



CAL POLY

BRAND GUIDELINES

VERSION 1



BRAND STRATEGY

CAL POLY BRAND GUIDELINES



BRAND STRATEGY / BRAND STRATEGY GOALS

1 / Brand Strategy

Brand Platform

Brand Strategy Goals

Messaging

The Cal Poly Name

2 / Visual Identity

3 / Using the Brand

4 / Sub-Brands

5 / Tools and Resources

If we do our jobs — if we align our communications with the Brand Strategy — we will achieve five primary goals borne of many months of discovery, research, and outreach to thousands of prospective and current students, alumni, parents, faculty, staff, and partners.

Over the next five years, we will push toward these markers internally and externally. Know that your efforts to successfully apply the brand move us closer to reaching these larger goals.

1 LEVERAGE Cal Poly's strong regional reputation and dedication to solving California's challenges to build greater national recognition in key target markets and within identified audiences.

2 DEMONSTRATE the ways that Learn by Doing is a shared experience across campus in an ownable and differentiating manner.

3 EMPHASIZE how Cal Poly is focused on student success and experience.

4 SIMPLIFY personalize and humanize complicated, bureaucratic administrative processes.

5 BUILD alumni engagement and a culture of philanthropy by re-engaging key audiences.



VISUAL IDENTITY

CAL POLY BRAND GUIDELINES



VISUAL IDENTITY / LOGOS AND MARKS

1/ Brand Strategy

2/ Visual Identity

Logos and Marks

- Colors
- Typography
- Photography
- Visual Elements
- Infographics
- Icons

3/ Using the Brand

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DOWNLOAD

To download marks go to:
marketing.calpoly.edu/resources

UNIVERSITY LOGO

To be used as the primary logo in all applications.



CAL POLY

ALTERNATE UNIVERSITY LOGO

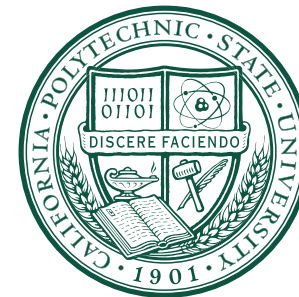
Use sparingly in applications with limited horizontal space.



CAL POLY

UNIVERSITY SEAL

For official administrative materials produced by the offices of the president and provost.



ATHLETIC MARKS

Addressed in sub-brands.



VISUAL IDENTITY / LOGOS AND MARKS

ANATOMY OF THE LOGO

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A visual representation of Learn by Doing (see next page).

SHIELD



Our wordmark is custom designed to reflect both the historical and modern facets of our brand. It cannot be replicated through typesetting and should not be separated from the shield.

WORDMARK

CAL POLY

LOGO

The shield and wordmark together form the Cal Poly logo and represents us at the very highest level. It acts as our signature and stamp of quality. It is, and should always be, the most consistent element in our communications.

DOWNLOAD

To download the university logo go to:
marketing.calpoly.edu/resources



VISUAL IDENTITY / LOGOS AND MARKS

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ANATOMY OF THE SHIELD

The shield was inspired by the university seal and designed to represent our core philosophy, Learn by Doing, as well as our iconic location. It pays homage to our legacy of excellence, and makes Cal Poly instantly recognizable.

LEARN BY DOING

Our core philosophy, present in everything that we do as an institution.

SUN RAYS

Our sunny California location combined with the illumination of academic discovery.



BISHOP PEAK

Pays tribute to our unique sense of place among the chain of volcanic mountains along the Central Coast.

QUILL AND HAMMER

A visual representation of the balance of practice and theory inherent in Cal Poly's Learn by Doing educational philosophy has appeared in the university seal since 2001.

VISUAL IDENTITY / LOGOS AND MARKS

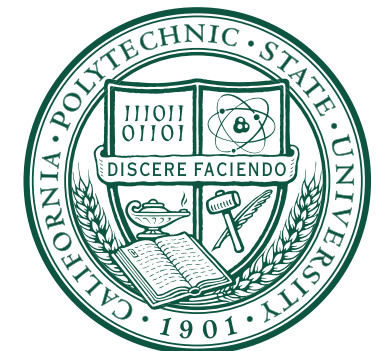
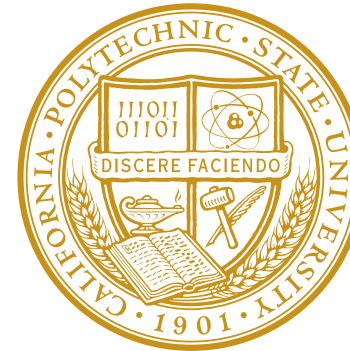
ANATOMY OF THE UNIVERSITY SEAL

Since our founding in 1901, the university seal has evolved from the California seal and the CSU system seal. In the development of the Cal Poly seal, the following elements were incorporated from the CSU system seal:

- **The Lamp**, symbolizing the light of wisdom, intellect and good works, has long been associated with higher education and illuminates the State of California.
- **The Open Book** represents literacy, scholarship and learning. It also symbolizes the passing down of knowledge to future generations.

The university seal also includes a number of elements that have symbolism specific to Cal Poly, including:

- The Latin phrase “**DISCERE FACIENDO**” represents our philosophy (Learn by Doing).
- **The Binary System** signifies the fundamental information technology that binds all of our academic disciplines to one another and to the rest of the world. It also repeats our founding date (1901).
- A stylized **Atom** depicts our emphasis on the sciences as a basis for applied technology.
- Crossed **Quill and Hammer** represents the balance of practice and theory inherent in our educational philosophy.
- The **Wheat Grain** symbolizes our origins and our continuing position as a national leader in agricultural education.



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i PERMISSIONS

The university seal is reserved for official administrative materials such as diplomas, transcripts and documents produced by the offices of the President and Provost.

To request permission to use the seal, email University Marketing at: designsupport@calpoly.edu



VISUAL IDENTITY / LOGOS AND MARKS

LOGO ARCHITECTURE

Our system of sub-brand lockups reflect the university's organizational hierarchy. They are unified and consistent and convey a cohesive brand.

