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Contact: Cheyenne Chavez, Public Relations Assistant
cheyenne.chavez.265@my.csun.edu
Michael Niles, Marketing Manager
University Student Union
California State University, Northridge
michael.niles@csun.edu
(818) 677-2875

FOR IMMEDIATE RELEASE

**New Branding Campaign Welcomes All CSUN Students
to the University Student Union: “Where Matadors Belong”**

Northridge — As the center of campus life, the University Student Union (USU) focuses all of its programs on optimizing the CSUN experience for every student. Its wide range of resources include the Student Recreation Center (SRC), Oasis Wellness Center, Pride Center, Veterans Resource Center (VRC), Computer Lab, Games Room, Northridge Center and more. But many CSUN students don’t know that all of those popular centers and services are actually part of the University Student Union.

Starting this semester, the USU has launched a new branding campaign to increase CSUN student awareness of its role on campus. The campaign includes a series of more than 20 light pole banners along with eleven large wall-size banners featuring a headline that welcomes all students to the USU, “Where Matadors Belong”.

“The University Student Union is all about enhancing CSUN campus life for as many students as possible, but to do that we need to better inform students about everything we provide and even where we are located.” said USU Marketing Manager Michael Niles. “So, to create a more cohesive, branded look throughout our entire area on campus and to help students feel more connected to us, we are putting the USU name on our buildings and walls where foot traffic is highest. We believe this campaign will make a



positive difference in the entire CSUN community better understanding the full scope of what we offer to the campus.”

Each banner design in the campaign features photos of CSUN students. The new banner art will not only beautify the USU, it will also reflect the personality of the USU through the extensive use of student images. The combination of student visuals and welcoming copy will inform students that the USU is here for them and committed to optimizing the CSUN student experience.

For more information about the University Student Union and the new branding campaign, contact Michael Niles, USU Marketing Manager, at michael.niles@csun.edu.

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The University Student Union (USU) is committed to inclusion, diversity and personal growth for all students while providing services such as study areas, a computer lab, TV lounge, games room and wireless printing kiosks in addition to a variety of food options and a wide range of events. The USU includes the Student Recreation Center, Oasis Wellness Center, Pride Center and Veterans Resource Center. To learn more, please visit www.csun.edu/usu.



CSUN

