



# Graphic Standards

Updated 10.22.2021



# PRACTICING WHAT WE PREACH

CSI is a professional association dedicated to raising the bar on consistency and quality in the construction industry. CSI created and promotes a distinguished family of trademarks, service marks and certification marks (“CSI Marks”), well known and respected by those in the architecture, engineering, construction and manufacturing trades. These CSI Marks, together with CSI’s copyrighted standards, educational materials, certification testing and related intellectual properties make up the CSI brand.

CSI requires that all users, from national to regional to chapter to licensee to individual member, use and show the CSI Marks uniformly and consistently with this Graphic Style Guide.

These Graphic Standards tells you how to use the CSI Marks and other brand elements. If you want to use the CSI Marks in a different way, or if you have a question about a proposed use of the CSI Marks, contact us at [marketing@csinet.org](mailto:marketing@csinet.org).

CSI appreciates your efforts to enrich the goodwill in the CSI Marks.

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A large, stylized number '1' in a light orange color, centered on the page. The number has a thick, blocky appearance with a slight shadow effect.

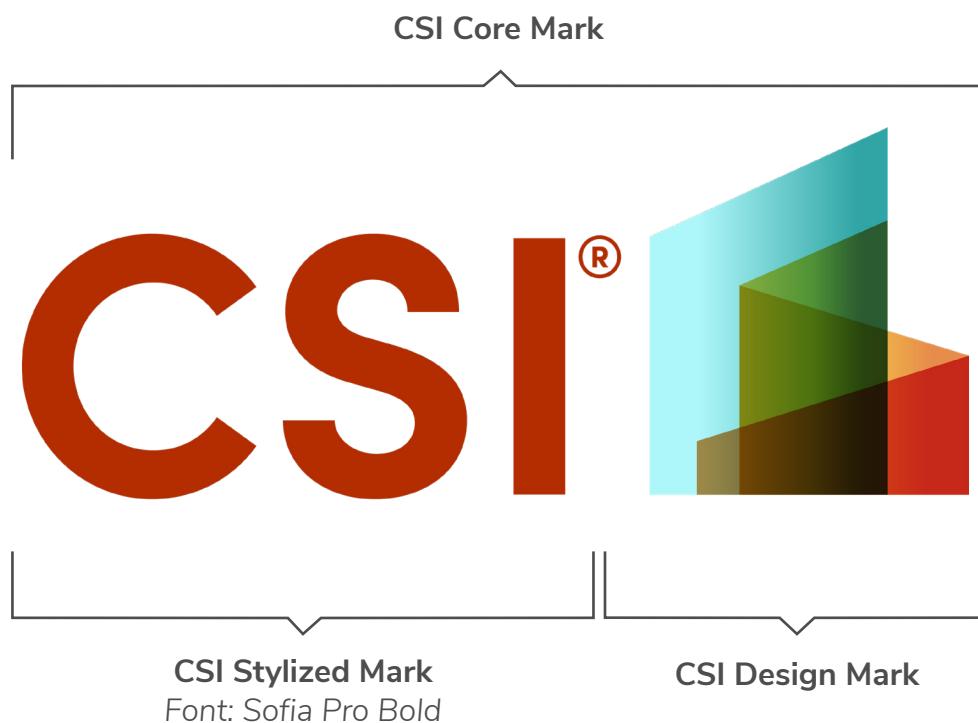
# CSI CORE MARK

# CSI CORE MARK

The CSI Core Mark is the central symbol of the association. As such, you must use the CSI Core Mark with care and discretion.

The CSI Core Mark is comprised of two parts: the stylized letter trademark CSI®, presented in *Sofia Pro Bold* typeface (“CSI Stylized Mark”), and the distinctive CSI design trademark (“CSI Design Mark”).

