



BRAND + IDENTITY
GUIDELINES



/spûr/

SPUR

verb

**Definition: to incite to action,
accelerated growth or development.**

Inspired by its Western roots and driven by the goal to stimulate, encourage, and motivate visitors and learners of every age and background.

SPUR YOUR *INNOVATION*

OUR PURPOSE / FOCUS / MISSION

Spur is a new, inspirational educational destination in Denver available to all. It exists to inspire learners of all ages to take action on the important issues of food, water, and health.

OUR STORY

At CSU Spur we believe that young people can be anything they want to be, regardless of their skin color, their background, or their socioeconomic status.

Spur will take all the amazing things happening at the CSU System campuses and open its doors to the public to learn about the big world issues of food, water, and health – and to be inspired to be part of the solutions.

At Spur, visitors will be able to see veterinarians perform surgery on dogs and cats; watch horses walk on submerged treadmills, and interact with rooftop greenhouses – and that's just the beginning. Here students can meet these researchers and scientists and get hands on experiences with what they learn.

We know that the future needs young people and their diversity of thought to solve the enormous issues ahead of our world. Spur is here to connect and inspire the next generation.

RULES OF REFERENCE

How to use the official campus name in print

GENERAL GRAMMAR

Capitalization and grammar rules:

1. Do not use all caps to write SPUR — it is always **CSU Spur**
2. Do not capitalize **campus** when referring to CSU Spur, it is always lowercase
3. Adding **the** before Spur is permitted, but it is not part of the official name, so it is not capitalized
4. Please reference **CSU System** rather than CSU in all references to the CSU Spur campus.

REFERENCE USAGE

When referencing the campus in print, be sure to use the following guidelines for first, second, and subsequent appearances in a given piece:

FIRST REFERENCE

CSU Spur

SECOND REFERENCE

CSU Spur

OR

Spur

SUBSEQUENT REFERENCES

CSU Spur

OR

Spur

OR

(the) CSU System's Spur campus

NWC AFFILIATION REFERENCE

Examples of ways to reference the CSU Spur campus affiliation with the National Western Center:

OPTION 1

CSU Spur is a campus within the National Western Center campus

OPTION 2

The National Western Center is home to CSU Spur

OPTION 3

CSU Spur is located at the National Western Center

BRAND PERSONALITY

FRESH
+
INNOVATIVE

BRAVE
+
THOUGHTFUL

ENGAGING
+
RELEVANT

VOICE + TONE

VOICE

Voice is a distilled version of our personality. It represents our unique traits and values. Everything we do conveys our voice.

We are:

Experts but not Elitists
Historic but not Stodgy
Cool but not Trendy
Academic but not Institutional
Energetic but not Playful

TONE

Tone is the application of our voice in relations to audience, situation or channel.

When we communicate, our content should be:

Genuine and Approachable
“You” Focused
Benefit Driven
Credible and Trusted
Exciting and Authentic
Consistent across all marketing materials and internal documents

CORE VALUES

*The internal set of values
and rules that guide us
an organization*

As we set our sights on living our mission every day, Spur maintains an unwavering dedication to these core values.

Inclusion

Learning should never be limited. That's why Spur welcomes all—young and old, lifelong learners and curious residents, from across the street and around the world. Our inclusivity shows we not only embrace diversity, we thrive on it.

Authenticity

As an extension of an institution of higher learning, we're expected to be purveyors of objectivity. All of our intentions and interactions are real and honest because that's what's expected of us—and that's what we expect of ourselves. In short, the truth matters.

Innovation

When your stated goal is to solve world problems, you'd better be willing to think outside of the proverbial box. Spur fosters that mindset by aligning our vision with our actions. By acting as an incubator, we cause a ripple effect that helps make ideas a reality.

Engagement

Spur exists for one reason: to ensure as wide an audience as possible connects with fresh content and new experiences. By being the engaging intersection of food, water and health, we'll showcase the CSU system in an entirely new way, giving students and visitors reasons to return.



CSU SPUR LOGOS

FOUR OFFICIAL MARKS

CSU Spur has four official marks — the Primary Logo with campus bugs, the Secondary Logo, Building-Specific Logos, and the Spur S. The orange Spur “S” is considered the primary color choice for logo use, but options reflecting building-specific colors are also available.

PRIMARY LOGO



SECONDARY LOGO



BUILDING-SPECIFIC LOGOS



SPUR S





LOGO ARRANGEMENTS

The CSU Spur logo has three arrangements to fit a variety of design needs; stacked (S), horizontal (H), and vertical (V)

STACKED (S)



HORIZONTAL (H)



VERTICAL (V)



BUILDING-SPECIFIC LOGO USAGE

The building-specific logo should be used when identifying the building is important. This logo should be primarily used on the building itself, and used sparingly on collateral.





LOGO USAGE

When and where to use each version of the logo

PRIMARY LOGO



WHEN TO USE

Use as a first reference to the CSU Spur campus.

Use when locking logos with organizations outside the CSU System.

WHEN NOT TO USE

Do not use when locking logos with a CSU System campus logo. Instead, use the secondary logo.

SECONDARY LOGO



WHEN TO USE

Use the secondary logo when locked with other CSU System campus logos.

BUILDING-SPECIFIC LOGOS



WHEN TO USE

Use the building-specific logo sparingly. It should be used when identifying a specific building, or when an event or program within a building is important.

SPUR S

The Spur S should only be used in limited applications such as swag, digital displays, exhibit art, banners, and building signage.





PARTNER LOCKUPS

When Spur's logo lives with a partner logo, it will need to come first in all cases except when there are only two partner logos, in which Spur's logo should be positioned in the middle.

COMMUNITY LOCKUPS

Community lockups include logos from community organizations and should be created using Spur's primary logo.

