



CalPolyPomona

2020

10 / 02 / 2020

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Introduction

An epicenter for creativity, innovation and discovery

Since its founding in 1938, Cal Poly Pomona has offered a unique education steeped in experiential learning. We are the nation's most diverse and inclusive polytechnic university, and we take seriously our responsibility to provide a challenging, enriching education that helps prepare students to be ready for the world from Day 1.

It is "The Cal Poly Pomona Way"

We aspire to be the first choice for prospective students, alumni volunteers, corporate partners, regional stakeholders and committed benefactors. We strive to be a leader and innovator and to be an influential force in shaping tomorrow's leaders and thinkers. Our brand is both aspirational and inspirational – a people-centered approach that connects and resonates with its varied audiences. Cal Poly Pomona has a compelling story to tell, and we will tell it boldly.

About These Guidelines

The Cal Poly Pomona brand is one of our most important assets. It symbolizes our spirit, energy and leadership in higher education.

Clearly articulating and establishing a consistent, compelling brand identity will distinguish us from other universities. It will convey our strengths to our audiences. It will enhance our reputation. It will help us grow.

The material that follows is designed to help everyone involved in marketing and in communicating the university's message to better understand the brand. It provides direction, tools and assets for marketing and communications. The guidelines are designed to unify the university's graphic identity and voice.

For more information on using this guide, please contact the Department of Strategic Communications.

Others can copy what we do.

They can copy what we say.

But they cannot be who we are.

An innovative, immersive, transformational educational experience

We have an unwavering commitment to our most important asset – our students. We have played an integral role in shaping their growth and development for 80 years, and we will continue to do so through a lens of creativity, discovery and innovation.

Who We Are

Cal Poly Pomona is an optimistic, confident, empowering brand.

- We are an advocate and champion for our constituencies and our community.
- We are dedicated to making a difference in people’s lives and are committed to being a force for change in our region, state and nation.
- We are upbeat, solutions-oriented, active and energetic.
- We uncover potential and transform it into success.

What We Believe

Our beliefs are not just words. They represent our commitments and values. They guide our actions. We believe in and practice

- Academic Excellence: promoting quality, relevance, innovation, creativity and purpose
- Experiential Learning: providing integrative, hands-on, collaborative opportunities
- Accountability: being difference-makers in the lives of those we touch
- Leadership: striving for excellence
- Inclusion: accessibility, approachability and diversity
- Responsibility: a commitment to one another, to society and to the environment

What We Do

Cal Poly Pomona provides an educational experience that transforms lives. It is immersive, hands-on, personalized and multi-disciplinary. It values collaboration and diverse perspectives. We deliver innovative programs, creative curriculums and proven methodologies to help students become life – and career – ready. This is our polytechnic advantage – an advantage that is unique in Southern California.

Our Audience

From students to alumni, faculty to staff, benefactors to policy-makers, Cal Poly Pomona has a complex, multi-faceted constituency. But while the audience is diverse, there is a shared perspective and attitude. The common bonds: We believe in preparing students for success and contributing to the common good. We embrace the future and the possibilities it brings. And above all, we want to make a difference.

Our Brand Strategy

The core concept centers on establishing Cal Poly Pomona as an epicenter for creativity, discovery and innovation.

It is the umbrella for

- Who we are (forward-thinking, transformative, performance-oriented)
- What we do (transform lives)
- How we do what we do (experiential learning, collaboration, co-curricular experiences, hands-on opportunities, inclusive culture)
- Why we do what we do (to make a difference, to transform lives, to be a force for change)

And most important, it is the cornerstone of why and how we are unique.

Our Positioning: Life – changing impact

- For those looking to be more, do more and make a difference, CPP is a distinctive educational experience. It is dynamic, practical and immersive. It is a positive force for change.

Our Persona

- Confident
- Bold
- Optimistic
- Passionate

Our Promise: We transform lives

- We uncover and unleash skills and passions, embrace possibilities and maximize potential.

Our Voice: Energized

- Confident and courageous
- Vibrant and spirited
- Determined and resolute
- Authentic and sincere
- Accessible and approachable

1.0

The Language of Cal Poly Pomona

Authentic, clear and concise

- Our voice is straightforward, candid, positive, confident and solution-oriented. It should be conversational, not confusing or convoluted.
- As much as possible, focus on who we are talking to, and take into account their needs, issues and challenges. Our audiences are the center of our universe, not the other way around. We should be approachable, down-to-earth and deeply interested in their needs.
- Our tone should be welcoming, enthusiastic and conversational.
- Use succinct language. Less is usually more.
- Do not use sweeping or vague statements, clichés or over – used phrases.
- Refrain from using jargon unless you are certain your audience will immediately and fully understand it. Even then, use it sparingly and judiciously.

The Language of Cal Poly Pomona

CPP's spoken narrative (AKA our elevator pitch):

Cal Poly Pomona is redefining higher education. We offer an educational experience that is immersive and hands – on. Our inclusive polytechnic approach helps students prepare for a career, for the future of work and for life. We offer innovative programs and a dynamic curriculum, as well as co-curricular opportunities, that help students discover – and transform into – their best selves.

