MISSION

The College of Agricultural Sciences engages its stakeholders by collaboratively identifying critical needs and co-creating knowledge to address key agricultural challenges. We actively engage in applying this knowledge and preparing our students to become successful global citizens.

VISION

Unquestioned global preeminence in Agri-tech and the Agriome focusing on the safety, security and sustainability of food and resource systems contributing to our ongoing efforts to enhance the well-being of humans, plants and animals.

VALUES

With ethics and citizenship as our foundation, and CSU’s Principles of Community as our guidepost, we uphold a set of values that drive our decisions and actions:

Student-Development
First and foremost, our institution exists to develop students so they might become successful individuals and leading citizens in their communities and society.

Excellence
We are a community of scholars and professionals. We will not compromise on our commitment to excellence and intellectual rigor.

Integrity
We are accountable for our actions and will act ethically and honestly in all of our interactions and decisions.

Innovation
We challenge ourselves to generate knowledge in novel ways to address the pressing needs of society. We apply these novel approaches with wisdom and integrity for the betterment of society.

Inclusion
We create and nurture a diverse and inclusive environment by welcoming, valuing and respecting all members of our community, including their various identities, skills, ideas, talents, and contributions.

Fiscal Responsibility
As a public institution, we have a primary responsibility to use our fiscal resources wisely with transparency and accountability.
As land-grant institution, Colorado State University seeks to have hands-on impact with our local community, the greater Colorado community and beyond. At CSU’s College of Agricultural Sciences (CAS) and Agricultural Experiment Station (AES) we are collaborative, systems-based entities that enrich global well-being because it nourishes the nutritional, physical and spiritual needs of humans, plants and animals. We welcome anyone within the agricultural world to pull up a chair and take a seat at our table so that together we can learn, grow, discover, and make a positive impact on the world.

In CAS and AES, it is our land-grant mission to feed the world, but also to improve it. We will do this by building community through innovative research in the agri-biome and the agri-tech space, collaborating with influential partners, nurturing students and providing enriching learning experiences. Agriculture is more than industry, it’s a lifestyle, as well as a family rooted in stewardship, responsibility, integrity and tradition.

**At Colorado State University, our family is comprised of:**

**Agricultural Experiment Station**
Providing experiential learning via a connection of eight research stations bridging the gap between surrounding communities, higher education and agriculture.

**Department of Agricultural & Resource Economics**
Improving societal well-being by creating and sharing tools and information aimed to solve economic, managerial, educational and policy-related problems within the agri-food and resource systems.

**Department of Agricultural Biology**
Improving ecosystem sustainability through teaching, research, extension in entomology, plant ecophysiology, plant pathology and weed science.

**Department of Animal Sciences**
Developing industry leaders and improving profitable production of horses and food animals through the application of science and technology, resource management and food product enhancement.

**Department of Horticulture & Landscape Architecture**
Bridging the rural/urban divide by providing nutritious, safe food and beautiful environments that contribute to all aspects of individual and community health.

**Department of Soil & Crop Science**
Developing the agri-ecosystems of tomorrow, and transforming environmental challenges into opportunities.
Our Brand

WHAT OUR BRAND ... *Is*

Come to the Table imagery is a reflection of our brand and our identity.

Come to the Table is an invitation to join our ag community.

A brand is the story we want to tell about ourselves.

A brand includes brand elements such as imagery, language, colors, and type sets.

WHAT OUR BRAND ... *Is Not*

Our brand is NOT our logo. Our logo is the mark created and upheld by Colorado State University brand guidelines and includes the CSU signature and mark.

A brand is not a tagline, although in our case, our brand does include a tagline: Come to the Table.

A brand is not independent creative assets such as colors, font type, and other VBL. VBL is part of our story.

A brand is not a blanket that covers everything. A brand is used intentionally and specifically.

WORD LIBRARY

Come to the Table is identified by our imagery as well as our voice. When communicating with your audiences, engage with them as if Come to the Table is its own person and has its own set of vocabulary. Through consistent and familiar language, we can build a reliable relationship with our audiences.


