

MEDIA RELEASE

SANTOS MANUEL STUDENT UNION INTRODUCES NEW LOGO

San Bernardino, CA— 9/29/14 — The Santos Manuel Student Union (SMSU) kicks off the 2014-15 academic year with the introduction of a new logo, which symbolizes a focus on celebrating innovation in the coming year.

Contact:

Alexsaundra Preston
Marketing Coordinator,
Santos Manuel Student Union
(909) 537-3181
apreston@csusb.edu
smsu.csusb.edu



Visible from anywhere on the California State University, San Bernardino (CSUSB) campus, the student union clock tower serves as the focal point of the new mark and presents a cleaner, more identifiable image. In addition, the logo mirrors the campus' primary color palette and is anchored by the Cal State San Bernardino nameplate.

“We’re thrilled with the new design- it emphasizes our signature feature and makes it easy for everyone who visits CSUSB to connect with us,” remarked Mark K. Day, Executive Director of the Santos Manuel Student Union. “Many other campus units also feature the clock tower in their logos; our student leadership has seen it become a campus icon, and they selected this concept from a number of other options.”

Designed by the SMSU Marketing Department, the new logo was finalized in collaboration with feedback from Public Affairs and the SMSU Board of Directors, a governing body comprised of CSUSB student leaders, alumni and staff.

The new logo will be incorporated into print and digital media immediately and integrated in stages throughout the building during the fall quarter.

About the Santos Manuel Student Union

The Santos Manuel Student Union is the core of student life on the campus of California State University, San Bernardino and provides opportunities for social, cultural and professional development through innovative programming and supportive resource centers. For more information, visit <http://smsu.csusb.edu>