

STUDENT ORGANIZATION GUIDELINES

How to use Cal Poly logos and graphics for merchandise
(Interim Guidelines through fall 2020)



CAL POLY

ANNOUNCEMENTS

- University Marketing is now allowing student organizations to use the official Cal Poly logos until a specific club logo is offered.
- This guide will show interim usage rules in effect through summer of 2020.
- Beginning fall of 2020, there will be permanent rules in place and a new guide will be published.
- Effective immediately, there are NO royalty fees required by student organizations for INTERNAL USE of the Cal Poly name or logos. This includes each member paying for their own item. Royalty fees WILL still apply if product is being RESOLD to non-members for any reason.

UNIVERSITY BRAND

UNIVERSITY LOGOS

The university logo has a primary and alternate version; both offered in a reversed format for dark backgrounds.

- The primary logos for a light background are one-color: Poly Green PMS 3435.
- The reversed logos for a dark background are two-color: Poly Green PMS 3435 and White.
- A transparent, white option is not encouraged and only allowed for limited use on Cal Poly secondary colored backgrounds for restricted, one-color jobs.

NOTE: The reversed versions are DIFFERENT artwork; reversing the primary logo will result in an incorrect, negative image.

UNIVERSITY LOGO



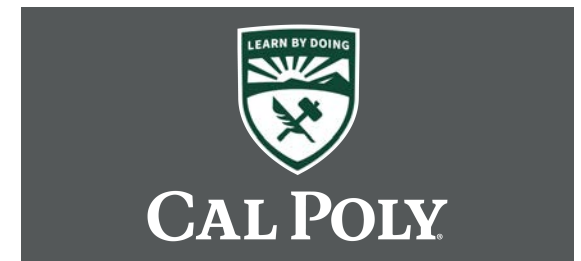
UNIVERSITY LOGO – REVERSED



ALTERNATE UNIVERSITY LOGO



ALTERNATE UNIVERSITY LOGO – REVERSED



UNIVERSITY SEAL

The university/presidential seal remains constant.

- Use is restricted to the offices of the President and Provost, along with presidential level events where use and approval is pre-authorized by University Marketing.
- Student organizations are not allowed to use the University Seal in whole or parts.
- The university seal belongs on official documentation such as diplomas.

UNIVERSITY SEAL



UNIVERSITY NAME

FORMAL NAME

California Polytechnic State University

(Absolutely No Variations Allowed)

COMMON NAME

Cal Poly

(Acceptable Variations)

Cal Poly in San Luis Obispo

Cal Poly, San Luis Obispo, CA

PROHIBITED ALTERATIONS

(Including, but not limited to the following)

- California Polytechnic University
- California Polytechnic State
- Cal Poly State University
- Cal Poly State
- Cal State Poly
- CalPoly
- Cal Poly San Luis Obispo
- Cal Poly, San Luis Obispo
- Cal Poly SLO
- Cal Poly, SLO

UNIVERSITY COLORS

PRIMARY COLOR PALETTE



Poly Green
PMS 3435 C



Mustang Gold
PMS 1245 C

UNIVERSITY COLORS

EXTENDED COLOR PALETTE

Expanded options with exciting secondary colors, plus two accent colors.

- Additional colors such as red, navy, purple, etc. are now prohibited unless used as a minuscule design accent.
- Exceptions include event related purposes such as camo for veteran's day or pink for breast cancer awareness.
 - All exceptions must be pre-approved by University Marketing

Secondary Colors

Farmers' Market PMS 7740 C	Dexter Green PMS 367 C	Poly Canyon PMS 141 C	Stadium Gold PMS 1205 C
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Surf Blue PMS 7472 C	Sky Blue PMS 573 C	Morro Blue PMS 277 C	Serenity 50% Tint of PMS 277 C
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Pismo Sand PMS 454 C	Mission Beige 50% Tint of PMS 454 C	Sycamore PMS 624 C	Coast Sage PMS 622 C
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Seal Gray PMS 425 C	Kennedy Gray PMS 7539 C
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Accent Colors

Heritage Orange PMS 1645 C	Avocado PMS 389 C
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STUDENT ORGANIZATION USAGE

OPTION 1 | CLUB LOGO + CAL POLY LOGO

Student organizations may use the university logo in addition to their club designed logo as long as they are distanced away and are not combined to create a new logo design.