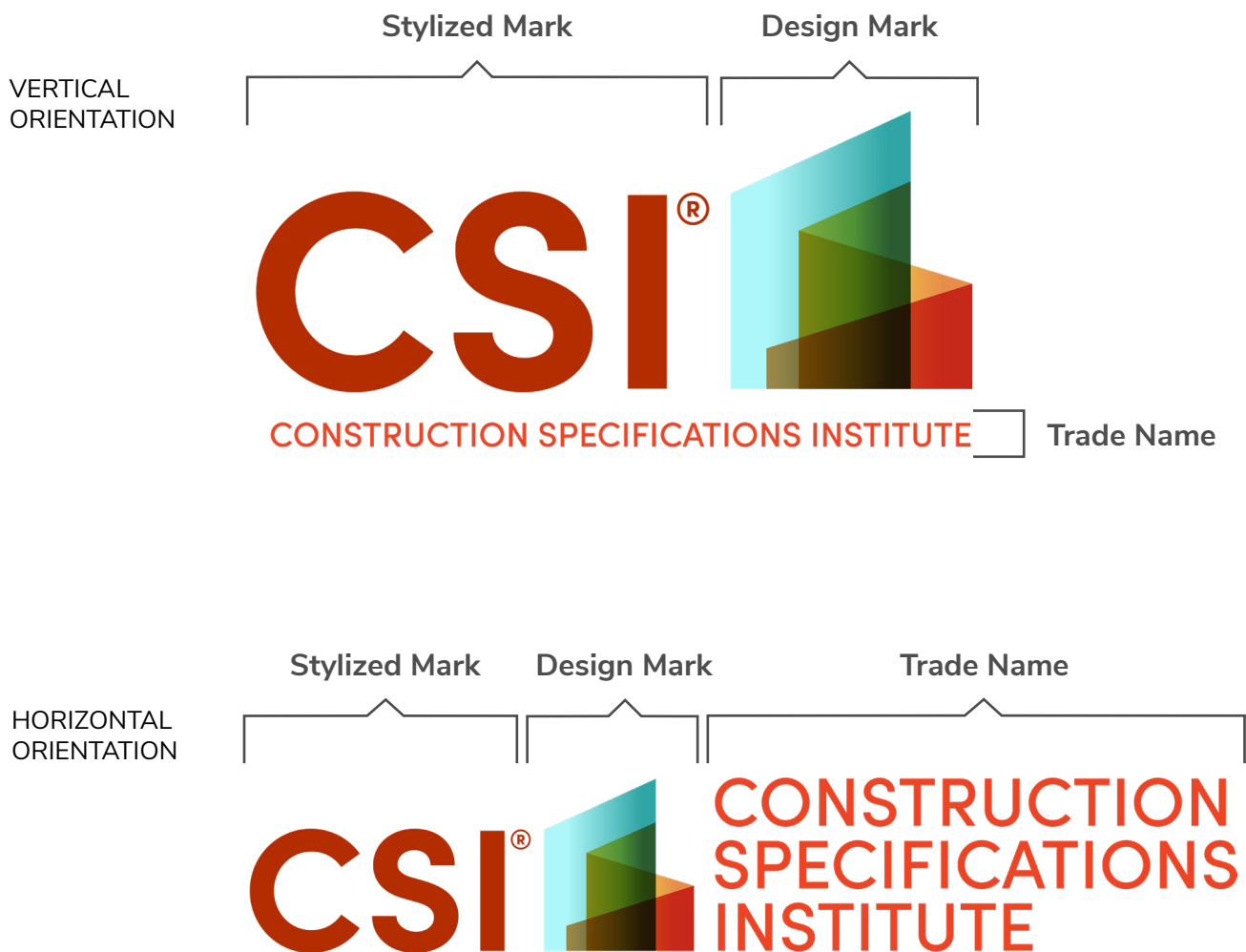
When used together, the CSI Stylized Mark and the CSI Design Mark form the CSI Core Mark. Use of the CSI Core Mark requires written consent of the national office. Please contact [marketing@csinet.org](mailto:marketing@csinet.org) for approval.



