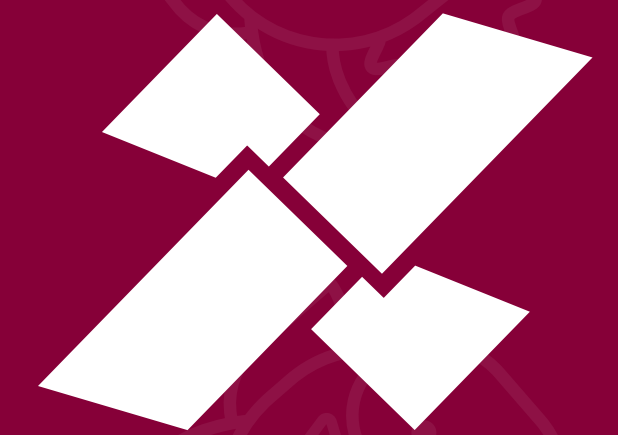


Brand Guidelines

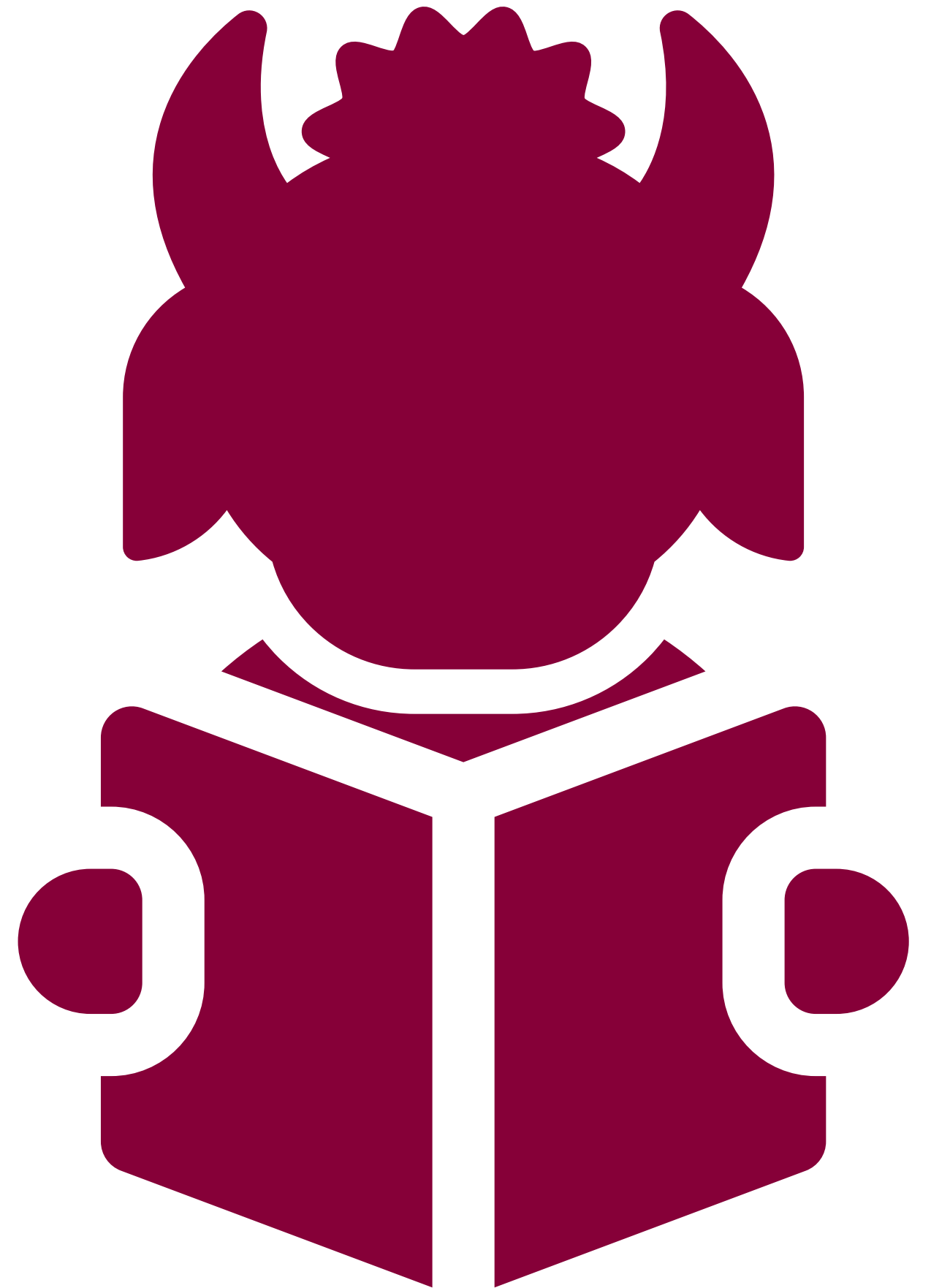
v8.1.23



LOKER **STUDENT** UNION

Before You Begin

It is critical that you understand our
Brand Guidelines in their entirety
before creating any deliverables.



Brand Overview

The Donald P. and Katherine B. Loker University Student Union, or (LSU) for short, needs to present a consistent identity to ensure instant recognition of our brand among a wide variety of audiences on campus.

Our identity is important. It affects how people think and feel about the LSU. Our identity is largely shaped by what we do - our activities, our services, and our representation. Our communications play an important role in defining who we are.

Our communications are essential in helping the campus community understand what we offer and how we can support students in making the most of their LSU experience. All LSU employees and volunteers who undertake communication and promotional activity for LSU are responsible for the way in which our brand is implemented.

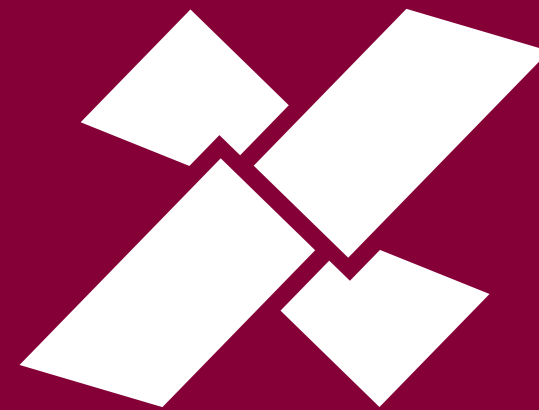
By applying these Loker Student Union brand guidelines, we can all make our communications clear, consistent and professional. We will be able to convey and promote the academic excellence and cultural significance of the Loker Student Union.



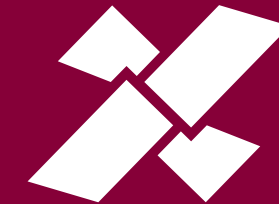
Responsive Logo System

Our responsive logo system is the cornerstone of all communication efforts and must be applied consistently to convey a unified identity for the organization. The LSU does not allow new or alternative logos or word marks to be used within the LSU, including logos for departments, units and programs. This is to avoid the creation of sub brands and identities competing with the LSU logo and compromising its integrity.

This responsive logo system is an unregistered trademark and the LSU reserves all rights to its use. This means it can be used by any of our staff, we just ask you to use it correctly. The logo is always required on every LSU publication (prints or digital) or piece of publicity unless already provided in the footer.



