# CSN

## COLLEGE OF
## SOUTHERN NEVADA

## From the Division of Public & College Relations

The Division of Public and College Relations (P&CR) is pleased to introduce CSN's new identity program and logo. Consistent use of CSN's logo will help the College speak to its various constituencies in a distinct voice that builds brand awareness and name recognition.

P&CR provides a variety of services to help college divisions and departments meet their communication needs. We provide direct and consultative expertise for public relations and advertising efforts including design and all stages of print publication, from pre-publication steps (identifying the audience, targeting for a desired response and the distribution method) and post-publication follow-up (determining the success of the communication effort).

A uniformly applied visual identity program for a college is essential. A logo used consistently helps establish immediate recognition for a college, expresses its personality and sets it apart from its competition. It becomes a visual interpreter of a college's character and quality. It builds credibility for a college and reflects its spirit and values.

This manual provides guidelines to --- and answers basic questions about -- the College's graphic standards. We ask everyone on campus to support this effort and to work within these guidelines to make our visual identity program a success.

If you have any questions, you are invited to consult with P&CR by calling 651-7474 or emailing us at publicandcollegerelations@csn.edu.

## OFFICIAL CSN LOGO

### The College Identity

The official CSN logo is the primary component of the College of Southern Nevada (CSN) graphic identity system. This logo replaces all other pre-existing logos developed for CSN.

The logo (also referred to as the "pinwheel") consists of stylized shapes of the state of Nevada and is incorporated with the letters CSN and the word mark. The word mark is a unique typographic element displaying the full name of College of Southern Nevada. The word mark is always used in combination with the logo and may not be used separately. If a situation arises and it is determined that an exception to the word mark is warranted, refer to the section entitled "Procedures for Exceptions to the Style Guide" on page 24.

The authorized configurations of the official logo shown in this manual are the only approved combinations of the logo and word mark.

The logo must be incorporated into all College Communication without exception and must be consistently applied within the guidelines of the manual.

Please refer to the following pages for specifics in logo color, size, fonts and all other usage guidelines.

VERTICAL LOGO FORMAT



*File Name: 2CV*

HORIZONTAL LOGO FORMAT



*File Name: 2CH*

## Logo Configurations

The official College of Southern Nevada logo must appear in a prominent position on all communication documents.

Shown here are vertical and horizontal configurations of the logo. In all configurations, it is not permitted to change any aspect of the logo and its relationship to the word mark in size or spacing.

Please download accurately proportioned logos from the CSN graphics download library CD included with this Style Guide manual and located in folders saved by file type (ie: eps files, jpeg files, etc.). Any other configurations require the prior approval of P&CR.

## FULL-COLOR LOGO, VERTICAL FORMAT

*File Name: 2CV*

## Approved Color Palette

All logo reporduction must absolutely adhere to the approved CSN color palette. Additionally, all brand media, print pieces and mershandise graphics should strive to appropriately incorporate these colors in their layout elements.

Shown above and at left is the official CSN Pantone® color palette for full-color applications. Full-color is always preferred. Use as a one-color version only when necessary.

In order to reproduce correctly, full-color logos need to be converted to CMYK in a four-color process document, or RGB for web or tv production. Use the formula below for proper conversions.

## Official Full-Color Formulas

| PANTONE | COATED AND UNCOATED | | |
|---|---|---|---|
| Blue | PMS 280 | | |
| Yellow | PMS 116 | | |

| CMYK | FOUR-COLOR PROCESS | | |
|---|---|---|---|
| Blue | 100C | 72M | 0Y | 18K |
| Yellow | 0C | 16M | 100Y | 0K |

| RGB | WEB/TV USE | | |
|---|---|---|---|
| Blue | 0R | 38G | 127B |
| Yellow | 255R | 206G | 0B |

## FULL-COLOR LOGO, HORIZONTAL FORMAT

*File Name: 2CH*

## Logo File Names

The following files are offered in the CSN graphics download library:

| Two-color PMS logo, vertical format | 2CV |
|---|---|
| Two-color PMS logo, horizontal format | 2CH |

## Other Color Needs

In the case of some printing jobs such as banners or merchandise such as pens or other items, the available colors may not match any of the values given above. Please obtain a color card or color swatches from the vendor and then consult with P&CR before production.
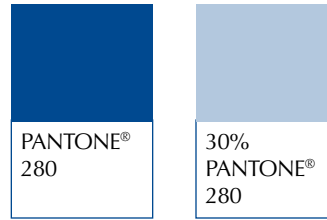
## ONE-COLOR LOGO, VERTICAL FORMAT



*File Name: 1CV*

## ONE-COLOR LOGO, HORIZONTAL FORMAT



*File Name: 1CH*



| | |
|---|---|
| PANTONE®<br>280 | 30%<br>PANTONE®<br>280 |

## Approved One-Color Options
Shown above and at left is the official CSN Pantone® color palette for one-color applications.

