

WE DEFINE THE  
*Future*

BRAND MANUAL



CALIFORNIA STATE UNIVERSITY  
SAN BERNARDINO

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# Mission & Vision

*“ I came to CSUSB nervous, and searching for ‘what now?’ The school made it easy for me to fit in while discovering my talents. It allowed me to dream and gave me the wisdom to know that I could accomplish anything! ”*

*— Alumnus*

## CSUSB MISSION STATEMENT

CSUSB ensures student learning and success; conducts research, scholarly and creative activities; and is actively engaged in the vitality of our region. We cultivate the professional, ethical and intellectual development of our students, faculty and staff so they thrive and contribute to a globally connected society.

## CSUSB VISION STATEMENT

CSUSB aspires to be a model for transforming lives.

# Introduction

*“CSUSB offers an environment where students are challenged in and out of the classroom, where they can learn from and interact with faculty who are among the best in their fields. The enthusiastic and welcoming support of the CSUSB family makes it possible for students to expand their academic and social horizons, to interact with people from a widely diverse set of cultures, to be creative and ultimately succeed.”*

*— Tomás D. Morales,  
President*



For nearly 60 years, California State University, San Bernardino has been a valued resource, providing quality education while also advancing growth and prosperity within our region. As part of our 2015-2022 strategic plan – a collaborative effort involving faculty, staff, administrators, alumni, supporters and members of the community at large, one of the established goals calls for building an identity that celebrates the uniqueness of our university, promotes our accomplishments, and inspires involvement.

During a yearlong research and branding project, we gathered information and listened to a wide variety of constituents who provided memories and viewpoints, helping us to better understand this university’s core values and determine what truly makes us who we are and unique from other institutions of higher education in California and across the nation. Countless hours of discussion and surveying close to 4,000 members of the university family led us unwaveringly toward a defining ethos — **We Define the Future** — that describes the determined, creative and collaborative way we approach our lives and our work that leads to great discovery, innovation and change.

In today’s increasingly cluttered and competitive marketplace, it is critical that we convey that we are defining the future to the world in a compelling and consistent manner. We must distinctively define this university in the minds of high-caliber students and faculty we are recruiting as well as the legislators who influence our funding, the donors and friends who give generously of their time and resources, and the businesses and organizations whose partnerships are so vital to our success.

The purpose of this brand manual is to equip all the people who are charged with telling the university’s story with the words, images and guidance for articulating **We Define the Future** in their daily work. The Office of Marketing and Communications is excited to collaborate with all sectors of campus to create an understanding that we have the power to shape the future of CSUSB. Every day each of us has an opportunity to lead by example.

**Tomás D. Morales**  
President



# The Power of Branding

*“ We Define the Future makes me think anything is possible and allows me to think about what I want to do to make a difference. ”*

*— Prospective Student*

When you hear the name “CSUSB,” what comes to mind? Creating a precise, powerful and inspiring answer to that question — one that all university stakeholders can embrace and champion — is the goal of defining the university’s brand. Simply put, our brand is the promise we make to students, employees, alumni and friends. It is a combination of our defining strengths and institutional aspirations, communicated through strong messages and robust imagery.

A brand is the sum total of all the associations people have about us: what a high school student thinks when they decide to apply, how an alumnus defines #Coyote4Life or what a legislator believes about us when they are making budget decisions. These perceptions are important and can have real financial implications. Even more important, those associations are something we can — and must — help to shape.

In 2016-17, thousands of CSUSB students, alumni, faculty, staff, friends and community leaders participated in a comprehensive research study about what makes our university special and distinctive. From this research, CSUSB’s competitive advantage was distilled into a messaging platform and creative concept that illustrates our brand promise. **It translates our mission and vision into a competitive advantage and defining strengths that:**

- **DISTINGUISH** CSUSB not only within the Cal State system, but also among all state and private institutions in California.
- **EXPLAIN** the value and benefits of high-impact learning, academic distinctions and community engagement that are so fundamental to our mission.
- **CAPTURE** the Coyote Pride that embodies the spirit and energy of our diverse campus community and culture.

This brand manual serves as a guide to telling the CSUSB story. It gives all of us a new set of language and creative tools to position the university as a vibrant producer of confident, successful graduates for California and beyond. We will empower you to use these tools in your daily efforts to communicate the university’s distinctiveness.

# Brand Positioning Statement

*“CSUSB exceeded my expectations; they challenged me, supported me and gave me opportunities that otherwise would have been outside my grasp. My successes are a direct result from the fire CSUSB lit.”*

*— Alumnus*

## CSUSB POSITIONING STATEMENT

Known for its willpower, CSUSB is inspired to solve some of today’s toughest global challenges by bringing out the best in every student through high-impact learning and dynamic experiences along with programs that are driven by innovation.

The brand positioning statement is a beacon for internal motivation and visioning. While it is most useful to those who are specifically charged with communicating the brand by conveying a concise vision of what an institution is and how it wishes to be perceived in the marketplace, it is also intended to be a guiding light for every member of the CSUSB community to help focus their efforts in their daily work. This marketing mission statement can help focus communications and guide the selection of stories and messages that will best leverage the strengths and distinctions of CSUSB.

**CSUSB’s positioning statement characterizes both the knowledge and skills offered and the desired outcomes:**

- **ACADEMIC DISTINCTION AND INNOVATION** — characterizes the philosophy that high-impact learning — coupled with a disciplinary or professional area of study — supported by innovative centers and institutes, is the educational standard at CSUSB.
- **INCLUSIVE ENVIRONMENT** — characterizes the collaborative spirit that people of all backgrounds come together, share ideas and feel welcomed, embodying the CSUSB difference.
- **ADJUSTING TO THE NEEDS OF STUDENTS, COMMUNITY AND THE WORKFORCE** — characterizes that CSUSB is committed to responsibility and engagement in the region as a contributor to the economic health and sustainability of both the immediate area and beyond.

## We Define the Future

*“It’s powerful and it really describes the attitude of our students and our campus. I really love it!”*

*— Faculty*

The brand essence is a memorable word or phrase that is intended to be the leading idea in all institutional communications and serves as a touchstone for conveying our essential value.

CSUSB’s brand essence — **We Define the Future** — is a way of thinking, looking forward and breaking free from negative perceptions that lift the university and the community in which it resides. **We Define the Future** reflects the common personality of the faculty, staff, nearby communities and students attracted to the supportive and hardworking consciousness of the university that is shared with the alumni that built its foundation.

