

COLLEGE OF LIBERAL ARTS

COLORADO STATE UNIVERSITY

VISUAL BRAND LANGUAGE

VERSION 1.0 / APRIL 2025

This document is intended for those who are creating marketing materials for Colorado State University's College of Liberal Arts. Our visual brand language will live in many spaces, flexing across physical spaces, digital experiences, printed material, social content, and video. Following these guidelines will maintain consistency and enhance brand expression. They are meant to inspire and clarify, to unify and define, to serve as a guide and a platform for building the visual brand language and making it real.

Please note that the photography contained in this document may not have accompanying model release forms, which are required for any marketing use.

TOOLKIT

To provide easy-to-use tools and ensure an iconic and recognizable visual brand language, we have developed a brand toolkit as an extension of this guide.

Download College of Liberal Arts Toolkit ↗

Download CSU Brand Guidelines & Toolkit ↗

COLLEGE OF LIBERAL ARTS
VISUAL BRAND LANGUAGE Version 1.0
Questions? Please contact Beth Etter at beth.etter@colostate.edu.

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WELCOME TO THE NEW ERA OF THE **COLLEGE OF LIBERAL ARTS.**

For questions about how to use this Visual Brand Language or where to find the toolkit,
please contact: Beth Etter | beth.etter@colostate.edu.



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Identity System

Unit ID Variations

The following pages provide best practices on using the Unit Identifier.

Do not lock up the Ram's head symbol with any other stylized versions of the CSU College of Liberal Arts name. Use only the provided files of the Unit ID.

FILE CREATION

University Marketing & Communications creates and maintains all Unit ID files. Please do not attempt to create or re-create Unit ID files. Instead, email **branding@colostate.edu** to obtain Unit ID files or to request creation of a new Unit ID.

Unless a unit qualifies for an enterprise logo, all units must use their designated Unit ID. If a unit does qualify, they must work with University Marketing & Communications to develop an enterprise logo that incorporates the CSU brand.

Request Unit ID files

HORIZONTAL

COLLEGE OF LIBERAL ARTS
COLORADO STATE UNIVERSITY

CENTERED

COLLEGE OF LIBERAL ARTS
COLORADO STATE UNIVERSITY

Space and Size

Always ensure that the Unit ID has room to breathe. Follow the minimum width guidelines to make sure the integrity and legibility of each wordmark version is maintained. These space and size guidelines are applicable to all variations of the CSU College of Liberal Arts Unit ID as well as any instances of co-branding.

CLEAR SPACE

No graphic should impede on the clear space. The required clear space is equal to the width of the face of the ram. Provided files of the Unit ID variations have the clear space included for ease of use.

SIZE

To ensure legibility, the Unit ID should not be produced at a size where the Ram's head is smaller than 0.4" in height.

CLEAR SPACE:





MINIMUM SIZE:



Color Palette

Primary Palette

The College of Liberal Arts shares a primary palette with Colorado State University's institutional brand, establishing our legacy and identity within a larger, foundational design system.

COLORADO STATE GREEN

R30 **G**77 **B**43
HEX #1E4D2B
C92 **M**18 **Y**94 **K**61
PMS 357

COLORADO STATE GOLD

R200 **G**195 **B**114
HEX #C8C372
C11 **M**6 **Y**64 **K**13
PMS 617

AGGIE ORANGE

R217 **G**120 **B**45
HEX #D9782D
C0 **M**65 **Y**100 **K**0
PMS Orange 021

80% BLACK

R89 **G**89 **B**91
HEX #59595B
C0 **M**0 **Y**0 **K**80
PMS 425

WHITE

R255 **G**255 **B**255
HEX #FFFFFF
C0 **M**0 **Y**0 **K**0
PMS N/A

Please Note: This is an RGB document. All colors and swatches in this document will not print accurately.

When using Colorado State's colors, be sure to use the appropriate color breaks for the output method. RGB and HEX Codes have been optimized for digital use, while CMYK and PMS are for print materials. Colors may come across differently from screen to print materials.

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Energy Palette

The College of Liberal Arts' Energy Palette emphasizes a subset of the institutional Energy Palette, relying on familiar brand colors while establishing an identity that is distinct and ownable.

This refreshed palette evolves alongside its institutional counterpart, reflecting past iterations of the Colorado State brand while infusing it with fresh energy and appeal.