Ex: SME logo on front, Cal Poly logo on sleeve



Ex: Cal Poly logo on front, TAGA logo on sleeve



Ex: Cal Poly logo on back, GAMERTAG at an appropriate distance away

OPTION 2 | CAL POLY LOGO ONLY

Student organizations may use the Cal Poly logo without any club designed logos; with or without a larger design. The club name will always be separated in plain text from the Cal Poly logo.



Ex: Peer Mentoring – Orfalea College of Business



(Front is a mockup only, the Veterinary Science Club did not submit this use)

Ex: Artwork design on the back, no club logo – just text; Cal Poly logo on front

OPTION 3 | CAL POLY AS PART OF A NAME

Cal Poly is embedded in some student organization names. This is the only time the university name is allowed to appear as part of another logo. The fonts should NOT be brand fonts.



Ex: Cal Poly Accounting Club (CPAC) – no Cal Poly logos or fonts

OPTION 4 | CAL POLY AS ADDED TEXT

Student organizations may add the Cal Poly name as a location to an overall design; NOT in a brand font. San Luis Obispo is allowed as described on page 5.



Ex: American Medical Student Association (AMSA) – no Cal Poly logos or fonts

TRADEMARKED LOGOS

DO'S AND DON'TS

You may use logos, artwork or pieces thereof that are listed in the public domain.

PUBLIC DOMIAN



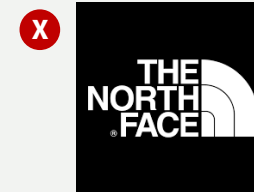
Ex: Pieces from *Starry Night* by Vincent van Gogh

Do not use logos that are trademarked by any other entity without written permission from the owner.

TRADEMARKED



Ex: NASA



Ex: The North Face



Ex: Popeye



Ex: Patagonia



Ex: KISS

INTERLOCKING CP | ALLOWED AS AN ACCENT

The current interlocking CP logo may be used as an accent to a plain text club name or to a larger design. It is prohibited to use the interlocking CP as part of any other logo.

CORRECT



Primary full color logo to be used on all backgrounds except green.



One color logo to be used on light backgrounds.

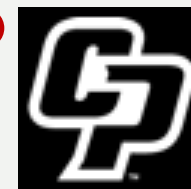


Secondary full color logo to be used on green backgrounds.



One color logo to be used on dark backgrounds.

INCORRECT



Incorrect logo. Do not reverse the one color for dark backgrounds.



Unofficial logos. Do not create any other CP logo.

MUSTANG ICON

ALLOWED AS AN ACCENT

The current mustang icon may be used as an accent to a larger design or as a stand along graphic. It is prohibited to use the mustang as part of any other logo.

CORRECT



Primary full color icon.

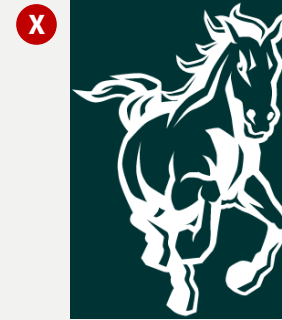


One color logo to be used on light backgrounds.



One color logo to be used on dark backgrounds.

INCORRECT



Incorrect logo. Do not reverse the one color for dark backgrounds.

ATHLETIC LOGO | FOR CLUB SPORTS ONLY

Only club sports that serve on the Club Sports Council may use the Athletic logo, and have the option of combining it with the club name. Any exceptions are at the discretion of University Marketing and Athletics, and must be pre-approved by both.

CORRECT



Ex: Triathlon without "CLUB" since there is no Cal Poly NCAA team



Ex: Women's Soccer Club with "Club" since there is a Cal Poly NCAA team

INCORRECT



(Logo is fake, club soccer did not attempt this use)

Ex: Do NOT combine with other club logos

PROHIBITED USES

LOGO COMPONENTS

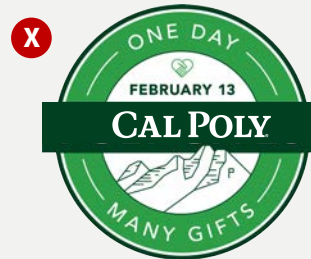
PROHIBITED USES

Do not break apart the logo and use the components independently.