Full-color is always preferred. Use a one-color version only when necessary. If absolutely necessary, when printing in any other color other than PMS 280, the lighter state shape in the logo must always be printed in a 30% screen.

## Official One-Color Formulas

| PANTONE | COATED AND UNCOATED |
|---|---|
| Blue | PMS 280 |
| Light Blue | 30% PMS 280 |

## Logo File Names
The following files are offered in the CSN graphics download library:

| | |
|---|---|
| Two-color PMS logo, vertical format | 1CV |
| Two-color PMS logo, horizontal format | 1CH |

## ONE-COLOR LOGO, VERTICAL FORMAT



*File Name: BWV*

## ONE-COLOR LOGO, HORIZONTAL FORMAT



*File Name: BWH*



BLACK

30%
BLACK
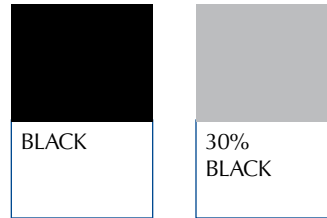
### Approved Black & White Options
Shown above and at left is the official CSN color palette for black and white applications.

Full-color is always preferred. Use a black and white version only when necessary. The lighter state shape in the logo must always be printed in a 30% screen.

### Logo File Names
The following files are offered in the CSN graphics download library:

Black and white logo, vertical format          BWV
Black and white logo, horizontal format       BWH

ONE-COLOR LOGO, VERTICAL FORMAT



*File Name: R2CV*

ONE-COLOR LOGO, HORIZONTAL FORMAT



*File Name: R2CH*

## Approved Full-Color Reversed Options
Shown at left is the official CSN color palette for full-color reversed logo applications. These logos are appropriate in cases where there is a background of 50% or darker value.

Full-color is always preferred. Use full-color reversed version only when necessary.

The logo must never appear in screen tints and must always appear in the color combinations shown. Please see "Color Usage" on page 15 for more information on full-color reversed logo usage with colors.

Please see "Usage With Backgrounds" on page 16 for correct full-color reversed logo usage with photos.

## Logo File Names
The following files are offered in the CSN graphics download library:
Full-color reversed logo, vertical format        R2CV
Full-color reversed logo, horizontal format      R2CH

ONE-COLOR LOGO, VERTICAL FORMAT

*File Name: R1CV*

ONE-COLOR LOGO, HORIZONTAL FORMAT

*File Name: R1CH*

## Approved One-Color Reversed Options

Shown at left is the official CSN color palette for one-color reversed logo applications. These logos are appropriate in cases where there is a background of 50% or darker value.

Full-color is always preferred. Use a one-color reversed version only when necessary. If absolutely necessary, when printing in any other color than PMS 280, the lighter state shape in the logo must always be printed in a 30% screen.

The logo must never appear in screen tints and must always appear in the color combinations shown. Please see "Color Usage" on page 15 for more information on full-color reversed logo usage with colors.

Please see "Usage With Backgrounds" on page 16 for correct full-color reversed logo usage with photos.

## Logo File Names

The following files are offered in the CSN graphics download library:

| | |
|---|---|
| One-color reversed logo, vertical format | R1CV |
| One-color reversed logo, horizontal format | R1CH |

## ONE-COLOR LOGO, VERTICAL FORMAT

*File Name: RBWV*

## ONE-COLOR LOGO, HORIZONTAL FORMAT

*File Name: RBWH*

### Approved Black and White Reversed Options
Shown at left is the official CSN color palette for black and white reversed logo applications.

Full-color is always preferred. Use a black and white reversed version only when necessary. The lighter state shape in the logo must always be printed in a 30% screen.