LOKER **STUDENT** UNION



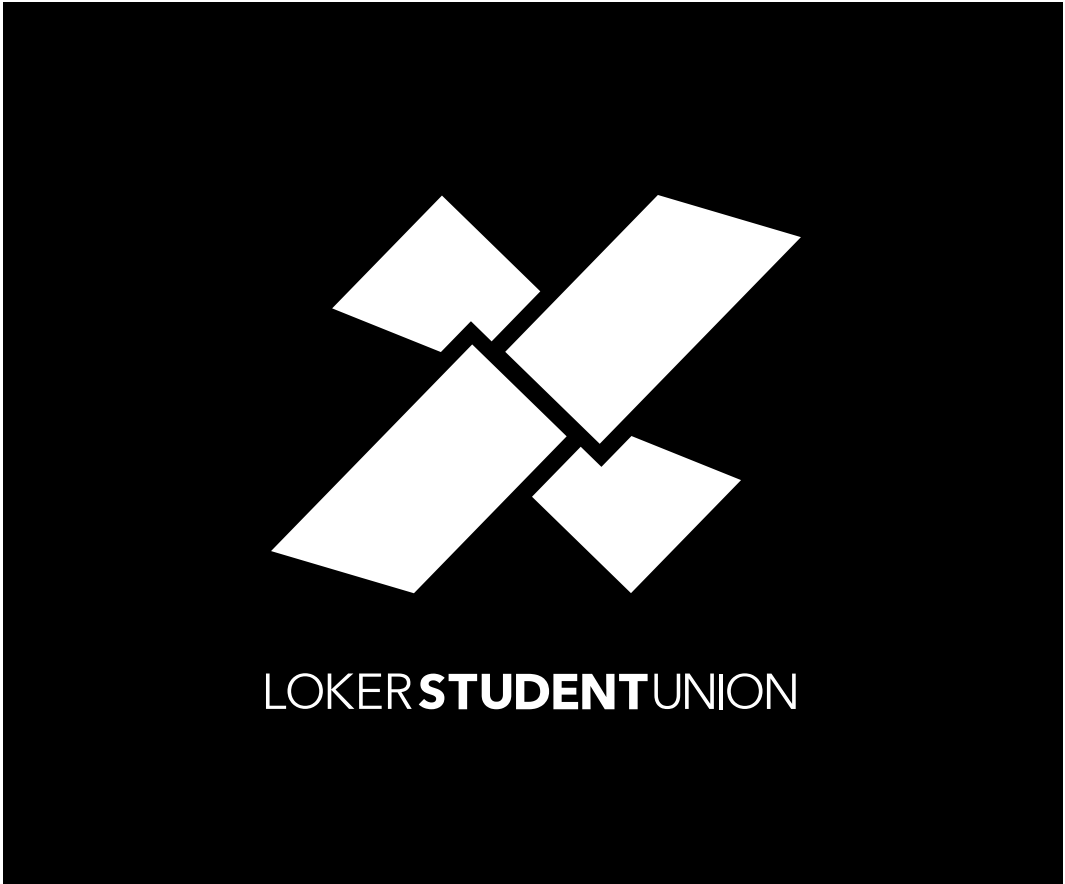
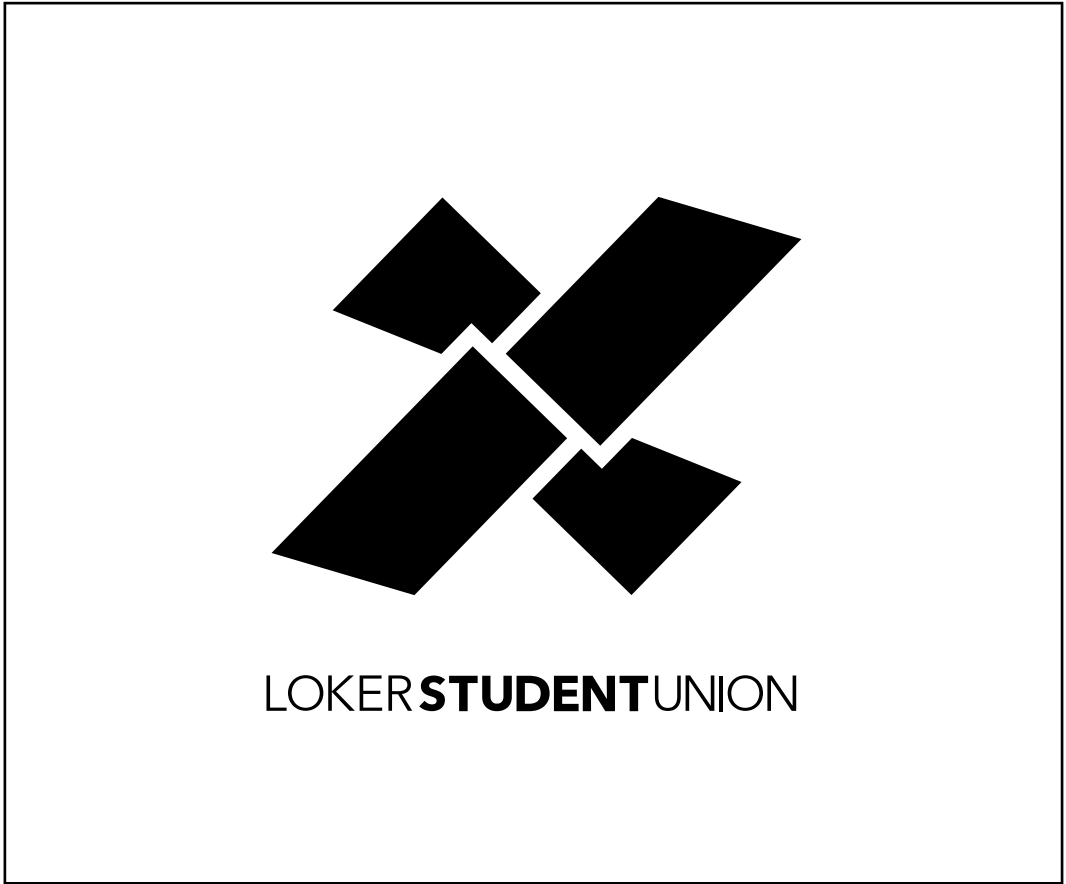
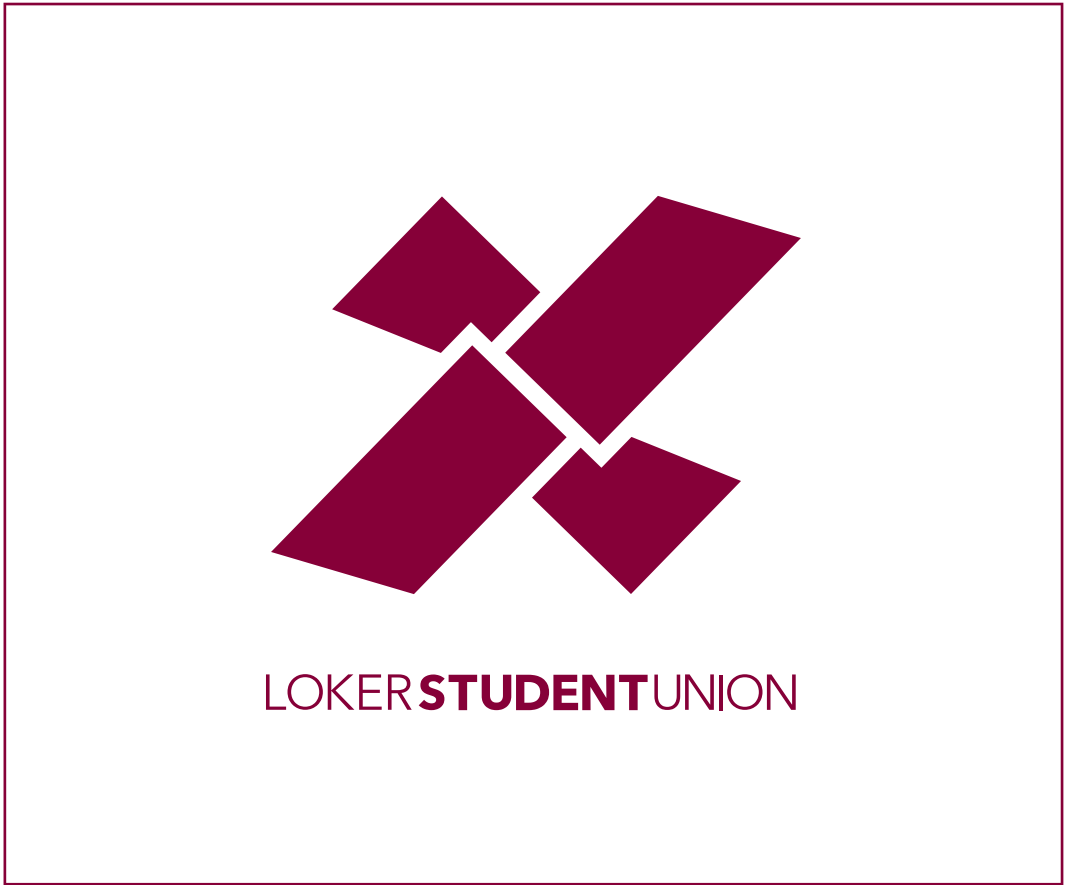
LOKER
STUDENT
UNION