Additional brand language

- Creativity, discovery, innovation
- Real – world, hands – on, learn by doing
- For change makers, where change happens
- Transformative
- Inspiring talent
- Life – ready, career – ready
- Imagination, inspiration
- High-value



The Language of Cal Poly Pomona

This brand guide, like our university, embraces opportunity and change. Though our core tenets are timeless, we recognize that our brand strategy may evolve to meet emerging needs. We consider our brand guide a living document that will adapt as necessary. To ensure effective, integrated marketing – a clear, unified voice and graphic identity – the Department of Strategic Communications will proactively collaborate with communicators in divisions and departments across campus.

2.0

LOGO

The Cal Poly Pomona logo represents academic excellence and leadership. It expresses the bold, progressive spirit that is unique to Cal Poly Pomona in a manner that is timeless and memorable. It was created for and is proprietary to Cal Poly Pomona and, therefore, is a valuable asset to be respected, to be protected and to remain unaltered.

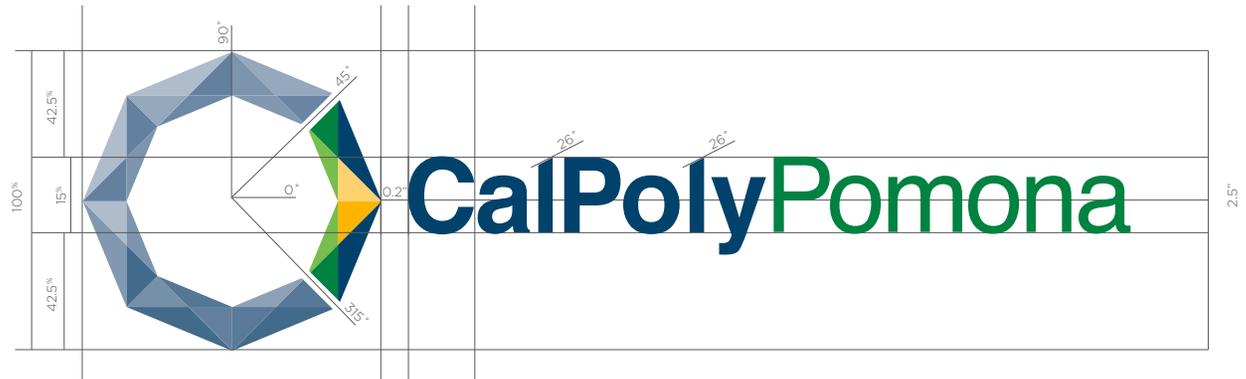
2.0 LOGO

Construction

2.1 Logo Construction

The Cal Poly Pomona logo is built from a symbol (an octagon, "C" and arrow) and typography (customized version of Helvetica).

Legibility is especially crucial when one considers the numerous applications of the logo, from letterhead and publications to signs, merchandise and web pages. When paired with imagery, its simplicity will complement the words and image that surround it.



2.2 Logo Octagon

The octagon symbolizes the inclusive polytechnic model.

- An Inclusive
- Polytechnic Education
- Totality
- Symmetry
- Connectedness
- Renewal
- Regeneration
- Transition
- Completion
- Forward Action

2.0

2.0 LOGO

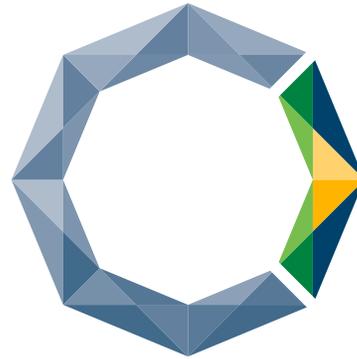
Primary Logo

2.3 Primary Logo — Horizontal

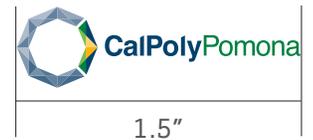
Our identity consists of both symbol and type that must always appear together in the exact colors and proportions illustrated.

The Primary Logo is the most commonly used version in Cal Poly Pomona communication materials. It is a unique mark consisting of customized type and a mark. The type should never appear in any other way; such as in different typefaces or disproportionately distorted.

The logo is the cornerstone of the visual identity system. It must appear at least once on every piece of communication and should comply with these standards.



CalPolyPomona



Minimum size: 1.5 inches wide is the limit of legibility.



2.0

2.0 LOGO

Primary Logo

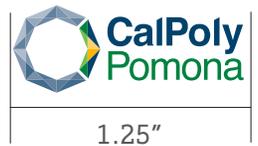
2.4 Primary Logo Horizontal Stacked

Alternative designs are supplied and can be used when space necessitates their usage.



2.5 Primary Logo Vertical Stacked

Alternative designs are supplied and can be used when space necessitates their usage.



Minimum size:
1.25 inches wide is the
limit of legibility.



Minimum size:
0.5 inches wide is the
limit of legibility.