For our students — many of whom are from nearby communities and many of whom are first-generation college students — **We Define the Future** reflects the deep desire to rise up to the challenge of attending college and the triumph in attaining the knowledge, skills and real-world experiences needed to succeed in their personal and professional lives.

For faculty and staff, **We Define the Future** reflects an extraordinary commitment to providing personalized attention and forming mentoring relationships in a close-knit environment that inspires each student to achieve success in pursuit of a better life.

As an embodiment of our institution, **We Define the Future** conveys the perseverance and passion — in a word, the willpower — that CSUSB demonstrates as it meets, head-on, the challenges of being viable in the 21st century. It also projects the university’s strength and heart — the wisdom — as a first-rate institution to adapt, reinvent and innovate its educational offerings in service to its students and to the greater good of the region and the state.

**We Define the Future** is more than a tagline. It’s a culture, a philosophy, to be consistently and positively conveyed in the way all members of the campus community tell the university’s story. It acknowledges the institution’s history, growth and evolution while reinforcing the value of the unique CSUSB experience.

# The Brand Essence In Action

**We Define the Future** serves as an overarching theme for both formal and informal communications. While the phrase itself serves as a tagline, the meaning behind it stands as the “big idea” to be conveyed across the entire marketing platform. The brand essence can be incorporated in many ways on every type of communication, from print publications and websites to social media and video advertising. It can even guide conversations with friends, colleagues and the community.

## ASK YOURSELF

**To reinforce the brand essence, consider the following questions when developing communications:**

- How does the story illustrate compelling benefits of the university’s high-impact learning and practice-based education?
- How is the subject taking knowledge outside of the classroom, applying it in real-world situations and using it to benefit others?
- How does the story showcase the transformative power of one-on-one or close collaboration between or among faculty, staff and students?
- How does the story demonstrate positive impact on and/or importance to the Inland Empire’s and California’s economy, culture or body of knowledge?
- How does the story show a significant and meaningful partnership with, or contribution to, the community?
- How does the story exemplify the future that has been realized or the wisdom attained at/with CSUSB, resulting in positive outcomes on a personal, professional and/or institutional level?
- How does the story demonstrate the institution’s ability to provide innovative programming in demand-driven areas of regional growth?
- How does the story showcase creative interdisciplinary collaborations and powerful partnerships with business and industry that are allowing the institution to meet the workforce needs of the region?
- How does the story portray an opportunity uniquely characteristic to the location of CSUSB?

# Brand Promises

If the positioning statement describes “what we do differently,” then the brand promises define “how we do it.” Brand promises are credible, compelling, research-based messages that are the heart of the university’s brand. Aspirational and thematic in nature, they represent the core ideas to promote in both internal and external marketing communications.

Incorporating these core ideas into written and oral communications, particularly with audiences who influence recruitment and reputation, will begin to cement the brand in the minds of these stakeholders. For each brand promise, this brand manual provides supporting language and concrete examples to consider in generating ideas and copy in your communications projects.

*“People feel connected to the opportunity provided by the campus. For many we are the key to the American dream and to unlocking their promise.”*

*— Staff*

*“I wish people knew how well CSUSB develops you as an individual and professionally. There is no better place to get your start.”*

*— Alumnus*

## THE FIVE BRAND PROMISES OF CSUSB ARE:

- #1 **Bold Vision**
- #2 **Coyote Pride**
- #3 **Affordable Excellence**
- #4 **Life and Career Ready**
- #5 **Human Impact**

“*Inspiration gives meaning to education. Everyone wants to have meaning in life and wants to reach out toward a bigger more rewarding goal.*”

— *Faculty Member*

## Bold Vision

We are a leader in higher education. Through rigorous and relevant programs, lively discourse, and open exchange of ideas, we ensure that all who engage with our university are challenged intellectually and well-prepared for personal and professional success.

This promise speaks to the university’s focus on the future of not only the institution, but also of the greater region, providing a vision of what can be accomplished by working together. In many ways, this promise is both a rallying cry and a reminder of what it takes to face challenges head-on and advance to a stronger position. The can-do spirit of the entire campus community is what will help to carry the institution forward.

**This promise characterizes** CSUSB as a responsible and active contributor to the economic health and sustainability of the immediate region and beyond. It provides an opportunity to showcase the hard work and smart decisions of university leaders who think critically and act boldly, thus ensuring a bright future for those it serves — students, employers and the community. It tells students that this is a university that respects their determination and is committed to providing programs that will prepare them for jobs in the 21st century.

**The goal is to** portray CSUSB as a forward-thinking institution that proactively and continuously evolves the design and delivery of programs at all levels (undergraduate and graduate) to keep pace with professional workplace demands, producing graduates who are well equipped with workforce-ready skills in regional, demand-driven fields.

When writing about this brand promise, focus on the power of creative collaboration — among individuals, groups, communities and organizations — to drive positive change and produce tangible outcomes.

## BOLD VISION: INSIGHT BY AUDIENCE

Targeting the interpretation of brand promises for specific audiences will increase the effectiveness of communication efforts. **Bold Vision** resonates with different audiences in different ways, allowing for targeted messaging.

### PROSPECTIVE AND CURRENT TRADITIONAL STUDENTS AND PARENTS

Students find many rewards in CSUSB's can-do spirit, from the personal growth that comes with accepting a challenge to the professional success that builds from our forward-thinking, 21st-century degree programs.

#### Sample Proof Points:

- Students whose personal triumphs — from pursuing a first audition to being a family's first collegian — reflect the many kinds of defining moments embraced at CSUSB.
- Testimonies of recent CSUSB graduates whose workplace-ready skills allowed them to make immediate and significant contributions to their organizations.
- Current students pursuing degrees via an industry or academic partnership that aligns with the university's programs of focus (i.e., education, health, business, science, technology and art) and/or other demand-driven fields of study.

### ALUMNI

A degree from CSUSB has positioned alumni for lasting success in life and work. When they support our innovative, workforce-ready approach to education by giving back their time and resources, they have the power to enable future generations of students to achieve the same.

#### Sample Proof Points:

- Dynamic faculty engaged in industry partnerships, curriculum design and student mentoring in today's high-interest career fields.
- Examples of employers hiring CSUSB graduates who are providing value and leadership to their organizations.
- Profiles of alumni whose informed vision and entrepreneurial spirit have jump-started business and community ventures — while exemplifying the CSUSB ethos (willpower and wisdom).