LOKER **STUDENT** UNION
CALIFORNIA STATE UNIVERSITY, DOMINGUEZ HILLS

LOKER **STUDENT** UNION

Primary Logo



Secondary Logo



Tertiary Logo



Wordmark Logo

LOKER **STUDENT** UNION

LOKER **STUDENT** UNION

LOKER **STUDENT** UNION

LOKER **STUDENT** UNION

Logo Misuse

LOKER **STUDENT** UNION

Don't distort

LOKER **STUDENT** UNION

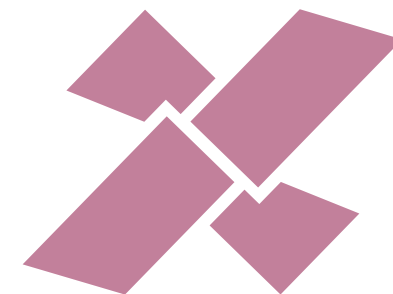
Don't change color

 LOKER **STUDENT** UNION
CALIFORNIA STATE UNIVERSITY, DOMINGUEZ HILLS

Don't outline

 LOKER **STUDENT** UNION
CALIFORNIA STATE UNIVERSITY, DOMINGUEZ HILLS

Don't change size of any elements



LOKER **STUDENT** UNION

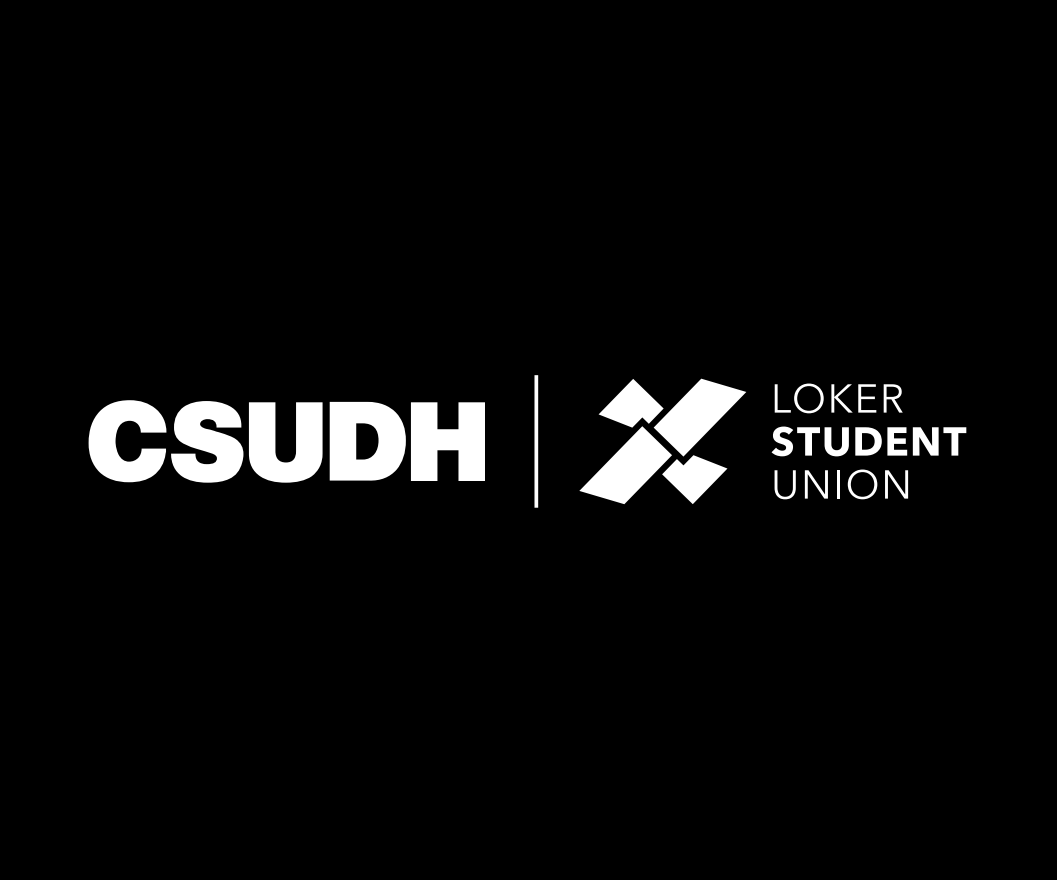
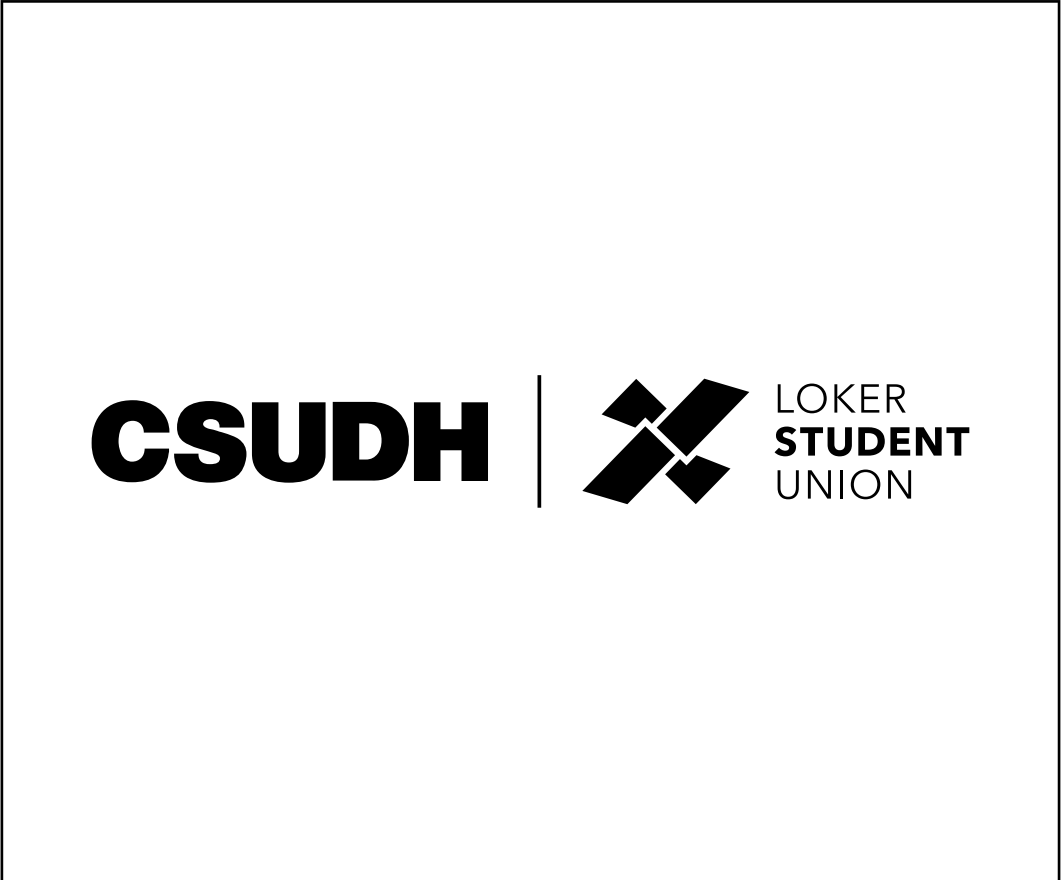
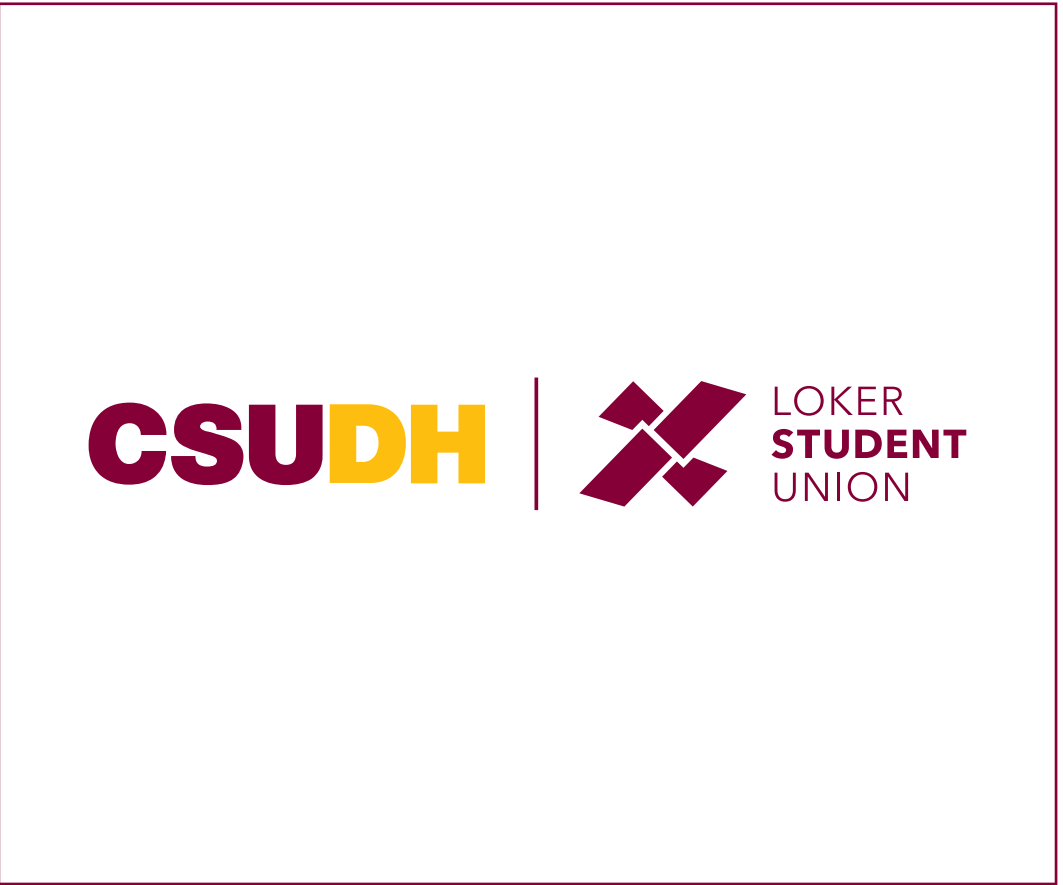
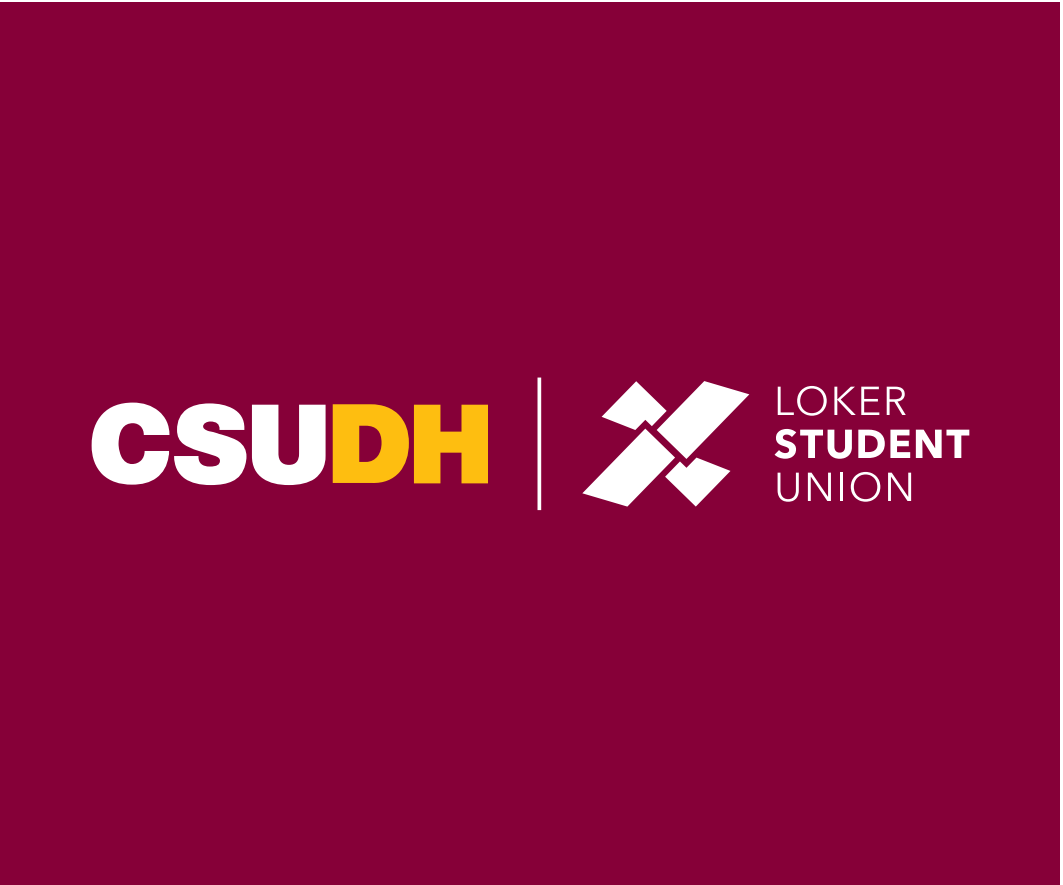
Don't reduce opacity