2.0

Clear Space

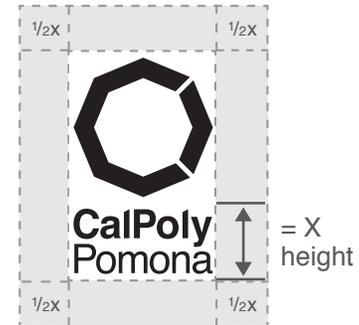
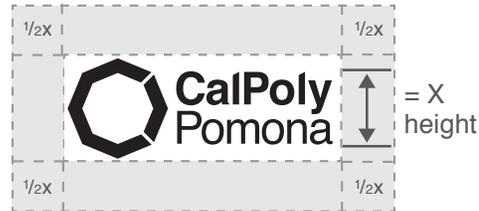
2.6 Clear Space

To ensure the integrity of the logo, we surround it with clear space. This clear space should never be encroached on by typography, imagery or any elements. The following shows the minimum amount of clear space that should surround the logo. This distance is determined by the logo letter height (x). It is recommended that a distance of $2x$ is left clear around the typography, imagery or any elements



2.7 Minimum Size

The CPP logo should not be used in applications smaller than .45 inches or 20 pixels tall. The only allowable exception to this is when there is not space to meet this standard.



Wordmark

2.8 Wordmark Variations

Full one-line

This configuration is the preferred way of displaying our name.

CalPolyPomona

2.9 Wordmark Variations

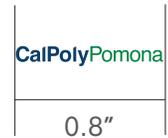
Full two-line

This configuration should be used when horizontal space is limited and the one-line variation is not legible.

CalPolyPomona

Your logo, in wordmark form, should only be used in media that reads quickly and needs to represent the full name. Using the logo and type together is recommended.

CalPoly
Pomona



Minimum size:
0.8 inches wide is the limit of legibility.

CalPoly
Pomona



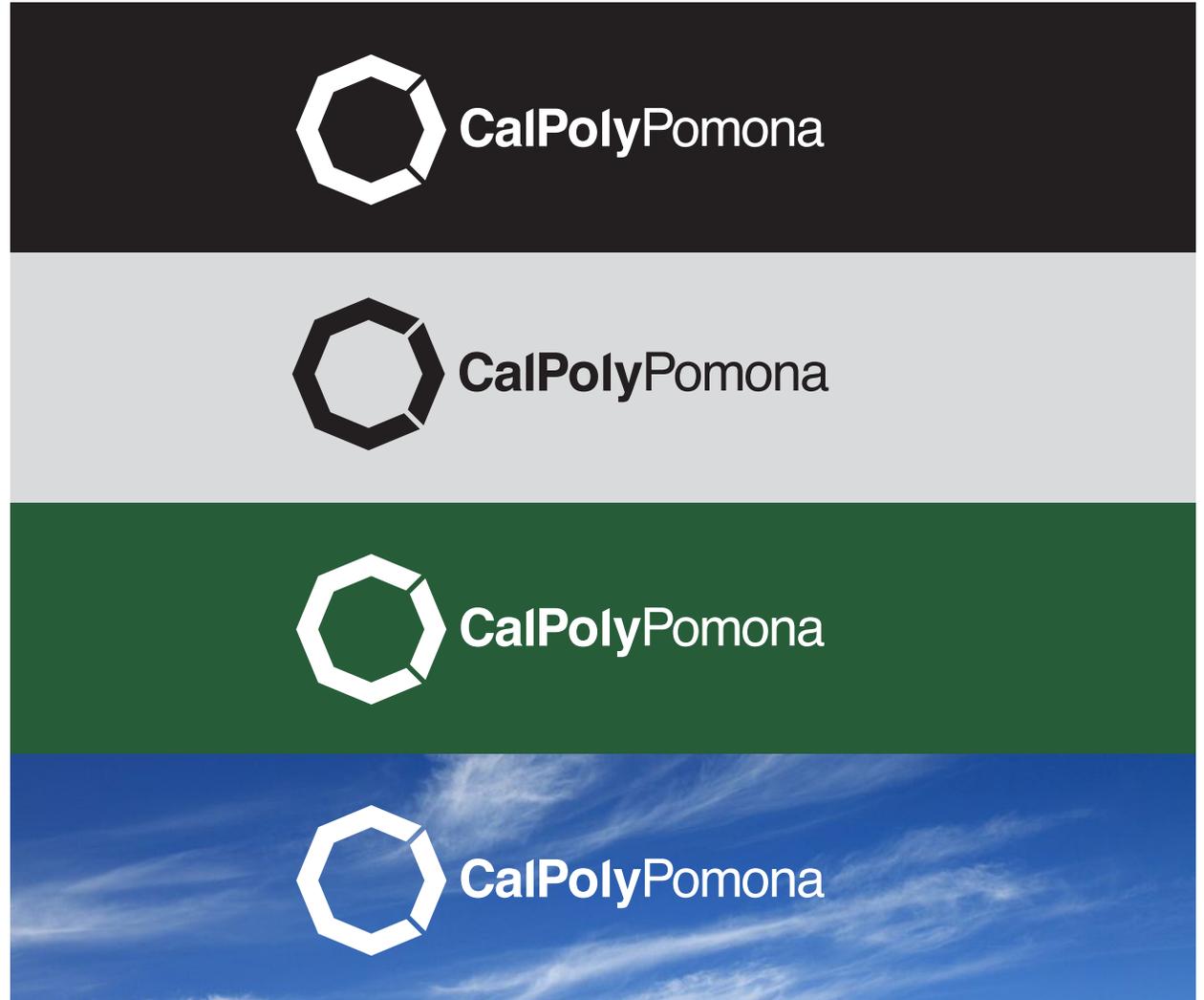
Minimum size:
0.5 inches wide is the limit of legibility.

