Overview

The Collegiate Information and Visitor Services brand and visual guidelines manual is designed to ensure that our mission, vision and identity remains consistent, creditable and meaningful to our community of members and non-members.

Our Mission is to provide knowledge exchange, research and connections in an inviting arena that builds professional and personal relationships.

Membership – We support our dynamic membership of collegiate professionals through every decision made

Communication – We seek out all avenues to strengthen connections and networking among our membership

Education – We provide leadership and a variety of innovative educational formats to support professional growth

The CIVSA Vision is to partner with higher education professionals to set standards of excellence in the field of information and visitor services.

Tagline – The Gateway to Information and Visitor Services within Higher Education

Using the Manual

As members, we are all invested in maintaining, protecting and strengthening the Collegiate Information and Visitor Services Brand.

Please reference this manual as you continue to promote the association, connect people to our resources and recruit future members.

Thank you for supporting CIVSA and helping us strengthen the association!

Nick Gonzales
Director of Communications
University of Wisconsin–Madison

Collegiate Information and Visitor Services Association

Use the full name when speaking with non-members or prospective members who may be unfamiliar with the acronym. Once the organization has been introduced, the informal name, “CIVSA” may be used.

CIVSA

Use this name in casual conversations or among existing members.
Official Colors

CIVSA blue should be used as a predominant color with light blue and white reserved for supporting accents. These colors should be not be altered or tinted.

Recommended Use

To maintain an accurate color palette, using the Pantone color is recommended when possible.

For text and links, please use the following colors:

Text Colors: #000000 or #333333

Links: #192a7f

4-Color Process, Web and Hex Colors

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<th>Colors</th>
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<tr>
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Primary Signature Logo

In most cases, when using the CIVSA logo, please do not distort, remove or alter the tagline or the association name: Collegiate Information and Visitor Services Association.

Specialized Logo

Using the following logo without the name and tagline requires approval by the Director of Communications and may be used in special circumstances on materials where design space is limited.

Examples may include:
- Small association giveaways
- Email banners
### Misusing the Logo

- Do not alter the typographic placement or proportions.

### Minimum Size

To ensure that the graphic remains legible on the web, the logo must be no smaller than a height of 100 px. If unable to accommodate this size, you may receive approval to use the specialized logo (see above). Please contact the Director of Communications for approval.

### Minimum Clear Space

To avoid crowding the logo, please allow for a minimum of 10 px or 2.65 mm of space around the logo. Do not place any other graphic elements within this clear space area.
CIVSA Typeface

Typeface plays an important role identifying information and materials representing CIVSA.

Primary Typeface
For print and digital communications, the recommended typeface is **Justus**:

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

123456789
```

Secondary Typeface
If Justus font is unavailable, the **Helvetica** font may be substituted:

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

123456789
```

Why Justus?

Using the right font can affect the way we read, think and feel about information presented. The Justus font family is highly versatile, easy to read and professional.

This font can be used for body text and headline text.

Helvetica is recommended for web-safe communications.

*Please note that other serif and sans-serif fonts may be substituted for Justus and Helvetica when appropriate.*

For questions, please contact nick.gonzales@wisc.edu.
Social Media Guidelines for Members

The guidelines below have been adapted for use by CIVSA and were shared with permission from the University of Wisconsin-Madison’s Parent Program.

CIVSA's social media channels are intended to provide association members and non-members with an opportunity to build community, foster discussion and share information.

We invite you to post, interact, ask questions and discuss topics relevant to the field of information and visitor services within higher education. Members, non-members or anyone who supports our vision are encouraged to engage with us on social media (Facebook, Twitter and Instagram).

These channels are a safe space that supports diversity and tolerance and are intended to foster community. While we welcome and encourage postings, CIVSA reserves the right to block individual accounts and/or remove comments, links, photos, commercial advertisements/promotions, trademark/copyright violations or other content.

CIVSA monitors its channels and will answer questions and give feedback, when needed. We respectfully reserve the right to use photos and comments, including photos taken during association-sponsored events.

If you have any questions or concerns, please contact us at civsaHQ@civsa.org. We look forward to connecting with you on social media!

Official Social Media Channels

Facebook | Twitter | Instagram

Tips When Posting

**Interact.** Build relationships with fellow members through friend requests, follows, re-tweets, likes and post sharing.

**Insight.** Share your personal and professional knowledge, stories and experiences.

**Concise.** When possible, keep your posts short and scannable.

**Respect.** Be courteous of other people’s feelings and beliefs.

**You.** Be yourself!