacher-training facility called the New Britain Normal School. It was the sixth normal school in the United States, and it is the oldest public university in Connecticut. In 1933, the school began granting four-year degrees and became Teachers College of Connecticut. The college continued to expand academically and earned legislative recognition as Central Connecticut State College in 1959. In recognition of the institution's continuous development, its present name and educational charter were conferred in 1983.

The Central Brand.

The Central brand throughout its history and its various iterations has been one that has been steeped in the history of the university. The core of our brand has been to uphold the values in which our institution was founded as a pillar of strength and recognition while moving into the future.



MISSION & VISION

MISSION.

Central Connecticut State University is a community of learners dedicated to teaching and scholarship that emphasizes development and application of knowledge and ideas through research and outreach activities, and prepares students to be thoughtful, responsible, and successful citizens.

As a comprehensive public university, we provide broad access to quality degree programs at the baccalaureate, master's, and doctoral levels. In the spirit of this mission, the 2030 strategic plan, "Changing Lives, Building Communities; Central to Connecticut," continues to support Central's community of learners as we strive toward new goals that align the university with 21st-century needs.

VISION.

A modern public regional university in ambitious pursuit of knowledge, bold ideas, and innovative partnerships that advance social mobility and drive economic, cultural, and intellectual vitality in the communities we serve.



BRAND POSITIONING STATEMENT

We are a community of visionaries. In every field of study, we go beyond learning theories and discussing ideas. We practice applying what we learn through hands-on experiences and real-world connections.

We ask questions and seek answers. We push boundaries and defy expectations. We embrace new possibilities and bring new ideas to life.

Our students graduate ready to advance their career, field, community, and world.



BRAND QUALITIES

ACCOUNTABILITY.

We hold ourselves and each other accountable to the highest ethical standards and aim to foster a culture of civility, collegiality, and justice.

COLLABORATION.

We commit to collaboration within the university and the Connecticut State Colleges and Universities system, as well as with our legislators, industry, and community partners.

EQUITY.

We embrace and strengthen diversity and inclusion, providing an enriching and equitable learning environment where every individual and their ideas are valued.

ENGAGEMENT.

We recognize the centrality of engagement, involving our communities in all aspects of our work.

EXCELLENCE.

We commit to excellence in everything we do. We hold ourselves to the highest academic and professional standards and focus on continuous improvement.

INNOVATION.

Innovation and creativity drive our teaching, research, and interdisciplinary approaches to inspire our students to meet the challenges of the 21st century.

INTEGRITY.

As stewards of the public trust, we will be honest, ethical, and transparent.

RESPONSIBILITY.

We commit to social responsibility to promote the public good and contribute to global understanding.

RESPONSIVENESS.

We are agile and responsive to the emerging needs of our region and state and create a sustainable future for the university.



BRAND VALUES

CUTTING-EDGE EXCELLENCE.

- Largest university in the Connecticut State Colleges and Universities system.
- 392 full-time faculty committed to teaching; no teaching assistants.
- 165 acres of state-of-the-art facilities and technology.
- More than 100 in-demand degree programs in more than 80 fields of study across 5 colleges and schools.
- Innovative opportunities of a research institution and the personalized attention of a small college.
- 14:1 student-to-faculty ratio, with an average class size of 19 students.
- Professors are experts in their field with real world experience.

TRANSFORMATIONAL COMMUNITY.

- Home to a richly diverse population, many of whom are first-generation students.
- A close-knit, welcoming campus where staff and students are like family.
- Affordable, accessible education with practical outcomes.
- Cultural and social centers that promote inclusivity and embrace new perspectives.
- Activities and leadership cultivate civic responsibility, community involvement, and respect for diversity.

ELEVATED OPPORTUNITIES.

- Opportunities including internships, clinical placements, co-ops, international studies, and other real-world experiences.
- Partnerships with local, regional, and national employers, institutions, and research organizations.
- Career development services include counseling, workshopping, and available employment opportunities.
- Alumni community of more than 100,000 graduates.

GROUND-BREAKING DEVELOPMENT.

- Modern, 70,000-square-foot recreation center featuring fitness equipment, running tracks on two levels, batting cages, and courts for basketball, volleyball, and tennis.
- State-of-the-art, 100,000-square-foot STEM building featuring classrooms, high-tech labs, and collaborative student spaces.
- Revolutionary Esports Center is a hub for competitive gaming and research in the emerging fields of interactive media design and game development.
- More than \$100 million invested in campus upgrades in the last decade.



02 IDENTIFIERS





CENTRAL IDENTIFIERS LOGOS

PRIMARY LOGO

The current logo of Central is used to bridge the historic past and the innovative present. It consists of a stylized depiction of Davidson's clock tower rendered in a modern aesthetic while still maintaining some of the decorative elements of the original structure to help give it presence and tie it back to its past.

The primary version of the Central logo is the iteration where the mark rests at the left of the typography, creating a horizontal version.

The primary logo should be displayed in Central blue.



SECONDARY LOGOS

Like the primary version, the secondary iteration of the Central logo consists of variations in layout for the same mark and typography.

The secondary logos consist of the following:

- A **vertical version of the mark + typography**
- A **type only** version
- A simplified vertical consisting of the **mark + Central**
- A **mark only** version.

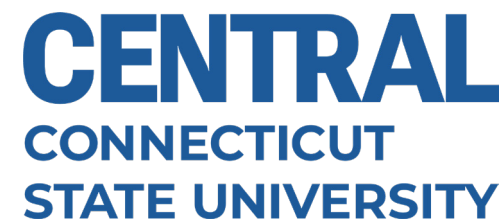
These logos are to be used when the original horizontal version does not fit the layout in which it is being used or a reduced application area exists.

Like the primary logo, the principal way that these variations should be displayed is in Central Blue.

01. Vertical



02. Type



03. Simplified Vertical



04. Mark



SCHOOLS/COLLEGES

The four university schools/colleges will have a standardized lockup in which they will be displayed.

That lockup consists of the simplified vertical logo (mark + Central) displayed on the left followed by the name of the school/college on the right.

When the school does not have a formal name attached to it, it will be displayed as follows:

Simple Vertical + School of [NAME OF SCHOOL]

When the school/college has a formal name, it will be displayed as follows:

Simple Vertical + OFFICIAL NAME OF COLLEGE + what college it represents

Example | School



Example | College



DEPARTMENTS & OFFICES

The university recognizes the need for offices and departments to have a variation of the logo where their office/department name is displayed.

Department and office logos are standardized and set to fit within the current brand standards regarding placement, typography, and color.

To maintain a consistent look and feel, all offices and departments must follow the same formulation.

That formulation is as follows:

Regarding offices, all offices will be displayed as:

Simple Vertical + Office of [NAME OF OFFICE]

Academic departments are the only entities within the university allowed to use department in conjunction with their name. All academic departments will be displayed as:

Simple Vertical + Department of [NAME OF ACADEMIC DEPARTMENT]

Example | Department



Example | Office



CO-BRANDING

The Office of Institutional Marketing & Communications acknowledges that there are certain departments, offices, and programs that have unique marks and logos they have been using.

To help maintain consistency between the official logos in our system with those that have their own unique mark a co-branding system has been implemented. This system is to ensure that anytime a unique logo is shown people inside and outside of the university can identify it as part of Central.

The co-branding system works as follows:

Simple Vertical | [UNIQUE MARK + NAME]

Anytime a department, office, or program wishes to use their unique mark for official Central marketing materials, correspondence, collateral, or merchandise, the co-branded version of their logo is the one to be used.

When creating a co-branding logo, the following criteria must be met:

- The logo created should primarily live in Central blue, unless a specific color is tied to the identity of the office
- The logo created must work in one color, allowing for white and black variations to be made without losing the integrity of the mark
- The logo must be scalable, so the mark doesn't get distorted/illegible at different sizes.

Any university entity that wishes to use or create a unique mark must first be approved by the Office of Institutional Marketing & Communications before its official use.