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OVAL GREEN

R0 **G**97 **B**68
HEX #006144
C100 **M**17 **Y**84 **K**18
PMS 7726

FLOWER TRIAL RED

R229 **G**106 **B**84
HEX #E56A54
C0 **M**72 **Y**72 **K**0
PMS 7416

POWERED PURPLE

R126 **G**84 **B**117
HEX #7E5475
C36 **M**62 **Y**4 **K**0
PMS 521

HORSETOOTH BLUE

R0 **G**143 **B**179
HEX #008FB3
C100 **M**20 **Y**30 **K**0
PMS 314

SUNSHINE

R255 **G**192 **B**56
HEX #FFC038
C0 **M**26 **Y**100 **K**0
PMS 143

Neutrals

Neutrals provide flexibility to the College of Liberal Arts palette. While these colors are not “officially” part of the palette, they can be used in addition to it for balance, legibility, and accessibility.

BLACK

R0 **G**0 **B**0
HEX #000000
C40 **M**30 **Y**20 **K**100
PMS Black

GRAY

R204 **G**204 **B**204
HEX #CCCCCC
C10 **M**7 **Y**8 **K**0

TAN

R227 **G**205 **B**177
HEX #E3CDB1
C10 **M**17 **Y**30 **K**0

Color Pairings for Accessibility

Color accessibility is key to creating a brand that is welcoming to all regardless of abilities. Pairings of background colors and type colors ensure our messaging is legible.

These are the College of Liberal Arts' preferred pairings of background color and type. While other pairings not shown here may be accessible, they are not recommended for use with this VBL. **Use only the color pairing featured on this page.**

UNDERSTANDING THE LABELS

If a pairing is labeled with AA18, it should be used at large type sizes only (we recommend 18pt regular or 14pt bold, but no smaller). AAA and AA pairings can be used at any type size.

If color pairings are not featured here, they are not approved for use by the university.

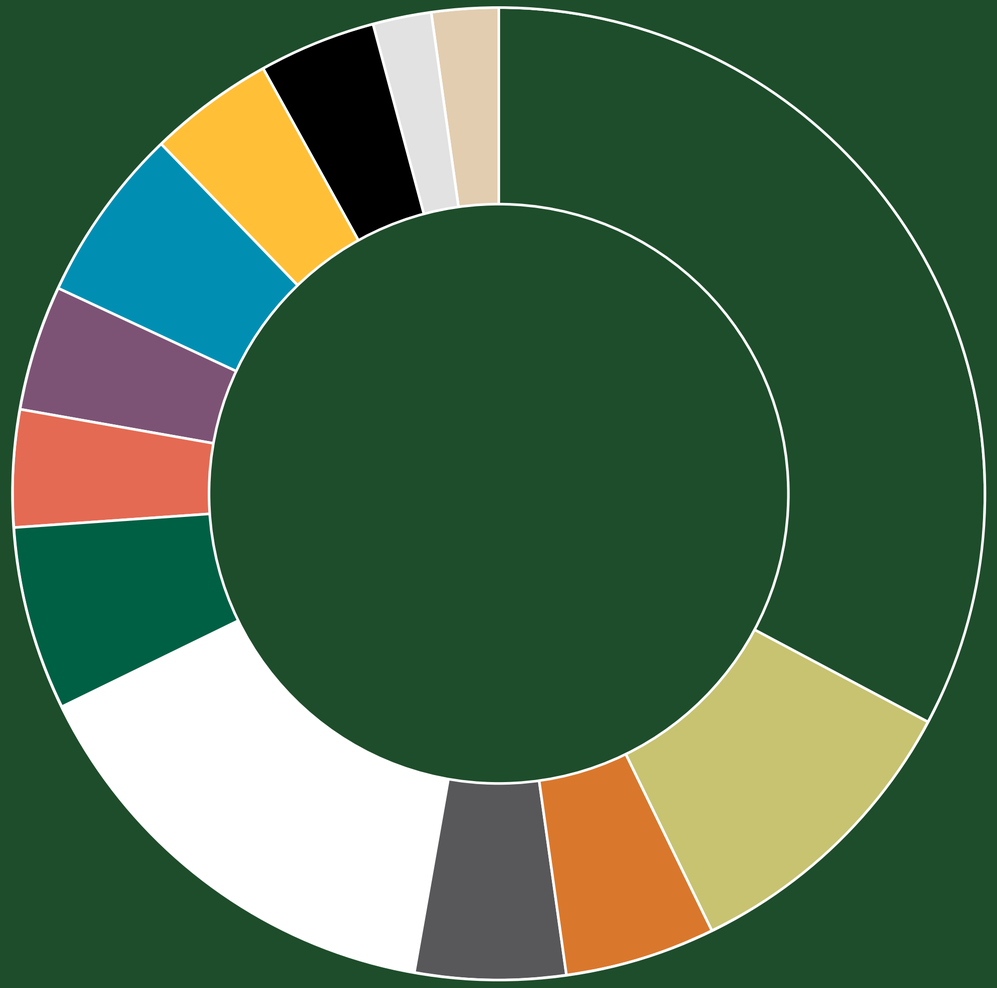
CSU GREEN	White (AAA) Primary Gold (AA) Sunshine (AA)	Aggie Orange (AA18) Flower Trial Red (AA18)
AGGIE ORANGE	Black (AA) Primary Green (AA18)	White (AA18)
80% BLACK	White (AA) Primary Gold (AA18)	Sunshine (AA18) Black (AA18)
OVAL GREEN	White (AAA) Sunshine (AA)	Primary Gold (AA18)
POWERED PURPLE	White (AA) Primary Gold (AA18)	Black (AA18)
SUNSHINE	Black (AAA) Primary Green (AA)	Oval Green (AA) 80% Black (AA18)