These logos are appropriate in cases where there is a background of 50% or darker value.

Please see "Color Usage" on page 15 for more information on black and white reversed logo usage with colors.

Please see "Usage With Backgrounds" on page 16 for correct black and white reversed logo usage with photos.

### Logo File Names
The following files are offered in the CSN graphics download library:

| | |
|---|---|
| B&W reversed logo, vertical format | RBWV |
| B&W reversed logo, horizontal format | RBWH |

Optima

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

**Optima Bold**

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

*Optima Italic*

*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890*

***Optima Bold Italic***

***abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890***

## Primary Font

Optima is the official CSN logo typeface (font) for the logo standards. This typeface is embedded into the logo to spell out "College of Southern Nevada" and should not be changed.

This same font family is also the approved typeface for CSN communications, publications and merchandise. Optima - in regular, italic, bold and bold italic - can be used in headlines, subheads, text, signage and business systems. In addition, it is recommended for use in publications and other communication documents, whenever appropriate. Other complementary typefaces may be selected for use in communication materials.

## Complimentary Fonts

CSN does not have one official complimentary font because no one font could express all the diverse messages being communicated at the College. The text of a CSN Culinary Arts flyer, for example, might have a very different character from a President's Office communique´, and the fonts used in the two documents would reflect that difference.

*If you have questions, or for final approval, call P&CR at 651-7474 or e-mail at publicandcollegerelations@csn.edu.*

SERIF FONT
Times New Roman
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

**Times New Roman Bold**
**abcdefghijklmnopqrstuvwxyz**
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**1234567890**

*Times New Roman Italic*
*abcdefghijklmnopqrstuvwxyz*
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*
*1234567890*

***Times New Roman Bold Italic***
***abcdefghijklmnopqrstuvwxyz***
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***
***1234567890***

SANS SERIF FONT
Arial
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

**Arial Bold**
**abcdefghijklmnopqrstuvwxyz**
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**1234567890**

*Arial Italic*
*abcdefghijklmnopqrstuvwxyz*
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*
*1234567890*

***Arial Bold Italic***
***abcdefghijklmnopqrstuvwxyz***
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***
***1234567890***

## Preferred Desktop Publishing Fonts

CSN does not have one official desktop publishing font because no one font could express all the diverse messages being communicated at the College.

When in doubt however, it is preferred that the two fonts at left be used in order to maintain readability and consistency.

These are samples of approved fonts that can be used as headlines, subheads and text and are available through all standard desktop publishing programs.

These are supporting fonts only and must never be substitutes for the official word mark in the logo.

x height

CSN
COLLEGE OF
SOUTHERN NEVADA

x

x

CSN
COLLEGE OF
SOUTHERN NEVADA

x

x

CSN
COLLEGE OF
SOUTHERN NEVADA

minimum height of the logo is 7/16"

## Clear Space Requirements

The area surrounding the logo must be equal to, or more than X, where X is equal to the total height of part of the graphic (see example at left).

The logo must not be placed close to distracting design elemts and must not become part of a larger pattern or design element.

## The Minimum Reproduction

The minimum print reproduction size of the logo is 7/16 inch. If there is a need to reduce the logo to a size smaller, please contact P&CR for recommendations.

## Legibility

While placement of the logo and supporting typography will vary according to specific design needs, great care must be taken to ensure that the marks are always legible. Scans of original logos should not be used, as they reduce clarity.

If you have any questions, or for final approval, call P&CR at 651-7474 or email at publicandcollegerelations@csn.edu.

**DO NOT Substitute Typefaces**
Using other typefaces in place of the official word mark is not permitted.

**DO NOT Remove Words**
Do not alter the word mark in any way, such as eliminating the words "College Of".

**DO NOT Rearrange**
Do not rearrange the logo and word mark configurations in any way.

**DO NOT Change Angles**
Do not angle or rotate the logo.

**DO NOT Distort**
Do not add a shadow, dimension, or distort the logo.

**DO NOT Change Spacing**
Use the signature configurations as distributed. Do not change the spacing between letters, or spacing between the word mark and logo.

**DO NOT Screen Colors**
Using screen tints of the official College logo in any combination is not permitted.

**DO NOT Change Existing Colors**
Mixing the official colors in any combination other than the approved usage is not permitted.