1/ Brand Strategy

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Logos and Marks

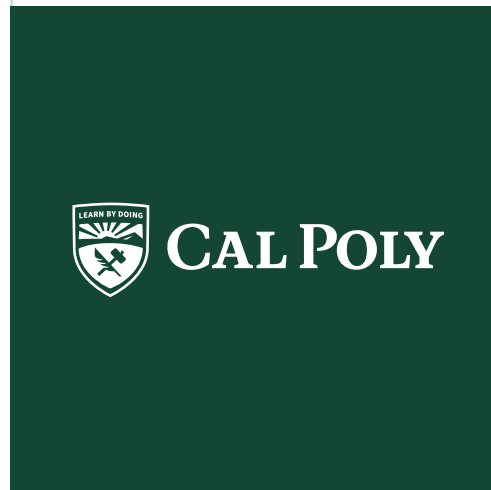
- Colors
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MASTER BRAND UNIVERSITY LOGOS



PRIMARY SUB-BRAND LOCKUPS



SECONDARY SUB-BRAND LOCKUPS



TERTIARY SUB-BRAND LOCKUPS



AFFILIATE BRAND LOCKUPS





VISUAL IDENTITY / LOGOS AND MARKS

CORRECT USE OF THE LOGO

CLEAR SPACE

Safe area refers to the clear space required surrounding the logo. The safe area for our logo is measured using the height of the “Y.” Using this system, the safe area distance will always scale with the logo.



MINIMUM SIZE

In all print applications, the shield should never be less than .4" tall.

Minimum Size | Print



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i NOTE

For technical assistance with digital applications email: web-comms@calpoly.edu



VISUAL IDENTITY / LOGOS AND MARKS

APPROVED COLOR VARIATIONS

The Cal Poly logo has two color formats: one-color and two-color reversed. If you have an additional one-color logo need, contact University Marketing.

A-B. UNIVERSITY LOGO (*one-color: Poly Green*)

C-D. REVERSED UNIVERSITY LOGO (*two-color: Poly Green, White "fill"*)

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INCORRECT USE

Do not recreate or modify the logo in any way. Please avoid these common violations to ensure the logo is used consistently across all platforms.



DO NOT attempt to manually recreate the logo.



DO NOT alter the color of the logo.



DO NOT tilt the logo.



DO NOT apply drop shadows or special effects to the logo.

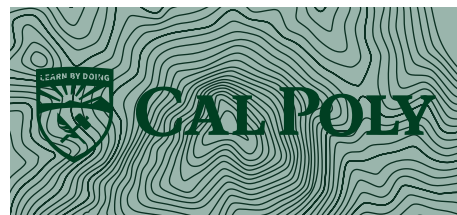


DO NOT stretch or skew the proportions of the logo in any way.

CAL POLY



DO NOT rearrange the shield and wordmark.



DO NOT apply the logo directly over a busy background pattern.



DO NOT manually reverse the university logo, use the reversed university logo for dark backgrounds.



VISUAL IDENTITY / LOGOS AND MARKS

PARTNERSHIPS

Cal Poly recognizes formal partnerships with organizations through varying logo treatments. If you have a need to visually represent a relationship with a formal partner, contact University Marketing to request an official treatment. Please do not attempt to create a treatment yourself.

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Example: Amazon Web Services works with Cal Poly on strategic systems that directly impact internal constituents.



Example: SBDC works with Cal Poly's Center for Innovation and Entrepreneurship to provide business services to internal and external constituents for the economic growth of the Central Coast.



Example: Fullstack Academy is contracted through Cal Poly's Extended Education to offer and teach a coding class to internal and external constituents.



Example: Cal Poly employees conduct grant-funded outreach to connect internal constituents (primarily students) to this Cal Fresh resource of federal food assistance.



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NOTE

For technical assistance with digital applications email: web-comms@calpoly.edu

PRIMARY COLORS

Beyond our logo, color is the most recognizable aspect of our brand identity. Using color appropriately is one of the easiest ways to make sure our materials reflect a cohesive Cal Poly brand.

PMS

PMS stands for “Pantone Matching System.” PMS colors should only be used in offset printing. A printer will refer to the Pantone swatches a designer has chosen to ensure an exact color match.

CMYK

CMYK is an abbreviation for cyan, magenta, yellow, and black. It is a four-color process used in digital, laser and indigo printing methods.

HEX

HEX codes are used to create online colors. This ensures consistent color representation across mobile and desktop applications.

DID YOU KNOW?

The Americans with Disabilities Act (ADA) guides, among other things, the size, contrast and layout of content online to be more accessible to everyone.

POLY GREEN PMS 3435 C

CMYK: 93; 24; 85; 68
Hex: #154734

MUSTANG GOLD PMS 1245 C

CMYK: 6; 35; 99; 18

HEX: #BD8B13

Mustang Gold's Hex color has been darkened for digital use to be ADA compliant.



VISUAL IDENTITY / COLORS

SECONDARY BRIGHT COLORS



FARMERS' MARKET
PMS 7740 C

CMYK: 75; 0; 95; 15
HEX: #3A913F

DEXTER GREEN
PMS 367 C

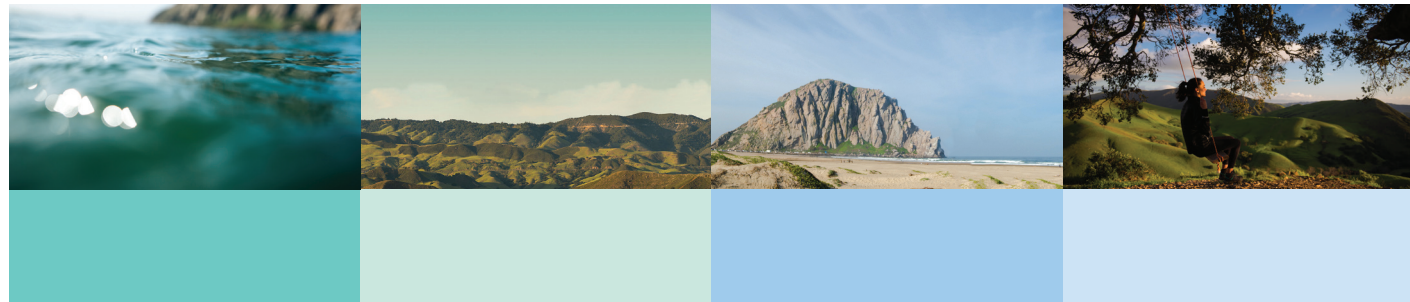
CMYK: 41; 0; 68; 0
HEX: #A4D65E

POLY CANYON
PMS 141 C

CMYK: 0; 16; 65; 0
HEX: #F2C75C

STADIUM GOLD
PMS 1205 C

CMYK: 0; 3; 43; 0
HEX: #F8E08E



SURF BLUE
PMS 7472 C

CMYK: 54; 0; 27; 0
HEX: #5CB8B2

SKY BLUE
PMS 573 C

CMYK: 20; 0; 14; 0
HEX: #B5E3D8

MORRO BLUE
PMS 277 C

CMYK: 35; 9; 0; 0
HEX: #ABCAE9

SERENITY
PMS 277 C, 50%

CMYK: 16; 5; 0; 0
HEX: #D5E4F4

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i DOWNLOAD

Download the Adobe Swatch Exchange files (.ase) containing our colors at:
marketing.calpoly.edu/resources