CSU GOLD	Primary Green (AA) Oval Green (AA18)	80% Black (AA18) Powered Purple (AA18)
WHITE	Black (AAA) Primary Green (AAA) Oval Green (AAA) 80% Black (AA)	Powered Purple (AA) Horsetooth Blue (AA18) Flower Trial Red (AA18) Aggie Orange (AA18)
BLACK	White (AAA) Sunshine (AAA) Aggie Orange (AA)	Horsetooth Blue (AA) Flower Trial Red (AA)
FLOWER TRIAL RED	Black (AA) Primary Green (AA18)	White (AA18)
HORSETOOTH BLUE	Black (AA)	White (AA18)
GRAY	Black (AAA) Primary Green (AA) Oval Green (AA)	Powered Purple (AA) 80% Black (AA18)

Color Proportions

Color proportions are key to ensuring that while we incorporate secondary colors into brand work, anything made by the College of Liberal Arts still feels recognizable as Colorado State.

This is the preferred color proportion break down for all colors in the palette. While it is impossible to be exact with color proportions, this should serve as a basic guideline for using colors.



Typography

Creativity Headline

While the College of Liberal Arts' VBL is designed to work seamlessly with CSU's institutional typography system, the Creativity Headline style provides a customized and ownable touch.

CONSISTENCY

In a creativity headline, maintain consistency between instances of the same font for ease of readability. Keep a font's size and weight the same throughout the headline.

X-HEIGHT

Because Poppins and Bodoni have different x-heights when they are set at the same type size, adjustments are necessary to create the appearance of one consistent size throughout. Increase the size of the Bodoni until the x-heights appear equal.

EXAMPLE

Fueled by *curiosity.*
Charged with *determination.*

DETAILS



POPPINS BOLD
BODONI PT VF DISPLAY ITALIC

Design Elements

Arched Window

The anchor element for the College of Liberal Arts VBL is the arched window shape. It represents the unique lens through which a Liberal Arts student views the world, while also providing a non-constrictive frame for imagery. The fluid motions of programs such as performing arts are free to break through the borders of the frame, while other images can live within it as a self-contained design element. The shape also references multiple other fields of study, including art history and anthropology.

In use, the arched window can be turned sideways or upside down, can be filled or outlined, and can be layered or repeated as needed.







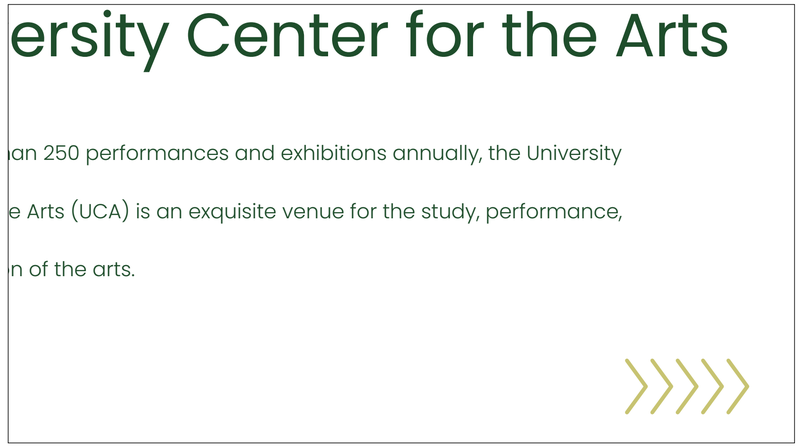


Chevrons

The chevron motif is borrowed from the previous Liberal Arts VBL, carrying through the themes of forward progress and dynamic movement.

