



California State University Channel Islands

Revised Brand Foundation

Revised Brand Foundation

ADV

MARKET RESEARCH
& CONSULTING

Revised Brand Promise

CSUCI is an inspiring, supportive, opportunity-rich
Central Coast university committed to
life-changing, applicable education that
engages students in a community that is both
challenging and comfortable.

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Revised Brand Assets

1

Talented faculty and staff
dedicated to student success

2

Hands-on learning for relevant
skills and impactful futures

3

Resources to engage and
challenge all students

4

Accessible and ideally-
located in Ventura County

5

A culture of belonging
and innovation

6

A smart investment

Revised Brand Character

Welcoming | Real | Promising | Determined
Impact-Driven | Collaborative | Transformative

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Thank You!

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