### PROSPECTIVE AND CURRENT NONTRADITIONAL STUDENTS

Nontraditional students have the willpower to pursue greater opportunity; CSUSB has the wisdom to deliver flexible and innovative programs in demand-driven career fields at San Bernardino and the Palm Desert Campus and the College of Extended Learning.

#### Sample Proof Points:

- Testimonials from PDC students as to the quality, convenience and relevance of CSUSB's academic programs at its innovative campus.
- Success stories from nontraditional graduates who achieved career progression after earning additional credentials at their own pace through the College of Extended Learning.
- Academic and industry partnerships that enable career advancement.

### EXTERNAL FRIENDS AND COMMUNITY

CSUSB's focus on providing innovative programming to meet workforce demand is contributing to the sustainability of the region's economy and the prosperity of its people, families and communities.

#### Sample Proof Points:

- Academic and industry partnerships that benefit from a collaborative engagement with the university. For example, internships and/or hands-on learning that equips graduates with industry-specific skills, so they're ready to make an immediate contribution when hired.
- Innovative collaborations on and off campus that highlight community engagement that impacts the region and leads to stronger, more prosperous communities.
- Regional outlook stories that provide opportunities to tie CSUSB programming to positive economic trends in hiring and employment.

### FACULTY AND STAFF

CSUSB's focus on providing innovative programs in demand-driven fields creates exciting opportunities for faculty and staff to become leading contributors to the region's economic growth.

#### Sample Proof Points:

- Dynamic faculty engaged in creative interdisciplinary collaborations in demand-driven fields.
- Examples of faculty involved in industry partnerships and curriculum design to meet marketplace demand.
- Testimonies of industry leaders praising CSUSB and its faculty for the willpower to envision the future, form partnerships and reengineer offerings to keep pace with the marketplace.

“ I know someone is a Coyote when they understand that extraordinary excellence and going the extra mile in order to get it done isn't to be applauded, but an example of the expectation here. ”

— Alumnus and Staff

## Coyote Pride

Coyote Pride is in all we do, recognizing the ability of selfless collaboration and unyielding determination to achieve our greatest aspirations. The transformative experiences that result are a bond that connect all in the CSUSB community.

“**Once a Coyote, always a Coyote.**” This inspirational line repeatedly came to mind when listening to passionate person after person convey the depth of emotion that they associate with being a member of the CSUSB family. The effects reached far beyond nostalgic memories. It is an intangible expression of how CSUSB students, faculty, staff and alumni approach their work and their lives — personally and professionally, as a team and as a community.

**This promise of Coyote Pride** is characterized by a sense of wanting to do the right things for the right reasons. It's believing in the power of working together and trusting one another, whether to surmount a crisis or defeat an opponent on the field of play. It's understanding how knowledge of the arts and humanities brings greater depth and relevance to advances in science, medicine and technology.

**The goal is to** portray CSUSB as a community that persists regardless of the challenges ahead of them, by putting aside their differences to lift a university to places they were told they couldn't reach, by just believing they could.

When writing about this brand promise, focus on the power of self-accountability — teamwork between groups, communities and organizations — and that putting the needs of others first turns limitations into opportunities.



## COYOTE PRIDE: INSIGHT BY AUDIENCE

Targeting the interpretation of brand promises for specific audiences will increase the effectiveness of communication efforts. **Coyote Pride** resonates with different audiences in different ways, allowing for targeted messaging.

### PROSPECTIVE AND CURRENT TRADITIONAL STUDENTS AND PARENTS

Students at CSUSB honor the value of inclusivity. Their pride is fostered by engagement and diverse perspectives that lead to a transformation that anything is possible. The emotion they feel for each other enables them to realize that the question is not if, but when their goals and aspirations will be achieved.

#### Sample Proof Points:

- How students who were part of a team overcame an obstacle — showing how working together benefited the whole.
- Testimonies of recent CSUSB graduates who, through collaboration, created new knowledge and ideas that redefined a standard of excellence.
- Current students pursuing endeavors that look past the boundaries of our campus to demonstrate a concern for the greater good over the desires of just the university or an individual.

### PROSPECTIVE AND CURRENT NONTRADITIONAL STUDENTS

For those who are looking to be challenged but respected; to be listened to and stimulated, CSUSB connects them to a community that appreciates where they are and is passionate about helping them along their journey.

#### Sample Proof Points:

- Testimonials from adult learners as to the benefits of the on-campus environment and how the attractiveness of the campus is a point of Coyote Pride for both the CSUSB and Palm Desert Campuses.
- Success stories from nontraditional graduates on how the diverse and nurturing campus environment represented a strong and inclusive academic and social support system.
- Stories and testimonials from employer and community internships showcasing students demonstrating the essence of Coyote Pride.

### ALUMNI

Graduates of CSUSB have a deep sense of family, place and purpose that fuel their Coyote Pride.

#### Sample Proof Points:

- Examples of alumni who trace their own success to the support and collaboration of those at CSUSB.
- Alumni stories of personal transformation and/or professional accomplishment as a result of student athletics and other groups and clubs on campus.
- Highlight how current alumni programs, services and networks keep the Coyote Pride alive well after students attain their degree.

### EXTERNAL FRIENDS AND COMMUNITY

Coyote Pride is not just reserved for the campus community — it extends into the community, which it impacts every day. CSUSB civic engagement creates a shared experience that makes everyone a Coyote.

#### Sample Proof Points:

- Show examples of working together with the community for the simple fact of doing the right thing; where believing in the power of working together and trusting in each other surmounted a crisis.
- Highlight how athletics can overcome the limitations of the human condition (e.g., DisABILITY Sports Festival).
- Outlook stories that highlight CSUSB student clubs, organizations and athletics on a national stage.

### FACULTY AND STAFF

At CSUSB, faculty and staff are motivated by the well-being and growth of the students. The passion in which faculty and staff collaborate and inspire students result in an atmosphere that embodies the family community at CSUSB.

#### Sample Proof Points:

- Stories of how faculty engagement inspired current and past students' intellectual curiosity.
- Bonds formed with coaches and student athletes.
- Profile lifelong connections between faculty and alumni through the years.

“A revolutionary institution with regards to research and technology advancements.”

— Current Student

## Affordable Excellence

Our commitment is to provide students with personal attention, access to resources, quality of instruction and dynamic learning experiences. CSUSB will continue to strive to reaffirm our place as a top tier institution while maintaining our affordability; that makes us one of the best values in higher education.

