Cal Poly Logo Guidelines
For Club Use

January 2018

Interim policy pending final Cal Poly brand assessment and logo guidelines for use by student organizations
Cal Poly Wordmark Pairings are reserved for university divisions, colleges, departments and units.

- Chartered Clubs are prohibited from using any wordmarks or creating a wordmark pairing with a club name.
- IRA Clubs are allowed to use the primary wordmark or sponsoring department pairing, with pre-authorization from the college marketing and communications director, as long as the club name is not incorporated into the pairing and includes the Circle R registered trademark symbol at the base of the “Y” in “CAL POLY”. The club name may be listed in a non-brand font and maintain the buffer zone around all sides of the wordmark.

Cal Poly Logo Guidelines – Club Use
2. Use of the Cal Poly Name

Rules for use of the Cal Poly name in conjunction with a club name:

- Do NOT use brand fonts
- Always include the Circle R registered trademark symbol at the base of the “Y” in “CAL POLY"
- Follow the below usage for the correct university name

Preferred Use
- Cal Poly
- California Polytechnic State University

Alternate Use Within Text or Narrative, not recommended for merchandise
- Cal Poly in San Luis Obispo
- Cal Poly at San Luis Obispo
- Cal Poly, San Luis Obispo
- California Polytechnic State University in San Luis Obispo

Prohibited Use
- Cal Poly State University
- Cal Poly University
- CalPoly
- Cal-Poly
- Cal
- Poly
- Cal  (on two lines or separated Poly in any other way)

Brand Fonts

San-serif  Avenir
Serif  Palatino
Rules for use of the Athletic Logos in conjunction with a club name:

- Only **Club Sports** may use the Athletic Logo paired with the club name
- Club Sports with a corresponding Cal Poly NCAA team must add “Club” to the sport name*
- Always use the full logo which includes the TM registered trademark symbol at the base of the “Y” in “CAL POLY”
- If the club has its own logo, it cannot appear on the same item with the Athletic Logo
- Some IRA Clubs may use the Athletic Logo with advance permission from University Marketing and Athletics
4. Use of Spirit Marks on Merchandise

Rules for use of the Spirit Marks in conjunction with a club name:

• Clubs may use the Interlocking CP Spirit Mark on the same item as the club name as long as it is not a "pairing" or made into a club logo – for example, the name of the club may appear on a shirt on the left chest, and the CP may appear on the sleeve, back or on the right chest.
• If the club has its own unique logo, it cannot appear on the same item with the Interlocking CP
• Always include the TM registered trademark symbol at the base of the “P”
5. Student Organization Merchandise Approval Process

**STEP 1: Select Vendor**
- Determine products you want to order
- Select a Cal Poly licensed vendor
- Obtain specs for design

**STEP 2: Design Artwork**
- Follow Cal Poly brand standards
- Design yourself or have vendor/consultant design

**STEP 3: Obtain Initial Approval**
- Submit the online [Student and Internal Request To Use the Cal Poly Name Form](#) to University Marketing
- When revisions are complete, University Marketing verifies vendor and provides initial approval by sending an email to student and ASI to proceed.

**STEP 4: Order**
- Upon email receipt, student notifies the vendor to proceed with the order.
- The vendor submits artwork through the licensing system for final University Marketing approval.
- University Marketing verifies artwork and the vendor notifies the student when final approval is obtained.

**STEP 5: Reimbursement**
- Club may submit for reimbursement from ASI for merchandise expenses.
6. Helpful Resources

1. University Marketing website – full graphic standards, photography, approval processes
   https://universitymarketing.calpoly.edu/

2. Athletic Brand Standards – full athletic brand standards in detail:

3. List of Licensed Vendors:
   https://universitymarketing.calpoly.edu/resources/trademark-licensing/vendors/

4. Additional Merchandise Licensing/Royalty Information:
   https://universitymarketing.calpoly.edu/trademark-licensing/

5. University Approved Printers (for non-merchandise):
   https://afd.calpoly.edu/cprm/procurement/printing/

6. Digital ADA Color Contrast Compliance Test (Cal Poly requires “PASS” on the “WCAG AA” not “AAA”):
   https://afd.calpoly.edu/cprm/procurement/printing/

7. Student and Student & Internal Request to Use the Cal Poly Name:
   https://universitymarketing.calpoly.edu/resources/trademark-licensing/request-form/