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SECONDARY MUTED COLORS



PISMO SAND

PMS 454 C

CMYK: 11; 5; 29; 8
HEX: #CAC7A7

MISSION BEIGE

PMS 454 C, 50%

CMYK: 10; 7; 17; 0
HEX: #E4E3D3

COAST SAGE

PMS 622 C

CMYK: 25; 2; 19; 5
HEX: #B7CDC2

ACCENT COLORS



AVOCADO

PMS 389 C

CMYK: 21; 0; 85; 0
HEX: #D0DF00



SYCAMORE

PMS 624 C

CMYK: 48; 8; 34; 20
HEX: #789F90

SEAL GRAY

PMS 425 C

CMYK: 48; 29; 26; 76
HEX: #54585A

KENNEDY GRAY

PMS 7539 C

CMYK: 24; 13; 18; 38
HEX: #8E9089



HERITAGE ORANGE

PMS 1645 C

CMYK: 0; 63; 75; 0
HEX: #FF6A39

i NOTE

Accent colors should be used sparingly.



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OVERVIEW

Our typefaces were chosen to create bold, distinct headlines and easily legible body copy that would translate smoothly between digital and print applications.

Adobe Creative Cloud is now available to current Cal Poly faculty and staff. Our typefaces are available in Adobe Fonts, through the Creative Cloud subscription. For more instructions on how to sign in to Adobe Creative Cloud, visit the ITS service catalog at <https://tech.calpoly.edu/services/adobe>.

For assistance on activating Adobe Fonts visit <https://helpx.adobe.com/fonts/using/activate-fonts-desktop.html>.

ABOLITION

LEARN BY DOING.

UTOPIA SEMIBOLD SUBHEAD ITALIC

*CENTERED IN CALIFORNIA,
CENTRAL TO THE WORLD.*

ABOLITION

READY FOR ANYTHING.

SOURCE SANS PRO

At Cal Poly, we believe that experience is essential — that whatever you're learning, you learn it best when you do it for yourself. For more than a century, we've made this the center of everything we do.

UTOPIA BOLD

What we learn here makes a difference everywhere.



VISUAL IDENTITY / TYPOGRAPHY

DISPLAY

ABOLITION

A CENTERED IN CALIFORNIA.
CENTRAL TO THE WORLD.

Regular

PRINT:

Minimum size: 16pt., +50 tracking, leading at 20pt
Limit to 10 Words or 55 Characters

Abolition is a bold, all-caps sans serif font designed to grab your attention. We only use it in the regular weight and only for short display headlines or subheads, since it can be difficult to read at smaller sizes. Never use it for body text.

When Abolition is not available the system font DIN should be used.

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ONLINE

Typefaces are available through Cal Poly's enterprise subscription to the Adobe Fonts Creative Cloud. To activate go to:
fonts.adobe.com/fonts/abolition



VISUAL IDENTITY / TYPOGRAPHY

SERIF

Utopia

Aa Aa Aa
Aa Aa Aa

Regular

Semibold

Bold

Aa Aa Aa
Aa Aa Aa

Regular
Subhead

Semibold
Subhead

Bold
Subhead

PRINT:

Suggested body copy size:
9pt., leading at 13pt.

Utopia is a serif type font that can be used to convey a formal tone. We suggest it for headlines, subheads and body copy, in regular, semibold and bold weights.

When Utopia is not available the system font Georgia should be used.

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ONLINE

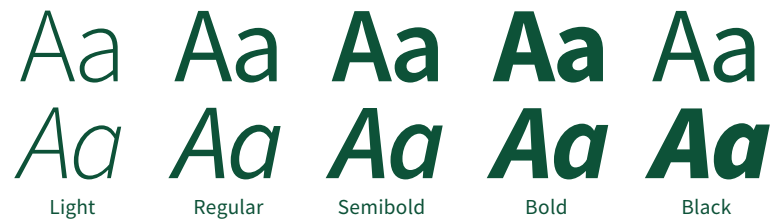
Typefaces are available through Cal Poly's enterprise subscription to the Adobe Fonts Creative Cloud. To activate go to:
fonts.adobe.com/fonts/utopia



VISUAL IDENTITY / TYPOGRAPHY

SANS SERIF

Source Sans



PRINT:

Suggested body copy size:
9pt., leading at 13pt.

Source Sans is a sans serif type that can be used to convey an informal tone. We suggest it for headlines, subheads and body copy, in light, regular, semibold, bold and black weights.

When Source Sans is not available the system font Trebuchet should be used.

DID YOU KNOW?

Source Sans was specifically chosen because it supports Chumash characters like those used in the yakʔitʔutʔu housing community.

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i ONLINE

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fonts.adobe.com/fonts/source-sans



VISUAL IDENTITY / TYPOGRAPHY

USING TYPE IN PRINT / LEADING

Leading, also called line spacing, is the vertical distance between lines of text. In most cases, try leading that is 3-4 points higher than the type point size. In general, longer line length means more leading is needed to counteract eye strain.

Leading that's too loose leaves too much pause between lines.

12 pt. type / 20 pt. leading

Leading that's too tight leaves too little pause between lines.

12 pt. type / 11 pt. leading

When leading is correct, the reader won't even notice.

12 pt. type / 15 pt. leading

USING TYPE IN PRINT / TRACKING

Tracking is unified spacing between groups of letters. Tracking affects the overall character density of the copy and can be used to even out line lengths or make text more legible. In most cases, tracking should be set at the default "0."

Tracking that is too loose leaves too much space between letters.

+75 tracking

Tracking that's too tight leaves too little space between letters.

-75 tracking

When tracking is correct, the reader won't even notice.

0 tracking

USING TYPE IN PRINT / LINE LENGTH

Reading a long line of type causes fatigue as the reader must move their head at the end of each line and search for the beginning of the next line. When line lengths are too short, words or phrases are broken up that are generally read as a unit.

The optimal text line (shown here) is a maximum of 70 characters long.

12pt type, 0 tracking, 70 characters

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VISUAL IDENTITY / PHOTOGRAPHY

We talk about Learn by Doing, but our photography lets us show it up close (and from every other angle). All photos should have a light and natural feel, featuring engaged individuals and/or dynamic movement, illustrating that our students will be Ready Day One.