X CAL POLY



Do not use the logo or components to create a new logo.



(Logos are fake, Poly Gives did not attempt this use)

Do not hand key in Cal Poly to mimic the wordmark or logo.

X  CAL POLY
AWESOME CLUB

X CAL POLY
AWESOME CLUB

(Logos are fake, Awesome Club doesn't exist)

INCORRECT LOGOS

PROHIBITED USES

Do not reverse logos – they will be incorrect, negative logos.



Always obtain logos from University Marketing.

Do not separate Cal and Poly with a graphic in between.



Do not use SLO.



Remember, correct city references are:

- Cal Poly in San Luis Obispo
- Cal Poly, San Luis Obispo, CA

Do not add lines to emulate the old Cal Poly logos.



(Logos are fake, Awesome Club doesn't exist and others are simply to show misuse)

Do not alter the phrase Learn by Doing.



EXPIRED LOGOS

PROHIBITED USES

Do not use any expired logos – they have all been replaced with the new university logos.

 CAL POLY

 CAL POLY College of Architecture
& Environmental Design
Architectural Engineering

 CAL POLY
College of Architecture
& Environmental Design
Architectural Engineering



  CAL POLY

  CAL POLY

  CAL POLY

  CAL POLY

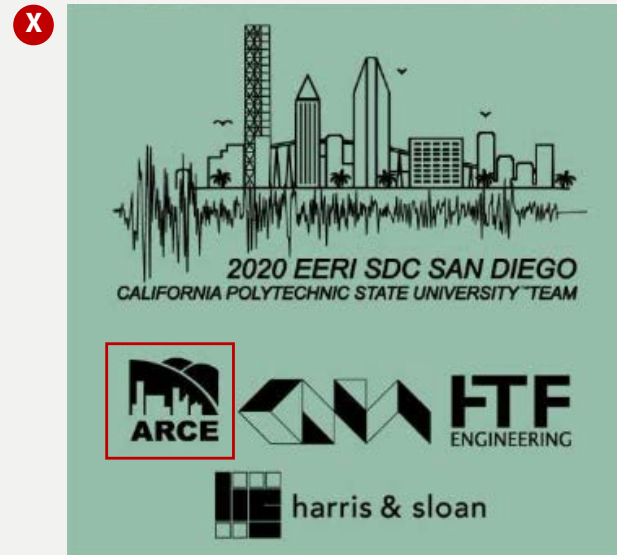
  CAL POLY
College of Architecture
& Environmental Design
Architectural Engineering

  CAL POLY
College of Architecture
& Environmental Design
Architectural Engineering

DEPARTMENT LOGOS

PROHIBITED USES

Do not use old department logos – all departments have official logo lockups.



LOGO TECHNICAL SPECIFICATIONS

LOGO SCALING

TECHNICAL SPECIFICATIONS

All logos and lockups must be scaled as one unit.
Scaling the shield and wordmark separately is prohibited.

CORRECT



INCORRECT



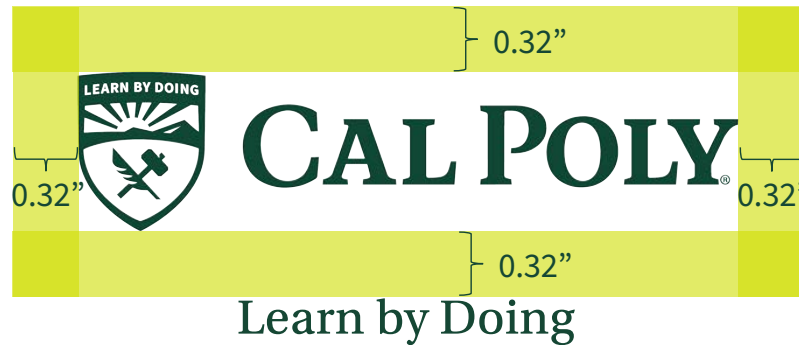
LOGO CLEAR SPACE

TECHNICAL SPECIFICATIONS

University Logo

The clear space surrounding all four sides of the logo is equal to the height of the 'Y' in 'Cal Poly' within the logo.