# CSI CORE MARK WITH TRADE NAME

If you want to present the CSI Core Mark to people unfamiliar with CSI, you may spell out CSI's trade name together with the CSI Core Mark in the vertical or horizontal orientations shown above. Ensure that the trade name is legible in relation to the CSI Core Mark.

Use of the CSI Core Mark with trade name requires written consent of the national office. Please contact [marketing@csinet.org](mailto:marketing@csinet.org) for approval.



# CSI DESIGN MARK

The CSI Design Mark represents the built environment through a series of overlapping shapes that evoke buildings. With its dramatic “z” pattern and diagonal prow shape, the CSI Design Mark symbolizes a future for the construction industry that is increasingly diverse, and globally connected.

If you want to use the CSI Design Mark alone (as shown below with a subscript TM), please contact [marketing@csinet.org](mailto:marketing@csinet.org).



# MINIMUM CLEAR SPACE FOR THE CSI CORE MARK

When displaying the CSI Core Mark, you must ensure a minimum clear space around the CSI Core Mark equal to the height of the C letter in CSI Stylized Mark. Maintain this same proportion of minimum space if you resize the CSI Core Mark.

MINIMUM  
CLEAR SPACE





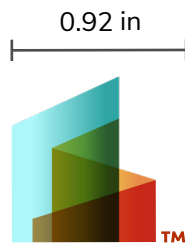
# MINIMUM SIZE OF THE CSI CORE MARK

Never display the CSI Core Mark smaller than 2.85 in, 72.4 mm or 206 px in width. If you are working with a smaller space, you may contact [marketing@csinet.org](mailto:marketing@csinet.org) to get permission to use the CSI Design Mark alone (no smaller than 0.92 in, 23.4 mm or 66 px in width).

MINIMUM SIZE  
OF THE CSI  
CORE MARK



MINIMUM SIZE  
OF THE CSI  
DESIGN MARK



# USE WITH OTHER TRADEMARKS

CSI allows others to use the CSI Marks only through carefully crafted written license and sponsorship agreements. No unlicensed parties may use the CSI Marks.

If you are presenting the CSI Core Mark next to trademarks owned by unlicensed parties, you must ensure that there is at least the height and width of the C in the CSI Core Mark between the CSI Core Mark and the other trademark.

Use of the CSI Core Mark with other trademarks requires written consent of the national office. Please contact [marketing@csinet.org](mailto:marketing@csinet.org) for approval.



SPONSOR OR  
LICENSEE MARK

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SPONSOR OR  
LICENSEE MARK



# CSI COMPONENT MARKS

# CSI COMPONENT MARKS

You may present the CSI Core Mark with your chartered CSI Chapter or Region name as shown here. Chapters and Regions are only authorized to use the CSI Core Mark with their respective chartered CSI Chapter or Region name.

When rendering your Chapter or Region name, use *Sofia Pro Medium* font. The letters should be right aligned with the edge of the Design Mark. In the case of a long Chapter or Region name, it should be stacked under the Component Mark so that it is aligned with both the left and right edge. The name should be displayed in the CSI VEST color referenced on page 18.

You can find CSI Component Marks on the Leader and Community Tools website <https://www.csiresources.org/chapterregionleaders/home>.

COLOR  
(HORIZONTAL)



COLOR  
(VERTICAL)



# OTHER ACCEPTABLE FORMATS

Your Chapter or Region may also create and use your Chapter or Region Mark, in vertical or horizontal formats in the following color formats, following the type style and spacing/ orientation detailed on the previous page. Please contact [marketing@csinet.org](mailto:marketing@csinet.org) to request files or to ask questions about proposed Chapter or Region Marks before you use them.

COLOR  
REVERSED



ONE-COLOR



ONE-COLOR  
REVERSED



GRAYSCALE



GREYSCALE  
REVERSED



# UNACCEPTABLE FORMATS

You may not create or use Chapter or Regional Marks in the following forms or formats.

Please contact [marketing@csinet.org](mailto:marketing@csinet.org) with any questions about acceptable formats.