CSUSB’s close-knit and hardworking campus culture is strengthened by an inclusive academic and social support system where people genuinely care about the direction of students’ lives. Faculty and staff are intently focused on each student’s well-being and success. They eagerly mentor students in and out of the classroom, putting extra effort into encouraging them to think and explore outside their comfort zones.

In the context of this promise statement, the use of the word “diverse” conveys the idea that there are many types of learners, with many types of learning styles, at many different stages of their education within the CSUSB community.

**This promise characterizes** the CSUSB community as a place where faculty, staff and leadership are dedicated to helping students achieve success. It underscores that at CSUSB, willpower and wisdom arise from meaningful relationships among students, faculty and staff.

**The goal is to** portray CSUSB as a close-knit community where personal attention and a commitment to individual success is the standard.

When writing about this brand promise, show how CSUSB is a catalyst for the supportive relationships — from one-on-one mentorships to community-wide partnerships — that inspire students to become their best self and achieve personal and career success.

## AFFORDABLE EXCELLENCE: INSIGHT BY AUDIENCE

Targeting the interpretation of brand promises for specific audiences will increase the effectiveness of communication efforts. **Affordable Excellence** resonates with different audiences in different ways, allowing for targeted messaging.

### PROSPECTIVE AND CURRENT TRADITIONAL STUDENTS AND PARENTS

At CSUSB, we value the differences among all learners and are committed to providing the individualized attention that supports and challenges each student to become his or her best self.

#### Sample Proof Points:

- Profiles of students who overcame challenges and/or achieved distinctions with the support of faculty, fellow students or the larger CSUSB community.
- Results-oriented stories about programs and services that support students financially, academically and socially.
- Current students who reached outside their comfort zone and grew in their wisdom.

### PROSPECTIVE AND CURRENT NONTRADITIONAL STUDENTS

Whether it's their first or second start, CSUSB is ready with the targeted services and need-specific support system adult learners rely on to achieve their next success.

#### Sample Proof Points:

- Stories of faculty and staff who go the extra mile to assist students facing particularly difficult life-balance challenges.
- Results-oriented stories about programs and services offered to support nontraditional students financially, academically and socially.
- Recent nontraditional alumni stories of second-start, life-changing transformations made possible by CSUSB.

### ALUMNI

Graduates of CSUSB carry within them a deep desire to give back to the university that believed in their potential and gave them the wisdom to become their best selves.

#### Sample Proof Points:

- Examples of alumni who leverage their own success by supporting CSUSB's future and connecting with the current generation of students.
- Alumni stories of personal transformation and/or professional accomplishment as a result of a CSUSB mentor.
- Programs, services and networks that alumni can rely on at critical career junctures as evidence of the university's commitment to providing support beyond graduation.

### EXTERNAL FRIENDS AND COMMUNITY

Our graduates are hardworking, trustworthy people who benefited from excellent mentoring at CSUSB and strive to pay it forward in their personal and professional lives.

#### Sample Proof Points:

- Stories of students and faculty who extend their CSUSB values to the community through volunteer work, service learning and other outreach efforts.
- Testimonies of employers who praise the wisdom and character of CSUSB graduates as distinct from their peers from other institutions.
- Profiles of alumni who, through personal initiatives or professional contributions, are making a positive impact on the region.

### FACULTY AND STAFF

At CSUSB, faculty and staff thrive in an environment that values the challenge and reward of meeting students where they are to help them achieve success.

#### Sample Proof Points:

- Outstanding faculty who demonstrate the power of providing personal attention and mentoring to learners of all types.
- Current traditional and nontraditional students who attribute their success to the powerful bonds formed with exceptional faculty and staff.
- Spotlights on CSUSB initiatives that promote or reward superior teaching, mentoring and student support efforts by faculty and staff.

*“ I graduated from UCLA and would hire a CSUSB grad first. They are hungrier and pick up what I need them to learn more quickly. ”*

*— Business Owner*

## Life and Career Ready

The value of a CSUSB education is measured in the success of our students, who leverage our academic strengths — our high-impact learning practices and an experienced, industry-connected faculty — into lifelong learning and career opportunities.

CSUSB’s commitment to integrating hands-on learning opportunities across a broad mix of academic programs is a distinguishing component of its institutional mission, vision and strategic directions.

**This promise focuses** on the vital role CSUSB plays in providing students with the thinking and problem-solving skills that will carry them forward in life. These benefits accrue through the dedication of CSUSB’s expert faculty and the depth and breadth of CSUSB’s nationally recognized academic programs.

**The goal is to** reinforce the relevance of CSUSB’s academic mission, which extends across all disciplines and ensures students are well prepared, beyond the first job, for a lifetime of success.

When writing about this brand promise, focus on faculty who excel or use innovative teaching methods, alumni who praise their CSUSB education as the foundation to their success, and employers who seek out CSUSB graduates for their ability to lead and contribute to an organization.

## LIFE AND CAREER READY: INSIGHT BY AUDIENCE

Targeting the interpretation of brand promises for specific audiences will increase the effectiveness of communication efforts. **Life and Career Ready** resonates with different audiences in different ways, allowing for targeted messaging.

### PROSPECTIVE AND CURRENT TRADITIONAL STUDENTS AND PARENTS

At CSUSB, students will benefit from faculty and staff who share their expertise with them in dynamic and inspiring ways, providing the solid foundation necessary to achieve and succeed in the 21st century.

#### Sample Proof Points:

- Outstanding faculty experts who connect students with the market advantage of cutting-edge knowledge and insights.
- Employer testimonials of the relevance and value of the broad and transformational CSUSB academic experience — and its resulting skill set — in the 21st-century economy.
- Stories of alumni detailing how their CSUSB education provided a solid foundation for their personal or professional success.

### PROSPECTIVE AND CURRENT NONTRADITIONAL STUDENTS

Nontraditional students will benefit from CSUSB's long tradition of excellence, including faculty of the highest caliber and academic programs accredited at the highest level, as well as its strong commitment to nontraditional education.

#### Sample Proof Points:

- Exceptional faculty demonstrating innovative teaching methods to meet the special academic needs of adult students.
- Nontraditional alumni who attribute their career success to the highest-quality skills and knowledge delivered by CSUSB.
- Testimonials of employers who value the opportunity to hire CSUSB graduates, particularly nontraditional graduates.

