STUDENT ORGANIZATION
GUIDELINES

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

<table>
<thead>
<tr>
<th>Color</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Farmers’ Market</td>
<td>PMS 7740 C</td>
</tr>
<tr>
<td>Dexter Green</td>
<td>PMS 367 C</td>
</tr>
<tr>
<td>Poly Canyon</td>
<td>PMS 141 C</td>
</tr>
<tr>
<td>Stadium Gold</td>
<td>PMS 1205 C</td>
</tr>
<tr>
<td>Surf Blue</td>
<td>PMS 7472 C</td>
</tr>
<tr>
<td>Sky Blue</td>
<td>PMS 573 C</td>
</tr>
<tr>
<td>Morro Blue</td>
<td>PMS 277 C</td>
</tr>
<tr>
<td>Serenity</td>
<td>50% Tint of PMS 277 C</td>
</tr>
<tr>
<td>Pismo Sand</td>
<td>PMS 454 C</td>
</tr>
<tr>
<td>Mission Beige</td>
<td>50% Tint of PMS 454 C</td>
</tr>
<tr>
<td>Sycamore</td>
<td>PMS 624 C</td>
</tr>
<tr>
<td>Coast Sage</td>
<td>PMS 622 C</td>
</tr>
</tbody>
</table>

### Accent Colors

<table>
<thead>
<tr>
<th>Color</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seal Gray</td>
<td>PMS 425 C</td>
</tr>
<tr>
<td>Kennedy Gray</td>
<td>PMS 7539 C</td>
</tr>
<tr>
<td>Heritage Orange</td>
<td>PMS 1645 C</td>
</tr>
<tr>
<td>Avocado</td>
<td>PMS 389 C</td>
</tr>
</tbody>
</table>
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

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

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

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**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

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’S AND DON’TS

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
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.
- **Secondary full color logo** to be used on green backgrounds.
- **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.
- **Incorrect logo.** Do not create any other CP logo.

**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**

Ex: Do NOT combine with other club logos

(Logo is fake, club soccer did not attempt this use)
PROHIBITED USES
**LOGO COMPONENTS**

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

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

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

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

(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.**

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

**Do not alter the phrase Learn by Doing.**

(Logos are fake, Awesome Club doesn't exist and others are simply to show misuse)
Do not use any expired logos – they have all been replaced with the new university logos.
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.
**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.
**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.

Logo Height = 2.25"
**Printing Sizes**

**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

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.
**University Logo**
Minimum Size:
6.26” wide x 1.5” high

**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.
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**

**NOT POSSIBLE**

Chest location image area is only 3” wide.
ORDERING PROCESS
### Artwork Approval

<table>
<thead>
<tr>
<th>Step 1:</th>
<th>Step 2:</th>
<th>Step 3*:</th>
<th>Step 4:</th>
<th>Step 5:</th>
<th>Step 6:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Decide on a</td>
<td>Choose a</td>
<td>Discuss logo and/or design with product specifications and imprint area.</td>
<td>Create a mockup that follows the university Merchandise Guidelines.</td>
<td>Submit mockup to University Marketing via digital Trademark Licensing Request Form on the Trademark Licensing page.</td>
<td>Upon University Marketing approval (ASI is copied); place order.</td>
</tr>
<tr>
<td>product type.</td>
<td>Licensed Vendor.</td>
<td></td>
<td></td>
<td>University Marketing verifies vendor license and correct use of graphics.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Link on University Marketing’s Trademark Licensing webpage.</td>
<td></td>
<td></td>
<td>If any artwork changes are required, revisions are uploaded until approved.</td>
<td></td>
</tr>
</tbody>
</table>

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