No text or graphic can encroach into the clear space surrounding the logo.



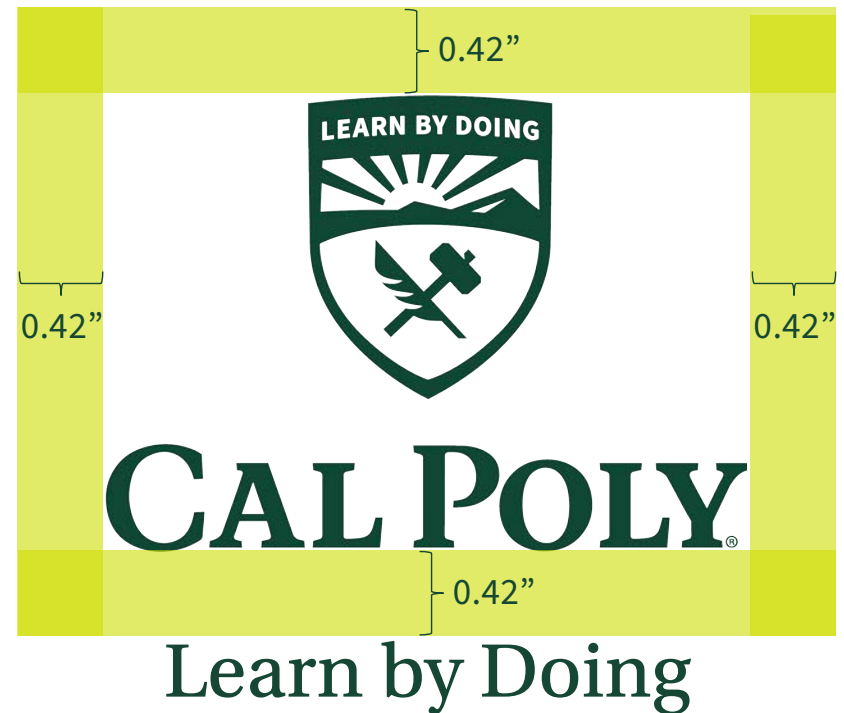
LOGO CLEAR SPACE

TECHNICAL SPECIFICATIONS

Alternate University Logo

The clear space surrounding all four sides of the logo is equal to the height of the 'Y' in 'Cal Poly' within the logo.

No text or graphic can encroach into the clear space surrounding the logo.



PRINTING SIZES

TECHNICAL SPECIFICATIONS

University Logo

Suggested Minimum Size*:

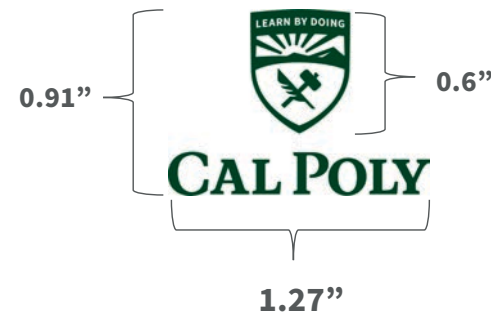
2.09" wide x 0.6" high



Alternate University Logo

Suggested Minimum Size*:

1.27" wide x 0.91" high



*Always check the imprint areas of each desired promotional product to ensure it will accommodate the minimum logo sizes; if not, seek alternatives with larger imprint areas.

PROMOTIONAL ITEM TIPS

LAYOUT OPTIONS

Here are a few examples of why it's important to pay attention to the available image area. Use licensed vendors so they may suggest the best products with ample image areas for your artwork.

STANDARD LAYOUTS

Consider the primary vs. alternate logo, or switching the orientation to accommodate image areas.



ALTERNATE LAYOUTS

When the whole logo won't fit, it is allowed to split it up or use all text in a brand font.



Most mugs, lip balms and USB sticks need to be split on 2 sides.

Most pens and some USB sticks must use text only.

