

# CAL POLY

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SAN LUIS OBISPO

**Graphic Standards Manual**

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## **Print Standards**

This document contains basic guidelines to meet Cal Poly print graphic standards. These standards provide guidance in using the Cal Poly names, word mark, and seal for official university business print and publications. Student clubs and groups must obtain approval to use the word mark from Public Affairs. All other uses of the University names, symbols, logos, must be in accordance with University Policy on Use of University Names and Marks. Additional information is available at <http://trademark.calpoly.edu>.

## Using the Cal Poly Name

California State Statute reserves use of the names “California Polytechnic State University” and “Cal Poly” to the California State University system. This statute also prohibits the external manufacture, use, display or sale of products with these names without the written consent of the university. For more information, go to CAP 145.6.

The approved formal name derivations of the university are:

- California Polytechnic State University
- Cal Poly

Other less formal name derivations that may be used are:

- Cal Poly at San Luis Obispo
- Cal Poly, San Luis Obispo

(Note: if using the word combination above, “San Luis Obispo” must be a smaller font than the university name and must not appear connected as if one string of words.)

The full address of the University may also be used but must appear as follows:

- California Polytechnic State University, San Luis Obispo, CA 93407

If the name is used within text or narrative, uses may include “Cal Poly in San Luis Obispo” or “California Polytechnic State University in San Luis Obispo.” However, these forms should not be used in titles, heads, or other key identifiers.

(Note: Only the Athletics Department and official Cal Poly club sports may use the connected letters “CP” as a substitute for the word mark.)

The name “Cal Poly” or “California Polytechnic State University” must be included on the cover of all publications.

Please note that postal regulations require the use of the full name “California Polytechnic State University” on the return address on any publication that will be mailed. The shortened form “Cal Poly” is not acceptable, according to the U.S. Postal requirements.

## Using the Word Mark (Logo)

1. The Cal Poly word mark, our logo, is protected by federal trademark registration. It may be used by Cal Poly faculty, staff and students for official approved campus uses only, but not for personal use. Contact Public Affairs at [polynews@calpoly.edu](mailto:polynews@calpoly.edu) or 805-756-6260 for approval on all print collateral.
2. Faculty, staff and student clubs and groups should obtain approval to use the word mark on merchandise from the office of the Vice President for Administration and Finance. Contact Karen Webb at 805-756-2171 or [kwebb@calpoly.edu](mailto:kwebb@calpoly.edu).
3. The Cal Poly word mark is to be used by all internal units of the school on all publications, with the exception of the use of athletics logos by the Athletics Department and official Cal Poly club sports. It must be used on the front cover, the back cover, or the table-of-contents page. It may be used additionally on other pages. No other forms of the word mark may be used, except by the Cal Poly Athletics Department and official Cal Poly club sports for purposes of sports promotion.
4. The word mark may be used without the pin line and the name San Luis Obispo, but use of this treatment must be reviewed and approved by Public Affairs. For consideration of this particular treatment, contact Stacia Momburg at 805-756-6260 or [smomburg@calpoly.edu](mailto:smomburg@calpoly.edu).

Please note that postal regulations require the use of the full name “California Polytechnic State University” on the return address on any publication that will be mailed. The shortened form “Cal Poly” is not acceptable, according to the U.S. Postal requirements. It is recommended that departments’ +4 zip code be included for proper routing.



4. Contact Public Affairs with questions regarding use of the word mark for official university business at [polynews@calpoly.edu](mailto:polynews@calpoly.edu) or 805-756-6260. Please allow five business days for the review process.
  
5. Official logos of colleges, departments, offices and other units of the university may also be used on communications from those entities, as long as the official Cal Poly logo is also included as the primary symbol. The Cal Poly word mark should not be altered in any way, nor should the subordinate mark or logo be combined with it.
  
6. Digitized artwork for the official word mark and seal may be obtained from the Public Affairs office. Re-created, photocopied or scanned copies should not be used. Digitized artwork is for print publication only.

(Note to Designers: See detailed specifications for the word mark in the following section.)

## Specifications for Designers: Word Mark

### Word mark usage

Size: To maintain detail, the Cal Poly word mark is never to be used smaller than 1.5" in width.



Color Treatment: The Cal Poly logo can be printed in black ink, PMS 3435 green ink, or the process-color equivalent. It may also be reversed to white on dark-ink backgrounds. Other color options are not allowed.

