Chico State Social Media Visual Branding Guide

Last updated 01.19.23

COLORS

#436875 R67 G104 B117
#757959 R117 G121 B89
#f1c156 R241 G193 B86
#e3706a R227 G112 B106

Tinted Color Palette

#000000 R0 G0 B0
#ffffff R255 G255 B255

Black and White

#706258 R112 G98 B88

Warm Gray 11

#9d2235 R157 G34 B53
#de5750 R222 G87 B80
#eba70e R235 G167 B14
#474c21 R71 G76 B33
#043546 R4 G53 B70

Standard Color Palette

→ (this palette is for use with "formal" #wildcatsupport slides only)

FONTS

Bright vixens jump; dozy fowl quack.
Bright vixens jump; dozy fowl quack.

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Bright vixens jump; dozy fowl quack.

ROBOTO & ROBOTO CONDENSED (shown in Regular and Regular Italic)

1 2 3 4 5 6 7 8 9 10

PLAYFAIR DISPLAY BLACK
(for use ONLY in date numbers for Wildcat Weekly events)

Bright vixens jump; dozy fowl quack.
Bright vixens jump; dozy fowl quack.

LORA (shown in Regular and Regular Italic)

NOTES

WILDCAT WEEKLY COVERS

1. Convert photograph to grayscale (Edit Image> Filter> "Grayscale")
2. Place colored rectangle with transparency of 70% over photograph.
3. General guidlines for overlay colors:
   - Blue on photos with a lot of blue (sky, water)
   - Green on photos with a lot of green (trees, landscapes)
   - Gray on photos with limited colors and inanimate objects (buildings, statues)
   - Warm colors (terra cotta, yellow and gradient) on any photo with enough contrast; use ONLY these for people's faces

Questions? Please contact University Communications Creative Services at 530-898-4681 or raduncan@csuchico.edu