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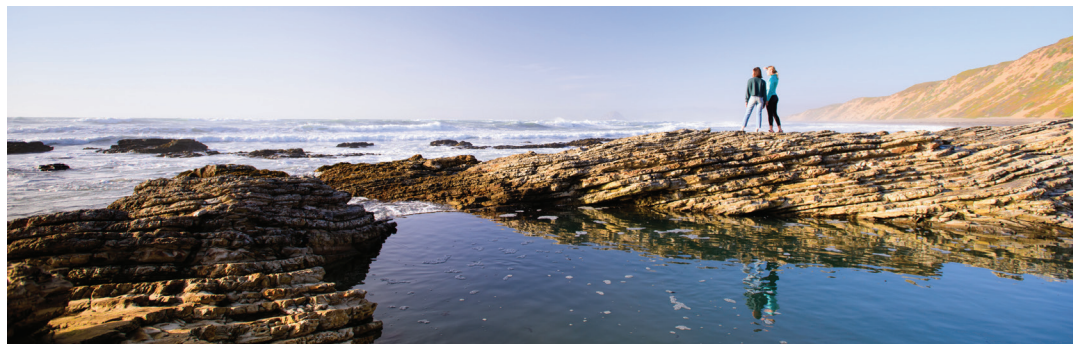
3 / Using the Brand

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BRAND STYLE / WIDE

Wide photography should feature landscapes and interior spaces unique to the Cal Poly experience, with an engaged individual or group interacting with their surroundings. Outdoor photos should also showcase our great Central Coast weather. Include negative space for type and graphic overlay when possible.



i ONLINE

To access our online photo library go to:
marketing.calpoly.edu/resources



VISUAL IDENTITY / PHOTOGRAPHY

BRAND STYLE / DETAIL

As with wide photography, all detail photography should feature human engagement. Capture active poses with dynamic movement. When possible, show a behind-the-scenes glimpse of Learn by Doing.

1 / Brand Strategy

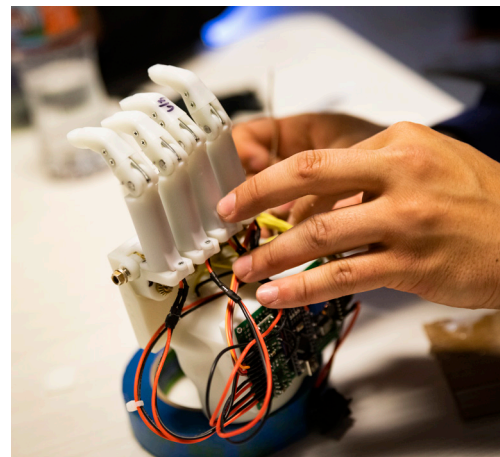
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i ONLINE

To have our campus photographer capture your Learn by Doing moments go to:
marketing.calpoly.edu/resources



VISUAL IDENTITY / PHOTOGRAPHY

BRAND STYLE / PORTRAITURE

Portraits can be captured in individual or group formats, always actively engaged in their environment, or with one another, and rarely looking directly at the camera.

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i ONLINE

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VISUAL IDENTITY / VISUAL ELEMENTS

GRAPHIC ELEMENTS

The Cal Poly brand has a variety of graphic tools that create a unique look and make us immediately recognizable. These elements can be dialed up or down individually to add visual interest and enhance our storytelling. When used consistently, these elements create continuity among families of materials.

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- A-B. SHAKESPEARE TYPE
- C-D. SHIELD BACKGROUND GRAPHIC
- E. DIAGONAL
- F. SHIELD ICON

A.

The Shakespeare type is a custom graphic created from a wood-cut letterpress typeface found in Cal Poly's Shakespeare Press Museum. It is a nod to our unique heritage and campus. The type should always be anchored to the edges of a composition as shown here.




B.




C.

Create the shield background graphic by cropping the mark on the upper right or left hand corner, just below the point where the sunrays meet the arc.



D.

Always lower the opacity of the shield background graphic to create a subtle watermark.



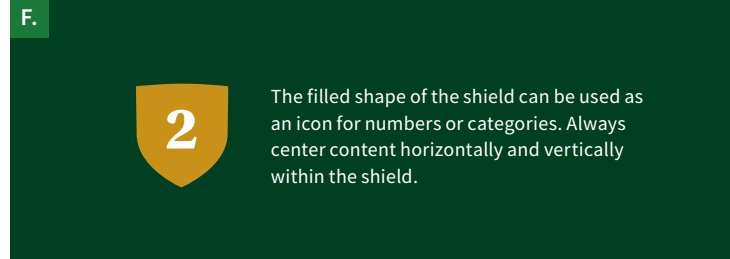
E.

The diagonal graphic creates a dynamic sense of depth in a composition. Always use the diagonal at a 45-degree angle.



F.

The filled shape of the shield can be used as an icon for numbers or categories. Always center content horizontally and vertically within the shield.





VISUAL IDENTITY / VISUAL ELEMENTS

BACKGROUNDS

As with our graphic elements, our backgrounds can be dialed up or down individually to add visual interest and enhance our storytelling. When used consistently, these elements create continuity among families of materials.

1/ Brand Strategy

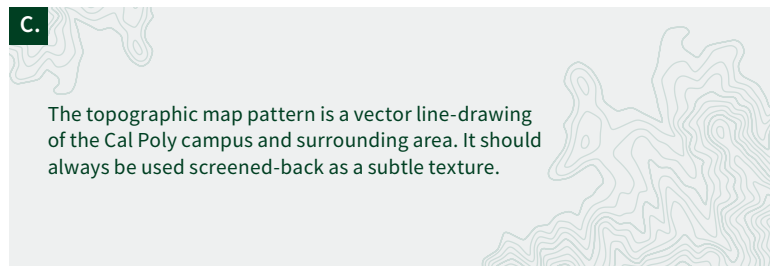
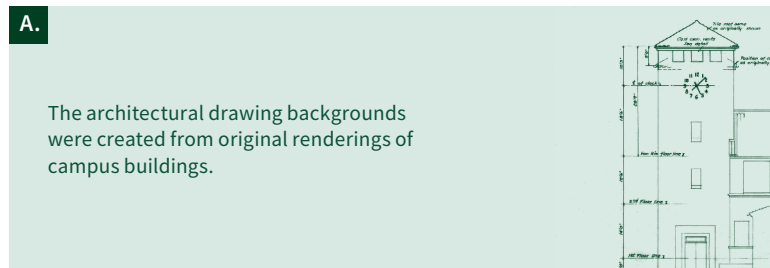
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A-B. HISTORIC ARCHITECTURAL DRAWINGS
C-D. TOPOGRAPHIC MAPS
E-F. SUNBURSTS

i NOTE

If you would like to use a background, contact University Marketing at: designsupport@calpoly.edu



VISUAL IDENTITY / INFOGRAPHICS

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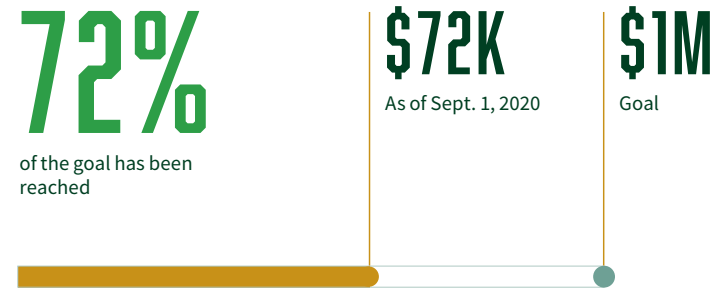
STYLES

We use charts and graphs to display complex data in a digestible and captivating way. Using brand colors and typography, we can create infographics that are consistent with the established brand hierarchy and tone.