The image shows the Loker Student Union logo where the four geometric shapes forming the 'X' have a vertical gradient from light to dark purple, demonstrating a misuse of gradients.

LOKER
STUDENT
UNION

Don't use gradients

University Logo Lockup



Our Colors

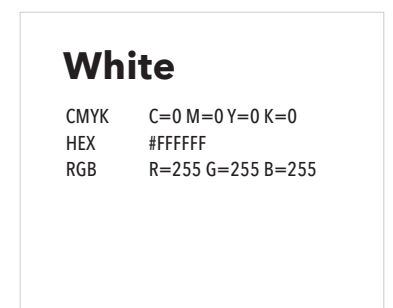
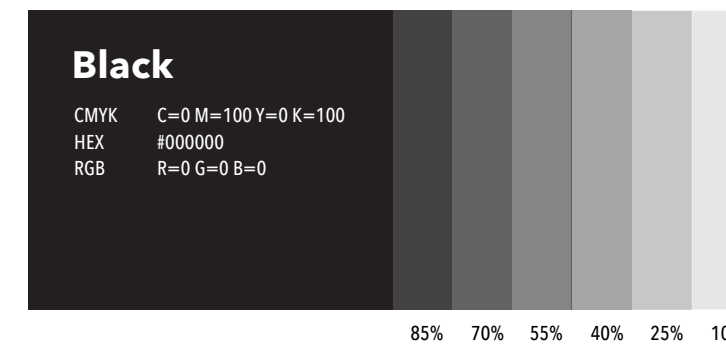
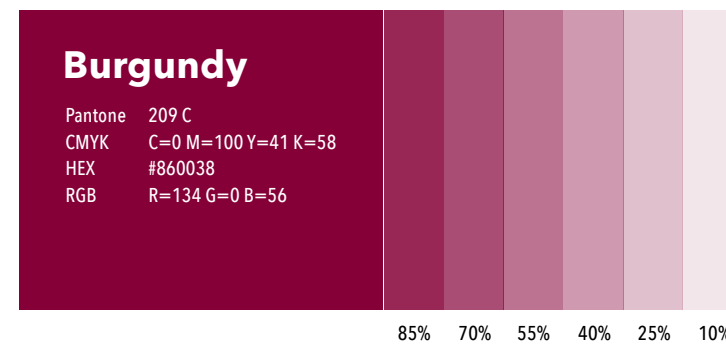
The Loker Student Union brand color palette uses the university's recognized school colors and integrates them into the design of print and digital materials.* Using the CSUDH color palettes helps to create a consistent, distinctive look and feel. The palette is also developed to complement the CSU systemwide brand program.

While there is some flexibility to mix these colors, the palette should remain light, clean and contemporary with lots of white space.

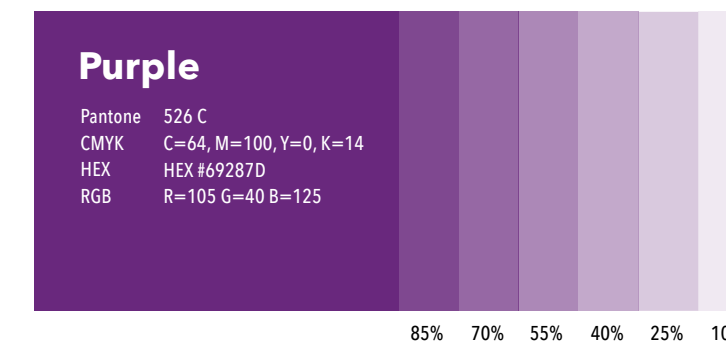
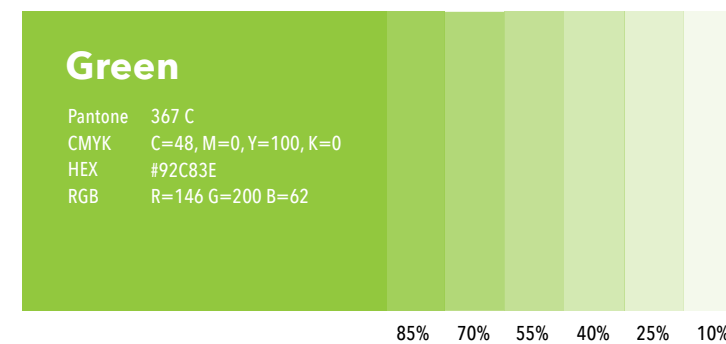
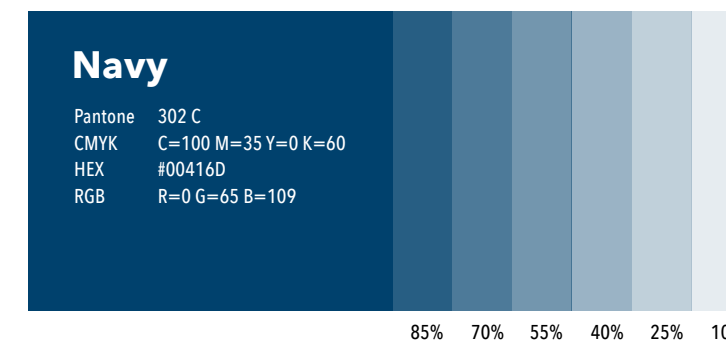
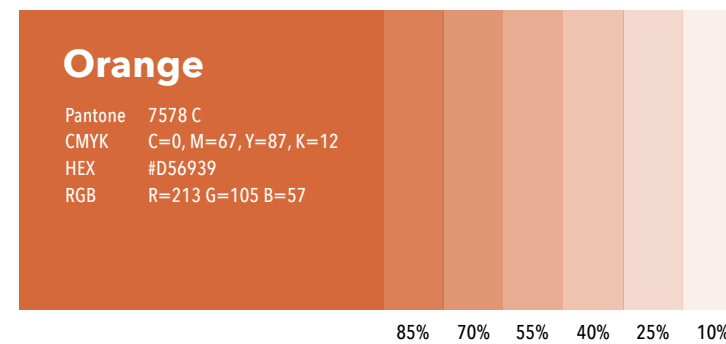
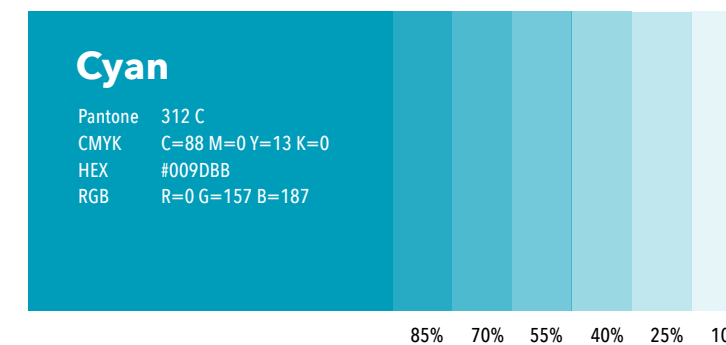
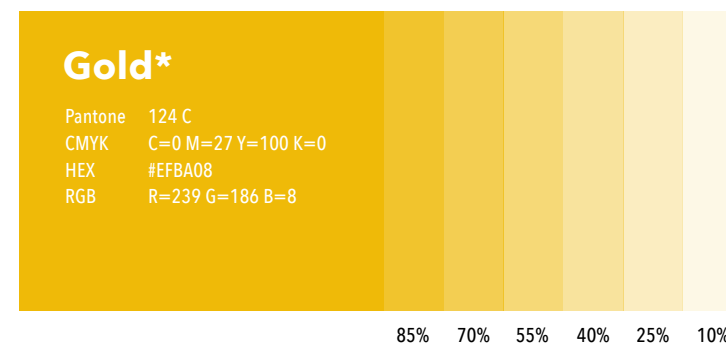
To ensure the consistency of the organization's visual identity, Pantone Matching System (Pantone or PMS) specifications for each color are provided. Use the CMYK, RGB or HEX values equivalent to the PMS colors for four-color printing applications and digital applications.