2.10 Usage on Different Backgrounds

When placing the logo on a dark background, the white version of the logo should be used. Though not as preferable, the black logo should be used on light backgrounds. These illustrations are examples of the correct way to use the logo on a variety of backgrounds. It is important to have adequate contrast between the mark and the background for optimal visibility.

2.11 Over Photography

When the logo is layered over a photograph, place the logo in a neutral, uncluttered area of the photograph. Nothing behind the logo should distract or interfere with its legibility.



Variations

2.12 Logo Variations

To add depth, variety, innovation and fun to the Cal Poly Pomona identity, there are multiple variations of the logo that can be used to build the visual language of storytelling.

Note: Seek permission from the Department of Strategic Communications before using the wireframe version (third row).



2.0

2.0 LOGO

Tagline

2.13 Logo Tagline

The tagline should always be Helvetica Light Italics. The size varies depending on the logo size but for reference it should left align with the "P" in Pomona.



2.0

“Sub-branding,” or “sharing the brand,” elevates all parties involved. Colleges benefit from the association with the strong identity and recognition of the CPP brand, while the university is supported by the association with colleges that further their mission and objectives.

This section provides guidelines that illustrate how the sub-brands come together to create a distinct and cohesive CPP family and define the relationship between the two entities.

Sub-brands: Alignment

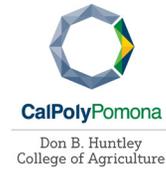
2.14 Sub-Brands Alignment

The Cal Poly Pomona logo is built from a customized version of Helvetica. When aligning with other elements or text, such as the different colleges under the university, be aware of the alignment depending on how many lines the other element is.

Horizontal



Vertical



Vertical/Stacked



Sub-brands: College Specific

2.15 College Sub-Brands

Each college sub-brand leads with the university's primary logo.



2.0 LOGO

Incorrect Usage

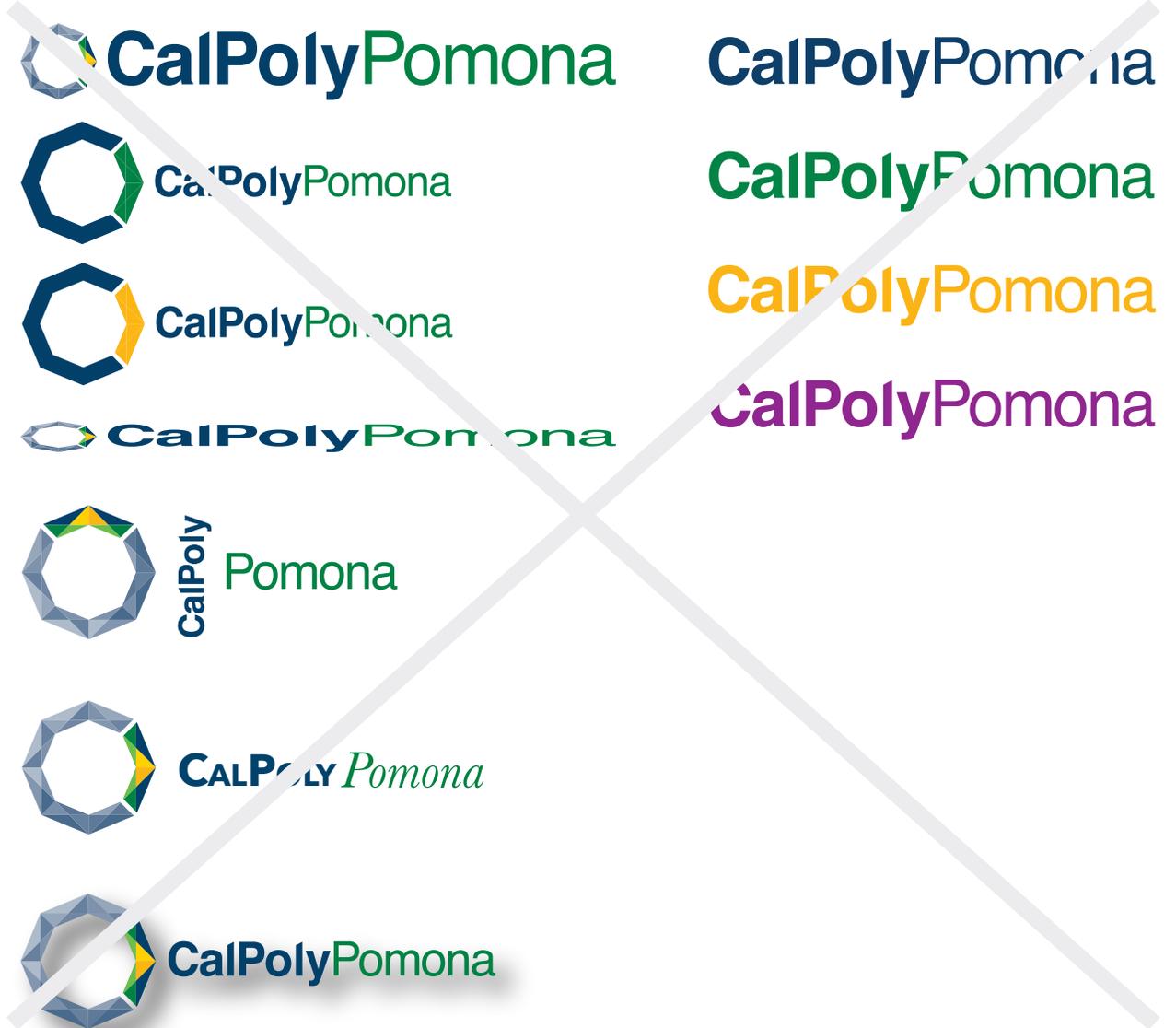
Protect the integrity of the CPP brand by being aware of the improper logo usage illustrated below.