### ALUMNI

Alumni have built their success on the quality of their CSUSB education, from knowledgeable professors to innovative programs. Their support ensures that today's students enjoy that same tradition of excellence.

#### Sample Proof Points:

- Current students, traditional and nontraditional, who illustrate the willpower and wisdom to achieve and succeed academically — sometimes in unexpected ways.
- Fellow alumni describing how their CSUSB education provided a solid foundation that continues to contribute to their success.
- Faculty who shine as much for their inspired teaching and attention to students as for their scholarly expertise.

### EXTERNAL FRIENDS AND COMMUNITY

CSUSB has long contributed to growth and prosperity of the Inland Empire, from the health of our communities to the strength of our economy.

#### Sample Proof Points:

- CSUSB graduates whose ability and leadership are instrumental in the progress of their community or the productivity of their company.
- Contributions made by academic initiatives that strengthen the region's economy.
- Community members who have leveraged continuing education at CSUSB into better opportunities for themselves and their families.

### FACULTY AND STAFF

At CSUSB, new faculty and staff will join a passionate community of peers who are distinguished by their scholarly excellence and innovative teaching methods and who find personal satisfaction in helping students to develop the willpower, wisdom and skills needed for a lifetime of success.

#### Sample Proof Points:

- Faculty who exemplify scholarly excellence, area expertise and connectedness to students.
- Current students, traditional and nontraditional, or alumni who attribute personal and academic transformation to an outstanding faculty member.
- Faculty who receive honors for achievements in teaching innovation and/or scholarly pursuits.

“CSUSB has not only provided education to our community but employment. Its service and engagement almost goes unnoticed outside of us locally. For the first time in a generation, I can envision the resurgence of San Bernardino.”

— Community Member

## Human Impact

Through award-winning community engagement, innovative centers and institutes, and dynamic program offerings, CSUSB finds creative uses of technology, benefits from its diverse community and robust study abroad offerings as we infuse global perspectives into our teaching, learning and research. We take the knowledge we create to all corners of our state, country and world, endeavoring to influence national and international policy, promote cultural understanding, and develop tomorrow’s leaders.

CSUSB’s commitment to integrating hands-on learning opportunities across a broad mix of academic programs is a distinguishing component of its institutional mission, vision and strategic directions.

**This promise characterizes** the important link between academic enrichment and experiential learning that results in career adaptability — a benefit that lasts a lifetime.

**The goal is to** showcase CSUSB and its students engaged in dynamic experiential learning opportunities that result in lasting and reciprocal benefits to students, employers and the community.

When writing about this brand promise, focus on the quality of the hands-on learning experiences and the high potential for success after graduation.

## HUMAN IMPACT: INSIGHT BY AUDIENCE

Targeting the interpretation of brand promises for specific audiences will increase the effectiveness of communication efforts. **Human Impact** resonates with different audiences in different ways, allowing for targeted messaging.

### PROSPECTIVE AND CURRENT TRADITIONAL STUDENTS AND PARENTS

At CSUSB, students will have access to innovative hands-on learning experiences in and beyond the classroom that provide them with a competitive advantage upon graduation.

#### Sample Proof Points:

- Current student testimonials about the value of putting knowledge into practice through such CSUSB experiences as internships, community service, travel-study, student-faculty research projects and more.
- Stories of recent graduates who attribute job offers — and career success — to the résumé-worthy learning experiences incorporated in a CSUSB education.
- Community and industry leaders attesting that CSUSB’s practice-based education results in multiple benefits: valuable workplace skills for students, a pipeline of well-prepared potential employees for business, and direct volunteer-based services for local communities, among others.

### PROSPECTIVE AND CURRENT NONTRADITIONAL STUDENTS

At CSUSB, nontraditional students will have access to real-world learning experiences that complement and bolster their existing skills and knowledge.

#### Sample Proof Points:

- Current nontraditional student testimonials about the value of putting knowledge into practice through such CSUSB experiences as internships, community service, travel-study and more.
- Profiles of nontraditional students who attribute their career progression — whether a big promotion or a successful re-careering — to the practical skills and experience earned at CSUSB.
- Testimonials from community and industry leaders who believe that CSUSB’s practice-based approach to education produces graduates who have the relevant, real-world experience to hit the ground running when hired.

### ALUMNI

CSUSB alumni value the competitive advantage that the university provides through hands-on learning experiences. They have an opportunity to continue the tradition by connecting with current students in a variety of ways, including career networking, internships and mentoring.

#### Sample Proof Points:

- Testimonials from alumni about how the skills acquired on top of academic knowledge are making a difference in their careers.
- Prominent alumni who are connecting students and recent graduates with professional opportunities (internships, interviews, etc.).
- Current students and fellow alumni who embody willpower and wisdom resulting from their transformative experiences at CSUSB.

### EXTERNAL FRIENDS AND COMMUNITY

Graduates of CSUSB possess an outstanding breadth of relevant learning and mentoring experiences that translate into immediate and tangible value for employers and communities throughout the region.

#### Sample Proof Points:

- Faculty profiles that showcase the integration of a liberal arts education with practice-based learning opportunities within their disciplines.
- Stories of community or business leaders who have collaborated with CSUSB to develop student-learning experiences that meet the real, targeted needs of their organizations.
- Students participating in community service or other hands-on learning projects that build personal capacity while directly benefiting people and communities.

### FACULTY AND STAFF

Our faculty and staff pride themselves on their ability to integrate career-building learning opportunities with foundational academic knowledge, resulting in a well-rounded education that prepares students for continual growth in their personal and professional lives.

#### Sample Proof Points:

- Dynamic faculty engaged in student-faculty research projects that lead to marketable skills for the student and tangible benefits for the greater community.
- Current traditional and nontraditional students involved in service-learning projects led by outstanding faculty.
- Testimonies from industry leaders who value the innovative ways that faculty prepare graduates for career success.



# Brand Personality & Voice

The following adjectives exemplify the **We Define the Future** mindset. Keep the following descriptors in mind when communicating about CSUSB's people, programs and impact. They capture the brand personality and serve as guiding lights for crafting a consistent, authentic voice for the school's communications.