* We have designated gold as our primary color for alerts and emergency announcements. When using gold in your designs or layouts, it should only be used as an accent color. This is done to avoid any confusion amongst our audience.

Primary Color Palette



Secondary Color Palette



Our Typefaces

The typefaces used in the Loker Student Union communications are also brand and graphic identifiers and require the same consistency as the logos. Approved typefaces for the Loker Student Union logo and descriptors must not be altered.

Avenir Next & Avenir Next Condensed have been selected for use our primary and secondary typefaces. They are to be used in all official Loker Student Union print & digital communications. Please note that this does not apply to program or event posters & flyers.

These typefaces allow flexibility while maintaining a consistent visual character within the whole range of communication materials.

Primary Typeface

Avenir Next

Bold **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

Demi Bold **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

Medium **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

Regular **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

Secondary Typeface

Avenir Next Condensed

Bold **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

Demi Bold **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

Medium **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

Regular **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

Hierarchy & Styling

Headline - Avenir Next Bold (85pt)

Subheadline - Avenir Next Medium (35pt)

Paragraph - Avenir Next Regular (25pt)

Dates & Times - Avenir Next Bold & Medium

Hey Toros

Comment below to win!

Win awesome prizes by sharing your favorite summer activity in the comments section below. Good luck!

Jul. 1, 2023 | 9:00am

Jul. 1, 2023 | 9:00am - 5:00pm

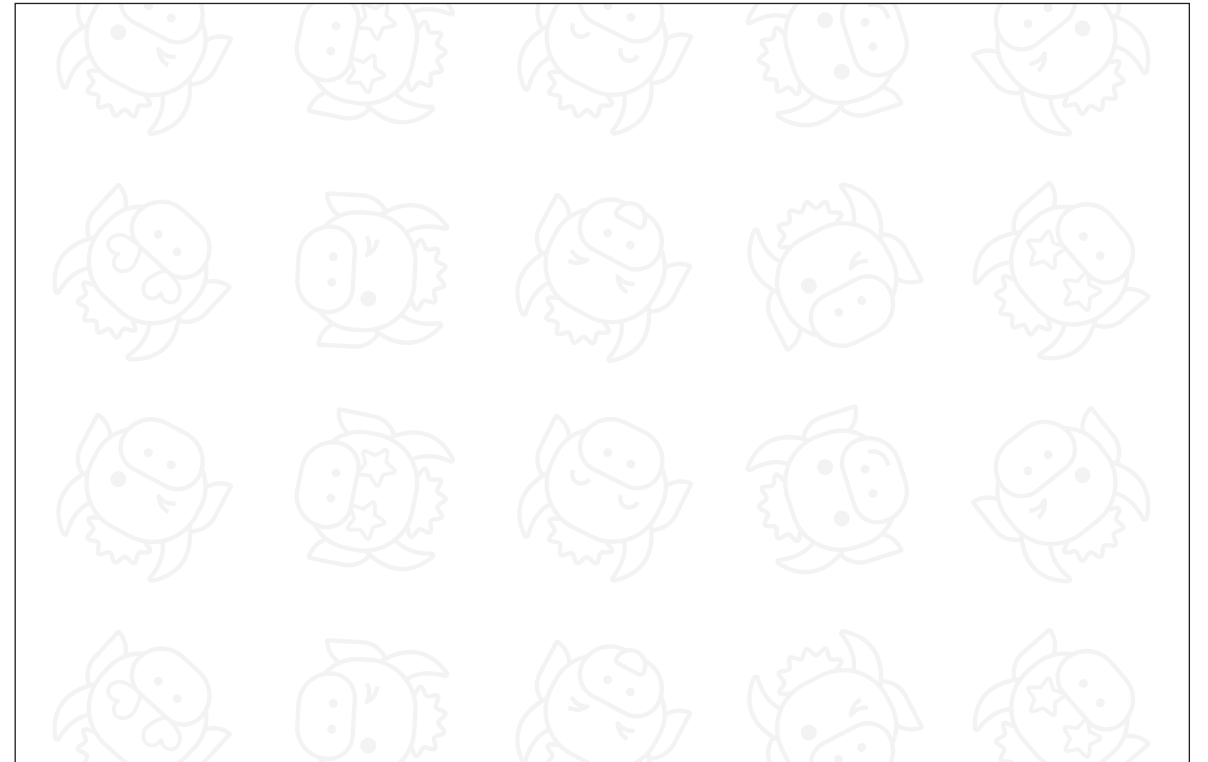
Jul. 1 - Jun. 30, 2024 | 9:00am - 5:00pm

Toromojis Backgrounds

Our Toromoji backgrounds are to be used for internal and external student facing communications.