Example | LGBTQ Center



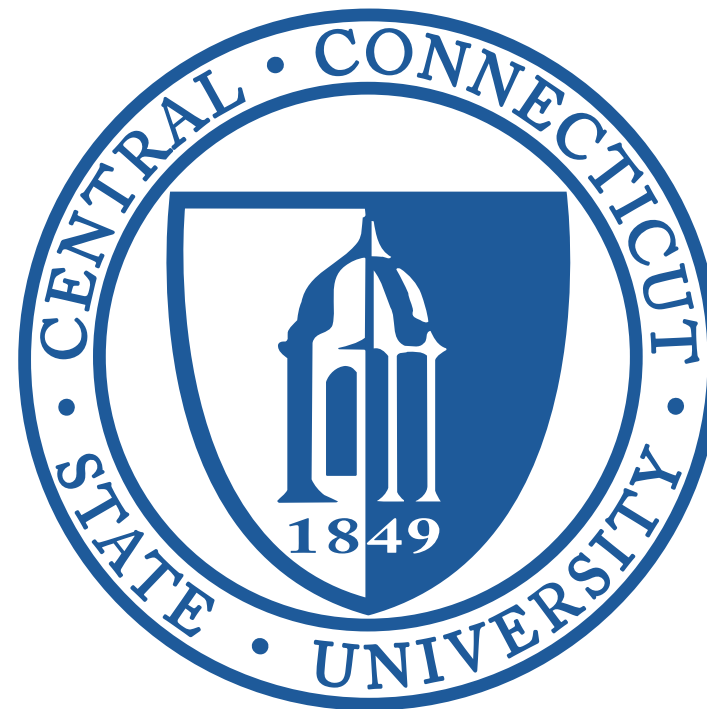
LEGACY LOGO

Central Connecticut State University Seal

The Central Connecticut State University seal as it stands now has been in our family for over 20 years. It has been a gradual progression of previous iterations of the Central logo that represent our rich, long educational history. It represented our university in many eras and accompanied our students through their educational career.

Because of this, this logo ingrained in our history will be known as our Legacy logo. While the university logo will be the main logo that will be used in most instances, the seal will still be prominent in some circumstances. When it comes to official, more serious circumstances—for example, communications from the office of the president, student's graduation diplomas and covers, etc.—the seal will be the preferred logo.

The seal will also be available for continued use by the university at large if they wish to do so, as long as they follow the brand standards that have been set forward. If you have questions about the appropriate use of the Central seal, contact the Office of Institutional Marketing & Communications.



ATHLETICS

Athletics has a set of 11 logos that consist of a primary Blue Devils logo, and 10 secondary variations.

Here you see the four most common Athletic logos used by the university.

The Athletics logos are for the exclusive use of athletics and are not to be used for university marketing and communication.

The Athletic logo should also not be taken and re-worked to brand an office or department that is not tied to the Athletics department.

If anyone wishes to use the Blue Devils logo for anything outside of athletics promotional marketing, they must first get permission from Director of Athletics Tom Pincince.

The Athletics Department has its own set of guidelines for implementing the Blue Devil logo, its variations, and brand. For Athletics brand guidelines, [click here](#).

01. Primary



02. Secondary



KIZER

For Marketing & University Use

The Marketing Kizer logo was created to give the university community a more fun and engaging logo that would breach the space between the more formal clock tower marketing logo and seal and the athletics Blue Devil logos. It is a direct representation of the Blue Devils mascot, which can be used throughout all marketing and communications materials.

We encourage registered student organizations to use this logo for their promotional materials in the instances that they had previously used the athletic logos.



CENTRAL LOGO FAMILY



01. Legacy



02. Primary



03. Kizer



04. Athletics





CENTRAL

IDENTIFIERS

**LOGO
IMPLEMENTS**

LOCKUPS

The following are the best practices for when to use the secondary versions of the main logo.

VERTICAL.

When the space or size constraints do not allow for the main horizontal configuration of stacked version is preferred.

WORDMARK.

The wordmark version is to be used when the logo needs to be scaled down and the mark would lose some of its legibility.

MINIMAL VERTICAL.

When the space is Vertical and the size constraint is minimal, the minimal vertical version is the best.

MARK ONLY.

The mark is to be used sparingly and in certain circumstances it can be used as a graphic in combination with the primary logo.



CLEAR SPACE

To protect the integrity of the logo and its placement on marketing materials, it is important to maintain a minimum and consistent clear space all around.

The clear space helps maintain the prominence of our logos within layouts and makes sure there is no competition between text, images, graphics, and design elements.

The minimum clear space can be measured by taking the corresponding width of the “C” in the logo at the same proportion to the logo and size being used as a marker for equal width on all sides.

SAFE SPACE

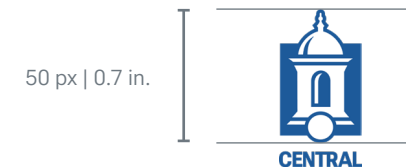


MINIMUM SIZE

To ensure the legibility of our logos, there is a minimum size that they can be reduced to—both in print and digital situations. The minimal size requirement will be guided by the size of the clock tower mark.

When using any of the logo variations, the mark cannot be smaller than 0.7 inch, and the wordmark must be scaled down proportionally to maintain the integrity of the logos.

The same goes for when the logos need to be used in digital situations. The mark cannot be smaller than 50px.



COLOR VARIATIONS

Each of the Central logos can be rendered in three approved colors.

CENTRAL BLUE.

As our primary university color, in most circumstances all logos should appear in their Central Blue version. This should be the version that is most used whenever possible.

KNOCKOUT (WHITE).

When the university logo must appear on a dark background or image, the knockout version should be used. This allows for preferred contrasts.

BLACK.

The color that should be used the least, the black version of logos should only be used when it is necessary to create a black and white marketing piece.

Central Blue



Knockout (White)



Black



MISUSE OF LOGO



Do not warp logo or distort it in any way.



Do not use colors outside the provided color options.



Do not add visual effect to the primary logo.



Do not combine logos together.



Refrain from using the primary logo on top of a busy or patterned background.



Do not combine the primary logo with graphic elements.



LOGOS VS. GRAPHIC

The university does not allow for additional logos to be made or used to represent a university entity or unit as a replacement of the primary Central logo. Logos must be created and approved by the Office of Institutional Marketing & Communications and must adhere to the style guides set.

However, a unique graphic can be designed for special events or programs within a department, office, or the university at large, but must be accompanied with the department, office, or university logo—though they do not need to appear in the same imprint area.

Please be aware that a graphic is not a logo and cannot be used as such.

When creating graphics, the following criteria must be met:

- If your graphic contains text, please use the approved Central typefaces
- The color palette of your graphic should use brand colors
- Make sure the look and feel of the graphic is cohesive with what the university look and feel is
- Try to incorporate other brand elements so that it can easily be discernible as a Central program/event



LOGO SYSTEM USES

Central Family Overview

The following section outlines the Central logo family and best practices for each logo’s use.



	LEGACY	MARKETING	KIZER	ATHLETICS
NATIONAL		●		●
LOCAL	●	●	●	●
DIGITAL	●	●	●	●
PRINT	●	●	●	
SOCIAL	●	●	●	●
ATHLETICS		●		●
ACADEMICS	●	●	●	





CENTRAL IDENTIFIERS **TYPOGRAPHY**

PRIMARY

The primary brand typography was purposely chosen to be clean and inviting. To move into a more modern look that is still legible and approachable, we chose to use a very geometric sans typeface as the foundation of the Central brand.

The primary typeface is the Roboto family. It is an open-source font so that anyone can download and use it. You can download Roboto [here](#)

HISTORY OF ROBOTO.

Roboto has a dual nature. It has a mechanical skeleton, and the forms are largely geometric. At the same time, the font features friendly and open curves. While some grotesk fonts distort their letterforms to force a rigid rhythm, Roboto doesn't compromise, allowing letters to be settled into their natural width. This makes for a more natural reading rhythm more commonly found in humanist and serif types.

ROBOTO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
.,:;"'?!

ROBOTO LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
.,:;"'?!

ROBOTO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
.,:;"'?!

ROBOTO MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
.,:;"'?!

ROBOTO BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
.,:;"'?!



SECONDARY

The secondary typeface we use is Montserrat, in the black version only. This typeface is to be used for large scale headlines and callouts. Like our primary typeface, Montserrat is an open-source font so that anyone can download and use it. You can download Montserrat [here](#)

HISTORY OF MONTSERRAT.

Montserrat is extremely versatile and can be used in multiple mediums such as digital, print, and logos. The font was inspired by signage found in a historical neighborhood of Buenos Aires!