The chevrons can be used as a small pattern or as a large design element. They should typically be displayed as pointing upward or to the right, though exceptions to this may be made.







Dot Pattern

The dot pattern is preserved from the previous Liberal Arts VBL, and given new life as a re-imagined design element. By allowing for large-scale use and irregular row lengths, this simple pattern can now either provide needed texture to any design, or can take the spotlight as an exciting visual tool.

While irregular row lengths are permitted, care should be taken to ensure that the alignment of the dots remains precise.



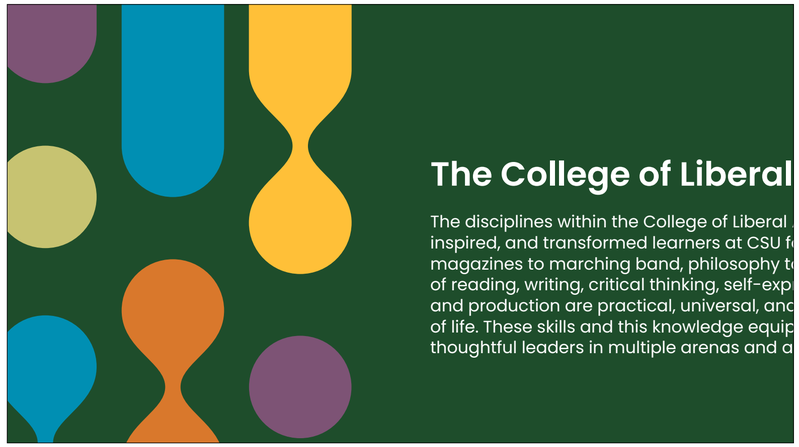






Drops and Drips

These rounded shapes suggest the slow drip of paint on a canvas, and bring an organic and creative element into the brand. These shapes can be used on their own, or combined with the arched window to create a dynamic pattern.







Diagonal Stripes

A new pattern added to the Liberal Arts visual toolkit is the diagonal stripe. This pattern provides movement in a design and allows for bold color use. Because of its outsized presence, this pattern is best used in small containers. When strategically placed, it can be used to direct a viewer's eye or to balance a composition as needed.