DO NOT USE THE CSI TRADE NAME WITH A COMPONENT MARK



DO NOT SKEW, SQUEEZE OR STRETCH THE CSI CORE MARK



DO NOT ADD DROP SHADOWS TO THE CSI CORE MARK



DO NOT RESIZE OR REPOSITION THE ELEMENTS OF THE CSI CORE MARK



DO NOT CHANGE THE COLOR OF THE ELEMENTS OF THE CSI CORE MARK



# UNACCEPTABLE FORMATS

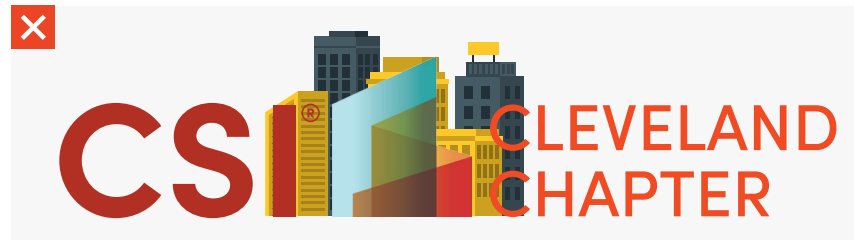
DO NOT PLACE THE CSI CORE MARK OVER ANY OTHER COPY



DO NOT USE THE CSI CORE MARK WITH A NON-CONTRASTING BACKGROUND



DO NOT ADD EXTRA ELEMENTS TO THE CSI CORE MARK



DO NOT USE THE CSI CORE MARK ON A BUSY BACKGROUND



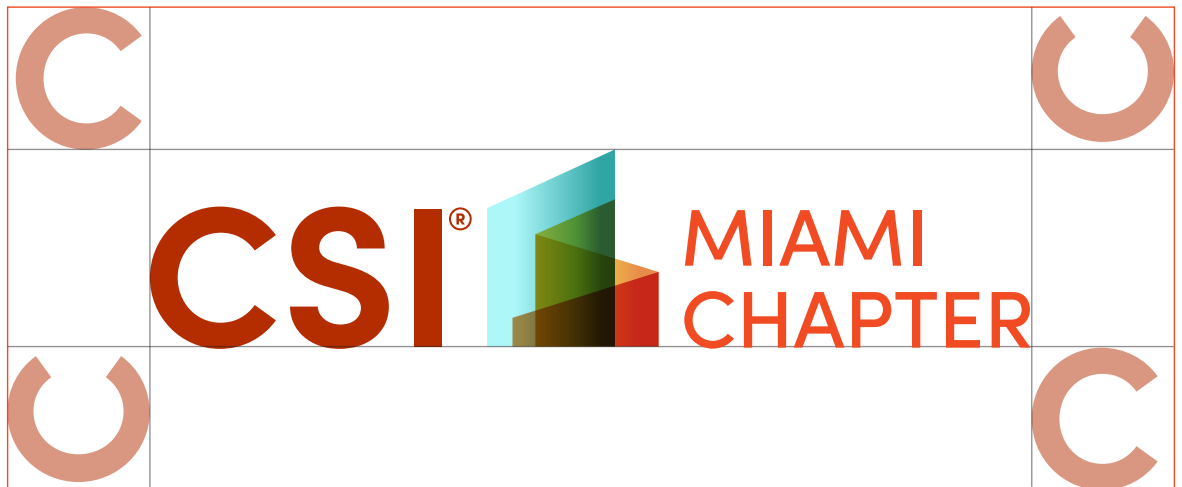
DO NOT PLACE ONE-COLOR REVERSED CSI CORE MARK ON A LIGHT BACKGROUND



# MINIMUM CLEAR SPACE FOR THE CSI COMPONENT MARK

When displaying the CSI Component Mark, you must ensure a minimum clear space around the CSI Component Mark equal to the height of the C letter in CSI Stylized Mark. Maintain this same proportion of minimum space if you resize the CSI Component Mark.