MONTSERRAT BLACK

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

.,,:“”?!



STRUCTURE

Typography Application

Most of the collateral produced for the university will use the Roboto family with different weights attached to certain parameters.

They are as follows:

Headings: Black & Bold

Subheads: Medium

Body Copy: Regular

Body Callouts/highlights: Medium

Captions: Light

Large Scale Headings: Montserrat

For most copy, the recommended leading (space between lines) is 4pts larger than the size of the type.

Ex.: body copy at 10/14.

The following is an example of how to apply our typography to an established messaging structure.

Roboto Light

Roboto Black

Roboto Medium

Roboto Regular

Roboto Medium

Roboto Light

Setup Headlines are in Title Case

HEADLINES ARE ALL CAPITAL

Subheadlines are Title Case

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet **dolore magna aliquam erat volutpat**. Dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis.

Captions are in sentence case.

*Any combination of approved colors may be used as long as they meet WCAG contrast guidelines.





CENTRAL IDENTIFIERS COLOR

COLOR PALETTE

The Central brand uses the traditional color palette of Central Blue and White as the main primary colors.

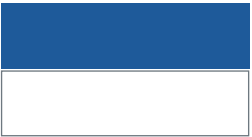
Secondary colors may be used as accents to support the primary color palette.

To maintain consistency in visual identity, it is essential to reproduce our colors accurately.

The rules for color use are as follow:

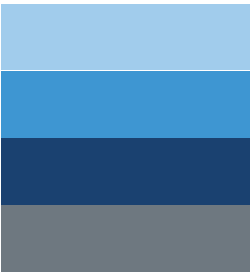
- Primary and Secondary colors should encompass 80-90% use.
- Accent colors should only be 10% of overall color.

PRIMARY



COLOR	PANTONE	C	M	Y	K	R	G	B	HEX/HTML
CENTRAL BLUE	287 U	79	42	0	40	32	89	153	#205999
WHITE	179-1 C	0	0	0	0	255	255	255	#FFFFFF

SECONDARY



COLOR	PANTONE	C	M	Y	K	R	G	B	HEX/HTML
CENTRAL CLOUD	283 C	34	9	0	0	157	207	252	#9DCFFC
CENTRAL SKY	292 U	70	29	0	0	157	207	252	#1B9CF2
CENTRAL NIGHT	281 U	99	81	30	15	24	65	113	#184171
CENTRAL STORM	431 U	60	46	41	9	110	120	128	#6E7880

ACCENT



COLOR	PANTONE	C	M	Y	K	R	G	B	HEX/HTML
CENTRAL SEA	312 C	55	0	18	0	75	224	227	#67C9D3
CENTRAL SUN	114 C	1	12	82	0	255	218	74	#FFDA4A



ACCESSIBILITY & CONTRAST

Central follows WCAG guidelines for web accessibility.

Color contrast is an important element to accessibility, and not every color can be used on the web.

NORMAL TEXT*

		Text Color							
Background Color									
		X	P	P	P	F	F	F	F
		P	X	F	F	F	F	F	P
		P	F	X	F	F	F	F	F
		P	F	F	X	F	P	P	P
		F	F	F	F	X	F	F	F
		F	F	F	P	F	X	F	F
		F	F	F	P	F	F	X	F
		F	P	F	P	F	F	F	X

*for 17pt type and below

LARGE TEXT**

		Text Color							
Background Color									
		X	P	P	P	F	F	F	F
		P	X	F	F	F	P	P	P
		P	F	X	F	F	F	F	P
		P	F	F	X	P	P	P	P
		F	F	F	P	X	F	F	F
		F	P	F	P	F	X	F	F
		F	P	F	P	F	F	X	F
		F	P	P	P	F	F	F	X

**for 18pt and above / 14pt bold and above

F= Fail | P= Pass



COLOR COMBINATIONS

The following are examples of the University colors used in combination of each other, and our suggestions for best practices.

CENTRAL	CENTRAL	CENTRAL	CENTRAL
CENTRAL	CENTRAL	CENTRAL	CENTRAL
CENTRAL	CENTRAL	CENTRAL	CENTRAL
CENTRAL	CENTRAL	CENTRAL	CENTRAL
CENTRAL	CENTRAL	CENTRAL	CENTRAL
CENTRAL	CENTRAL	CENTRAL	CENTRAL





CENTRAL

IDENTIFIERS

**GRAPHIC
ELEMENTS**

RISING STRIKE

The Rising Strike is meant to showcase positivity and progress. It can be used in the foreground or background of a design and should generally lead a viewer's eye to important information.

Length and scale are flexible. The element can, and often should, intersect the edge of a design.

SHAPE. The Rising Strike rises at a 40-degree angle and terminates on a vertical.

LENGTH & SCALE. The Rising Strike can be stretched and scaled up or down to any size so long as the shape is unaffected. Avoid stretching so far vertically that the shape loses its upward trajectory.

LAYOUT. Typically, the Rising Strike will either interact with other elements or bleed off the edge of a design. Because it is so effective at drawing a viewer's eye, key visual elements or information should be placed near its apex.

Shape



Length & Scale



Layout



BANNER ELEMENTS

These banner elements are also used to show upward motion, growth, and progress. They can be used to frame images and are meant to overlap images, other elements, or color blocks.

They can be used in any of the approved brand colors. The direction of the banner elements should not be changed, and they should not be stretched or distorted.



EDGE HASH

The Edge Hash element is similar to the Rising Strike in that it is meant to promote growth and progress. Visually, it should accent other elements and always point to the top right of a design.

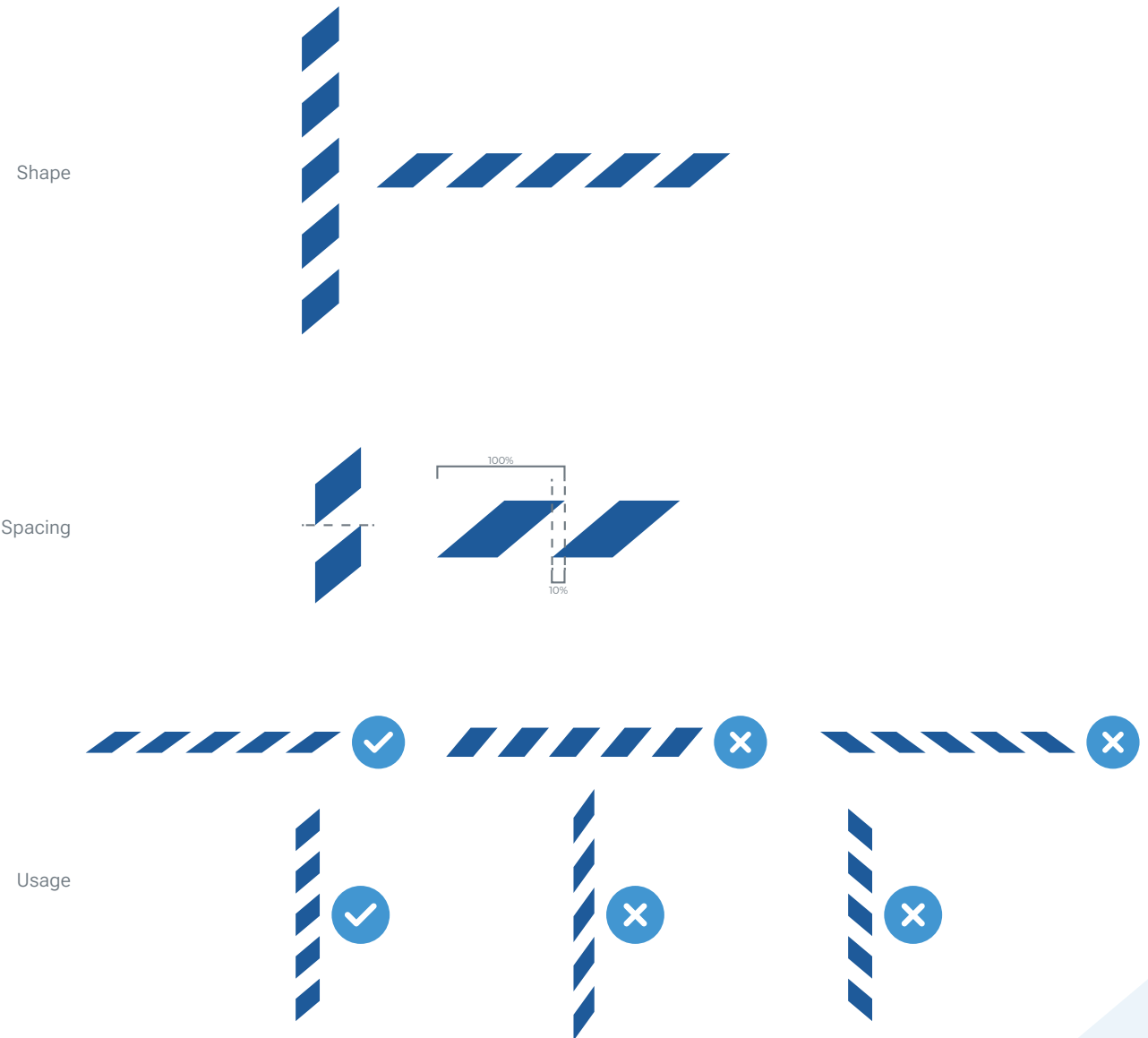
The Edge Hash element can be placed vertically or horizontally along the edge of elements in a design. It can also be used to separate content. The Edge Hash must never overlap with other elements or bleed off a design.