Word Mark

**PMS Green**

PANTONE

3435

**CMYK Green**

C100 M0 Y80 K60

**BLACK**

BLACK

**REVERSED**

White

C. Positioning: The Cal Poly word mark must be the primary mark on the page by virtue of size and placement.



D. Other marks and words should remain at least 1" outside the perimeter of the mark.

College of Science & Mathematics

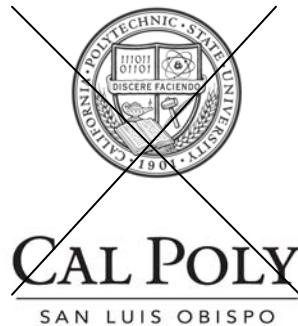
College of Science &  
Mathematics



College of Science &  
Mathematics

College of Science &  
Mathematics

E. Combinations: The word mark may not be combined with other marks or artwork, including the Centennial Seal.



F. Alterations: No overprinting with copy, subduing, reapportioning or distorting, or redrawing is permitted.



## Using the Centennial Seal



The Centennial Seal is the official seal of the university. It should be reserved for formal, official university documents, such as diplomas, certificates, transcripts or documents produced by the Office of the President.

Digitized artwork of the official seal may be obtained from the Public Affairs office. Re-created, photocopied or scanned copies should not be used. This is for print publication only.

(Note to Designers: See detailed specifications for the Centennial seal in the following section.)

**Specifications for Designers: SEAL**

**Seal Usage**

A. Size: The seal is never to be used smaller than 1.25” in diameter to maintain detail.



B. Color applications: The seal consists of these possible Pantone spot color combinations:

**Green**

PANTONE

873

**Gold**

PANTONE

3435

**Cream**

PANTONE

1205 (40%)

**Black**

PANTONE

BLACK 3

C. One-color treatment: The seal can be printed in black ink, PMS 3435 green ink, PMS 873 metallic gold, or PMS 140 non-metallic gold.

**Green**

PANTONE

3435

**Black**

PANTONE

BLAKE 3

**Metallic Gold**

PANTONE

873

**Non-Metallic Gold**

PANTONE

140

D. Two-color combinations: PMS 3435 green and 40 percent of PMS 1205 cream; PMS 873 metallic gold or PMS 140 non-metallic gold and 40 percent of PMS 1205 cream; or black and PMS 873 metallic gold or PMS 140 non-metallic gold

PMS 3435 + 40% of PMS 1205

PMS 873 + 40% of PMS 1205

PMS 140 + 40% of PMS 1205

BLACK + PMS 873

BLACK + PMS 140

E. Process-color applications: A seal can be reproduced in process-color equivalents of black, gold, or green, or in process-color combinations of green and cream, gold and cream, or black and gold. The CMYK equivalents of these colors are:

**Green**

CMYK - C35 M45 Y80 K0

**Gold**

CMYK - C100 M0 Y80 K60

**Cream**

CMYK - C0 M0 Y11 K0

**Black**

CMYK - C0 M0 Y0 K100

F. Reversed seal: The seal is never to be reversed out. If a reversed look is desired, the background color butts the outer border of the seal.

G. Embossed or foil stamped seal: Use the black seal artwork for one-color reproduction. The black area will be the area that is embossed or foil stamped.



black area will be the area that is embossed or foil stamped

H. Debossed or relief cut seal: Use the black seal artwork for one-color reproduction. The black area will be the area that is debossed or relief cut.



black area will be the area that is debossed or relief cut

I. Combinations: The seal may not be combined with other marks or artwork, including the Cal Poly word mark.



## **Accent Colors**

Below is a range of accent colors that may be used on publications to complement the previously mentioned official colors. These colors are for accent purposes only and should not be used for the word mark or seal.

### **PANTONE**

484

### **PANTONE**

129C/128U

### **PANTONE**

416

### **PANTONE**

451

### **PANTONE**

453

### **CMYK**

C0 M95 Y100 K30

### **CMYK**

C0 M20 Y65 K0

### **CMYK**

C0 M0 Y16 K50

### **CMYK**

C33 M28 Y58 K0

### **CMYK**

C14 M10 Y27 K0

**Letterhead and Business Cards**

Business cards, letterhead and envelopes should be ordered through Poor Richards Press.

Visit <http://www.afd.calpoly.edu/cprm/printing.asp?pid=2> for vendors, services, pricing and ordering instructions.

Letterhead and related products ordered from any other vendors should first be approved by Public Affairs. Please allow two weeks for the review process.