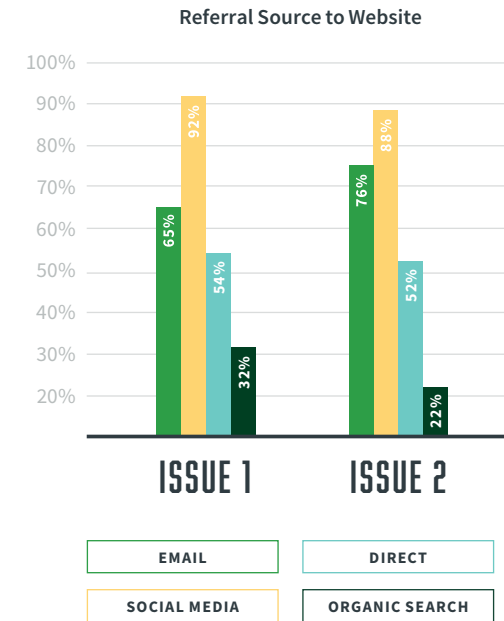
INFOGRAPHIC



PROGRESS CHART



PIE CHART AND BAR GRAPH





VISUAL IDENTITY / ICONS

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STYLE AND LINE WEIGHT

Icons can be used as graphic symbols to draw attention to an important message. The icons shown here are simple and have a uniform line weight.

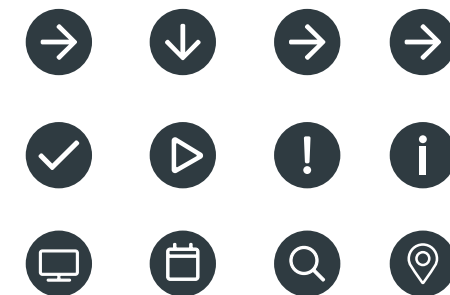
Icons should not be used to create a graphic pattern.

Icons should not be combined with college, department or program names to form a logo.

HOLLOW



FILLED



DOWNLOAD

To download these icons go to:
marketing.calpoly.edu/resources



USING THE BRAND

CAL POLY BRAND GUIDELINES

USING THE BRAND / CORE COLLATERAL

STATIONERY / LETTERHEAD AND ENVELOPE

Official Cal Poly stationery may be ordered through approved printers.
Please visit afd.calpoly.edu/cprm/procurement/printing/.

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Agribusiness Department
Office: 805-756-5555
Fax: 805-756-9555
agribusiness@calpoly.edu
agribusiness.calpoly.edu

Month 00, 2020
John Smith
Director of Department

Dear Mr. Smith,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

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Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Sincerely,

Sam Brown
Vice President of Department

1 GRAND AVENUE • SAN LUIS OBISPO • CALIFORNIA • 93407 • 805.756.1111

CALPOLY.EDU



1 Grand Avenue
San Luis Obispo
California • 93407-0000

 **DOWNLOAD**

For digital templates go to:
marketing.calpoly.edu/resources



USING THE BRAND / CORE COLLATERAL

EMAIL SIGNATURE AND BUSINESS CARD

1/ Brand Strategy

2/ Visual Identity

3/ Using the Brand

Core Collateral

- Marketing Examples
- Merchandise Examples
- Trademark Licensing

4/ Sub-Brands

5/ Tools and Resources

EMAIL SIGNATURE

First Last Name

pronouns she/her/hers

Professional or Academic Title

College/Division and Department

Cal Poly, San Luis Obispo, CA

office 805-756-5555

cell 805-756-5555

www.calpoly.edu



The email signature and business card designs are intended to be flexible. The examples shown here include optional fields, such as pronouns, cell phone number and social media handles.

BUSINESS CARD

First Last Name

she/her/hers

Title Goes Here

College or Division Goes Here

Department Goes Here

Office: 805-756-5555

emailname@calpoly.edu

Cell: 805-555-5555

@CalPoly_SocialMedia

Fax: 805-555-5555

url.calpoly.edu

1 GRAND AVENUE • SAN LUIS OBISPO • CA • 93407-0000 • CALPOLY.EDU



i NOTE

For detailed instructions on how to create your email signatures go to: marketing.calpoly.edu/resources



THE BRAND / MARKETING EXAMPLES

PRINTED COLLATERAL

The branded materials below were designed to present essential information about Cal Poly to prospective students and families. This piece is printed and offered to the students at admissions events.

1/ Brand Strategy

2/ Visual Identity

3/ Using the Brand

Core Collateral
Marketing Examples
 Merchandise Examples
 Trademark Licensing

4/ Sub-Brands

5/ Tools and Resources

WHY DOES THIS WORK?

- Bold use of brand colors accenting ample white space.
- Utilizing greens and golds from our primary and secondary color palettes for a prospective audience.
- Logo featured prominently on each page, reinforced with subtle nods to its design elements throughout.
- Clear flow of information punctuated by emphasized points of pride.
- Engaging photos highlighting the Learn by Doing experience in the context of our beautiful location.

CAL POLY Cal Poly is a nationally ranked, four-year residential university in the college town of San Luis Obispo, California. The cross-disciplinary opportunities coupled with experiential education by industry partners uniquely prepares graduates to succeed and become leaders in their fields.

