

## PREFERRED UNIVERSITY LOGO

[csudh.edu/brand/visual-style/university-logo/](https://csudh.edu/brand/visual-style/university-logo/)



CALIFORNIA STATE UNIVERSITY, DOMINGUEZ HILLS

## UNIVERSITY NAME

[csudh.edu/brand/brand-overview/university-name/](https://csudh.edu/brand/brand-overview/university-name/)

### CSUDH

The acronym CSUDH is the preferred usage. The first reference to the university should utilize the full California State University, Dominguez Hills usage, but subsequent references should refer to the school as CSUDH.

### California State University, Dominguez Hills

This is the university's formal name that identifies it as part of the California State University system. California State University, Dominguez Hills is one of 23 campuses in the CSU system.

## FONTS

Please contact Information Technology regarding font licensing and installation. [csudh.edu/web-services](https://csudh.edu/web-services)

### Proxima Nova – San Serif Font

Proxima Nova is the primary branding font for the university. This font should be used if your department regularly creates graphic collateral. Use **Arial** or **Calibri** if you don't have this font.

### Mercury – Serif Font

Mercury is the chosen complimentary serif font. This font is primarily used by the Office of Communications and Public Affairs on select communication pieces. Use **Times New Roman** if you don't have this font.

## PRIMARY COLOR PALETTE

[csudh.edu/brand/visual-style/colors/](https://csudh.edu/brand/visual-style/colors/)



## DOWNLOAD LOGO FILES & TEMPLATES

[csudh.edu/brand/brand-assets/downloads](https://csudh.edu/brand/brand-assets/downloads)

## DOWNLOAD BRAND GUIDELINES

[csudh.edu/Assets/csudh-sites/brand/docs/CSUDH\\_Brand-Guideline.pdf](https://csudh.edu/Assets/csudh-sites/brand/docs/CSUDH_Brand-Guideline.pdf)

## SIX BRAND ATTRIBUTES

[csudh.edu/brand/brand-overview/brand-meaning](https://csudh.edu/brand/brand-overview/brand-meaning)

1. CSUDH provides a **transformative educational experience** that changes students' lives as well as the lives of their families and communities.
2. We recognize the financial investment students and their families make, and we provide a **clear path to a degree** with step-by-step guidance along the way.
3. Our **academic excellence** is supported by internships, social engagement, community service, and student research opportunities.
4. We offer outstanding faculty, academic selection, student lifestyle, and **graduate success**.
5. We **embrace diversity** and view our diverse population as a differentiator and point of pride.
6. CSUDH fuels the educational, economic, and cultural **vitality of the South Bay**.



## ATHLETICS LOGOS

Use of the CSUDH Athletics logos are restricted to NCAA athletics or school spirit purposes only. Visit [gotoros.com](https://gotoros.com) or contact Rick Hoskin [rhoskin@csudh.edu](mailto:rhoskin@csudh.edu) for more information.