ORIENTATION. The vertical and horizontal versions of the Edge Hash are slightly different to maintain the 40-degree angle (pointing to the top right) created by the Rising Strike.

SPACING. The vertical element should have no space from point to point. The horizontal element should have a 10% overlap from point to point.

USAGE. The Edge Hash should be subtle compared to other elements. It can be used to add texture to otherwise square elements or as a divider to separate different content.

This element can be used as a solid color or to “crop out” from the edge of another block element.



CHEVRON

Like our other graphic elements, the use of the chevron is meant to convey positivity, innovation, and forward thinking. Visually, it should accent other elements and can be used as an anchoring element within a design.

LENGTH & SCALE. The chevron must maintain a consistent size, where their top and bottom axis are equal. The chevron can be scaled up or down to any size so long as the shape is unaffected.

LAYOUT. The chevron is to be used 90% of the time facing the right. Depending on your needs it can also be rotated to face upwards, to convey a lifting motion.

USAGE. Out of all our graphic elements, the chevron is the more versatile. It can be used as part of a design/graphic to create interest, dimension, and the sense of movement. It can also be used as a replacement where arrows are needed and to highlight call to actions.

Shape



Length & Scale



Layout



PATTERNS

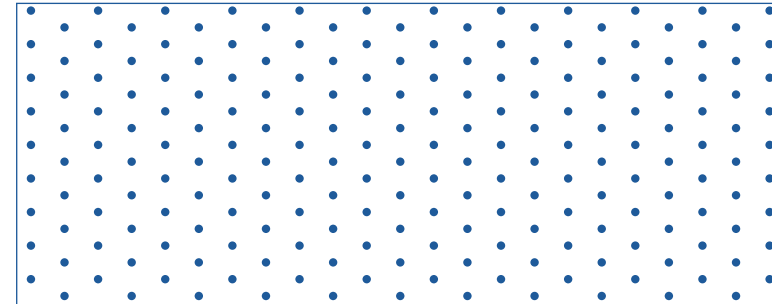
Usage

Patterns are to be used to help create dimensions and texture within marketing material. They are to be used sparingly and combined with other brand elements.

Patterns are to be created based on the approved brand graphic elements and in university colors.

The two more prominent patterns currently in use are the chevron and polka dot patterns.

Polka Dots
(usually used for print)



Chevron
(used for web)





CENTRAL IDENTIFIERS IMAGERY



The secondary option available must be the same style icon, but it's filled in version; for instances where it is needed for legibility purposes.

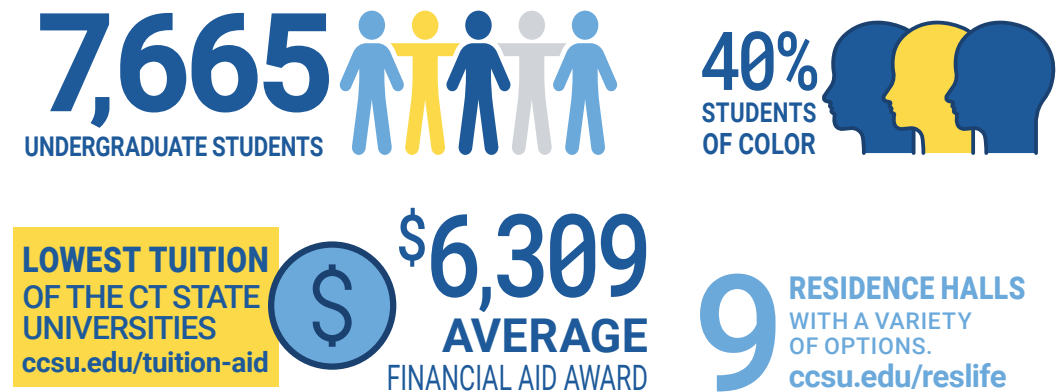
DATA VISUALIZATION

Our infographic style is simple, clean, and modern. It is to be used to demonstrate numbers and data in clean, clear, and compelling ways.

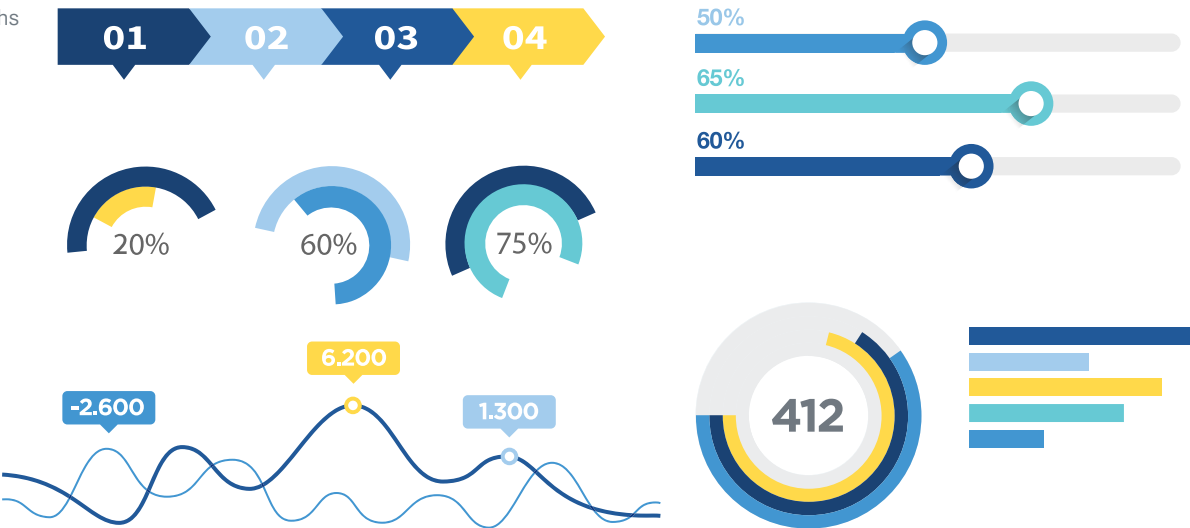
When icons are necessary to help demonstrate clear and concise information, we are to use the university approved suite of icons.

All infographics should utilize university colors and typography.

Example | Infographics



Example | Graphs



PHOTOGRAPHY

Types

Photography should be simple, direct, and feature real students, faculty, staff, and alumni. Approved stock images and graphics may be used for Graduate Studies and specific marketing messaging. Images should reflect a welcoming campus environment that highlights our diverse and inclusive campus community.

Our photography should be informed by our brand positioning and reflect the voice of the university.



PHOTOGRAPHY

Styles & Treatments

FULL COLOR.

Photography most of the time should be shown in full color. Try to pick out images that are bright and airy, with high contrast color. Images should be bold and dynamic and capture the confidence of the subject.

Depth-of-field photography with large crop margins is strongly encouraged. Images should avoid being absent from interaction.

DUO-TONE.

Our duo-tone treatment is simpler and used to create visual interest. This option can be applied to marketing collateral and communications where full color imagery may be too busy or distracting. It should be created using approved university colors, with 95% of the time appearing in Central Blue.

Duo-tone images are to be used mostly be marketing collateral intended to attract prospective students.