6 COLLEGES **63 MAJORS** **84 MINORS**

COLLEGE OF AGRICULTURE, FOOD & ENVIRONMENTAL SCIENCES

Agricultural Business	Animal Science	Food Science
Agricultural Communication	Bioresource & Agricultural Engineering	Forestry & Natural Resources
Agricultural & Environmental Plant Sciences	Dairy Science	Nutrition
Agricultural Science	Environmental Earth & Soil Sciences	Recreation, Parks, & Tourism Administration
Agricultural Systems Management	Production	Wine & Viticulture

COLLEGE OF ARCHITECTURE & ENVIRONMENTAL DESIGN

Architectural Engineering	GIS & Regional Planning	Landscape Architecture
Architecture	Construction Management	

ORFALEA COLLEGE OF BUSINESS

Business Administration	Economics	Industrial Technology & Packaging
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COLLEGE OF ENGINEERING

Aerospace Engineering	Electrical Engineering	Materials Engineering
Biomedical Engineering	Environmental Engineering	Mechanical Engineering
Civil Engineering	General Engineering	Software Engineering
Computer Engineering	Industrial Engineering	
Computer Science	Manufacturing Engineering	

COLLEGE OF LIBERAL ARTS

Anthropology & Geography	Graphic Communication	Psychology
Art & Design	History	Sociology
Child Development	Jazz/Blues	Spanish
Communication Studies	Music	Theatre Arts
Comparative Ethnic Studies	Philosophy	
English	Political Science	

COLLEGE OF SCIENCE & MATHEMATICS

Biochemistry	Liberal Studies	Physics
Biological Sciences	Marine Sciences	Public Health
Chemistry	Mathematics	Statistics
Kinesiology	Microbiology	

2019 PRELIMINARY NEWLY SELECTED FRESHMAN PROFILE

COLLEGE	APPLIED	SELECTED	TARGET	GPA	ACT	SAT
Agriculture, Food & Env. Sciences	4,944	2,075	2,000	3.96	29	1206
Architecture & Env. Design	2,263	851	400	4.25	30	1375
Business	3,026	2,046	800	4.09	31	1405
Engineering	18,760	3,564	3,120	4.21	31	1400
Liberal Arts	9,500	2,474	800	4.04	29	1307
Science & Mathematics	11,001	3,190	1,200	4.10	31	1418
TOTAL	54,072	15,364	4,493	4.09	31	1402

2019 PRELIMINARY NEWLY SELECTED TRANSFER PROFILE

COLLEGE	APPLIED	SELECTED	TARGET	GPA
Agriculture, Food & Env. Sciences	948	275	174	3.31
Architecture & Env. Design	453	80	50	3.39
Business	2,370	127	120	3.32
Engineering	2,540	387	190	3.50
Liberal Arts	2,028	497	175	3.40
Science & Mathematics	1,509	220	120	3.44
TOTAL	11,148	1,415	837	3.40

FALL 2019 PROJECTED UNIVERSITY SIZE

COLLEGE	RESIDENT (CALIFORNIA)	NON-RESIDENT* (OUT OF STATE)	INTL
Undergraduate	15,200	1,041	1,041
Resident	14,200	14,200	14,200
Transportation	11,317	11,317	11,317
Postdoctoral	11,218	11,218	11,218
TOTAL	52,936	54,058	54,058

CAL POLY / QUICK FACTS

BEST IN THE WEST
Public Master's-Level University
26 consecutive years

RETURN ON INVESTMENT
out of the best value public universities in California (Payscale, 2018)

100%
are employed within 9 months of graduation

RANKED 2
among public universities nationally on Consumer Report's "Top 100 College Values" list.

STARTING MEDIAN SALARY OF 2018 GRADUATES \$65,000

ADMISSIONS INFORMATION
Admission to all majors is competitive due to more qualified applicants than available spaces. All applicants must declare a major when submitting their application.
CAL POLY REVIEWS YOUR APPLICATION AND CONSIDERS:
 • Academic performance in your classes, including strong college prep curriculum
 • Strong standardized ACT or SAT test scores (except junior transfer)
 • Extracurricular activities and work experience
 • Successful completion of CSU and Cal Poly program-required coursework
 • Non-academic variables deemed important to the campus
 • Your program of study in secondary school/college
 Review selection criteria at admissions.calpoly.edu/prospective/criteria.html
 Apply at www.calstate.edu/apply

UNDERGRADUATE APPLICATION DEADLINE

QUARTER	APPLICATION DEADLINE	APPLICATION DUE	CLASSES BEGIN
Fall	Oct. 1, 2019	Nov. 30, 2019	Sept. 17, 2020

For answers to specific questions, assistance is available through their resources:
Admissions Office
admissions@calpoly.edu
 805-756-2311
Financial Aid Office
financialaid@calpoly.edu
 805-756-2921
University Advising
advising@calpoly.edu
success@calpoly.edu
 805-756-4211
International Center
international@calpoly.edu
 805-756-1477
University Housing
housing@calpoly.edu
 805-756-1224
Career Services
careerservices@calpoly.edu
careerservices@calpoly.edu
 805-756-2921
Intercollegiate Athletics
calpoly.com
 805-756-2924

When choosing a university, consider these Cal Poly facts:

- Learn by Doing philosophy for your hands-on learning opportunities.
- More than 400 student clubs and organizations.
- Small class sizes, 19:1.
- Supportive, mentoring, and accessible professors.
- Halfway between Los Angeles and San Francisco on the beautiful Central Coast.



USING THE BRAND / MARKETING EXAMPLES

INFOGRAPHIC DISPLAY

1/ Brand Strategy

2/ Visual Identity

3/ Using the Brand

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Marketing Examples
Merchandise Examples
Trademark Licensing

4/ Sub-Brands

5/ Tools and Resources



USING THE BRAND / MARKETING EXAMPLES

ALUMNI FEATURE DISPLAYS

1/ Brand Strategy

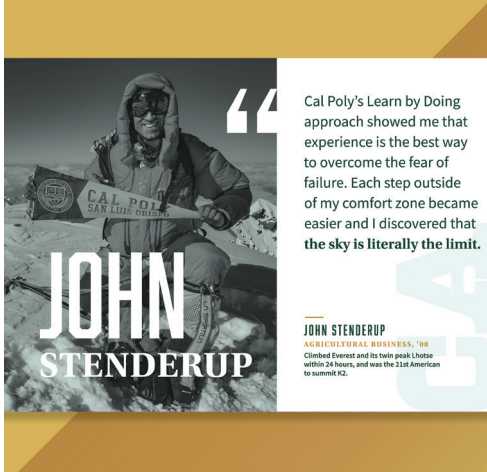
2/ Visual Identity

3/ Using the Brand

Core Collateral
Marketing Examples
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Trademark Licensing

4/ Sub-Brands

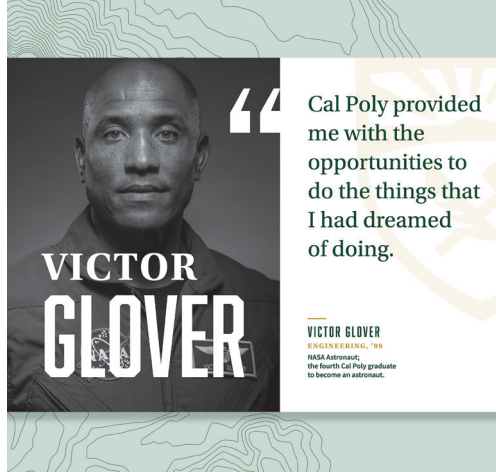
5/ Tools and Resources



“ Cal Poly’s Learn by Doing approach showed me that experience is the best way to overcome the fear of failure. Each step outside of my comfort zone became easier and I discovered that the sky is literally the limit.