Toromojis Background White

White Background
Toromoji Color - Black
Opacity - 5%



Toromojis Background Burgundy

Burgundy Background
Toromoji Color - White
Opacity - 7%

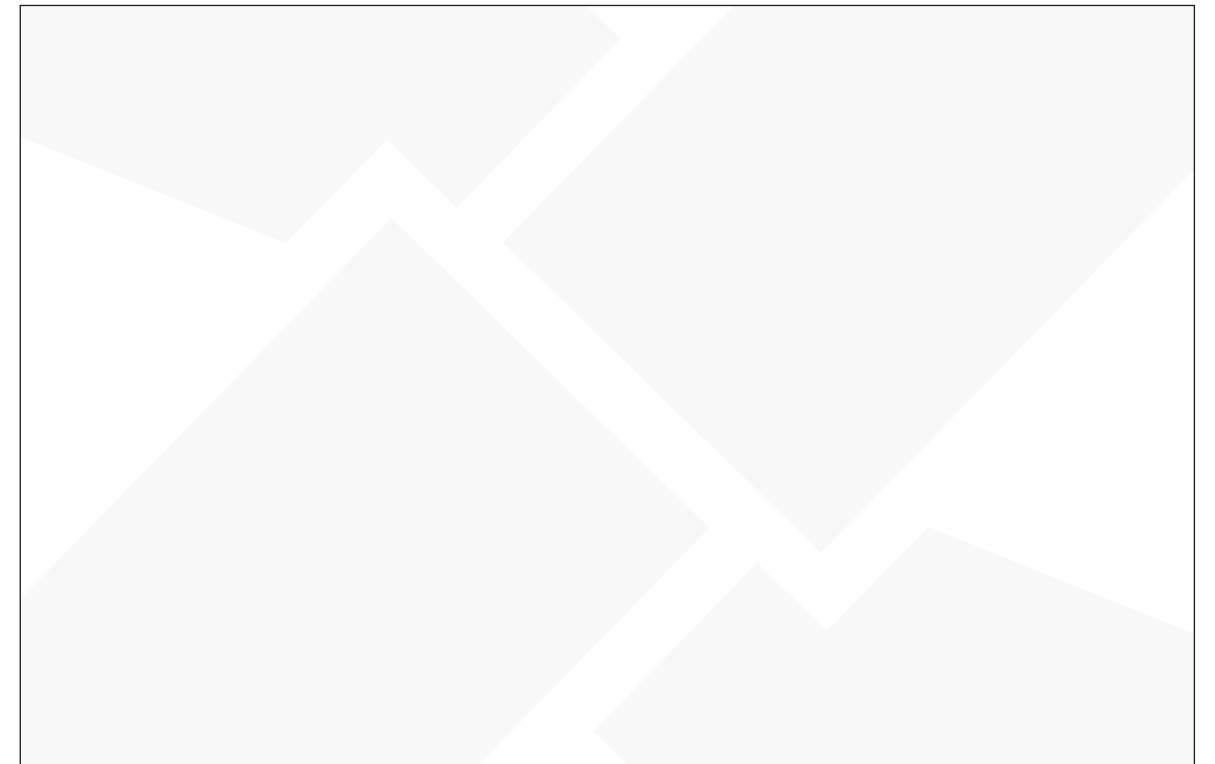


Watermark Backgrounds

Our watermark backgrounds are to be used mostly for business and administrative applications, but they can also be found in advertisements where a more professional appearance is desired or more appropriate.

Watermark Background White

White Background
Watermark Color - Black
Opacity - 3%



Watermark Background Burgundy

Burgundy Background
Watermark Color - White
Opacity - 4%



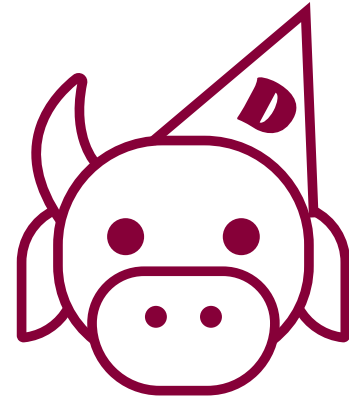
Toromojis Usage

Toromation, we're so excited to finally make our Toromojis available to you!

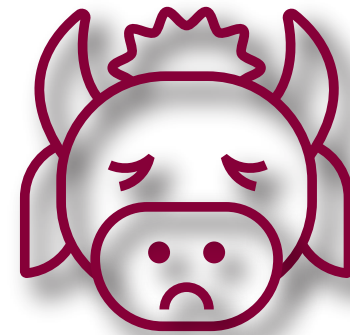
We kindly request that you please follow this guide as you develop your Toromoji artwork. We cannot wait to see what you create!

Have additional questions?

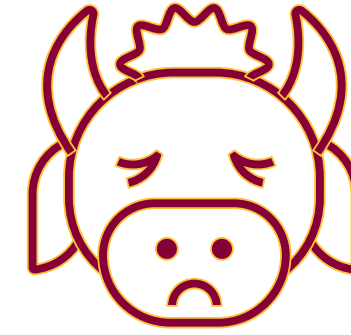
Please contact us at:
lsumarketing@csudh.edu



Do not remove or add elements



Do not add effects (such as drop shadow, bevel/emboss, etc.)