Full Color



Duo Tone



DIGITAL SCREENS

Digital Signage content should have an Objective and create a Call to Action. Keep viewers engaged so they will Receive, Retain, and Recall the intended message. Repetitive content will be ignored therefore consider the refresh rate of your messages. Most digital signage viewers are in motion. Messages are most effective to the casual viewer when they are 3 to 8 seconds in length.

We recommend you limit the use of multiple font types (use 1 or 2) when creating a message and utilize traditional, simple, large fonts that are easy to read from a short distance from the display. Messages should be designed using landscape orientation (horizontal) not portrait (vertical). Acceptable resolutions for campus signage messages are 1920 x 1080 or 1280 x 720.

When submitting a completed graphic for campus digital signage consideration, JPG, JPEG, BMP, GIF(Non-Animated), TIF, TIFF, and PNG image files are supported.

Exterior screens are text only. Content should be submitted using the Marketing & Communications web form.

For digital signage support, installation, or training, please contact valkc@ccsu.edu



Example | Digital Main Screen



VIDEOGRAPHY

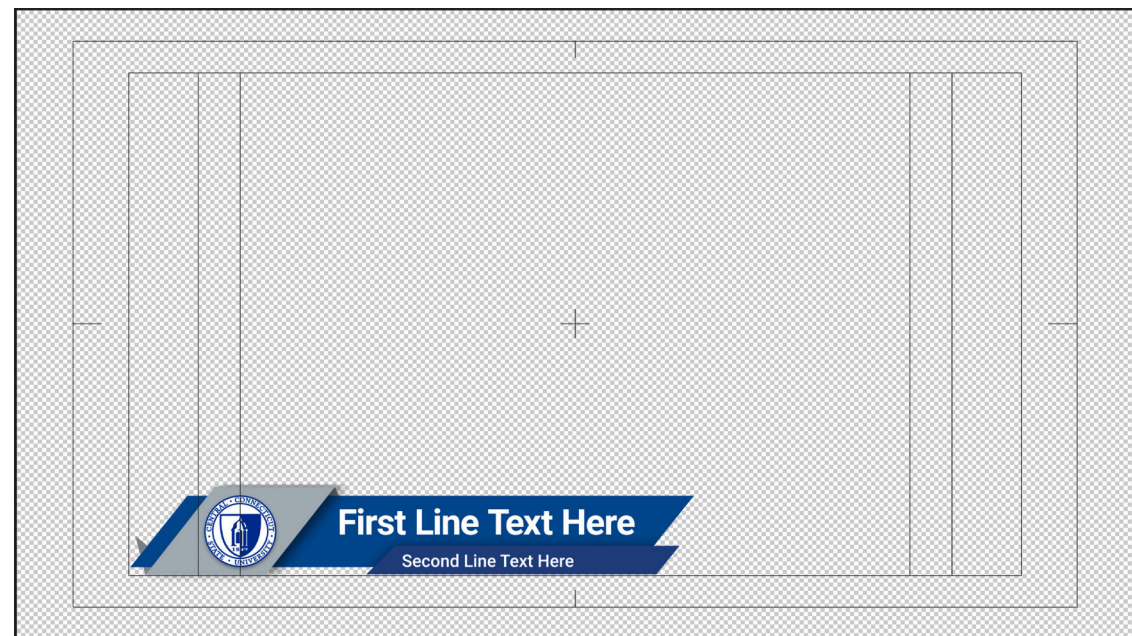
Requirements

LOWER THIRD.

When creating a Lower Third graphic for official University video projects, please utilize the template created by the Central Media Center (*may alter to have the graphic provided by the Media Center*). The text field marked “First Line Text Here” in the template file should contain the name of the featured on-screen individual. Please use the Bold weight of the Roboto font for this field (refer to the Typography Structure guidelines). The field marked “Second Line Text Here” should contain credentials of the featured individual (ex: CEO of Sample Company, LLC). Please use the medium weight of the Roboto font for this field.

Note: in the event that either title extends beyond the boundaries of the graphic, the size of the text in either field may be modified to allow the text to fit. In any extreme cases of excessive characters for a Lower Third element, please contact the Media Center to explore the option of creating a custom-sized version of the graphic.

Placement of the Lower Third graphic should be in the lower-left portion of the screen, with respect to Safe Margin guidelines featured in your editing software of choice (please see example). The Lower Third graphic is animated, so allow the graphic to be visible for its entire 15-second runtime when possible.



Example | Lower Third Graphic





CENTRAL IDENTIFIERS WORDING

GRAMMAR & PUNCTUATION

BEST PRACTICES AND EXCEPTIONS TO AP (ASSOCIATED PRESS) RULES.

- We want to directly connect with our readers and remind them of the benefits of a Central education. To do so, use “you” instead of “our students” when applicable.
- An ampersand (&) should be used in titles such as schools, degrees, and curriculum (ex. School of Engineering, Science & Technology).
- Always use a comma before the conjunction in a series of three or more items (commonly referred to as an Oxford or serial comma), except in the case of school names (ex. Language, Literacy & Instruction).
- When discussing specific schools, use “in” rather than “at” (ex. In the School of Engineering, Science & Technology, you will address real world problems.)
- Degree titles, credentials, and acronyms should not include periods. (ex. BA in English; Amy Smith, EdD, is a research associate; NECHE (New England Commission of Higher Education) accredited; 3.65 GPA)
- Do not use “www” when writing out a website URL. All characters should be lowercase (ex. ccsu.edu/admissions)
- Write out state names unless included in a mailing address. (ex. Located in New Britain, Connecticut; P.O. Box 200, New Britain, CT, 06050)
- Use gender-neutral and inclusive language.
- Spell out one to nine, use figures for 10 and above. Exceptions: Always use figures for percentages, decimals, credit hours, GPAs, book sections and pages, distances and dimensions, quantities combining whole numbers and fractions, and when symbols rather than abbreviations are used for units of measure.

DATES AND TIMES.

Always use figures for times except for noon and midnight (preferably to 12 p.m. and 12 a.m.). Use a colon to separate hours from minutes, but do not use :00. Avoid redundant phrases such as 9 a.m. this morning.

Examples

1 p.m.

3:30 a.m.

10:15 a.m.–4 p.m.

Mailing address format

University

Office or Person’s Name

Person’s Title

Example

Central Connecticut State University
Office of Graduate Recruitment & Admissions
1615 Stanley Street
Davidson Hall 116
New Britain, CT 06050



MESSAGING

“Central to” can be paired with opportunities and outcomes to create slogans for academic programs and departments. Slogans can make an enormous impact as they are “first impressions.”

You shouldn’t feel restricted by these examples, just make sure to stay on brand and keep the innovative, entrepreneurial, and adventurous spirit.

CENTRAL TO:

- Breaking Through Barriers.
- Formulating New Ideas.
- Challenging the Status Quo.
- Discovering New Possibilities.
- Embracing Opportunity.
- Thinking Ahead.
- Empowering Ideas.
- Opening Minds.
- Sparking Imagination.
- Inspiring Minds.
- Pioneering Learning.
- Launching Momentum.
- Increasing Curiosity.

Messages should be formulated with an “opportunity” and an “outcome.”

OPPORTUNITIES:

- Adapting
- Breaking Through
- Challenging
- Composing
- Conceiving
- Creating
- Designing
- Discovering
- Emerging
- Establishing
- Evolving
- Formulating
- Generating
- Initiating
- Intersecting
- Inventing
- Invigorating
- Launching
- Pioneering
- Trail-Blazing
- Transforming
- Visionary

OUTCOMES:

- Adventure
- Compassion
- Conception
- Creation
- Curiosity
- Dreams
- Future
- Goals
- Ideas
- Inclusion
- Ingenuity
- Inspiration
- Knowledge
- Logic
- Opportunity
- Partnerships
- Perspective
- Possibility
- Purpose
- Strategies
- Success
- Value



VOICE & TONE

APPROACHABLE EXAMPLE.

Central is a place to express yourself, pursue your passions, and make lifelong connections.

POSITIVE EXAMPLE.

Reach your highest potential. Our expansive network of partners will help you connect with local professional opportunities.

ASPIRATIONAL EXAMPLE.

The world is what you make of it. Connect to the future through exciting, hands-on projects in The School of Engineering, Science & Technology.