**DO NOT Change Colors**
Changing the official College colors to anything other than the approved usage is not permitted.

**DO NOT Convert Color Version to Black & White**
Avoid using color digital files when outputting to a black and white laser printer. This will render the official colors of blue and yellow in screens of black that is not permitted.

**DO NOT Combine Colors**
Combining the official College colors with any combination other than the approved usage is not permitted.

**DO NOT Change Existing Reversed Colors**
Mixing the official reversed colors in any combination other than the approved usage is not permitted.
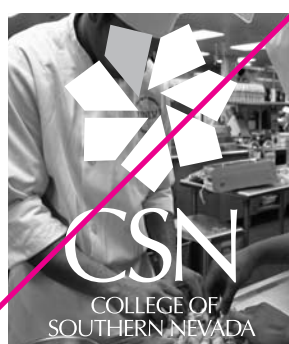
## Four-Color Backgrounds

When using a logo over a four-color photograph, it must be either the approved four-color or full-color reversed version. The placement of the logo should be in an area of the photograph where there are no distracting patterns or elements. When at all possible, the photograph should be seen through the pinwheel area. It is not permitted to place the logo over an area of the photograph where there are distracting patterns or elements.

## One-Color Backgrounds

When using a logo over a one-color photograph, the logo must be either the approved black and white or reversed black and white version. The placement of the logo should be in an area of the photograph where there are no distracting patterns or elements. When at all possible, the photograph should be seen through the pinwheel area. It is not permitted to place the logo over an area of the photograph where there are distracting patterns or elements.

## Customized Logos

Academic and administrative offices may not design customized logos. However, departments or programs with a major external presence and mission distinct from the academic mission of the institution may, in some cases, be permitted to create and use unique logos with the approval of P&CR. Examples of this include Performing Arts, Workforce and Economic Development, Athletics and the Planetarium.

Any office or department wishing to create a customized logo or to modify the official college logo must submit justification in writing to the vice president to whom they report. Upon approval from the vice president, the proposal will be submitted to P&CR for consideration. If approved, the office or department will be responsible for covering the cost of services of a professional graphic designer to create the logo. The design must be approved by P&CR prior to implementation.

## Authorized Personnel

Authorized CSN employees (including student assistants) and authorized vendors may display a CSN logo - official versions or any part or variations thereof - in print or digitally only for official CSN communications, publications and merchandise.

Unauthorized usage constitutes trademark infringement. CSN may seek legal remedy, including financial compensation, in all cases of unauthorized usage including use by authorized users for unauthorized purposes.

*To obtain authorization or for final approval, refer to "Authorization to Print" on page 22.*

## Approval

A copy of your external communications, publications, merchandise or other materials should be submitted to P&CR along with a completed Public Relations & Advertising Release Form with at least a week to review before production begins. This generally allows enough time for initial proofing, submission of changes and an additional proofing opportunity in the event there are still changes to be made. While P&CR will do everything possible to meet deadlines if there is not adequate review time, we cannot ensure the preferred production date will be achieved without it or in the event there are significant changes needed.

Internal communications such as degree sheets, course materials, faculty publications and other related internal communication materials do not need approval from P&CR. However, any internal or external communications promoting either academic or nonacademic divisions, departments, courses, associations or personnel should always incorporate the CSN logo in their communication according to the logo and branding standards in this document.