HORIZONTAL  
COMPONENT  
MARK



VERTICAL  
COMPONENT  
MARK





# MINIMUM SIZE OF THE CSI COMPONENT MARK

Never display the CSI Component Mark smaller than the following dimensions:

- 2.85 in, 72.4 mm or 206 px in width for the vertical CSI Component Mark
- 0.95 in, 24.1 mm or 69 px in height for the horizontal CSI Component Mark

MINIMUM WIDTH  
OF THE VERTICAL  
CSI COMPONENT  
MARK



MINIMUM  
HEIGHT OF THE  
HORIZONTAL  
CSI COMPONENT  
MARK





# CSI COLORS, FONTS, AND IMAGERY GUIDE

# FONTS

## Essential fonts

For headers, use *Nunito Sans Bold*, preferably in all caps. For subheads or secondary headers, use *Nunito Sans SemiBold*. For body copy, use *Nunito Sans Regular*.

HEADER

**Nunito Sans Bold**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
'?!"(%)[#]{}&<-+÷x=>®©\$€£¥¢;:,.

SUBHEAD

**Nunito Sans SemiBold**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
'?!"(%)[#]{}&<-+÷x=>®©\$€£¥¢;:,.

BODY

**Nunito Sans Regular**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
'?!"(%)[#]{}&<-+÷x=>®©\$€£¥¢;:,.

# FONTS

## Alternate fonts

While CSI's fonts have been carefully selected, there are instances where they may need to be substituted, primarily for digital collateral. For example, if a website user does not have CSI fonts installed on their computer, the on-line content will not display properly. For such contingencies, we recommend the following alternate fonts:

1. **Avenir / Avenir Next.** Use *Avenir Heavy* or *Avenir Black* for headers and subheads; use *Avenir Medium* or *Avenir Light* for body copy.
2. **Calibri.** Use *Calibri Bold* for headers and subheads, and *Calibri Regular* or *Calibri Light* for body copy.
3. **Helvetica / Helvetica Neue.** Use *Helvetica Bold* for headers and subheads, and *Helvetica Regular* or *Helvetica Light* for body copy.
4. **Arial.** Use *Arial Bold* for headers and subheads, and *Arial Regular* for body copy.

### ALTERNATE FONTS

## Avenir

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
'?'"!(%)[#]{@}/&<-+÷x=>®©\$€£¥¢;:,.

## Calibri

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
'?'"!(%)[#]{@}/&<-+÷x=>®©\$€£¥¢;:,.

## Helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
'?'"!(%)[#]{@}/&<-+÷x=>®©\$€£¥¢;:,.

## Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
'?'"!(%)[#]{@}/&<-+÷x=>®©\$€£¥¢;:,.

# COLORS

Color is one of the most recognizable aspects of the CSI brand. Drawn from the gradients of the Design Mark, the color palette provides bold and complementary colors that can be used for graphic design applications by chapters and regions.

## COLOR PALETTE



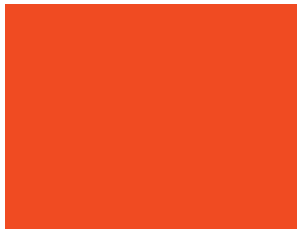
**CSI BRICK**  
PANTONE P 7599 C  
C:20 M:94 Y:100 K:13  
R:179 G:45 B:0  
#B32D00



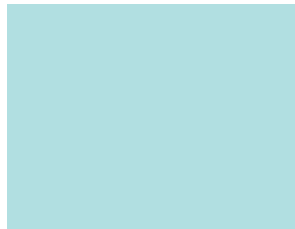
**CSI CERULEAN**  
PANTONE 7459 C  
C:73 M:27 Y:21 K:0  
R:63 G:150 B:180  
#3F96B4