2.16 Logo Dont's

For visibility, impact and overall integrity, it is important to retain a consistent use of the logo. The logo is fundamental to communications and should never be compromised. Always reproduce the logo from original artwork to avoid a low quality image.

Protect the integrity of the Cal Poly Pomona identity by being aware of the improper logo usage illustrated here.

Note: If questions about usage arise, contact the Department of Strategic Communications.



2.0

3.0

SEAL

The university seal design is used to impart legitimacy, authority, history, a vintage or retro feel, cultural importance, institutional prominence, strength and stability. The distinct nature of the university can be further informed by image choice, color, typestyle and layout. The official, historical feel of seals can contribute to an effective, elegant, succinct, solid statement of identity.

3.0 SEAL

Usage

3.1 University Seal Usage

The university seal is used for all official university events, such as commencement and convocation. It appears only on official documents, such as presidential stationery, diplomas and resolutions – and it signifies the university’s approval of actions and events. The university seal and logo should never be combined.

Podium



Gold foil



Window



Award



Stamp



3.0

History



Mountains – The beautiful San Gabriel Mountains north of campus provide a backdrop and connection to nature and recreation

Weathervane – The iconic artifact dates back to the earliest days of the Kellogg Ranch



Palm trees – A symbol for all of Southern California and part of the university's natural beauty



Stables – Originally built by famed architect Myron Hunt, now known as University Plaza and home to student life offices



Horse – Inspired by Antez, one of W.K. Kellogg's favorite Arabian horses in the 1920s

Creativity * Discovery * Innovation
The essence of an inclusive polytechnic university

3.2 University Seal Heritage

Our new seal represents both our rich heritage and our unique philosophy and approach to education.

3.0 SEAL

Variations

3.3 University Seal Font

Din Bold is the only typeface represented in the seal. Like our wordmark, the university seal has been drawn with particular relationships between type and line thicknesses – in order to maintain consistency, the seal should never be altered or re-created.

Note: Seek permission from the Department of Strategic Communications before using.

1. Primary Color Seal



2. Black + White Seal 1



3. Black + White Seal 2



4. Foil Gold



5. Foil Silver



3.0

3.0 SEAL

Seal on Surfaces & Colors

3.4 University Seal Color

Our seal should be displayed only in the approved color combinations shown here.

The seal may also be used in print situations as an engraved or embossed element.

When appropriate, the seal may also be set in various materials such as silver, gold or other material substrates.



3.0

4.0

TYPOGRAPHY

The selection of typography plays an important role in reinforcing our brand in all communications. The approved fonts are confident and simple, reflecting Cal Poly Pomona's contemporary nature.

4.0 TYPOGRAPHY

Primary Font

4.1 Primary Typeface

All styles of Helvetica

Justus Pro Regular

Justus Pro Regular Italic

It is the responsibility of each department to add these fonts to their devices. Please contact IT if you require assistance.

Helvetica Light

AaBbCcDeEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 123456789!@#\$\$%^&*()./?!

Helvetica Light Italic

AaBbCcDeEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 123456789!@#\$\$%^&*()./?!

Helvetica Regular

AaBbCcDeEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 123456789!@#\$\$%^&*()./?!

Helvetica Italic

AaBbCcDeEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 123456789!@#\$\$%^&*()./?!

Helvetica Bold

AaBbCcDeEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 123456789!@#\$\$%^&*()./?!

Helvetica Bold Italic

AaBbCcDeEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 123456789!@#\$\$%^&*()./?!

Justus Pro Regular

AaBbCcDeEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 123456789!@#\$\$%^&*()./?!

Justus Pro Regular Italic

AaBbCcDeEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 123456789!@#\$\$%^&*()./?!

4.0

Alternative Fonts

4.3 Alternative Fonts

While Helvetica and Justus Pro is the primary and preferred typeface for Cal Poly Pomona, Arial and Rockwell are acceptable substitutes when the primary font is not available.

Rockwell Light
Rockwell Light Italic
Rockwell Regular

Arial Regular
Arial Regular Italic
Arial Bold
Arial Bold Italic

Rockwell Light

AaBbCcDeEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 123456789!@#\$\$%^&*(),./?!

Rockwell Light Italic

AaBbCcDeEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 123456789!@#\$\$%^&(),./?!*

Rockwell Regular

AaBbCcDeEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 123456789!@#\$\$%^&*(),./?!

Arial Regular

AaBbCcDeEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 123456789!@#\$\$%^&*(),./?!