JOHN STENDERUP

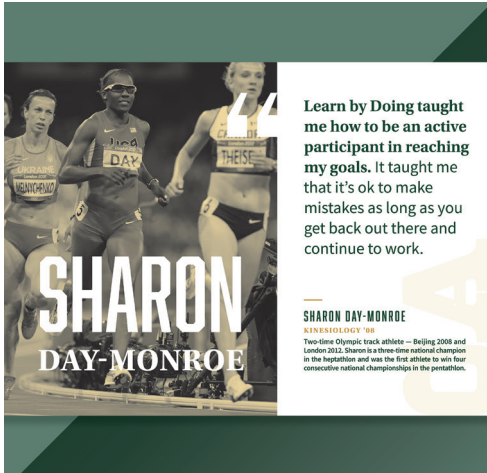
JOHN STENDERUP
AGRICULTURAL BUSINESS, '08
Climbed Everest and its twin peak Lhotse within 24 hours, and was the 21st American to summit it.



“ Cal Poly provided me with the opportunities to do the things that I had dreamed of doing.

VICTOR GLOVER

VICTOR GLOVER
ENGINEERING, '99
NASA Astronaut, the fourth Cal Poly graduate to become an astronaut.



“ Learn by Doing taught me how to be an active participant in reaching my goals. It taught me that it's ok to make mistakes as long as you get back out there and continue to work.

SHARON DAY-MONROE

SHARON DAY-MONROE
KINESIOLOGY, '08
Two-time Olympic track athlete — Beijing 2008 and London 2012. Sharon is a three-time national champion in the heptathlon and was the first athlete to win four consecutive national championships in the pentathlon.



“ Every professor showed me a side of the world that I didn't have exposure to beforehand. It really helped shape the way I viewed the world and the people in it.

WYATT DROKE

WYATT DROKE
HISTORY, '15
Humanities teacher at City Springs Elementary and Middle School in Salt Lake, Maryland. Wyatt was a featured guest on "Ellen" after Ellen DeGeneres heard about his advocacy for equal access to educational opportunities.



USING THE BRAND / MARKETING EXAMPLES

NAME TAGS

3" wide x 1.25" high

1 / Brand Strategy

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5 / Tools and Resources

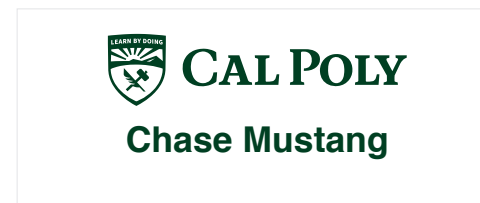
LOGO PLACEMENT
.15" away from top edge

NAME
helvetica bold 16pt



MINIMUM LOGO SIZE
shield is .4" high

ADDITIONAL INFORMATION
helvetica 9pt
options: hometown, pronouns, title or department, or blank





USING THE BRAND / MARKETING EXAMPLES

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PRINT LAYOUT

Use type styles and weights in your compositions to create hierarchy which allows a reader to follow a logical path. Leverage page position, size, weight and color to place more emphasis on important content.

For this layout example, we used the graphic element of the shield icon to emphasize the section number (Utopia) and paired it with a matching color bar to create continuity with the section title. We used our display font Abolition to draw attention to the headline, followed by the smaller body copy in Source Sans.

Composition is scaled-down for illustration purposes.

UTOPIA

Black Headline, 15pt.

SOURCE SANS

Bold, 8pt.

ABOLITION

20pt.

SOURCE SANS

Regular, 9pt.



USING THE BRAND / MARKETING EXAMPLES

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DIGITAL ADS

The two sets of banner ads displayed here are intended to be dynamic ads. They are designed to show core messages and brand elements first to pique the user's interest, and then reveal the Cal Poly identity and call to action.

These should serve as future inspiration for a host of digital advertising applications, both dynamic or static.

WHY DOES THIS WORK?

- Effective use of photography clearspace and overlaid content.
- Unconventional headline structure communicates the distinct Cal Poly experience and environment.



USING THE BRAND / MERCHANDISE EXAMPLES

EMBROIDERY

1 / Brand Strategy

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i NOTE

For additional merchandise design examples and detailed requirements for logo use on merchandise go to:
marketing.calpoly.edu/resources



USING THE BRAND / MERCHANDISE EXAMPLES

PRINTING

1/ Brand Strategy

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MUG

Alternate university logo on one side with department name on the other side typeset in Utopia.



POPSOCKET

Alternate university logo.



WATER BOTTLE

Primary sub-brand lockup.



PEN

University name typeset in Utopia Bold combined with department name typeset in Utopia Regular.



USB

Split the wordmark and shield among two sides.



LIP BALM

Primary university logo on one side with department name on the other side typeset in Utopia.

i NOTE

For additional merchandise design examples and detailed requirements for logo use on merchandise go to: marketing.calpoly.edu/resources



USING THE BRAND / MERCHANDISE EXAMPLES

SPECIALTY IMPRINT METHODS

1/ Brand Strategy

2/ Visual Identity

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Engraved primary university logo



Engraved alternate university logo



Debossed primary sub-brand lockup

i NOTE

For additional merchandise design examples and detailed requirements for logo use on merchandise go to:
marketing.calpoly.edu/resources



USING THE BRAND / MERCHANDISE EXAMPLES

EVENT MATERIALS

CANOPY

This canopy template utilizes the reversed primary sub-brand lockup on the peak, with the department name on the valance typeset in Utopia.

Example shown prints in 6 imprint areas. For additional template options, please visit the University Marketing website.



TABLECLOTH

This tablecloth template emphasizes the department name typeset in Utopia and shows the college affiliation with the reversed primary sub-brand lockup.

For additional template options, please visit the University Marketing website.