CONCISE EXAMPLE.

Create your own path at Central.

OUR TONE.

The personality of our brand is expressed through our tone and word choice. The Central voice should be all the following:

APPROACHABLE.

We are empathetic and relatable. We engage students with warm, welcoming dialogue, and should never sound like an impersonal institution. Avoid unnecessarily stuffy language or jargon.

POSITIVE.

Remember: In all the content we create, we're always excited to share our story. Our tone should exude optimism and certainty. Aim for clear, active language; avoid passive voice.

ASPIRATIONAL.

Connections lead to broad networks which lead to wide-open possibilities. Our tone should convey opportunity and hint at the excitement of the unknown, but never be boastful or overly complex.

CONCISE.

Our written content should always be direct and straightforward. We want to avoid large blocks of text whenever possible. Keep things to the point.



CENTRAL VS. CCSU

Central Connecticut State University has a history of being known as CCSU, but as we make a move into the future, the university is making a conscious decision to be known as Central.

For all future marketing and promotional materials, the wording around Central Connecticut State University where it is to be abbreviated/shortened hereafter should be referred to as Central instead of CCSU.

CCSU can still be used by the Athletics Department and by offices and programs that have previously licensed materials using CCSU.

For marketing and promotional materials, CCSU is reserved for a specific instance where that abbreviation is appropriate. If you would like to use CCSU for marketing materials, you must get approval from the Office of Institutional Marketing & Communications.



03

**BRAND
IN ACTION**



CREATIVE EXAMPLES

Stationery



Office of Institutional Marketing & Communications
1615 Stanley Street
P.O. Box 4010
New Britain, CT 06050

NONPROFIT ORG.
U.S. POSTAGE
PAID
NEW BRITAIN, CT
PERMIT NO. 939



FIRST NAME
LAST NAME
AVP, Marketing & Promotions
Office of Institutional
Marketing & Communications
Davidson Hall, Rm. 00
name@ccsu.edu
tel: 860.832.0000 | fax: 860.832.1796



CENTRAL
CONNECTICUT
STATE UNIVERSITY

1615 Stanley Street, New Britain, CT 06050
ccsu.edu

Front

Back



Letterhead
No. 10 Envelope
Business Cards

Office of Institutional Marketing & Communications
1615 Stanley Street, P.O. Box 4010, New Britain, CT 06050 | tel: 860.832.1790 | fax: 860.832.1796
ccsu.edu

Printed Collateral



CREATIVE EXAMPLES

Posters (11x17)



I WANT YOUR FAFSA

The Priority Deadline to complete your FAFSA application is:
MARCH 1st
Late applicants can still qualify for Direct Loans and Pell Grants, if eligible.

For more information:


Or contact: Office of Financial Literacy | financialliteracy@ccsu.edu



CENTRAL CONNECTICUT STATE UNIVERSITY



CCSU's GETTING THE BAND BACK TOGETHER!

Join fast to be eligible for one of 50 scholarships available for Fall '23.
\$1,000 FOR MARCHING BAND AND \$500 FOR COLOR GUARD.

Come march to the beat of our drummers!

CONTACT US!
Music Department Head, Dr. Menoche
menohec@ccsu.edu
860.832.2904



CCSU DROP-IN CHILD CARE CENTER

PRE-KINDERGARTEN PROGRAM



WHO: Central enrolled students, parents, faculty, and staff with children ages 3 or 4 years old

WHAT: High-quality, Pre-Kindergarten program for children 3 to 4 years old and Lunch Buddies.

WHERE: The Central Drop-In Child Care Center located in the lower level of Central Hall on the Central campus.

WHEN: Register now for Fall 2023 Pre-Kindergarten
Monday, Wednesday, Friday 9:00 am to 12:00 pm
Tuesday, Thursday 9:00 am to 12:00 pm
Monday through Friday 9:00 am to 12:00 pm

WHY: Our comprehensive early childhood curriculum is designed to meet the individual needs of each child. Our student-centered curriculum covers many subject areas including social & emotional learning, cognitive, language & literacy, math, science, social studies, movement, music, and art education.

HOW: To register a child for the Pre-K, 3 & 4 year-old program, the parent/guardian must be a current Central student, faculty, or staff member. All registered children must be bathroom independent. Pre-Kindergarten is not required to remain on campus when children are attending the Pre-K program. Registration includes completion, submission, and confirmation of all documents. Full registration materials at: ccsu.edu/dropincenter.

COST: Pre-Kindergarten spots are reserved with a non-refundable \$100.00 deposit. Spots are reserved by semester. Reserved before our sliding scale is available to those who qualify.

FEES: Pre-K even refundable deposit with registration: \$50.00
Monday, Wednesday, Friday 9:00 am to 12:00 pm: \$75.00/week
Tuesday, Thursday 9:00 am to 12:00 pm: \$50.00/week
Monday through Friday 9:00 am to 12:00 pm: \$125.00/week
Lunch Buddies 12:00 pm to 1:00 pm: \$10.00/day

Request registration documents at kellymccarthy@ccsu.edu

PRE-K SCHEDULE OPTIONS:
Monday, Wednesday, Friday 9:00 am to 12:00 pm
Tuesday, Thursday 9:00 am to 12:00 pm
Monday through Friday 9:00 am to 12:00 pm

EDUCATION • ENRICHMENT
School of Education & Professional Studies
ccsu.edu/dropincenter





HECHO en PUELTO RICO written, directed and performed in English by:
ANGEL VAZQUEZ

Torp Theatre
1615 Stanley Street
New Britain, CT 06050

TICKETS ARE FREE!
Reserve yours by following the QR code.

SUNDAY, APRIL 2 4PM

Driving directions, parking, and public transportation information can be found here:
www.ccsu.edu/transportation