Arial Regular Italic

AaBbCcDeEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 123456789!@#\$\$%^&(),./?!*

Arial Bold

AaBbCcDeEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 123456789!@#\$\$%^&*(),./?!

Arial Bold Italic

AaBbCcDeEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 123456789!@#\$\$%^&(),./?!*

4.0 TYPOGRAPHY

Type in Use

4.4 Type in Use

Our typographic language can be accomplished by simply making smart choices when it comes to hierarchy and applying emphasis.

Think of Justus as primarily a display font (voice font) – large and communicating the core message.

Helvetica will support the typographic language by primarily communicating longer lead-ins of information.

And back to Justus again for the reader-friendly text.

Headline font
Justus Pro Regular 35/31pt

Sub-headline font
Helvetica Bold 10/14pt

Body text font
Justus Pro Regular 10/14pt

Justus should be used for high-level messaging.

Emphasis or headlines can be accomplished with Helvetica bold, used sparingly and only when necessary.

Our language should be authentic, clear and concise, reflecting our university's personality that is straight-forward, candid, positive, confident and solution-orientated. It should be conversational, and not confusing or convoluted. It must not over-promise.

As much as possible, focus on who we're talking to: their needs, issues and challenges. They are the center of our universe, not the other way around. We should be approachable, down-to-earth and deeply interested in their needs.

Our tone should be welcoming, enthusiastic and conversational.

Use succinct language. Less is usually more.

Do not use sweeping or vague statements, clichés or over-used phrases.

Refrain from using jargon unless you are certain your audience will immediately and fully understand it. Even then, use it sparingly and judiciously.

Email Signatures

4.5 Email Signature Guide

The following are recommended guidelines for faculty and staff members using an @cpp.edu email account

Avoid Images, Logos and vCards: Most email clients process these as attachments or block them by default.

So, if you include these in your signature, your email recipients won't know when you send a real attachment and when it's just your email signature. This includes the CPP logo and logos for social media platforms – they should not be included in a signature.

Less is More: Email signatures should be under 10 lines. If you feel you need to add more information, use pipes (|) to separate components adding two spaces between content and pipes. Also, refrain from using quotes or epigraphs in business communications to keep the message professional and to avoid having others assume a particular statement represents the university.

Font: Use 12-point Arial, which is a standard font on both Mac and PCs and works in all email clients. Non-standard fonts and HTML might not translate across email clients.

Color: Dark gray is preferable and consistent with the brand color palette.

Phone Numbers: Include the phone and/or fax numbers you use regularly in an effort to make it easy for others to reach you. Don't include a cell or fax number if it's not something you often use or want to share broadly.

Social Media: Adding links to social media channels is optional; feel free to promote the main accounts on Facebook and Twitter (see below) or your own office, division, or center's accounts. Remember that using links is preferable to images or logos.

Email Signatures

4.6 Email Signature Format

Using consistent email signatures for email accounts is an opportunity to create brand alignment while relaying relevant contact information. In addition, consistent and clear email signatures present a professional appearance for conducting business through email.

Visit www.cpp.edu/brand for more information, and create your CPP email signature using the email generator at www.cpp.edu/brand/email-signature

Standard Email Signature Format:

- Name**
- Title
- Pronouns
- Office or Division or Center
- Building and Room #

CAL POLY POMONA

3801 West Temple Ave. | Pomona CA 91768
T 909.869.xxxx | **C** xxx.xxx.xxxx | **F** xxx.xxx.xxxx
E xxxxxx@cpp.edu | cpp.edu
Follow CPP: Facebook | Twitter | LinkedIn

Sample Email Signature:

Billy Bronco
 Official Mascot
 They/Them/Theirs
 Department of Strategic Communications
 Building 21, room 5555

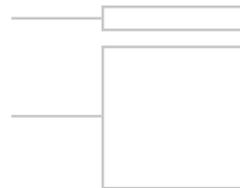
CAL POLY POMONA

3801 West Temple Ave. | Pomona CA 91768
T 909.869.5299 | **C** 909.869.1234
E bbronco@cpp.edu | cpp.edu
Follow CPP: Facebook | Twitter | LinkedIn

Arial Bold, 12 pt.
Black B=100

Arial Regular, 12 pt.
Black B=80%

Arial Regular, 12 pt.
Blue R=1 G=66 B=106



Billy Bronco
 Official Mascot
 They/Them/Theirs
 Department of Strategic Communications
 Building 21, room 5555

Cal Poly Pomona
 3801 West Temple Ave. | Pomona, CA 91768
T 909.869.1234, ext. 123 | **C** 123.456.7890
E bbronco@cpp.edu | cpp.edu
Follow CPP: Facebook | Twitter | LinkedIn

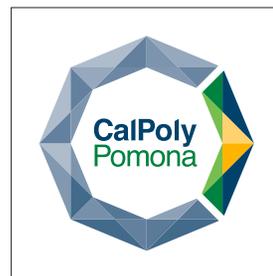
CalPolyPomona



4.7 Social Media Icons

Use the list below of optimal image sizes for each social platform you use and guidelines for the type of visual content that should be used on social.