Motivated  
Determined  
Involved  
Supportive  
Welcoming  
Open-Minded  
Family  
Community  
Diversity  
Passionate  
Collaborative  
Hardworking  
Adaptive  
Friendly  
Inspiring  
Confidence  
Driven

As important as what you say is how you say it. Motivated, determined, supportive and welcoming — these are CSUSB attributes encapsulated in its brand essence, **We Define the Future**. By thoughtfully selecting language and visual imagery that both reinforce and expand upon the brand essence, communicators create the desired voice and tone of the university: the brand personality.

Choose stories, words and images that convey a sense of energy, action and movement toward a goal. At the same time, when crafting communications, avoid being overly wordy and stay focused on the overarching takeaway (refer back to the "Ask Yourself" guiding questions on page 8).

Adopt an editorial style that is consistently declarative, motivational and inviting. Project a voice that is both strong and purposeful, yet contains an edge that conveys the deep desire to rise up to the challenge of attaining the knowledge, skills and real-world experiences needed to succeed both personally and professionally.

Position CSUSB as a collaborative, close-knit community in which individuals find common ground and pursue a better life. And always include **We Define the Future** as an overarching theme.

Communications should convey this confident yet collaborative mindset, evoking the feel of a campus community that's pragmatic yet full of promise, pride and enthusiasm.

In language and content, **We Define the Future** articulates how CSUSB opens doors, expands horizons and raises expectations. These standards foster a great sense of pride, loyalty and camaraderie among students and graduates.



# Color Palette



Color is an extremely important component of the CSUSB identity and provides a strong visual link across a variety of applications. The university's most identifiable color, CSUSB Coyote Blue, is used for the institutional logo, athletics uniforms and other official university applications. As a defining brand element, CSUSB Coyote Blue should be incorporated into every university marketing piece.

The CSUSB color palette has been condensed to express the **We Define the Future** brand across mediums. The spot colors, as well as the CMYK, RGB and HEX conversions, have been provided for each color.

Secondary colors should be reserved for accent elements (headlines, lead-ins, call-out boxes, etc.) to complement the sophisticated coloring in photography. Yellow and orange should be used sparingly.

Black, dark gray or CSUSB Coyote Blue are preferred colors for body text to maximize legibility.

Be certain to select the appropriate color value for the medium you are using — Pantone colors for spot offset printing, CMYK for offset or digital reproduction, RGB for on-screen presentations or video, and HEX for online screen values. Each value has been optimized for best color reproduction in each of those mediums.

| PRIMARY COLORS  |                   | PANTONE     | C   | M  | Y   | K  | R   | G   | B   | HEX    |
|---|-------------------|-------------|-----|----|-----|----|-----|-----|-----|--------|
|    | CSUSB Coyote Blue | PMS 300     | 100 | 42 | 0   | 0  | 0   | 101 | 189 | 0065BD |
|    | CSUSB Gray        | Cool Gray 9 | 0   | 0  | 0   | 60 | 128 | 130 | 132 | 808284 |
| SECONDARY COLORS  |                   | PANTONE     | C   | M  | Y   | K  | R   | G   | B   | HEX    |
|    | Blue              | PMS 2955    | 100 | 55 | 10  | 48 | 0   | 60  | 105 | 003C69 |
|    | Light Blue        | PMS 298     | 68  | 3  | 0   | 0  | 61  | 183 | 228 | 3DB7E4 |
|  | Light Green       | PMS 368     | 63  | 0  | 97  | 0  | 105 | 190 | 40  | 69BE28 |
|  | Green             | PMS 356     | 95  | 8  | 93  | 27 | 0   | 121 | 52  | 007934 |
|  | Yellow            | PMS 129     | 0   | 11 | 70  | 0  | 243 | 207 | 69  | F3CF45 |
|  | Orange            | PMS 144     | 0   | 52 | 100 | 0  | 233 | 131 | 0   | E98300 |
|  | Red               | PMS 1807    | 7   | 94 | 65  | 31 | 158 | 48  | 57  | 9E3039 |
|  | Dark Red          | PMS 195     | 14  | 88 | 42  | 56 | 119 | 49  | 65  | 773141 |

# Brand Typography

Typography plays a very important role in expressing the personality and tone of the **We Define the Future** brand. Consistent and thoughtful use of the preferred font families will strengthen and unify all CSUSB communication materials. The CSUSB typography can be divided into two groups: a combination of fonts used for display and a principal family used for text.

## DISPLAY TYPOGRAPHY

To illustrate the hardworking and industrious brand personality across various forms of visual communications, a distinctive and decorative typeface has been selected. This typeface should be used with a thoughtful and keen design eye because it can become overused and overwhelming if not chosen strategically.

### Caecilia Lt Std

- Bold is the preferred weight.

*The full font family or individual font weights can be purchased. Purchases should be in OpenType font formats. One online source for this font can be found at MyFonts.com — <http://www.myfonts.com/fonts/adobe/pmn-caecilia>.*

#### CAECILIA LT STD 45 LIGHT

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

#### CAECILIA LT STD 55 ROMAN

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

#### CAECILIA LT STD 75 BOLD

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

#### CAECILIA LT STD 85 HEAVY

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

# PRIMARY TEXT TYPOGRAPHY

Due to the highly stylized, decorative typeface of the brand signature, a subtle and highly legible text face is needed for pairing. Primary text should be set in Myriad Pro, a modern and straightforward sans serif typeface. This typeface is honest and friendly while still feeling familiar. A wide range of weights is available for a variety of uses, but the set includes Light, Regular, Semibold, Bold, Black, Condensed, Bold Condensed.

The full font family or individual font weights can be purchased. Purchases should be in OpenType font formats. One online source for this font can be found at MyFonts.com — <http://www.myfonts.com/fonts/adobe/myriad>.

## MYRIAD PRO LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890,.;?@#\$\$%^&\*()=+

## MYRIAD PRO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890,.;?@#\$\$%^&\*()=+

## MYRIAD PRO SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890,.;?@#\$\$%^&\*()=+

## MYRIAD PRO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890,.;?@#\$\$%^&\*()=+

## MYRIAD PRO BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890,.;?@#\$\$%^&\*()=+

## MYRIAD PRO LIGHT CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890,.;?@#\$\$%^&\*()=+

## MYRIAD PRO CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890,.;?@#\$\$%^&\*()=+

## MYRIAD PRO BOLD CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890,.;?@#\$\$%^&\*()=+

## MYRIAD PRO BLACK CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890,.;?@#\$\$%^&\*()=+

# Brandmark Graphics

The custom typeface used to form the CSUSB brand signature graphic symbolize, respectively, the spirit of perseverance, the energy of triumph and the tradition of academic excellence — all connected in a single visual element. The custom font reflects the inherent personality and the distinctive value of the CSUSB experience.