TWO LOGO LOCKUP



VERTICAL LOCKUP



THREE LOGO LOCKUP



CAMPUS LOCKUPS

Campus lockups include logos from any CSU System campus and should be created using Spur's secondary logo.





BRAND COLORS

PRIMARY COLORS

VIDA ORANGE

CMYK
0 / 79 / 100 / 0

RGB
255 / 90 / 1

HEX
#FF5A01

PMS
ORANGE 021

TERRA LIME GREEN

CMYK
33 / 0 / 89 / 0

RGB
176 / 249 / 84

HEX
#B0F954

PMS
2283

HYDRO SKY BLUE

CMYK
55 / 0 / 7 / 0

RGB
0 / 233 / 255

HEX
#00E9FF

PMS
821

SPUR CHARCOAL

CMYK
79 / 64 / 52 / 44

RGB
50 / 62 / 72

HEX
#323E48

PANTONE
432 C

SECONDARY COLORS

YELLOW

CMYK
1 / 14 / 92 / 0

RGB
255 / 214 / 45

HEX
#FFD62D

PMS
115

GREEN

CMYK
68 / 0 / 66 / 0

RGB
0 / 212 / 138

HEX
#00D48A

PMS
7479

BLUE

CMYK
72 / 34 / 0 / 0

RGB
5 / 150 / 245

HEX
#0596F5

PANTONE
2173

WHITE

CMYK
00 / 00 / 00 / 00

RGB
255 / 255 / 255

HEX
#ffffff



CAMPUS DESIGN ELEMENTS

Each building at CSU Spur has its own unique identity that includes building-specific colors, icons, and supplemental design patterns

COLOR

Vida = Orange

Terra = Lime

Hydro = Sky

BUILDING ICONS

Vida = Heart

Terra = Leaf

Hydro = Water drop

COLOR BAR

The Spur color bar is the brand's main supplemental design piece. It can be resized, reversed, and used horizontally or vertically to achieve a signature look for the Spur brand.

BACKGROUND PATTERNS

Background patterns are unique to each building on the Spur campus

Vida = Animal health icons

Terra = Food icons

Hydro = Waves

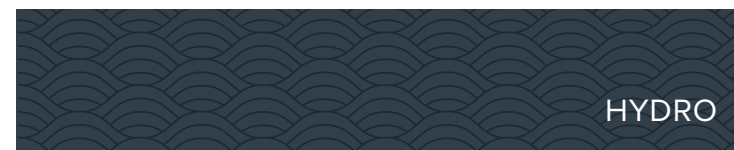
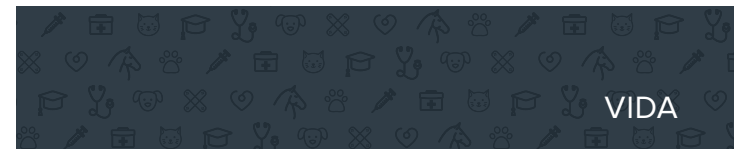
VIDA



TERRA



HYDRO





BRAND TYPEFACES

Typeface variety and best use of each style for consistency of the brand identity.

BRAND TYPEFACES

Proxima Nova

Aa

TYPEFACE USAGE

You may use any weights and italics for any of the typefaces shown at left. It is recommended that you use the following as a guideline:

PROXIMA NOVA BOLD

Headlines, Subheads
TRACKING 55 OR 100, ALL CAPS

Proxima Nova Regular

Body copy
TRACKING 0

Proxima Nova Bold Italic

Quotes
TRACKING 0

Proxima Nova Italic

Quotes, captions
TRACKING 0

SUMMER LOVIN' SOLID

ABC

FREE ALTERNATIVE

If Proxima Nova is not available via Adobe Fonts, substitute with Montserrat, a free Google font. Please adhere to the same weights and styles usage for these substitution fonts.

Montserrat

Substitute for Proxima Nova

SYSTEM ALTERNATIVE

In situations where web or desktop fonts are not largely supported, such as in HTML emails, use the recommended system alternates available on both Mac and PC.

Verdana

Substitute for Proxima Nova

lowercase



CREATIVITY

uppercase



CREATIVITY

sentence case



CREATIVITY

Use Summer Lovin' Solid sparingly – only as a way to highlight action words. Highlight only one or two action words per asset.

When using this font, never use caps, always use lower case type even when writing formal names – the capped letters have too much flair.



TYPOGRAPHY USAGE

Application examples of the various typeface weights and styles.

HEADLINE HEADLINE

Proxima Nova Bold + Thin

TRACKING 55, ALL CAPS

SUBHEADER

Proxima Nova Bold

TRACKING 100, ALL CAPS

Here is a body paragraph. It's a space for you to write a lot. Pour your heart out, give a full explanation of something, tell a short story, or give a sentence or two to describe a product or service. It's a space for you to fill with whatever you need but more so when you have a good amount to say.

Proxima Nova Regular

TRACKING 0

“A simple quote about something important or relevant to a topic.”

Proxima Nova Bold Italic

TRACKING 0



SIZING

Whenever possible, the logo should be no smaller than the minimum size to ensure legibility. In instances where the minimum size cannot be achieved, make the logo as large as possible within the available space, taking clear space into account.



150px Width
Minimum Screen Size



100px Width
Minimum Screen Size



150px Width
Minimum Screen Size



37px Width
Minimum Screen Size



2.25 Inch Width
Minimum Print Size



1.5 Inch Width
Minimum Print Size



0.75 Inch Width
Minimum Print Size



0.5 Inch Width
Minimum Print Size



1.25 Inch Width
Minimum Print Size



0.2 Inch Width
Minimum Print Size



CSUSPUR.ORG