Cal Poly Logo Guidelines
For Club Use
2018

Interim policy pending final Cal Poly brand assessment and logo guidelines for use by student organizations
1. Institutional Wordmarks

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; details are on our website.
1. Institutional Wordmarks

Examples of **inappropriate** use:

- Using club name in an official wordmark pairing.
- Mimicking an official pairing structure.
- Including the official wordmark as part of another design.
- Mimicking the Cal Poly wordmark in Palatino or similar font.
1. Institutional Wordmarks

Examples of *appropriate* use for IRA Clubs ONLY:

Use the primary wordmark for University prominence with the IRA club name on the opposite side.

Using the official department pairing logo as a sponsorship recognition.
2. Use of the Cal Poly Name

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

- Do NOT use University or Athletic 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
- Cal Poly in San Luis Obispo, Ca

Alternate Use Within Text or Narrative, not allowed 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, SLO
- Cal
- Poly (on two lines or separated
  Poly in any other way)

University Brand Fonts

- San-serif: Avenir
- Serif: Palatino

Athletic Brand Font

- Display: Mustang
2. Use of the Cal Poly Name

Examples of **inappropriate** use:

- Using “Cal Poly SLO”
- Stacking “CAL POLY”
- Placing a graphic in the middle of “CAL POLY”
- Separating “CAL POLY”
2. Use of the Cal Poly Name

Examples of appropriate use for using the Cal Poly Name:

• 1st Preference is to treat Cal Poly as the location for the club like ACT by stating the club name and then the description: “AGRICULTURAL COMMUNICATORS OF TOMORROW AT CAL POLY”

• 2nd Preference is to call out that the club is the chapter at Cal Poly like Delta Chi by stating “Cal Poly Chapter” – preferably without the horizontal line

• Tip – using upper and lower case for “Cal Poly” always helps the font look more distinct than our logo and brand fonts.
Examples of **appropriate** use for using the Cal Poly Name: distinctly different fonts than either of our brand fonts.
2. Use of the Cal Poly Name

Examples of 
appropriate
use of the Cal Poly Name when it’s part of the official club name: distinctly different fonts than either of our brand fonts.

![Examples of appropriate use of the Cal Poly Name](image-url)
2. Use of the Cal Poly Name

Example of appropriate use of the Cal Poly Name when Cal Poly is a chapter of a national organization.

• The Miracle Network Dance Marathon
  – This shirt follows the Miracle Network brand standards and allows the flame logo to be used in official school colors with approval from the national organization.
Examples of **appropriate** use for using San Luis Obispo:

- The city name is NOT in the name of our University at all. We are either Cal Poly or the formal name California Polytechnic State University. We prefer you do not use San Luis Obispo, but if you do, please choose one of the below options:

  - *1st* Preference is to treat “San Luis Obispo” as the location that it is, like FMA has done – “San Luis Obispo, California”

  - *2nd* Preference is to completely separate it like Racing and SCE.
3. Use of Athletic Logos on Merchandise

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

Examples of **appropriate** use for club sports:
4. Use of Spirit Marks on Merchandise

Rules for use of the Interlocking CP 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”
4. Use of Spirit Marks on Merchandise

Rules for use of the Interlocking CP in conjunction with a club name:

- See page 2.6 from the Cal Poly Athletics Brand Guidelines for exact detail that reads:

“The illustration of the CP icon above (also known as a monogram or typographic ligature) represents the only licensed CP logo or image approved by Cal Poly Athletics and California Polytechnic State University. No other CP image or CP logo is approved or to be used by the Cal Poly Athletics Department or the University.”

https://d2o2fg06dd0g.cloudfront.net/q/h/xw2uc1e6nonde1/CalPolystyleguide_0716_Update.pdf
4. Use of Spirit Marks on Merchandise

Examples of **appropriate** use for the Interlocking CP as a spirited graphic element:
4. Use of Spirit Marks on Merchandise

Rules for use of the Mustang:

- Clubs may use the Mustang icon on the same item as the club name as long as it is simply part of the design, not made into a club logo.
- Always include the TM registered trademark symbol at the base of the front hoof.
4. Use of Spirit Marks on Merchandise

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

• See page 2.5 from the Cal Poly Athletics Brand Guidelines for exact detail that reads:

“The illustration of the Mustang icon above represents the only licensed Mustang or horse image approved by Cal Poly Athletics and California Polytechnic State University. No other image of a mustang or equine image is approved or to be used by Cal Poly Athletics Department or the University.”

https://d2o2figo6dd0g.cloudfront.net/q/h/xw2ucec6nonde1/CalPolystyleguide_0716_Update.pdf
4. Use of Spirit Marks on Merchandise

Examples of *appropriate* use for the Mustang as a spirited graphic element:
5. Use of National Brands

You cannot use any national brands that are trademarked without paying royalties or getting permission from the owner:

Examples of inappropriate use:

- **KISS**
  - Kiss Catalog, Ltd. Corporation New York owns the federal trademark to the KISS band logo.

- **Popeye**
  - King Features Syndicate, Inc owns the federal trademark and copyright to the Popeye cartoon character.

- Unless permission is granted by the owners that hold current federal trademarks or royalties are being paid to those owners for use of their artwork, logos or images cannot be used in any way and are subject to legal action.
5. Use of National Brands

You may use nationally recognized brands if the artwork is in the public domain, permission is granted by the owner or royalties are being paid to the owner:

Examples of appropriate use:

- The Starry Night is an oil on canvas by Vincent van Gogh
  - Surprisingly, this piece of historic artwork is in the Public Domain and is allowed to be used.
6. 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.
7. 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/