The brand signature should never be retyped, re-created or in any other way altered. Approved **We Define the Future** brandmark files are available from the Office of Marketing and Communications website — [identity.csusb.edu](http://identity.csusb.edu).

The brandmarks should only be used in solid colors — primarily black, white or CSUSB Coyote Blue.

When pairing with a CSUSB logo, ensure that you follow the clear space guidelines of the CSUSB logo.

## Vertical Stacked Application



## Horizontal 1-line Application



Download *We Define the Future* brandmark files at [identity.csusb.edu](http://identity.csusb.edu).

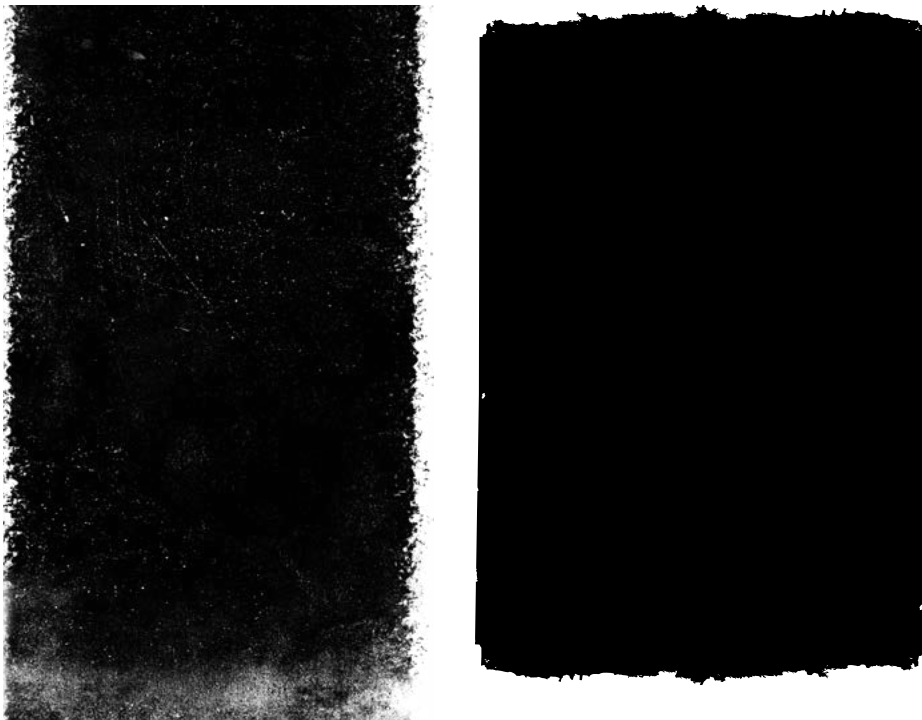
# Brand Design Elements

To keep the brand flexible and fresh, several background textures have been selected for use as brand design elements. A light and skillful hand should be used with these distressed textures to ensure that layouts do not become too overwhelming. Used selectively, brand design elements can enhance the visual interest of a layout.

These textures are best used sparingly and purposefully, laid over full-page fields of color and photography. Use discretion in applying these elements; they should not be overused or applied to small color fields.

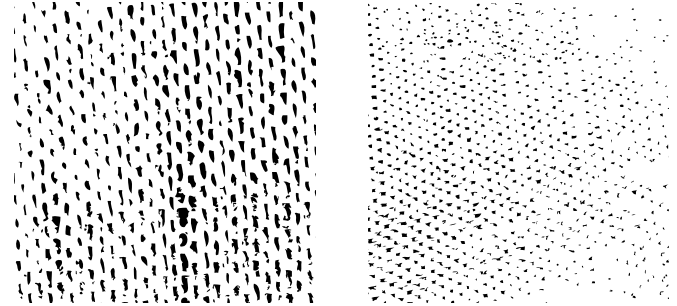
## PAINT ROLLER TEXTURES

Large, bold swaths of texture are available for use. These paint roller textures can be used as a background for the brand signature and institutional logo. They can also be incorporated into layouts to help isolate a clear space for copy positioned on large photographs or color fields, especially those used in a full-bleed application. The colors of these textures should be limited to white (highly preferred), CSUSB Coyote Blue or black (in black-and-white applications) and should bleed off the top and/or bottom edge of the layout.



## SUBTLE BACKGROUND TEXTURES

Another library of vector backgrounds is available as a secondary set of textures. These textures are to be used as very subtle (translucent/tone-on-tone) washes of color that enhance full pages of color, either photographs or solid color backgrounds.



*Please refer to pages 26-31 for examples of appropriate use of these textures.*

*Download CSUSB Brand Design Element files at [identity.csusb.edu](http://identity.csusb.edu).*

# Photography

Photography is a powerful component of the CSUSB **We Define the Future** brand. Brand photography for CSUSB showcases portraits of photogenic people in distinctive locations on and around campus, allowing viewers to “see” themselves at CSUSB. Consistent use of these casual, contextual portrait images will create a visual differentiator for CSUSB within the higher education marketplace.

## VISUAL STYLE

Images should support and convey a thoughtful yet hardworking attitude. The posture of the individual(s) projects a quiet wisdom, which is also expressed through subtle facial expressions. By portraying the subject in a visually arresting, often unconventional setting, the imagery adds a new level of out-in-the-world authenticity to any given story.

## COMPOSITION

Wide shots are preferred; they fulfill the desire to understand “what it’s like” to be at CSUSB by showing the subject in his or her environment. The composition of the wide shots should also convey an “in the moment” feel, capturing the subject in mid-action or mid-thought.

## SUBJECTS

Feature people with confident, happy expressions and informal posture and clothing; they should feel authentic and relatable.

## SETTINGS

Move beyond classrooms and labs to feature a diversity of environments, both on and off campus, to express multiple opportunities and environments. Nature/outdoor shots are widely appealing to all audiences.

## DO

- Select images that correlate thematically with headlines and copy, thus ensuring unity of message for the reader.
- Choose images featuring subjects who reflect the target audience for that specific communications vehicle.
- Choose subjects who look engaged, thoughtful and confident.
- Choose images that are wide to medium frame and that include clear, well-saturated colors that match the secondary color palette.
- Choose an imagery style that feels like a moment of reflection, focus or interaction that is caught in time. This style feels informal and authentic — never posed.
- Choose diverse settings outside of the classroom that help to convey the dynamic aspects of the CSUSB experience (e.g., an outdoor research and/or recreational activity in San Bernardino National Forest, an interesting internship setting or a service-learning activity within the community).