<table>
<thead>
<tr>
<th>Words Associated with Our Brand</th>
<th>Words Outside of the Brand</th>
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</thead>
<tbody>
<tr>
<td>Nurture</td>
<td>Grit</td>
</tr>
<tr>
<td>Integrity</td>
<td>Heritage</td>
</tr>
<tr>
<td>Tradition</td>
<td>Slaughter</td>
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<tr>
<td>Collaborative</td>
<td>Old-time</td>
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<tr>
<td></td>
<td>Conservative</td>
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<tr>
<td>Belonging</td>
<td>Resilient</td>
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<tr>
<td>Sustainability</td>
<td>Family</td>
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<tr>
<td>Innovation</td>
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<tr>
<td>Cultivate</td>
<td></td>
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<tr>
<td>Stewardship</td>
<td></td>
</tr>
<tr>
<td>Family</td>
<td></td>
</tr>
</tbody>
</table>
OUR BRAND

USAGE

The Come to the Table imagery shall be used:

In tandem with the Colorado State University logo.

For college-wide initiatives and messaging. Programming and projects that fall outside of college-wide initiatives, such as specific departmental communications, programming, and projects, would follow the brand guidelines set forth by University Communications and would not include Come to the Table messaging or imagery. For further guidance, reach out to the College of Agricultural Sciences and Agricultural Experiment Station Communications Team.

When you’re inviting audiences to be a part of the agricultural community: donors, alumni, prospective students, industry partners, sponsors, prospective faculty and staff.

When to use the brand

When stories are being shared about CAS innovation and collaboration.

Social media campaigns that reach overall CAS and AES audiences.

Print and digital advertising promoting CAS and AES.

CAS and AES website.

When NOT to use the brand

Memos.

Collateral for student organizations and clubs.

Promotional items coordinated outside of CAS Communications.

Building design elements.
Colors and Fonts

**Primary Colors**

- **CSU Green**
  - Pantone 357
  - C=90 M=41 Y=100 K=46
  - R=2 G=77 B=38
  - #024d26

- **Aggie Orange**
  - Orange 21
  - C=0 M=82 Y=98 K=0
  - R=241 G=86 B=37
  - #f15625

- **White**
  - No Pantone
  - C=0 M=0 Y=0 K=0
  - R=0 G=0 B=0
  - #ffffff

**Accents Colors**

- **Spring Green**
  - Pantone 376
  - C=54 M=0 Y=100 K=0
  - R=130 G=195 B=65
  - #82c341

- **Water Blue**
  - Pantone 632
  - C=69 M=14 Y=0 K=0
  - R=0 G=174 B=239
  - #00aeef

- **Sun Yellow**
  - Pantone 136
  - C=0 M=28 Y=87 K=0
  - R=254 G=189 B=59
  - #feb3b

- **Grass Green**
  - Pantone 363
  - C=76 M=3 Y=100 K=18
  - R=46 G=149 B=62
  - #2e953e

**Not for use on web in font colors**

**Knockout HTF49 Liteweight**

*Subhead and Headline Styles only*

**Proxima Nova Semibold**

*Body, Sub-head, and Headline Styles*

**Sauber Script**

*Accent Style only*

**Arial Regular**

*Body, Sub-head, and Headline Styles as a default*
Campaign Graphic and CSU Unit / Signature Pairing

Primary Graphic

Always pair with the University Signature

Secondary Graphic – Internal use only

Always pair with Unit Identifier
Social and Digital Screen Ads

Social Media Icons

Events
Horticulture
AgriCULTURE
Ram Grad
Ag on the move
Horse Whisperer
Bug Zoo
Research

Recommended Hashtags

#Nurture
#ComeToTheTable
#CSUAgSci

2.875 Likes

csuagsci You have the power to shape the next generation. #CSUAgSci #ComeToTheTable

6 MINUTES AGO
Powerpoint Examples

Intro Slides – Primary

Intro Slide – Secondary

Additional Slide options

- Bullet point here
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