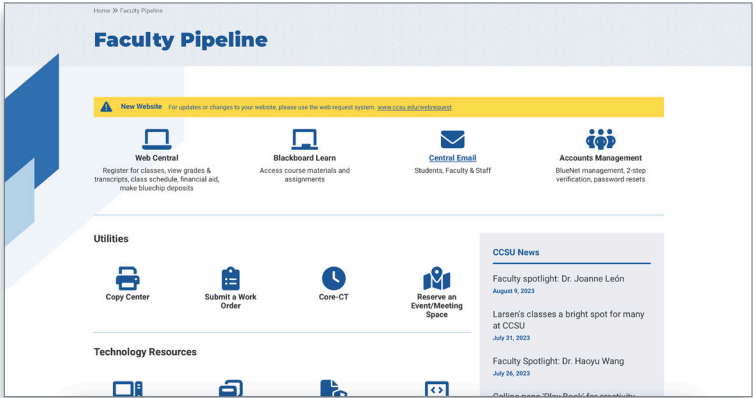
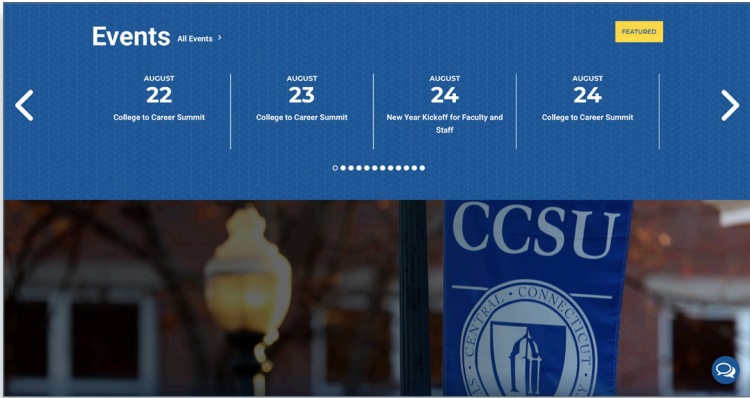
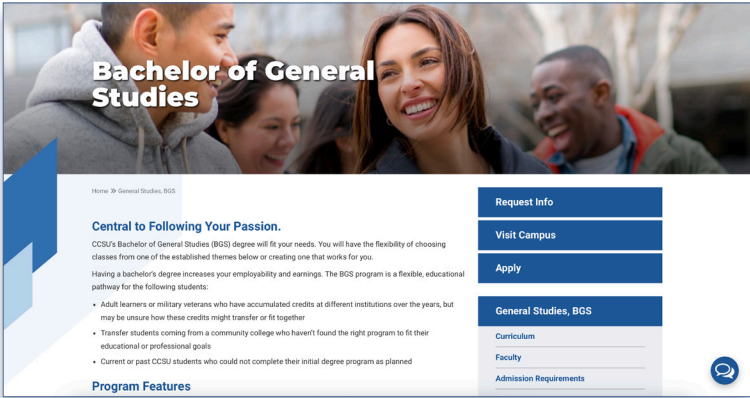
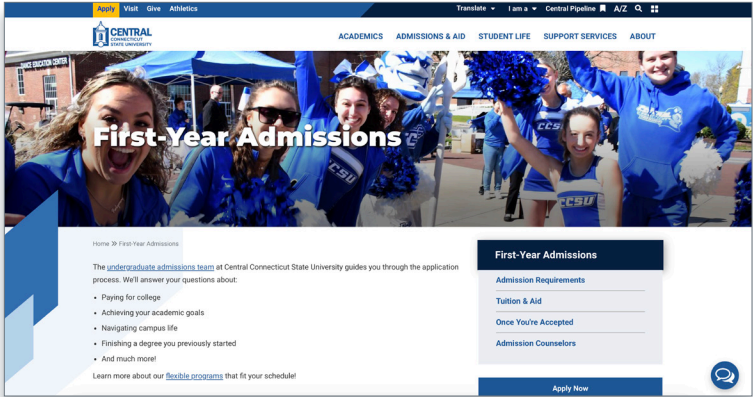
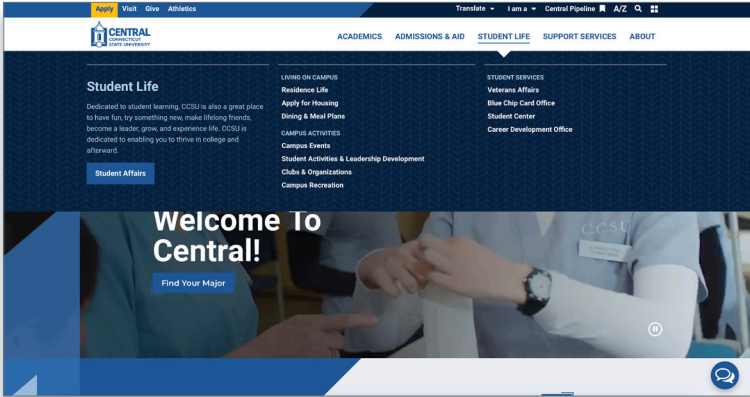
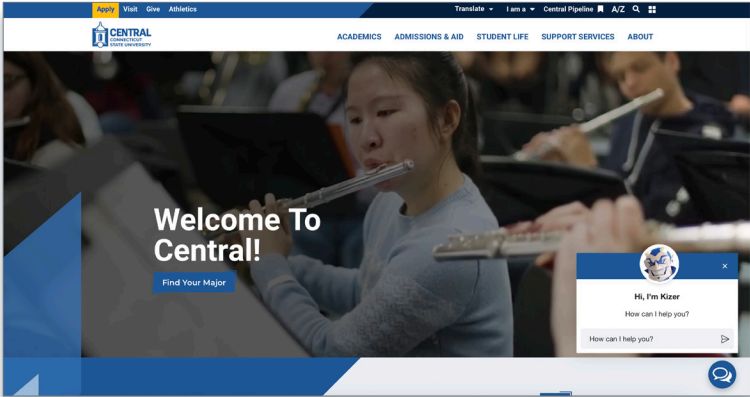


Office
Department
Resource
Club/Event



CREATIVE EXAMPLES

Web



Home Page Program
Navigation Events/Footer
Admissions Pipeline



CREATIVE EXAMPLES

Social

HEY



BLUE
DEVILS

ARE YOU READY?!

HOMECOMING 2023! LET'S COME TOGETHER!

THURSDAY, OCTOBER 5
5:30 PM | Athletic Hall of Fame Inductions
Memorial Hall, Constitution Room

FRIDAY, OCTOBER 6
TBD | Pep Rally
Student Center, Outside
7 PM | Alumni Reunions
Student Center, Semesters

SATURDAY, OCTOBER 7
9 AM | Mimosa/Bloody Mary Brunch
C.J. Huang Recreation Center
1 PM | Homecoming Game:
Central vs. Delaware State
Arute Field

▶ **KEEP UP TO DATE**
ccsu.edu/homecoming
Visit our homecoming page for details
on all events and how to purchase tickets



2023-0106



**CCSU's GETTING
THE BAND BACK
TOGETHER!**

Join fast to be eligible for one of
50 scholarships available for Fall '23.
**\$1,000 FOR MARCHING BAND AND
\$500 FOR COLOR GUARD.**
CONTACT US!
Music Department Head, Dr. Menoche
menoche@ccsu.edu
860.832.2904



2023-0209

**TITLE SPONSOR**





**BEER & WINE
TASTING
FUNDRAISER**


Friday, June 2 | 6-8:30 PM
Alumni Hall, Student Center

\$60 PER PERSON

All proceeds support the
Blue Devil Athletics Program
To register, visit www.ccsu.edu/winetasting

2023-0307



**COFFEE
WITH A COP** 

TUESDAY, MAY 2 | 9-11 AM
Center of Campus, Student Center Circle

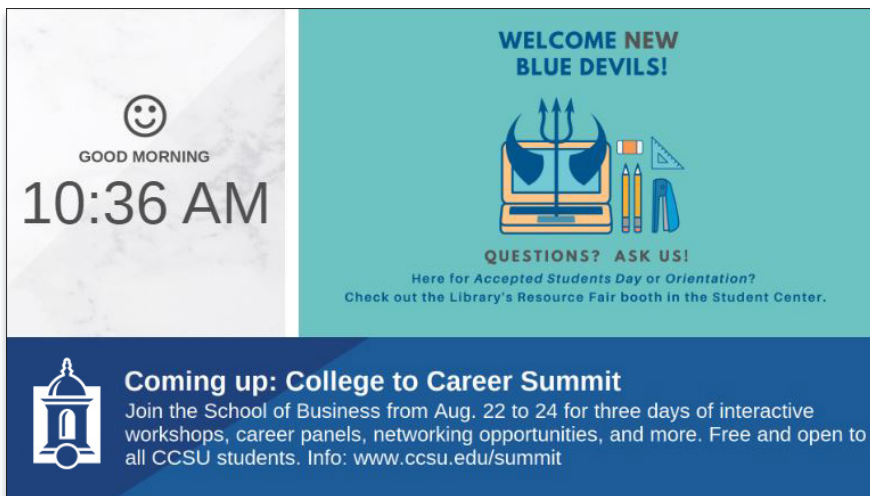
2023-0040

University
Department
Athletics
Event



CREATIVE EXAMPLES

Digital Screens



CREATIVE EXAMPLES

Wayfinding

EMPLOYEE
ASSISTANCE
PROGRAM


CENTRAL

Directional
Event


CENTRAL'S
OPENING
2023 DAY

TODAY'S SCHEDULE

7:45–9:30 AM
RESIDENTIAL STUDENT BREAKFAST
Memorial Hall

9–9:30 AM
COMMUTER STUDENT CHECK IN
Student Center Lobby

9:40–10:30 AM
MEET YOUR CLASS PHOTO
Vance Lawn

10:30–10:50 AM
STUDENT LINE UP FOR PROCESSION
Vance Lawn

10:50–11 AM
STUDENTS PROCESS INTO WELTE
AUDITORIUM BY SCHOOL

11 AM–12 PM
CLASS OF 2027 CONVOCATION
Welte Auditorium

12–1:15 PM
OUTDOOR LUNCH
Vance Lawn

1:30–2 PM
DEANS WELCOME (BY SCHOOL)
School of Education & Professional Studies
Student Center, Alumni Hall
School of Business
Memorial Hall, Constitution Room
College of Liberal Arts and Social Sciences
Student Center, Semesters
School of Engineering, Science, & Technology
Welte Auditorium
Explore Central
Willard DiLoreto Hall, 121

2:15–5 PM
MANDATORY PROGRAMS
Group A
School of Engineering, Science, & Technology
College of Liberal Arts and Social Sciences
Group B
School of Education & Professional Studies
School of Business
Explore Central

DARE TO BE A BLUE DEVIL
Welte Auditorium

2:15–3:30 PM
GROUP A
3:45–3:30 PM
GROUP B

CONNECTION IS CENTRAL TO YOUR SUCCESS
Student Center, Alumni Hall

2:15–3:30 PM
GROUP B
3:45–3:30 PM
GROUP A

5–7 PM
"KIZER'S KICKOFF" PARTY
Student Center Circle and Surrounding Areas

7:15–9 PM
COMMUTER STUDENTS MEET & GREET
Student Center, Semesters

8–9 PM
RESIDENCE LIFE FLOOR MEETINGS
Residence Halls

9:15–11 PM
CAN MOVIE NIGHT: TOY STORY 3
Vance Lawn





CREATIVE EXAMPLES

Merchandise



Hoodie
Polo
Tshirt
Pen



04

FURTHER GUIDANCE



SERVICES

The Institutional Marketing & Communications teams act as an internal agency that provides support and resources to all divisions across the university including, but not limited to, Academics, Advancement, Alumni Relations, Enrollment, and Student Life.

