



College of
Southern Idaho
Foundation

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Brand Identity

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Mission

Work. Play. Communicate.

The reason why we exist and our noble purpose as a company. Our mission informs how we communicate and the way we live internally and externally.

Noble Purpose

At the end of 2021, the USA's student loan debt totaled in the neighborhood of \$1.6 trillion dollars. Idaho's battle with low go-on rates is ongoing, and every year money is invested into scholarship opportunities, dual-credit courses, and other educational incentives designed to make higher education more accessible for students.

The CSI Foundation exists to offer financial resources and education opportunities to those members of our community who would otherwise struggle to pursue higher education because of financial limitations. Spreading awareness about the different financial assistance programs we offer is an integral part of this mission.

5-Point Core Values

One. Values & Beliefs

These are the core values that inform our daily efforts as an organization, both toward the students we serve as well as toward the donors we rely on.

Our “Big 3” values are: **Stewardship**, **Partnership**, and **Accessibility**. These values are further defined to the right.

Belief One: Stewardship

We must be responsible stewards of the financial resources entrusted to us by donors. We practice financial transparency and donors can rest assured that their contributions are going to the programs of their choosing.

Belief Two: Partnership

Higher education is not a one-sided endeavor, it requires effort from all sides to achieve success. The CSI Foundation acts as partners to the students we serve, as well as to the educational institutions we represent.

Belief Three: Accessibility

Accessibility is a core aspect of who we are and the work that we do. We’re on a mission to make education more accessible, and in order to do that, we must make ourselves accessible to both donors as well as financial aid applicants.

5-Point Core Values

Two. Lifestyle

This is what we're selling; not a product, but the aspirational identity our donors and our recipients want to embody, and who they envision themselves as through the help of our brand.

Vision

“

Proud to help others fulfill their dreams.

”

We strive to help students pursue higher education, and also to help donors achieve their dreams of making a tangible difference in the lives of others. When it comes to making a difference, serving students is only half of the equation. Appealing to donors and responsibly handling their financial contributions is as equally important as distributing financial aid and scholarships.

Our job is to consistently deliver on our promise of embodying stewardship, partnership, and accessibility. Only this way will we be able to serve our communities effectively and have a positive impact on as many lives as possible.

5-Point Core Values

Three. Associations

The target of associations has everything to do with what we feel like; the words and descriptions that tie us to our beliefs.

Innovators

Forward thinking
Non-traditional
Modern

Approachable

Easy to understand
Safe place to ask questions
Open

Helpers

Change-makers
College tie-ins

5-Point Core Values

Four. Personality

Our brand voice embodies our personality. It communicates precisely who we are and gives us the authority to position ourselves as the guide in the story of our customers.

Voice

Innovators

There is a certain level of boldness required to be an innovator. We present ourselves and our mission in a way that acknowledges our boldness and our desire for a brighter future, while still maintaining a professional demeanor. We are passionate people with a plan for change.

Key voice notes:

- *Bold*
- *Plan-oriented*
- *Professionals*

Approachable

Everyone deserves to feel like they have someone in their corner. Trying to reach out for assistance can be intimidating, and the financial aid system can feel overwhelming. We stress the simplicity of our processes and our approachable nature to help alleviate any feelings of inaccessibility.

Key voice notes

- *Authentic*
- *Simple Language*
- *Non-judgmental*

Helpers

We want everyone we interact with to know that we are here rooting for them, ready and willing to help them make a difference, whether in their own lives or in the lives of others. The students we serve are only half of the mission – donors want to feel like they're making a tangible difference in their community, and it's up to us to reassure them that we are the ones who can help them make that happen.

Key voice notes:

- *Well-connected*
- *Warm*
- *Authority*

5-Point Core Values

Five. Identity

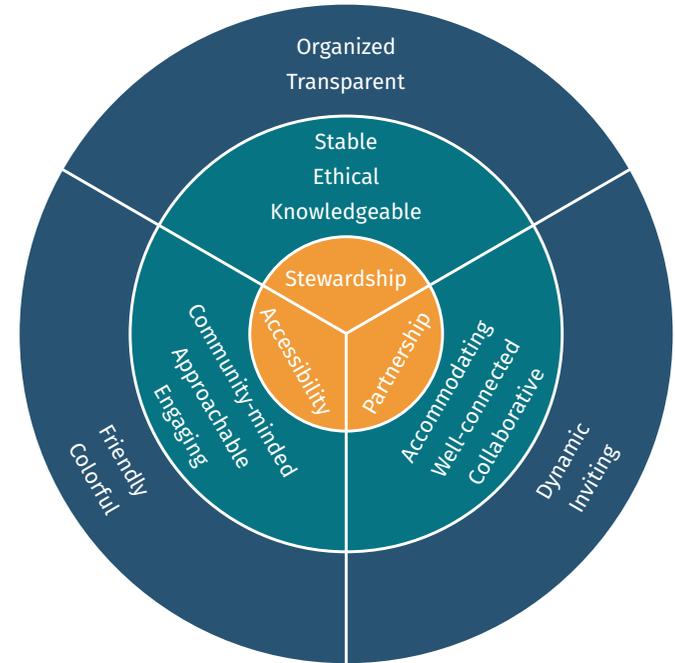
Our core beliefs are at the center of who we are and what we do at the CSI Foundation. This extends to how we are perceived by others, and it also determines the visual expression of our brand in order to accurately reflect who we are.

We are...

Dreamers
but have a plan.

Professionals
but approachable.

Well-connected
but inclusive.



Core Beliefs

The word that best sums up our values and beliefs.

Brand Perception

Based on our beliefs, this is how we want people to perceive us.

Brand Expression

The word that sums-up the presentation that will create that perception.

Full Name Tower Logo

Clear Space + Size

There is a minimum amount of space that needs to be maintained to ensure the logo has the greatest legibility. No other elements, such as words, graphics, images or other logos may intrude the space surrounding the logo as depicted in the figure to the right.

The minimum clear space around the logo is equal to the height of the letter “F” in the word “Foundation.”

Minimum Size Requirement

For maintaining greatest legibility, the logo should *only* appear as small as 1.5 inch in width in 8.5x11 business documents and only as large as 2.25 inches in a standard document header.



Abbreviation Tower Logo

Clear Space + Size

There is a minimum amount of space that needs to be maintained to ensure the logo has the greatest legibility. No other elements, such as words, graphics, images or other logos may intrude the space surrounding the logo as depicted in the figure to the right.

The minimum clear space around the logo is equal to the height of the letter “F” in the word “Foundation.”

Minimum Size Requirement

For maintaining greatest legibility, the logo should *only* appear as small as *1.5 inch* in width in 8.5x11 business documents and only as large as *2.25 inches* in a standard document header.



Full Name Accent Logo

Clear Space + Size

There is a minimum amount of space that needs to be maintained to ensure the logo has the greatest legibility. No other elements, such as words, graphics, images or other logos may intrude the space surrounding the logo as depicted in the figure to the right.

The minimum clear space around the logo is equal to the height of the letter “F” in the word “Foundation.”

Minimum Size Requirement

For maintaining greatest legibility, the logo should *only* appear as small as *1 inch* in width in 8.5x11 business documents and only as large as 1.75 inches in a standard document header.



College of
Southern Idaho
Foundation

A small version of the logo with a yellow curved accent above the text. Below the text is a horizontal line with vertical end caps, indicating a width of 1 inch.

1 inch



College of
Southern Idaho
Foundation

A larger version of the logo with a yellow curved accent above the text. Below the text is a horizontal line with vertical end caps, indicating a width of 1.75 inches.

1.75 inch

Abbreviation Accent Logo

Clear Space + Size

There is a minimum amount of space that needs to be maintained to ensure the logo has the greatest legibility. No other elements, such as words, graphics, images or other logos may intrude the space surrounding the logo as depicted in the figure to the right.

The minimum clear space around the logo is equal to the height of the letter “F” in the word “Foundation.”