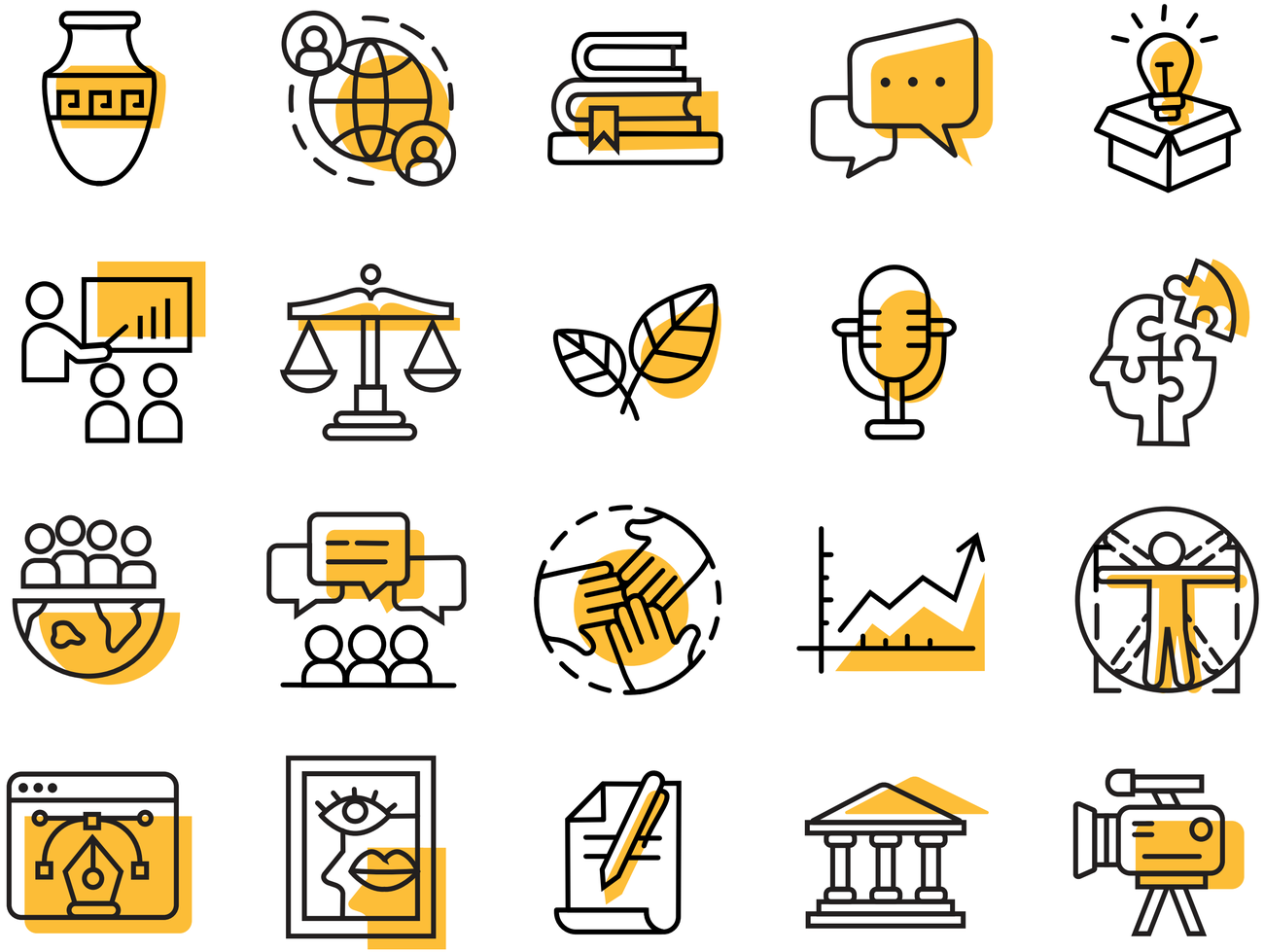


Iconography

A suite of iconography with colorful backgrounds connects the College of Liberal Arts' VBL to the institutional brand and allows for individualized expression.

COLOR

Icons should only appear in CSU Green, Black, and White. Background colors in the College of Liberal Arts' Energy Palette have been selected with contrast and accessibility in mind.



Brand Guidelines

Design elements from the CSU Brand Guidelines work seamlessly with the College of Liberal Arts' VBL. If desired, the Block Type, Brushstroke, Photocopy Texture, Halftone Texture, Color Bars, and Reverb Ram can be used.

It is not recommended to use the full institutional color palette with the VBL– use only the subset of colors indicated in this guide.





an incomparable energy that sparks your curiosity, fuels your determination, and inspires you to join us in shaping a brighter future for all. This feeling that drives us is the sum of our unique perspectives, individual talents, and diverse interests, empowering us to challenge what is and reimagine what can be.



Photography

Photography Overview

Photography is key to telling the College of Liberal Arts story. Photography allows us to bring the awe-inspiring experience of studying Liberal Arts at Colorado State, the on-the-ground action of our students, and the spirit of our generations to the forefront of brand imagery. Compare photo selections to what you see on the following pages to ensure they fit with the VBL's look and feel.



Portraits

When considering portraiture for our VBL, we strive for candid and authentic pictures of people in the middle of work, in captivating spaces, and engaging with each other in meaningful ways – reinforcing an element of humanity within the academic world.

✓ DO

- Show a range of ages and backgrounds.
- Use warm, natural lighting.
- Evoke a sense of expressive action with candids balanced with authentic portraiture.
- Use unique perspectives and interesting composites to create exciting and engaging imagery.

✕ DON'T

- Have staged or overly posed images.
- Use flat unsaturated lighting.
- Have groups of people standing around.









Action

The College of Liberal Arts is a world of movement, performance, and energy. Photography should accentuate that character, showcasing the color and excitement happening around the college every day.

✓ DO

- Showcase real CSU students, faculty, and staff participating in their field.
- Capture moments of “doing” with candid shots featuring movement.
- Look for interesting compositions that introduce new viewpoints of action.

✕ DON’T

- Have overly staged moments of action.
- Crop off any part of a performing artist’s body.
- Recolor/retouch images in ways that lose their authenticity.