**CSI GOLDENROD**  
PANTONE 142 C  
C:4 M:27 Y:83 K:0  
R:243 G:189 B:72  
#F3BD48



**CSI VEST**  
PANTONE 172 C  
C:0 M:86 Y:100 K:0  
R:255 G:71 B:19  
#FF4713



**CSI GLASS**  
PANTONE 317 C  
C:30 M:0 Y:12 K:0  
R:174 G:226 B:227  
#AFE2E3



**CSI LANDSCAPE**  
PANTONE 7490 C  
C:61 M:23 Y:91 K:5  
R:113 G:152 B:74  
#71984A

# IMAGERY

If you use imagery in Chapter or Regional publications or promotions, that imagery should honor the culture of CSI as an organization: accomplished, authentic, collaborative, diverse, and welcoming. Only use photos that feature CSI Members, customers, and products in real-world situations that capture the dynamic nature of the construction industry. If you did not take those photos yourself, you may license rights in, or get permission to use, stock photos that follow the same guidelines, then present those photos with the form of acknowledgment required by the person or entity granting rights to you.

DO USE IMAGERY THAT EVOKES REAL-WORLD SITUATIONS



DO NOT USE CLICHE STOCK PHOTOS OF GENERIC OFFICE ENVIRONMENTS



DO SHOW NATURAL, CANDID IMAGERY OF PEOPLE



DO NOT FEATURE STAGED OR STOCK INTERACTIONS OR CONVERSATIONS



# IMAGERY

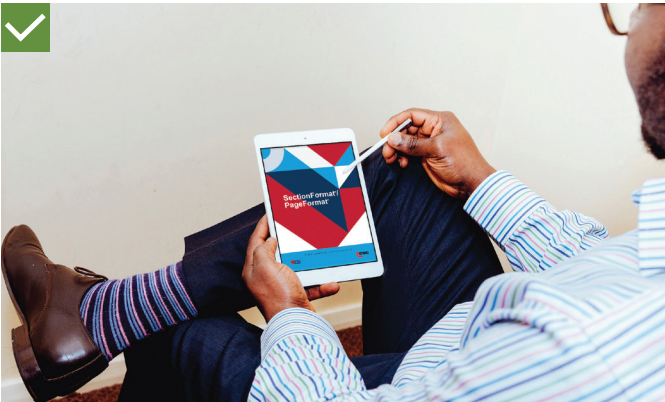
DO SHOW A VARIETY OF PEOPLE  
(ETHNICITIES, GENDER, ETC)



DO NOT SHOW PEOPLE IN  
UNREALISTIC ENVIRONMENTS



DO MIX REAL-LIFE OBJECTS WITH PRODUCT VIEWS TO  
TELL OUR STORY



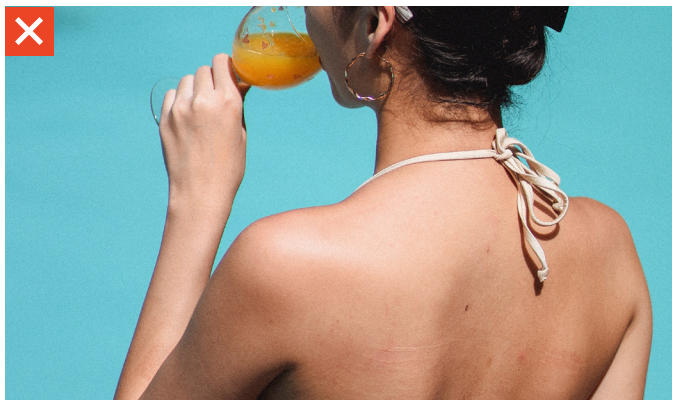
DO NOT USE PICTURES OF  
OUTDATED TECHNOLOGY



WHERE APPROPRIATE, USE IMAGERY THAT  
COMMUNICATES LIFESTYLE



DO NOT SHOW OVERLY PROVOCATIVE  
OR DRINKING IMAGERY



A large, semi-transparent orange number '4' is centered on the page, serving as a background for the title text.

# PROTECTING CSI MARKS



# PROTECTING CSI MARKS

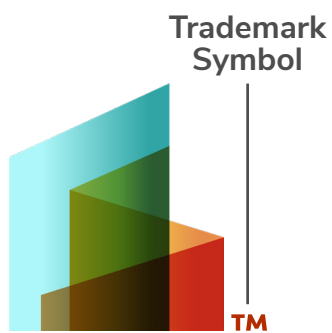
When displaying the CSI Core Mark, always use the registered trademark symbol ® in the position shown here.