9 pt. Optima Bold
8 pt. Optima

9 pt. Optima Italic
8 pt. Optima

Nevada System of Higher Education

Charleston Campus     Cheyenne Campus     Henderson Campus     Academic and Learning Centers
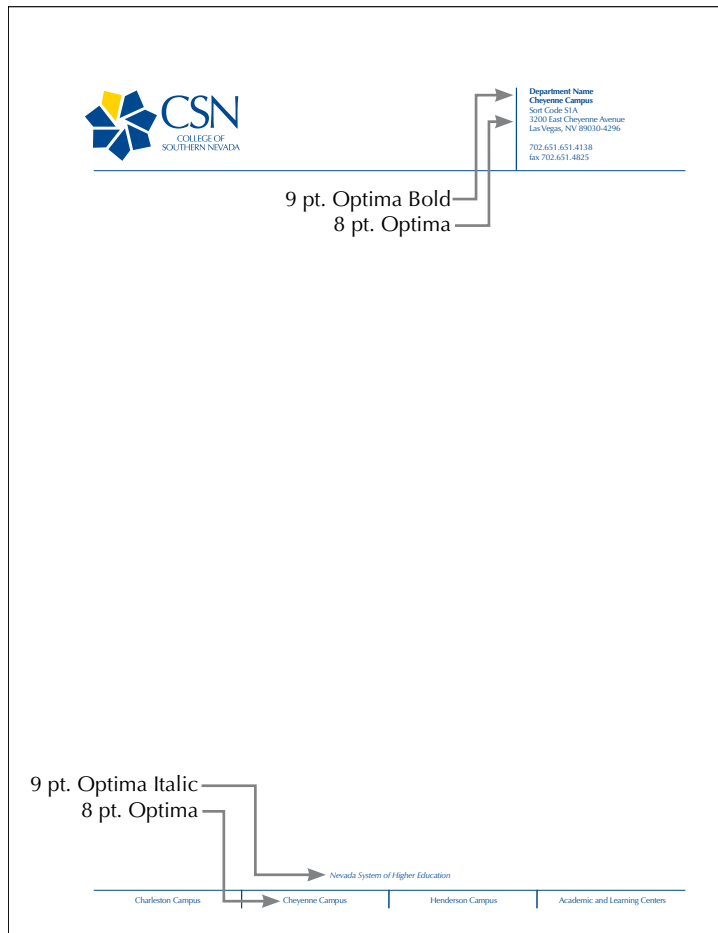
## Standard Stationery System

The stationery system shown in this manual replaces all previous versions and is the only authorized design. The College stationery system does not allow for personalized stationery.

All CSN stationery is printed in full-color.

Any other configurations require the prior approval of P&CR.

*Please contact Printing Services at 651-4355 to place your stationery order.*

## Letterhead

At the top right corner of the letterhead, aligned with the bottom of the logo and flush left, is your Department or Division name followed by the campus, set in 9 pt. Optima Bold. Two lines may be used for departments/divisions with long names. Following the department/division and campus are sort code and address in 8 pt. Optima. (For mailing purposed, the USPS requires sort code placement above the address line.) Phone and fax numbers are located beneath the address information in 8 pt. Optima and aligned with the bottom of the CSN portion of the logo.

Centered across the bottom of the letterhead in "Nevada System of Higher Education" in 8 pt. Optima Italic. Listed underneath are all four campuses in 8 pt. Optima.

For second and subsequent pages, use blank white paper stock.

*Department Business Card*

- Name — 9 pt. Optima Bold
- Title — 9 pt. Optima Italic
- Department Name — 8 pt. Optima
- 702.651.651.4138 / fax 702.651.4825 / first_lastname@csn.edu — 8 pt. Optima
- Cheyenne Campus — 8 pt. Optima Bold
- Sort Code S1A / 3200 East Cheyenne Avenue / Las Vegas, NV 89030-4296 — 8 pt. Optima



*Division Business Card*

- Name — 9 pt. Optima Bold
- Title — 9 pt. Optima Italic
- Division Name — 8 pt. Optima
- 702.651.651.4138 / fax 702.651.4825 / first_lastname@csn.edu — 8 pt. Optima
- Cheyenne Campus — 8 pt. Optima Bold
- Sort Code S1A / 3200 East Cheyenne Avenue / Las Vegas, NV 89030-4296 — 8 pt. Optima

## Business Cards

There are many different departments, divisions and titles throughout CSN. At left are examples of guidelines for business card orders for both a Department identification business card and a Division identification business card.

Contact Printing Services at 651-4355 to place your business card order. You will be asked to determine which format best suits your needs, as well as all pertinent information to be printed on your cards.

All type should be in upper- and lower-case. No all caps options are permitted.

### DEPARTMENT BUSINESS CARD FORMAT

At the top right corner of the card, aligned with the top of the logo and flush right, should be your name, set in 9 pt. Optima Bold. Underneath the name is your title in 9 pt. Optima Italic. Following the name and title is your department set in 8 pt. Optima. Two lines may be used for departments with long names. Phone and fax numbers and email address are located beneath the name information in 8 pt, Optima and aligned with the bottom of the CSN portion of the logo. (For mailing purposes, the USPS requires sort code placement above the address line.) Campus identification is in 8 pt, Optima Bold, followed by sort code and address in 8 pt, Optima.