Applying the VBL


Fueled by *curiosity.*
Charged with *determination.*
COLLEGE OF LIBERAL ARTS
COLORADO STATE UNIVERSITY

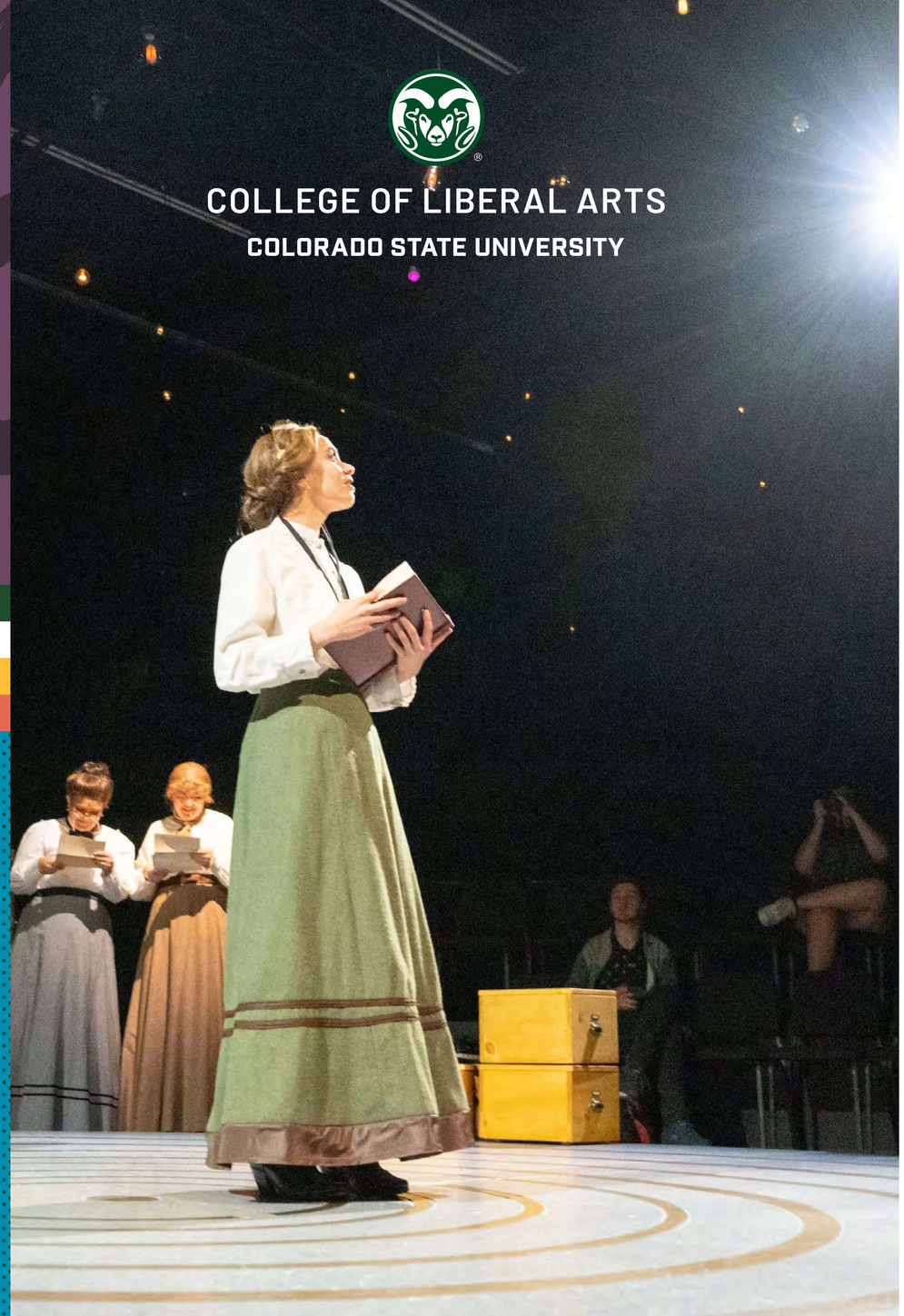

find your
CHANGE
THE
WORLD
energy



The moment you step on to our campus, you'll feel it: an incomparable energy that sparks your curiosity, fuels your determination, and inspires you to join us in shaping a brighter future for all. This feeling that drives us is the sum of our unique perspectives, individual talents, and diverse interests, empowering us to challenge what is and reimagine what can be.

COLLEGE OF LIBERAL ARTS

COLORADO STATE UNIVERSITY



The world-class University Center for the Arts houses the School of Music, Theatre, and Dance, the Gregory Allicar Museum of Art, the Avenir Museum of Design and Merchandising, and select courses out of the Department of Art and Art History and the LEAP Institute for the Arts. The building is surrounded by the beautiful CSU Flower Trial Gardens.