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ONLINE

For additional merchandise design examples go to:
marketing.calpoly.edu/resources



USING THE BRAND / TRADEMARK LICENSING

Cal Poly's trademark licensing program was established in 2008 to protect and promote the university's trademarks, including its name as well as the logos, insignias, seal, designs, and symbols that have become associated with Cal Poly. We monitor the commercial and internal use of our trademarks through a partnership with CLC.

As part of this program, we require campus and external partners to obtain prior approval when producing any product bearing the Cal Poly name and or marks, regardless of method of distribution. All individuals and organizations (including campus and student organizations) producing merchandise bearing Cal Poly trademarks must use a licensed vendor.

Please visit our trademark licensing pages on the University Marketing website for more detailed information on:

- **Merchandise Guidelines** – approved ways to use our name, logos, marks and colors.
- **Process** – required steps to purchase products and when royalty fees apply.
- **Approved Vendors** – list of vendors who are licensed to manufacture and sell Cal Poly merchandise.
- **Becoming Licensed** – procedure for companies wanting to become licensed vendors.
- **Resources** – how to obtain more information or assistance with logos, graphics, reporting violations and FAQ's.

If you need in-depth assistance, you may contact licensing at 805-756-7155.

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For additional information
on trademark licensing go to:
marketing.calpoly.edu/resources



SUB-BRANDS

CAL POLY BRAND GUIDELINES



SUB-BRANDS / CAMPAIGN

Cal Poly’s philanthropic campaign is a distinct, concerted, multi-year effort aimed at transforming the institution, and it has its own related but distinct sub-brand identity to serve that goal. While some elements may be similar to the Cal Poly brand, the campaign sub-brand is reserved specifically for fundraising and stewardship projects and only in direct collaboration with University Development and Alumni Engagement.

1 / Brand Strategy

2 / Visual Identity

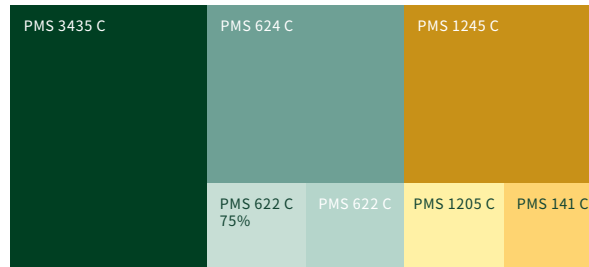
3 / Using the Brand

4 / Sub-brands

Campaign
Athletics

5 / Tools and Resources

COLOR PALETTE



TYPOGRAPHY

**LEARN BY DOING WAS
BORN HERE AND WILL
THRIVE HERE, ALWAYS.**

THIS IS OUR RESPONSIBILITY.
THIS IS OUR POWER.

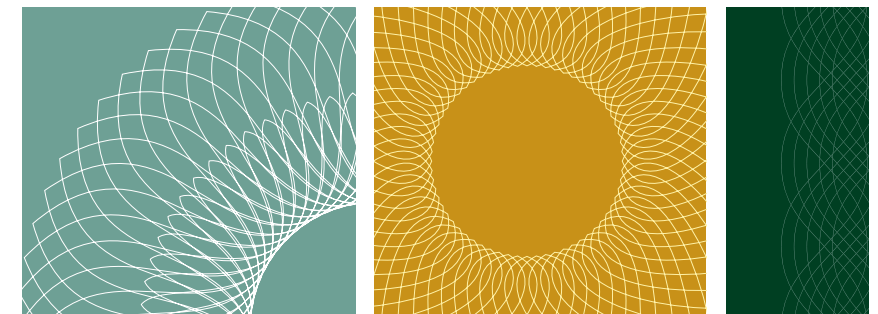
CAL POLY WAS FOUNDED
ON THE PHILOSOPHY AND
THE PRACTICE OF LEARN BY
DOING.

The Power of Doing is more than
a campaign. It’s both a promise
made long ago and a pledge to
a future far from now. Today, it
falls upon us to power Learn by
Doing forward.

CAMPAIGN WORDMARK



GRAPHIC LANGUAGE



i CONTACT

For questions about the
campaign sub-brand, email:
campaign@calpoly.edu

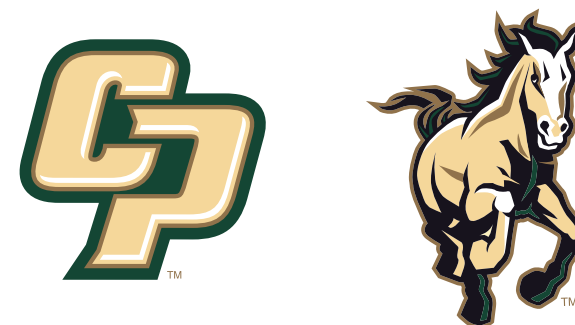


SUB-BRANDS / ATHLETICS

Cal Poly Athletics has a distinct sub-brand based on the history and tradition of the Cal Poly Mustangs sports teams.

Cal Poly Athletics marks are reserved for use by the athletics department and its entities including athletics marketing and communications and sports teams. Limited use is allowed by Cal Poly club sports upon review and approval from University Marketing. Athletics marks should not be used in lieu of Cal Poly's primary logo or as the brand identifier of the institution.

The campus community may be permitted to use athletics marks for other athletics related materials, but must submit designs through the formal university brand review process via our online project management software, WorkZone. Please contact your college or division's marketing and communications professional for assistance.



1 / Brand Strategy

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Campaign
Athletics

5 / Tools and Resources

i ONLINE

For the full Athletics design guidelines go to:
gopoly.com/insideathletics/CalPolystyleguide_0716_Update.pdf



TOOLS AND RESOURCES

CAL POLY BRAND GUIDELINES



TOOLS AND RESOURCES

Cal Poly University Marketing is committed to providing a comprehensive suite of tools, resources and services to empower everyone on campus to take advantage of the university brand. To learn more about processes and policies, find the latest resources, or request creative services or brand assistance, visit marketing.calpoly.edu.

- 1 / Brand Strategy
- 2 / Visual Identity
- 3 / Using the Brand
- 4 / Sub-brands
- 5 / **Tools and Resources**

The following tools and resources are available at marketing.calpoly.edu/resources.

- LOGOS**
- PHOTOS**
- FONTS**
- COLOR SWATCHES**
- EMAIL SIGNATURE**
- POSTERS**
- ICONS**
- PRESENTATIONS**
- STATIONERY AND FOLDERS**
- BANNERS AND SIGNS**
- CERTIFICATES**
- INVITATIONS**
- B-ROLL**
- FLYERS**
- ONE SHEETS**
- PHOTO RELEASES**
- MERCHANDISE DESIGNS**
- GRAPHIC DESIGN SUPPORT**