Social media is an important part of how we, as a university, communicate with our students, alumni, faculty, staff and other key communities. Social media can help us enhance the university's reputation, increase visibility for our initiatives, engage new communities, and promote news and accomplishments.



5.0

COLOR

Color is a vital aspect of the Cal Poly Pomona visual vocabulary. It connotes power, evokes emotion and establishes overall brand uniformity. The color palette consists of primary colors and secondary or accent colors.

5.0 COLOR

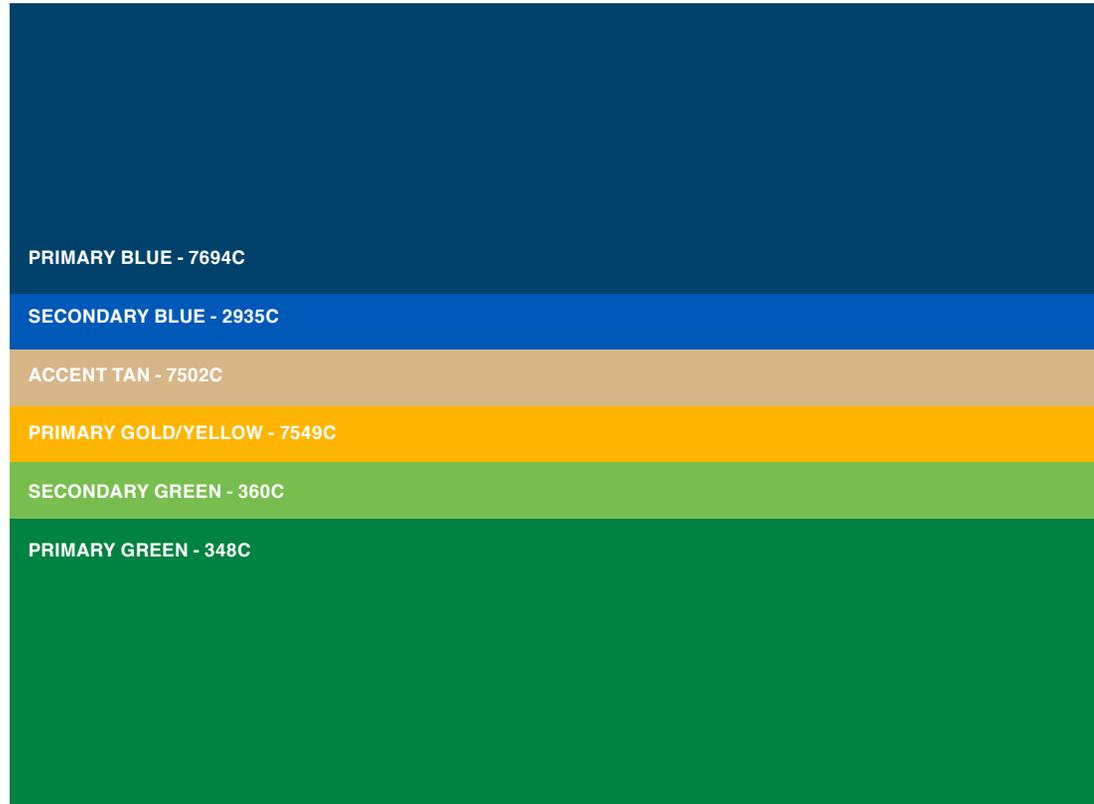
Palette

5.1 Ratio of Use

Primary Blue, Green and Gold/Yellow are meant to be used more than any other colors in the palette. The secondary colors are meant to complement the main color palette.

5.2 Color Equivalents

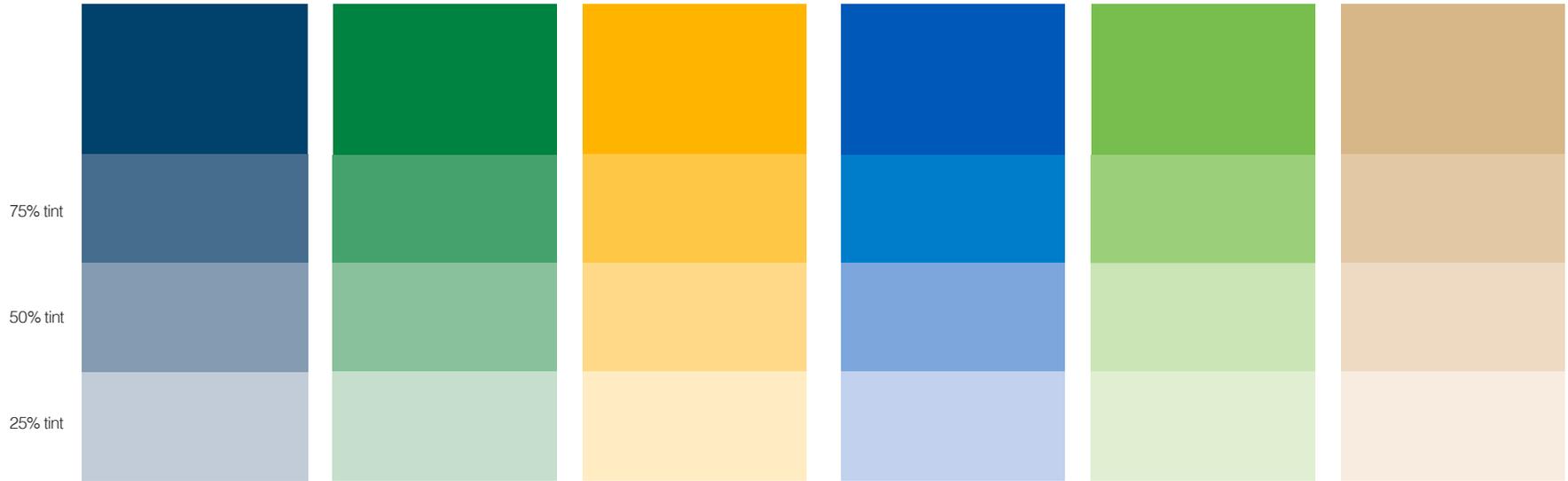
The CPP family of colors should be used consistently in all communications. The visual appearance of these colors may vary slightly when used in different media, materials and surfaces; however an effort should be made to color match as closely as possible through a proofing process. We have provided basic color formulas as a guide. Please choose the color formula that best suits the media. When printing, please match to PANTONE® colors and the "C" swatches.