University Center for the Arts

With more than 250 performances and exhibitions annually, the University Center for the Arts (UCA) is an exquisite venue for the study, performance, and exhibition of the arts.











driving positive change *for humankind.*





Harnessing the Power of *Individual Perspectives.*



Purposeful learning. Impactful scholarship. Meaningful engagement.

The College of Liberal Arts is a community of arts, humanities, and social science scholars who study the cultural, social, environmental, and historical context in which we live, and examine what it means to be human.

As one of the largest colleges on campus, the College of Liberal Arts enrolls more than 6,500 undergraduate and 500 graduate students. Within its 18 departments and programs, it houses 19 majors, 40 minors, 50+ concentrations, and 23 graduate programs.

Excellence in teaching, engaged scholarship, and research and creative artistry define the College. Organizations ranging from NASA to the National Endowment for the Arts fund CLA research and creative artistry projects. Students and faculty within the College share a commitment to the well-being of the human community, the natural environment in which we live, and to the inspiration of the human spirit.

The College of Liberal Arts Story

The disciplines within the College of Liberal Arts have educated, inspired, and transformed learners at CSU for 150 years. From literary magazines to marching band, philosophy to economics, the skills of reading, writing, critical thinking, self-expression, creative inquiry and production are practical, universal, and applicable in all realms of life. These skills and this knowledge equip people to be confident, thoughtful leaders in multiple arenas and a variety of professions.



COLLEGE OF LIBERAL ARTS

COLORADO STATE UNIVERSITY

COLLEGE OF LIBERAL ARTS
COLORADO STATE UNIVERSITY

OUR MISSION

We create and extend knowledge and artistry that develops reflective citizens and confident leaders.

OUR VISION

Be a central part of every CSU student's experience, and be the most innovative, engaged College of Liberal Arts at a public, land-grant institution.

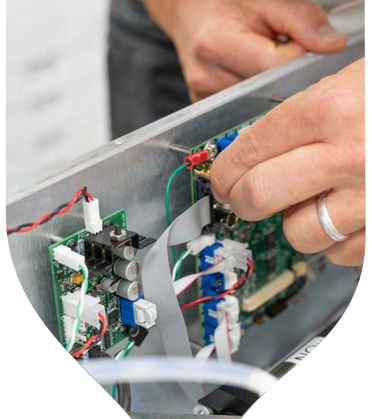
OUR VALUES

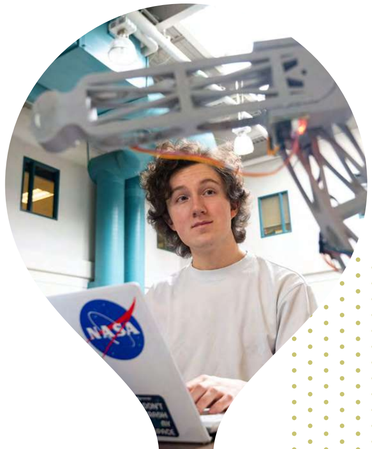
Be courageous and determined.
Be curious.
Be empathetic.
Engage with our communities and the world.
Create knowledge, research, and artistry.
Develop wisdom.
Advocate for equity and justice.
Pursue excellence.
Evoke emotion.



COLLEGE OF LIBERAL ARTS
COLORADO STATE UNIVERSITY









Our Community & Beyond









COURAGEOUS



ENGAGED



CURIOUS

DETERMINED





EMPATHETIC

COLLEGE OF LIBERAL ARTS

COLORADO STATE UNIVERSITY

Strategic Plan 2025

SIGNATURE INITIATIVES

Our signature initiatives represent the convergence of leadership priorities, grassroots action, and timely opportunities.

Revitalize the Clark Building

With the support of the university, the state, and our supporters, we are building a place to discover, work, and learn that reflects our disciplines and a high-quality liberal arts education at a 21st century land grant institution.

Cultivate Democracy

At a crucial moment in history, we are spotlighting our expertise in democracy and democratic institutions, creating a new pillar of excellence for CSU and models for engaging at work and in the community.

Expand Engaged Scholarship

We are building on our previous strategic plan's investment in and emphasis on our work in learning, research, and artistry that engages directly, reciprocally, and responsibly in the daily lives of our campus, our communities, and the world.

THROUGHLINES

These throughlines emanated from the work of the signature initiatives in 2025. They cross all departments and units, all subject areas, and all employment classes. They inform and influence all of our strategic efforts.