Our goal is to help our colleagues bring brand cohesiveness and consistency to final deliverables. As one unified, accessible, in-house department, we collaborate with offices across the university. We assist strategically and objectively with the planning, development, execution, and evaluation of creative projects, promotional campaigns, and materials.

BRANDING AND MESSAGING.

Defining and differentiating an institution's brand is of paramount importance in today's higher ed marketplace. A brand is the identity that instantly explains what we are all about and the thread that connects every campaign, news item, event, quote, etc. we produce. A strong brand is built on a consistent look and feel, impactful storytelling, and clear messaging—all ladder up to a singular and strong market presence.

Areas of expertise:

- Overall brand conception
- Brand messaging development
- Brand story
- Brand visual conception
- Brand launch and execution
- Logos, naming, and full brand development
- Brand guides
- Brand collateral
- Campaign theming
- Brand standards review

CONTENT CREATION.

Good content reinforces brand, establishes credibility, captures eyeballs, and provokes action. It should be engaging, accurate, and have a clear voice and point-of-view. Content is tailored to the medium in which it is shared. As content creators, we have a deep understanding of the potential and limitations of each medium and who our targeted audience is.

Areas of expertise:

- Ideation and Conception
- Copywriting
- Storytelling
- Curation
- Web writing
- Editing/proofing/fact-checking



SERVICES

cont'd.

CREATIVE AND DESIGN.

As a creative team, we help our “clients” articulate their goals and ideas. With years of experience developing campaigns across a variety of media, we assemble necessary resources, present initial concepts, and incorporate client feedback into the final presentation and approved deliverable.

Areas of expertise:

- Creative direction
- Concept development
- Copywriting
- Designer collaboration/Copy placement
- Types of Graphic Design
- Brochures and trifolds
- Postcards
- Print Ads
- Jumbotron graphics
- Digital graphics
- Campus TV graphics
- PowerPoint templates
- Info sheets
- Signs
- Direct mail

MARKETING AND ADVERTISING.

Even with more consumers migrating to the consumption of digital content, traditional marketing media (print/radio/tv/direct mail) still occupy valuable space in marketing plans. With media and messages inundating us in endless scrolls and streams, traditional marketing is an opportunity to present a campaign in a clutter-free arena and provide the audience with a tangible, accessible piece they can repeatedly reference.

Areas of expertise:

- Tracking and analytics
- Print ads
- Flyer/poster/graphic creation
- Email marketing
- Direct mail (letters, postcards, brochures)
- Trade show displays
- Social media advertising

WEBSITE.

Our website is one of the most powerful marketing tools available, capable of not only providing practical information about the university, its offerings, and its divisions, but also the ideas, mission, and values that drive us. It is viewed and used by a vast, diverse population of visitors and needs to be easy to navigate, while also using engaging visual and written content to convey our identity to an array of visitors.

Areas of expertise:

- Responsive web design
- Template and design development
- Web, video, and email
- Content management
- SEO (Search Engine Optimization) knowledge
- Reporting
- Microsites and landing pages
- UI and UX design
- User journeys



SERVICES

cont'd.

COMMUNICATIONS AND MEDIA.

In our division of Institutional Communications & Media, we house a state-of-the-art digital broadcast television studio. Our Media Production coordinator works with students and faculty to deliver a world-class experience. Our team also includes staff to facilitate the use of high-end production equipment that goes beyond the classroom for academic projects. As liaisons to the media, we bring visibility to the fantastic work executed by our faculty and students. Whether in our XR lab, lecture halls, or in communities around the world, we are excited to tell Central's story.

Areas of expertise:

- Story pitching
- Crisis communication management
- Organizing news events
- Press conferences



VENDOR REQUIREMENTS

Central Connecticut State University requires that all marketing and promotional materials and merchandise that are produced with the Central logo and brand go through an approved authorized vendor. This ensures materials are created with brand guidelines in mind and creates a cohesive look and feel for the university.

BRAND MANAGER 360.

Brand Manager 360 is a service used by both the university and vendors so that artwork that is to go on merchandise can be reviewed and approved for production.

All of Central's approved vendors that are used to produce promotional materials and merchandise must be registered through Brand Manager and must submit artwork for any job that is associated with Central through the Brand Manager system.

The Brand Manager system licenses vendors to have the right to produce authentic Central merchandise along with giving them access to updated style guides and art sheets. That will allow our office to review what is being created and will help the university to stay on-brand. Please allow 48 hours for merchandise to be approved through brand manager.

Please be aware that using unlicensed vendors can lead to brand infringement.

If you have a vendor not on the approved Central vendor list you wish to use, they can get a license by applying through Brand Manager 360's website. You can find the website [here](#).



MARKETING & COMMUNICATION PROCESSES

SERVICE REQUESTS.

The Office of Institutional Marketing & Communications established processes that allow us to receive and provide the best work and solutions to your needs. We ask that when contacting our office to assist or work on a project, please fill out the [correct form](#) so that we can receive the necessary preliminary information about your job and add it to our work queue.

MARKETING AND DESIGN REQUESTS.

Please submit all marketing, promotion, and graphic design requests through [this form](#).

Be advised that when putting in a marketing request, all content/reference materials for that job must be submitted with it. Project completion times vary from two to five weeks or more depending on the scale and scope of the project requested; the number of staff needed to complete the project; and other pressing projects underway at the same time.

Please Note:

Print production pieces need the following:

- A minimum of two weeks for design/consolation
- One week or more for print production (based on final quantity)
- One week for mailing

WEBSITE REQUESTS.

Please submit all website update requests through the [web request form](#).

We strive to complete all web requests on the same day. But please allow 48 business hours for us to complete your request as request volume and complexity can affect our availability.

If your update is more substantial, we may contact you to discuss the project and extended timeline.



MARKETING & COMMUNICATION PROCESSES

cont'd.

COMMUNICATION AND MEDIA REQUEST.

To better serve you, we have a few new tools for you to use when you require our services. To request communication or media expertise, please fill out a [request form](#). This will put your project into our dedicated work queue.

All requests must be submitted at least two weeks before their final due date.

If you have an event request, please call the Central Reservations Office at (860) 832-1964. Additionally, you can email CRO@ccsu.edu or submit your event request via the [Virtual EMS](#).

If you would like to invite President Toro to attend your event and make remarks, please make that request [here](#).

CONCIERGE SERVICES.

Have a program, project, event, or other campus activity that needs promoting but don't know where to start? Central's Office of Institutional Marketing & Communications offers concierge services to individuals, offices, and departments for this exact purpose.

Services include copywriting, design, websites, social media, and video. We help you determine the best ways to promote your activity on campus and in the community, plan and develop the collateral, and execute the final product(s).



CONTACT

The Institutional Marketing & Communications teams act as an internal agency providing support and resources to all divisions across the University including, but not limited to, academics, advancement, alumni relations, enrollment, and student life.

Our goal is to help our colleagues bring brand cohesiveness and consistency to final deliverables. As one unified, accessible, in-house department, we collaborate with offices across the University. We assist strategically and objectively with the planning, development, execution and evaluation of creative projects, promotional campaigns, and materials.

Please feel free to contact us if you have any questions, need further clarification, or require information from our office.

ASSOCIATE VICE PRESIDENTS.

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Jarrett Palmese
Storekeeper
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palmesej@ccsu.edu