### DIVISION BUSINESS CARD FORMAT

At the top right corner of the card, aligned with the top of the logo and flush right, should be your name, set in 9 pt. Optima Bold. Underneath the name is your title in 9 pt. Optima Italic. Following the name and title is your division set in 8 pt. Optima. Two lines may be used for divisions with long names. Phone and fax numbers and email address are located beneath the name information in 8 pt, Optima and aligned with the bottom of the CSN portion of the logo. (For mailing purposes, the USPS requires sort code placement above the address line.) Campus identification is in 8 pt, Optima Bold, followed by sort code and address in 8 pt, Optima.

**Department Name**
**Cheyenne Campus**
Sort Code 51A
3200 East Cheyenne Avenue
Las Vegas, NV 89030-4296

CSN
COLLEGE OF
SOUTHERN NEVADA

9 pt. Optima Bold
8 pt. Optima

## Envelopes

At the top left corner of the envelope, is your Department or Division name followed by the campus, set in 9 pt., Optima Bold, flush left. Two lines may be used for divisions with long names. Following the department/division and campus are sort code and address in 8 pt. Optima. (For mailing purposes, the USPS requires sort code placement above the address line. ) The logo is placed to the right and aligned with the top of the address block.

This envelope configuration conforms to U.S. Postal Services regulations.

**Department of
Health Related
Professions**

*School of Health Sciences*

CSN
COLLEGE OF
SOUTHERN NEVADA

CSN
COLLEGE OF
SOUTHERN NEVADA

**Department of Health
Related Professions**

For more information on this program
call the Department of
Health Related Professions
702-651-5757.

**Re-Entry / Career Services / Student Affairs**
Charleston          702-651-5089
Cheyenne          702-651-4700
Henderson          702-651-3174

**Counseling**
Charleston          702-651-5670
Cheyenne          702-651-4049
Henderson          702-651-3165

**Testing & Assessment**
Charleston          702-651-5733
Cheyenne          702-651-4050
Henderson          702-651-3128

650-2276 • www.csn.edu

**NEVADA SYSTEM OF HIGHER EDUCATION
BOARD OF REGENTS**

Michael Wixom, Chair
Howard Rosenberg, Vice Chair

Mark Alden
Dr. Stavros S. Anthony
Cedric Crear
Thalia M. Dondero
Dorothy Sewell Gallagher
Dr. Jason Geddes
Ron Knecht
James Dean Leavitt
Dr. Jack Lund Schofield
Steve Sisolak
Bret Whipple

James E. Rogers, NSHE Chancellor
Dr. Michael Richards, CSN Interim President

CSN is an AA/EEO educator and employer and does not discriminate on the basis
of race, color, national origin, sex, religion, age, disability, sexual orientation,
veteran status, height, weight or marital status in employment or the provision of
educational services and is an equal access/equal opportunity/affirmative action
employer. CSN reserves the rights to eliminate, cancel, phase out or reduce in size
the course and/or programs for financial, curricular or programmatic reasons. For
official listings of courses required for degree/certificate(s), see an academic advisor.

*We've removed* "community"
*from* our name, *but*
*you'll never be able to remove*
what we do
*for the* community.

CCSN is now CSN.

*A*nd while our name has changed, we are still the same amazing college we
have always been. For more than 35 years we have helped you fulfill your dreams
and achieve your goals. In that time over 1 million people have turned to the
College of Southern Nevada to better their lives and their futures. Here's just a
few reasons why so many have attended Nevada's largest college:

• Small Classes          • Transfer Programs          • Free Tutoring
• Financial Aid          • Career Counseling          • Multiple Computer Labs
• Scholarships          • Job Placement Assistance          • Online Courses

The College of Southern Nevada • Call 650-2276 or visit www.csn.edu

CSN is an Equal Opportunity Educational Institution/Equal Opportunity Employer

CSN
COLLEGE OF
SOUTHERN NEVADA

## Incorporating the Logo into Publications

Include the logo prominently on the front of every College communication piece (publications, web sites, etc.). A publication includes, but is not limited to the following:

- Advertisement
- Announcement
- Banner
- Billboard
- Brochure
- Document
- Flier
- Form
- Event Program
- Invitation
- Newsletter
- Postcard
- Poster
- Report

All external communications also require P&CR approval and print authorization. External communications include brochures, newsletters, programs and other external materials intended for use beyond internal faculty, staff or current students. Please refer to P&CR for more information.