When displaying the CSI Design Mark in isolation, always use the subscript trademark symbol ™ in the position shown here.

CSI CORE  
MARK



CSI DESIGN  
MARK ALONE



# PROTECTING CSI MARKS

## Typed CSI Marks

When using these CSI Marks in typed form in text (either alone or with other words), present the mark in all capital letters and use the proper symbol shown here.

CSI®

CDT®

CCCA®

CCS®

CCPR™

# PROTECTING CSI MARKS

## Typed CSI Marks

When using these CSI Marks in typed form in text (either alone or with other words), present the mark in all capital letters or italics and use the proper symbol shown here.

ALL CAPS

THE CONSTRUCTION SPECIFIER®

MASTERFORMAT®

UNIFORMAT®

OMNICLASS®

PPDFORMAT®

GREENFORMAT®

SECTIONFORMAT/PAGEFORMAT®

ITALICS

*The Construction Specifier*®

*MasterFormat*®

*UniFormat*®

*OmniClass*®

*PPDFormat*®

*GreenFormat*®

*SectionFormat/PageFormat*®

# PROTECTING CSI MARKS

## First Use Rule

When you first use CSI Mark in typed form in text, show the CSI Mark in all capital letters or italics with the proper trademark symbol. Do not use the symbol again for that CSI Mark in the same text, unless that text could be separated and distributed independently (e.g., as a stand-alone section) from the first use of the CSI Mark. In that case, use the symbol on the CSI Mark when first used in each section.

EXAMPLE:

The MASTERFORMAT® classification system is the most widely used classification system in commercial construction. MASTERFORMAT is used to organize cost estimates, project manuals and product information.

# CORRECT USAGE OF CSI MARKS

## Adjective Rule

Always use a CSI Mark in text as adjective together with a noun. Do not use a CSI Mark as a noun.

✓ CORRECT: The MASTERFORMAT® classification system is the most widely used classification system in commercial construction.  
You should read *The Construction Specifier*® magazine.

✗ INCORRECT: MASTERFORMAT® is the most widely used classification system in commercial construction.  
You should read *The Construction Specifier*®.

# CORRECT USAGE OF CSI MARKS

## CSI Mark vs CSI Trade Name

When referring to CSI as an entity or organization, use CSI's full trade name: The Construction Specifications Institute, Inc. You may add the parenthetical (CSI) and use CSI after this initial use.

When referring to CSI's goods, services or certifications, use the applicable CSI Mark with the proper trademark symbol.

EXAMPLE:

This information is based on MASTERFORMAT<sup>®</sup> organizing principles. MASTERFORMAT copyrights and trademarks are owned by The Construction Specifications Institute, Inc. (CSI) and are used by Acme under a license from CSI.

## What file type should I use for the CSI Marks?

CSI Component Marks are available in the following formats:

- PDF: A vector-based file commonly used for print applications.
- JPG: Commonly used for digital applications. File sizes are typically small, but the background is not transparent.
- PNG: Commonly used for digital applications. Supports transparent backgrounds.

To address unique uses, each Component Mark is available as an Adobe Illustrator (AI) file.

## Where can I get CSI Marks?

Use of the CSI Core Mark or Design Mark requires consent. Please contact [marketing@csinet.org](mailto:marketing@csinet.org) for approval and to request the desired marks.

Chapters and regions are authorized to use the CSI Core Mark with their respective chartered CSI chapter or region name.

- CSI Component Marks (color) are available on the Leader and Community Tools website: <https://www.csiresources.org/chapterregionleaders/home>
- Approved grayscale, one-color, and reversed marks are available by contacting [marketing@csinet.org](mailto:marketing@csinet.org).



CONSTRUCTION SPECIFICATIONS INSTITUTE