Minimum Size Requirement

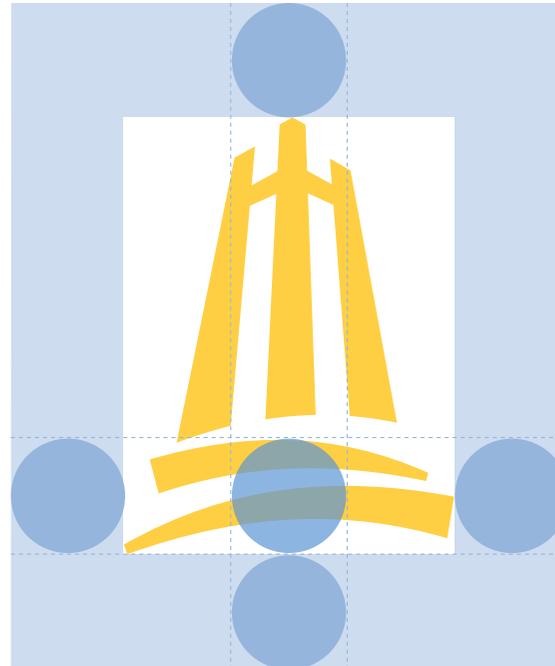
For maintaining greatest legibility, the logo should *only* appear as small as *1 inch* in width in 8.5x11 business documents and only as large as 1.75 inches in a standard document header.



Tower Icon

Clear Space

The space around the tower icon is equal to the *height of the base of the tower* represented by the circle.



Logo

Color Backgrounds

When the logo has color behind it, **the first priority is visibility**. Switch the color of the wordmark accordingly. Black type is best for light backgrounds, while white and yellow type is best for dark backgrounds.



The yellow of the logo doesn't offer enough contrast against the orange background to be legible.

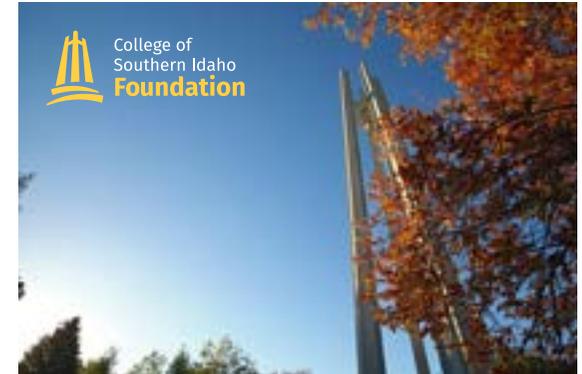
The black lettering doesn't provide enough contrast against the teal background to be legible.

The yellow tower icon doesn't provide enough contrast against the gray background to be legible.

Logo

Photo Backgrounds

When the logo has a photo behind it, **the first priority is visibility**. Switch the color of the wordmark accordingly. Black type is best for light backgrounds, while white and yellow type is best for dark backgrounds.



Use the logo against photos that create enough contrast to read the logo clearly or use backgrounds that allow for contrast.



Do not place the logo on a background that doesn't have enough contrast or on a background that is complex or cluttered.

Logo

Guidelines

We love the word “yes,” but when it comes to our brand, there are some things we have to say “no” to. When there is any doubt about when, how or where to use the logo, reference this guide to help maintain the integrity of the logo in any situation.



Do not exclusively alter the height or width of the logo, effectively stretching or squashing it.



Do not apply to busy photographs or backgrounds without at least a 40% black overlay.



Do not use unapproved colors on the logo.



Do not alter, edit, rotate, or skew the logo as a whole or any one element.



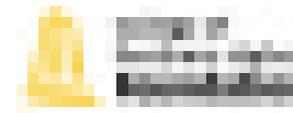
Do not reduce the logo to less than 1 inch in width.



Do not cover the logo with other graphics or photos.



Do not remove any elements of the approved logo versions.



Do not use small logo files for large applications which will cause the logo to blur.



Do not apply a drop shadow or any other effects to the logo.

Colors

Primary

The CSI Foundation gold color is the primary color that is used in accord with the logo to signify the brand. As often as it is possible, it should be used in conjunction with the logo. Gold will typically be used as an accent color.

Secondary

The secondary colors should be applied as backgrounds to give the gold more warmth and importance when it is used.

Primary



Secondary



Typography

Warm & Modern

The typeface used for CSI Foundation consist of modernism and legibility. Both Fira Sans and Merriweather Italics have tall lowercase x-heights to be reader-friendly. Use these in all print, digital, and interactive applications.

Headline

Fira Sans - Bold

Headlines text

Subhead

Merriweather Italic

Lorem ipsum dolor sit amet, consectetur

Body Copy

Fira Sans - Regular

Lorem ipsum dolor sit amet, consectetur adipisci elit, sed eiusmod tempor incidunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur. Quis aute iure reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.