No clip art is permitted; use only high-resolution images. See P&CR for help in using or locating any such images.

Use caution when incorporating the logo into other graphic elements. It is important to follow the guidelines regarding the "Space and Size Requirements" (page 13). Boxes, rules and other graphic elements must not compete with the logo. When using the logo with photos, please follow the standards in the "Usage with Backgrounds" (page 16) section of this manual.

## Inclusion of Regents

The Nevada System of Higher Education, Board of Regents, Chancellor an President must be included in all external communications including brochures, newsletters, programs and other external materials intended for use beyond internal faculty, staff or current students. Please refer to P&CR for the most current list of names.

If you have questions, or for final approval, call P&CR at 651-7474 or email at publicandcollegerelations@csn.edu.

**Public Relations & Advertising Release Form**

**Division of Public & College Relations (P&CR) – W32E**
**Tel: 651-7474 - Fax: 651-5933 - E-mail:**
**mailto:publicandcollegerelations@csn.edu**

Authorization is required to release the CSN logo, brand, images and related institutional messages for use in public relations, advertising and events. While materials such as print publications, mailings, program brochures, newsletters and all broadcast or external media require authorization, it is not required for internal communications such as institutional forms, course materials/syllabi, academic publications, personnel announcements or other internal communication materials. However, all internal and external materials must follow the standards published in the CSN Style Guide. Contact P&CR for more information and for consultation.

**Submission Process:**
- Forward this form along with a copy of your material, media or event description and related details to P&CR with at least a week to review.
- Make any appropriate revisions when returned from P&CR and resubmit unless it was approved with changes. An additional review may be required before authorization is given if extensive revisions are required.
- Forward this document to CSN Printing Services with the appropriate printing forms. *See below for note on external proof authorization when using outside vendors.*
- *The CSN Purchasing Department cannot authorize payment to internal or external vendors without this signed form accompanying the required LPO or RX paperwork.*

**Type of Request:** Advertising / Media     Public Relations     Promotion     Other (describe) _____
*(Please circle)*
**Type of Advertising:** TV     Radio     Print     E-mail / Web     Mailing     Other (describe) _____
**Attach a copy of the LPO or RX for the Commodity Approval required by Purchasing.**

**Name of Media, Publication or Event** _____

**Date of Media Request, Publication or Event** _____

**Production Approval (Vice-President, Director, Dean or Department Chair or authorized designee):**
Print Name _____ Signature _____ Dept. _____ Date _____

**1st Departmental Proof Authorization (original designer/project manager):**
Print Name _____ Signature _____ Date _____

**2nd Departmental Proof Authorization (assistant/colleague):**
Print Name _____ Signature _____ Date _____

**Public & College Relations Proof Authorization:**
Print Name _____ Signature _____ Date _____

Print Name _____ Signature _____ Date _____

**(Use of an external vendor for printing or other production requires P&CR approval of the vendor's proof just prior to production.)**

**Public & College Relations External Proof Authorization**:
Print Name _____ Signature _____ Date _____

**Revised 05/10/07**                                    **CSN PA-1a**

## Obtaining Authorization

Authorization is required to release the CSN logo, brand, images and related institutional messages for use in public relations, advertising and events. While materials such as print publications, mailings, program brochures, newsletters and all broadcast or external media require authorization, it is not required for internal communications such as institutional forms, course materials/syllabi, academic publications, personnel announcements or other internal communication materials. However, all internal and external material must follow the standards published in this CSN Style Guide.

## Submission Process

Forward the form shown at left and downloadable from the P&CR web site, along with a copy of your material, media or event description and related details to P&CR with at least a week to review.

Make any appropriate revisions when returned from P&CR and resubmit unless it was approved with changes. An additional review may be required before authorization is given if extensive revisions are required.

This completed form is required for P&CR approval of the creative design and logo usage. This form must be submitted to the Purchasing Department along with a copy of the final design for Purchase Order processing and/or vendor payment.

*If you have questions, call P&CR at 651-7474 or email at publicandcollegerelations@csn.edu.*

## Digital Files

Authorized logo configurations are available in digital form on the CD enclosed in this manual. The CD contains files that are readable by both Macintosh® or Windows®. Do not scan or image the logo for use in any publication.