Do not add any strokes



Do not distort or skew Toromoji



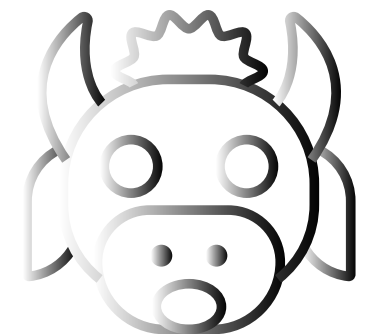
Do not place on complex images



Do not add custom colors

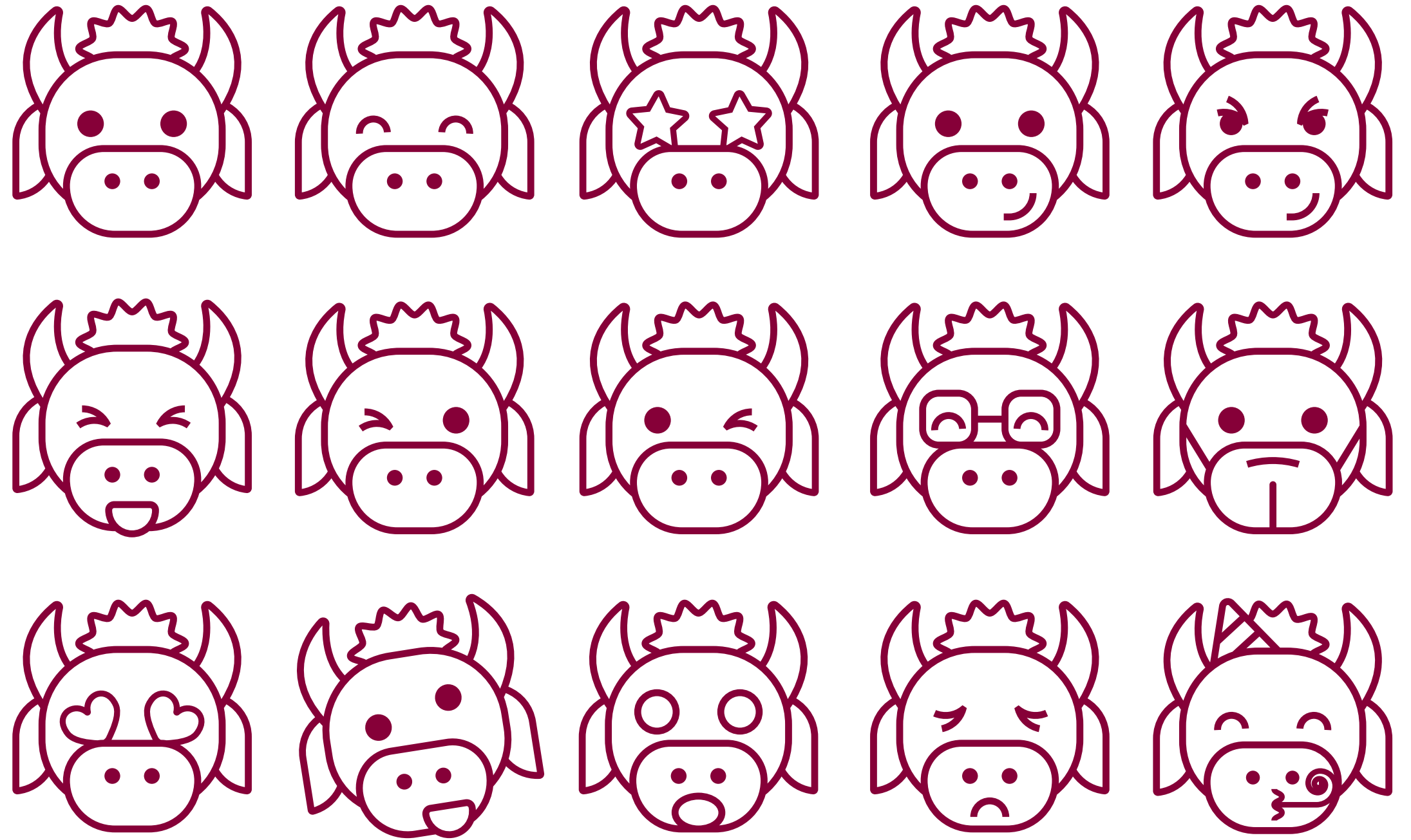


Do not add box backgrounds behind Toromojis

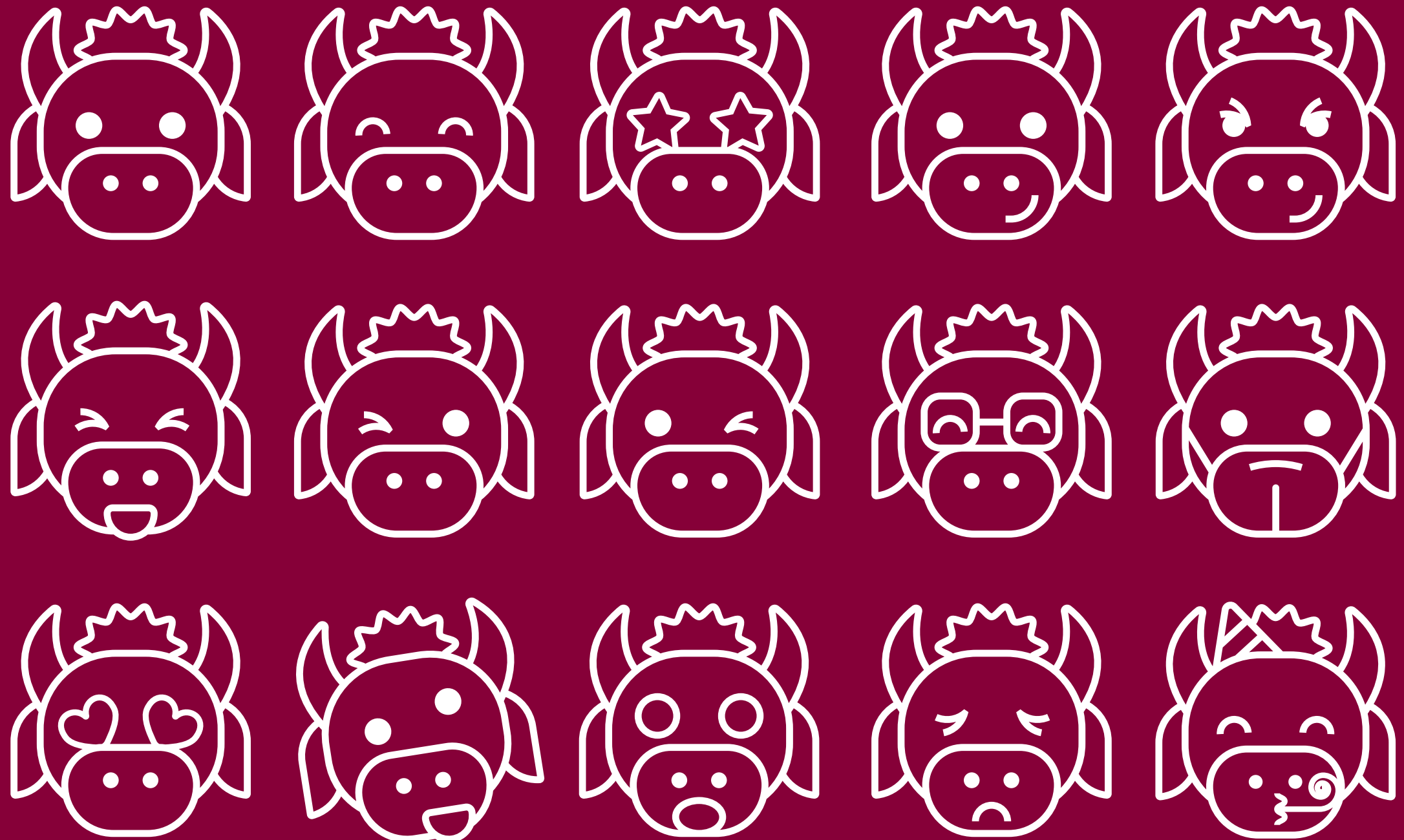


Do not add gradients

Toromojis Burgundy



Toromojis White



Photography & Video

Faces & People

Faces & people take the forefront in our visual brand. Communications should use photography and videos featuring real CSU Dominguez Hills students, staff, faculty, alumni, employers, partners, and community members where possible. Images and videos used should represent a cross section of CSUDH's diverse campus population. People featured in LSU communications should be actively engaged in facility or university settings that speak to our quality of vibrant student life, and beautiful facility and campus.

Images, visuals, and design elements used in LSU communications should reflect the positive, transformative CSUDH and LSU experience.

Keywords: Smiles, Happy, Diverse, Bright, Inclusive, Positive, Fun, Exciting.

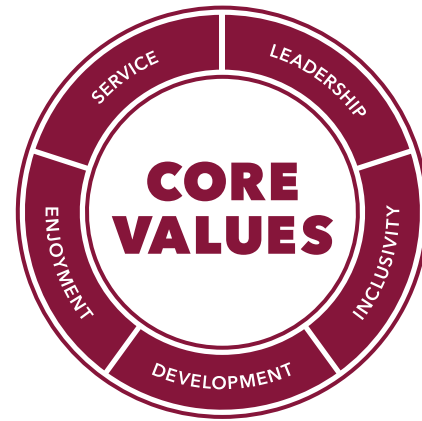


Additional Logos

Here you will find a small library of logos for your use. Included are logos that belong to the LSU branding system as well as frequently used logos from external entities.

CSUDH Brand Guidelines can be found at: <https://www.csudh.edu/brand/>

LSU Core Values



LSU Corporate Seal



LSU Room Logo System

NapRoom

GamesRoom

MeditationRoom

CSUDH Logos



Social Media Icons

