

The content on the following pages is the official brand of the **Coppin State University 125th Anniversary Celebration**. As you build communications, you may use the assets that best fit your space requirements. Our 125th brand reflects aspects of our parent brand with apparent similarities. The wordmarks, seal and lockups should be used on all branded materials and be immediately recognizable by any partner as the 125th Anniversary branding.

PRIMARY WORDMARKS



PRIMARY LOGOMARKS

The logomarks can be used instead of the full wordmark if the main CSU logo is used elsewhere on the design. It can also be used as a design element in any brand color and/or tint.



BE MORE LOCKUPS



SECONDARY WORDMARKS

Secondary wordmarks may be used when their orientation or design compatibility is more suitable than the primary.



TYPOGRAPHY

Gotham, Gotham Narrow, and Sina Nova are the primary fonts for our brand.

GOTHAM
GOTHAM NARROW
SINA NOVA

COLOR PALETTE

The primary colors of our brand are blue, gold, and white. The color selection for the 125th Anniversary Celebration acts as a brand identifier and is intentional in mirroring that of Coppin State University.

Pantone should be used for solid color printing.
CMYK should be used for 4-color process printing.
RGB & HEX should be used for digital applications.

Tints of this color palette are available to use when flexibility is needed. To keep the campaign brand clean, use tints as “accent colors”.

BLUE
 PANTONE: 540
 CMYK: 100/57/12/60
 RGB: 0/48/86
 HEX: 003056

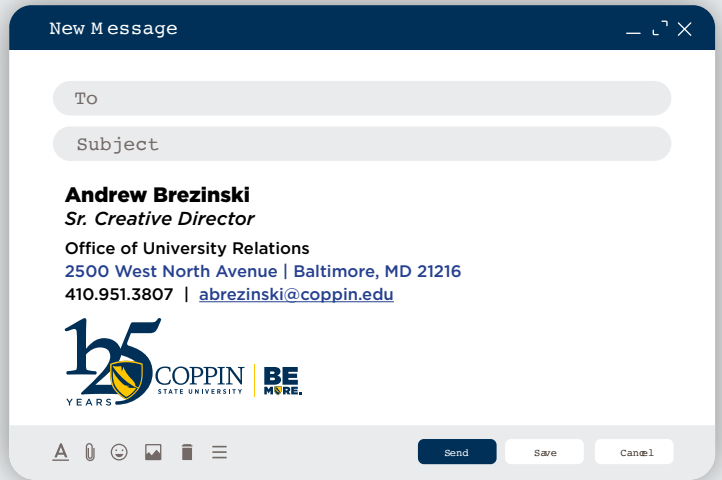
GOLD
 PANTONE: 7548
 CMYK: 0/22/100/0
 RGB: 255/201/21
 HEX: ffc915

WHITE
 PANTONE: 000C
 CMYK: 0/0/0/0
 RGB: 255/255/255
 HEX: ffffff

EMAIL SIGNATURE

The 125th Anniversary Be More logo lockup is highly encouraged to be used in the email signature of all CSU staff in 2025.

Andrew Brezinski
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MESSAGING & VISUALS

To ensure brand continuity, incorporation of the 125th Anniversary brand acts as a visual tie for all related collateral. In the following examples, you will see variations of approved brand use.