## Electronic Format Descriptions

There are four file formats provided on the CD - EPS, JPEG, PDF and TIFF. Typically, users will find that:

- EPS files can be used with design software such as Adobe Illustrator, PhotoShop and Quark.
- PDF files can be used with Adobe Pro or Standard as well as some desktop publishing software.
- JPEG and TIFF files can be used with most MS applications and common desktop publishing software.

While these formats will work for most all software applications, it is usually only the EPS-formatted files that allow for you to accurately match and reverse colors, appropriately scale logos and correctly render backgrounds.

In order to reproduce correctly, full-color logos need to be converted to CMYK in a four-color process document, or RGB for web or tv production. Refer to "Official Full-Color Formulas" on page 5 for color breakdowns.

While the provided PDF, JPEG and TIFF files are high-resolution files, if they are not inserted properly they may not achieve each of the standards set in this document and approval and production time could be affected. Another file option available to those using Adobe Standard or Pro is to resave the PDF file to another file extension. If you use Adobe and the 'Save As' function, you can save the file as other file types such as PNG or TIFF. These two extensions in particular work well with many MS-based software applications.

Keep in mind that the use of other file extensions can affect the graphic quality of an image and this could also affect approval and production time.

If additional assistance is required, please contact P&CR at 651-7474.

## Accessing Logos Via PC

TO ACCESS THE LOGOS:

1. Open the CSN Logo CD (through My Computer or Windows Explorer). Logos can be saved to your computer or accessed via the CD.

2. Select the appropriate logo and file format for your application. Logos are labeled so that they correspond to a particular graphical need. Refer to pages 5-10 for your logo file name.

3. Simply Copy and Paste the logo from your computer or CD into your application and enlarge or reduce to the needed size. As previously mentioned, narrowing, heightening, widening or lengthening of the logo is prohibited. If you are unable to enlarge or reduce the logo to scale, please contact P&CR for assistance.

INSTRUCTIONS FOR PLACING A LOGO INTO YOUR MS WORD DOCUMENT (PC PLATFORM/WINDOWS)

1. Open up your Word document, and place the text cursor in the position you wish to place a logo.

2. Go to INSERT, then PICTURE, then (Still holding the mouse down) FROM FILE.

3. A dialog box will pop up that will allow you to find the appropriate logo file on your hard drive. Select the file you want to place into your document.

4. Click INSERT on the dialog box. When the image is pasted into your MS Word file, it will appear very large. To resize, click on the image once; you'll see small "handles" on the corners and sides. Click only on a corner handle (not a side handle) to resize. This method is the only way to resize the logos proportionately. Do not squeeze or stretch the logos from side to side or top to bottom.

NOTE: This same process should work for most Microsoft products.

## Procedures for Exceptions to the Style Guide

Any exceptions to the requirements of this Style Guide must be approved by the Division of College and Public Relations prior to printing. Please follow the steps below when submitting and exception request:

- Request must include written justification of exception, artwork, name and contact information.
- Send requests in a digital format to the Division of College and Public Relations at www.publicandcollegerelations@csn.edu or by mail to:
  Division of College and Public Relations
  Sort Code W32E
  6375 W. Charleston Blvd.
  Las Vegas, NV 89146-1164
- Allow a minimum of one week for a decision. Most exception decisions do not take a full week, but some do require a review by additional departments. A decision will be returned as soon as possible.
- If you have questions, call the Division of Public and College Relations at 651-7474.

## Process for Acquiring Printing-Related Services and Products

To get a current copy of the Services and Price List Handbook, or to acquire about available templates, please contact Printing Services at 651-4355. Their office hours are Monday - Friday 8:00 a.m. - 5:00 p.m.

Printing Service Department
Cheyenne Campus
Sort Code N1A
3200 E. Cheyenne Ave.
North Las Vegas, NV 89030-4296

In the Services and Price List Handbook you will find:

- How to fill out and submit a Printing Request Form
- Services available
- Time required for completion of various printed pieces
- Paper available (weight, sizes, colors)
- Current Price List

All printing must adhere to the CSN Style Guide policies and procedures. Failure to follow the manual can result in a department or division being required to reprint the material at their own expense.