EMBROIDERY SIZES

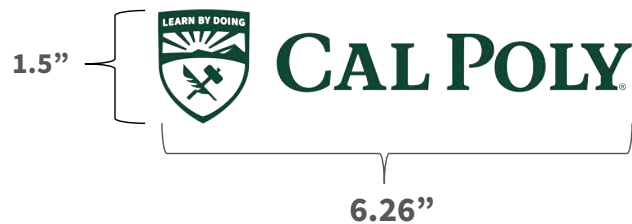
TECHNICAL SPECIFICATIONS

University Logo

Minimum Size:

6.26" wide x 1.5" high

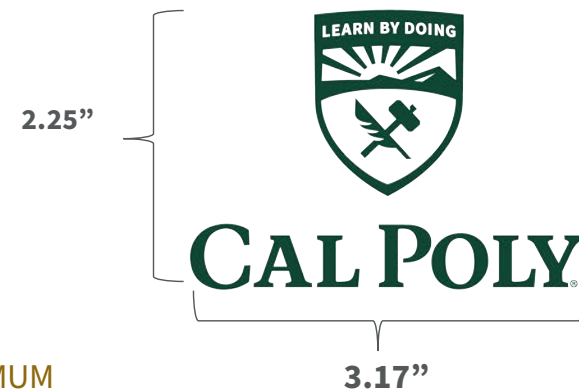
(Logo not shown in actual dimensions)



Alternate University Logo

Minimum Size:

3.17" wide x 2.25" high



INSTRUCTION: For embroidery, the Shield within the logo requires a MINIMUM height of **1.5"** at all times, and the "LEARN BY DOING" text must be enlarged by the licensee during digitizing; sew out approval is required by University Marketing.

EMBROIDERY TIPS

LAYOUT OPTIONS

Here are a few examples of why it's important to pay attention to the available image area. All clothing embroidery will use the alternate (vertical) logo because the horizontal one would need to be 6.26" wide to reproduce correctly. Promotional items such as a tote bag could have enough room depending on the style.

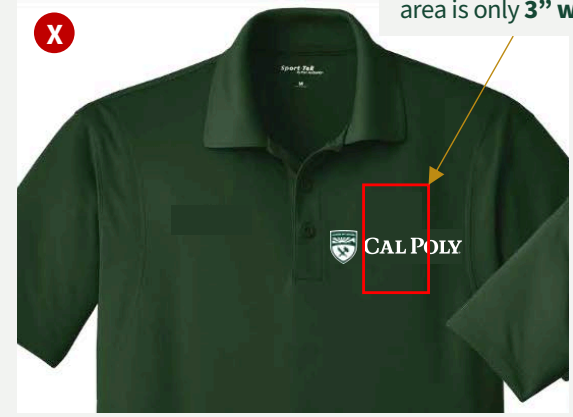
POSSIBLE



Peer Mentoring
Orfalea College of Business



NOT POSSIBLE



ORDERING PROCESS

ORDERING PROCESS

ARTWORK APPROVAL

Artwork Approval

Step 1: Decide on a product type.	Step 2: Choose a Licensed Vendor. Link on University Marketing's Trademark Licensing webpage.	Step 3*: Discuss logo and/or design with product specifications and imprint area.	Step 4: Create a mockup that follows the university Merchandise Guidelines.	Step 5: Submit mockup to University Marketing via digital Trademark Licensing Request Form on the Trademark Licensing page. University Marketing verifies vendor license and correct use of graphics. If any artwork changes are required, revisions are uploaded until approved.	Step 6: Upon University Marketing approval (ASI is copied); place order.
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*Always work closely with your licensed vendor who will provide recommendations on products and manufacturers that meet Cal Poly's requirements and quality standards.

ORDERING PROCESS

PRODUCTION APPROVAL

Production Approval

Step 1:

Licensed Vendor uploads approved mockup to CLC licensing system.

Step 2:

University Marketing reviews artwork once again for FINAL approval.

If any artwork changes are required, revisions are uploaded until approved.

Step 3:

Upon FINAL University Marketing approval, Licensed Vendor notifies student organization, produces and delivers product.

Step 4:

Student organization submits request for reimbursement to ASI.

*Always work closely with your licensed vendor who will provide recommendations on products and manufacturers that meet Cal Poly's requirements and quality standards.