## DON'T

- Select images with too many backs of heads or other unflattering perspectives.
- Shoot trite or unimaginative images (e.g., “podium shots,” “grip-and-grins”).
- Select images with unattractive clutter in the frame (e.g., trash, food, signage).
- Shoot images that are extremely close-up (i.e., a “head-and-shoulders” that limits visibility of the background setting).

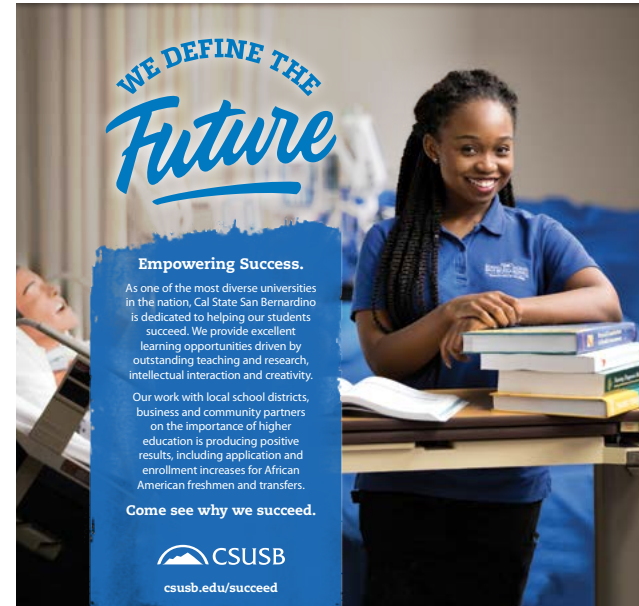
*Please refer to pages 26-31 for design applications that show photography samples.*

*Download CSUSB brand photography at [identity.csusb.edu](http://identity.csusb.edu).*



# Design Applications

Marketing communications in both print and electronic media are the major vehicles for the **We Define the Future** brand both internally and externally. All pieces should reflect the visual and written language of the brand, using a consistent design and editorial voice that reflects the motivated, determined, supportive and welcoming mindset of the CSUSB community. The most important guideline is simplicity — never overload a page with text or imagery. Professionally shot, full-frame portraits that fill a given design layout (versus a series of smaller photos) will engage the viewer and help create a sense of place and vibrancy while keeping the messaging focused.



## Sample Print Advertisements



Sample Online Banners

A blue square graphic with a white, torn-edge border on the left side. The text "WE DEFINE THE *Future*" is at the top in white. Below it, the text "Advance your career with a Master of Public Administration Degree from Cal State San Bernardino" is centered in white. At the bottom left is the NASPAA Accredited logo, which includes a star and the text "NASPAA ACCREDITED The Commission on Peer Review & Accreditation". At the bottom right is the CSUSB San Bernardino logo, including a mountain icon and the text "CALIFORNIA STATE UNIVERSITY SAN BERNARDINO Jack H. Brown College Business and Public Administration".



Sample Online Banners



## Sample HTML Email Template



### Making California a better place for all

Subheadline if needed

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#### Headline 3 Bold Text

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#Coyote4Life #WeDefineTheFuture [View this email in your browser](#)



### CSUSB Coyote Spotlight – Tony Lo

Tony Lo, a bio-premed major and midfielder on the CSUSB Coyotes men's soccer team, talks about his student-athlete experience at the university. The senior is originally from Sydney, Australia.



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909.537.5007 Email: [news@csusb.edu](mailto:news@csusb.edu)  
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Sample Postcards



**PROUD COYOTE CHAMPION OF VENKATA LAKSHMI HARSHITA,**

CSUSB is among the top universities in the nation for social mobility – we change and improve the lives of our students and their families by moving them up the social and economic ladder of society.

Not sure how to support your student with the rest of the admission and enrollment process?

THE COYOTE FAMILY PORTAL CAN HELP!  
Sign up at <https://csusb.campusesp.com>.

**THIS IS YOUR ONE-STOP SHOP FOR:**

- Access to important campus news and deadlines
- Personalized newsletters on your schedule
- Announcements via email
- Sharing of updates with friends and family



FOLLOW US ON SOCIAL MEDIA! @CSUSBA admissions

NON-PROFIT ORGANIZATION  
U.S. POSTAGE PAID  
SAN BERNARDINO, CA  
PERMIT NO. 1649



Additional Sample Print Advertisements



**CSUSB has a confident, focused vision of our identity and the future we will help define.**

Committed to developing the leaders of tomorrow, our faculty and staff are driven to provide a superb education to a diverse, high potential population of students; while enjoying our emerging tradition of athletic excellence. Reaching past the perimeters of our campuses, CSUSB's Water Research Institute typifies how the future calls for us not only to collaborate but lead in tackling the worlds toughest challenges.

Providing a vision of what can be accomplished by working together

**WE DEFINE THE *Future***

CALIFORNIA STATE UNIVERSITY  
SAN BERNARDINO



**WE DEFINE THE *Future***

**Embodying the ethos of grit and grace to achieve our greatest aspirations.**

From a deep desire to provide educational opportunities to the Coachella Valley, to the vision of leading the way in education, The Palm Desert Campus is achieving that which was once thought impossible, becoming an institutional model for others to follow. Educating and enhancing the health of the citizens of California through several programs like its Neurofeedback Center.

Answering the call to achieve the very best leads to meaningful change.

[pdc.csusb.edu](http://pdc.csusb.edu) **CSUSB**  
PALM DESERT CAMPUS

# Managing the Brand

The Office of Marketing and Communications manages the implementation and execution of the university brand, which is to be used as part of all official publications (print and electronic), as well as on the university website and within social media. All publications distributed off campus must be reviewed by the Office of Marketing and Communications.

## Approval and Usage:

To have your publication reviewed, please submit your digital proof using the Logo Approval Request Forms found on our website. Once submitted, it will automatically be routed through our proofing software and reviewed within 2-3 days.

Our purpose is to communicate the official position of the university and advance its image to all internal and external audiences. We are here to assist in marketing communications, emergency communications and general public relations and are excited to work with the campus community and beyond to bring the **We Define the Future** brand to life.



[Logo Approval Request Forms](#)