1

INTERWEAVE EQUITY AND ACCESS WITH ALL WE DO
By creating a strategic plan that will improve the climate for all faculty, staff, and students in our community.

2

INNOVATE FOR IMPACT AND LEADERSHIP
Committed to excellence through interdisciplinary research, innovative academic programs, and enhanced student opportunities.

3

ALIGN ASPIRATIONS AND PRACTICES
Aligning our governance practices with our core values of collaboration, interdisciplinarity, and inclusivity.

4

STRUCTURE ADMINISTRATIVE SUPPORT TO MATCH MISSION
Streamlining administrative structures to enhance equity, quality, and efficiency across all units.

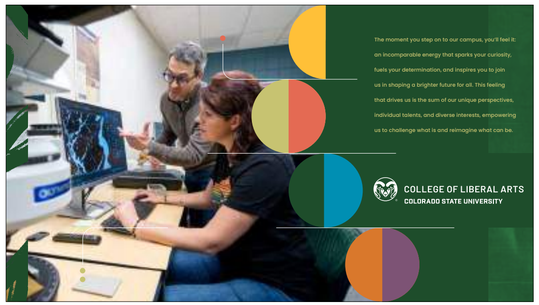
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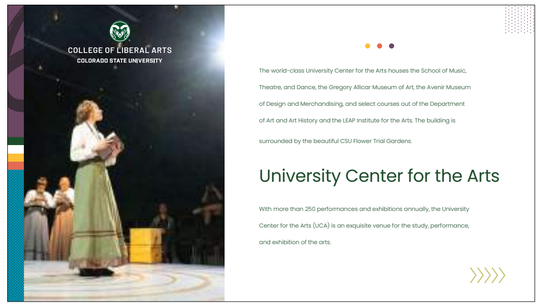
EXPAND PATHWAYS FOR PROFESSIONAL GROWTH
Foster professional growth through mentoring and leadership development to cultivate academic leaders.


CANON
LENS MADE IN JAPAN


COLLEGE OF LIBERAL ARTS
COLORADO STATE UNIVERSITY
Fueled by *curiosity.*
Charged with *determination.*


find your
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The moment you step on to our campus, you'll feel it: an incomparable energy that sparks your curiosity, fuels your determination, and inspires you to join us in shaping a brighter future for all. This feeling that drives us is the sum of our unique perspectives, individual talents, and diverse interests, empowering us to challenge what is and reimagine what can be.
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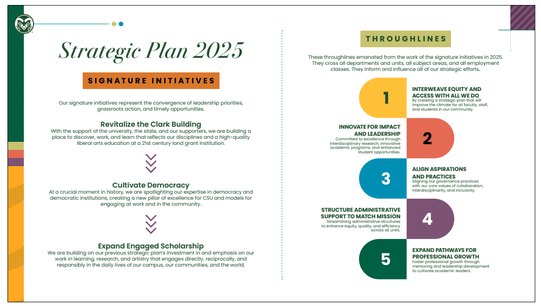

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Engage with our communities and the world.
Create knowledge, research, and artistry.
Develop wisdom.
Advocate for equity and justice.
Pursue excellence.
Evoke emotion.


COLLEGE OF LIBERAL ARTS
COLORADO STATE UNIVERSITY
Our Community & Beyond


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We are building on our previous strategic plan's investment in and emphasis on our work in learning, research, and artistry that engages directly, reciprocally, and responsibly in the daily lives of our campus, our communities, and the world.
THROUGHLINES
These throughlines emanated from the work of the signature initiatives in 2025. They cross all departments and units, all subject areas, and all employment classes. They inform and influence all of our strategic efforts.
1 INTERWEAVE EQUITY AND ACCESS WITH ALL WE DO
By centering a strategic plan that will improve the climate for all faculty, staff, and students in our community.
2 INNOVATE FOR IMPACT AND LEADERSHIP
Commit to innovation in curriculum, interdisciplinary research, innovative academic programs, and enhanced student opportunities.
3 ALIGN ASPIRATIONS AND PRACTICES
Align our aspirations & practices with the core values of collaboration, interdisciplinarity, and inclusivity.
4 STRUCTURE ADMINISTRATIVE SUPPORT TO MATCH MISSION
Structure administrative support to enhance equity, quality, and efficiency across all units.
5 EXPAND PATHWAYS FOR PROFESSIONAL GROWTH
Foster professional growth through mentorship and leadership development to cultivate academic leaders.

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