5.0

Colors

Primary Colors			Secondary Colors		
					
PANTONE 7694 C	PANTONE 348 C	PANTONE 7549 C	PANTONE 2935 C	PANTONE 360 C	PANTONE 7502 C
CMYK 100%, 57%, 9%, 52%	CMYK 96%, 2%, 100%, 12%	CMYK 0%, 22%, 100%, 2%	CMYK 100%, 52%, 0%, 0%	CMYK 63%, 0%, 84%, 0%	CMYK 6%, 14%, 39%, 8%
RGB 1, 66, 106	RGB 0, 132, 61	RGB 225, 181, 0	RGB 0, 87, 184	RGB 108, 194, 74	RGB 206, 184, 136
HEX/HTML 01426A	HEX/HTML 00843D	HEX/HTML FFB500	HEX/HTML 0057B8	HEX/HTML 6CC24A	HEX/HTML CEB888



5.0

HELPFUL TIP
 CMYK PROCESS COLORS ONLY MATCH PMS
55% of the time

6.0

IMAGERY

Imagery is essential to communicating the spirit, personality and character of the CPP brand. It is important to build a library of imagery that supports and conveys the university's core personality. Photography and illustration should support the brand positioning and capture the personality of Cal Poly Pomona.

6.0 IMAGERY

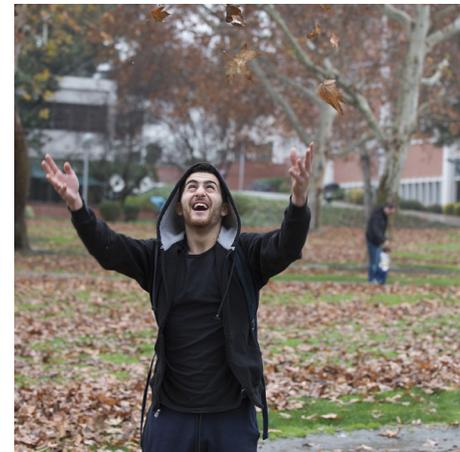
Photography

6.1 Photo Criteria

Student Life

- Colorful
- Vibrant
- Engaging
- Close-ups
- Friendly and spirited
- Approachable
- Show diversity (age, gender, race)
- Outside the classroom

NOTE: The photographs in this section have been cropped to squares. This is not intended as a standard for the shape of photos in publications but rather is simply a choice for this publication.



6.0

6.0 IMAGERY

Photography

6.2 Photo Criteria

Case Studies/Head Shots

- Colorful
- Vibrant
- Engaging
- Eyes on the camera
- Friendly
- Approachable
- Show diversity (age, gender, race)



6.0

6.0 IMAGERY

Photography

6.3 Photo Criteria

Learning Environments

- Friendly and approachable
- Soft light
- Engaging
- Focused foreground, softened background
- Collaborative (more than one student)
- Dynamic (not static)
- Personable

Campus



6.0

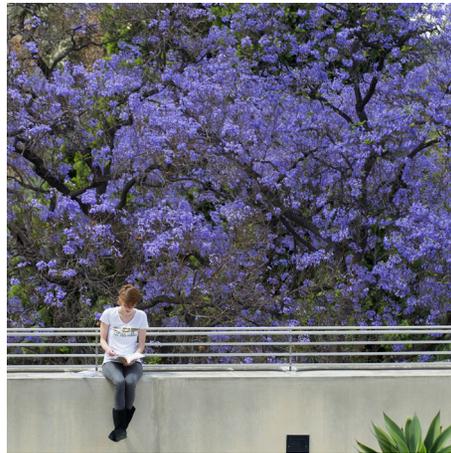
6.0 IMAGERY

Photography

6.4 Photo Criteria

Campus/Environmental

- Dynamic perspective
- Engaging
- Seasonal
- Vibrant colors
- Buildings/campus (with or without people)



6.0

7.0

INDEX

An overview of downloadable
Cal Poly Pomona brand assets.

Glossary of File Types

Ai – The original, editable, working file.

EPS – (Encapsulated PostScript File) Used mainly for print companies that may be running older software; an EPS can be opened with any version of Adobe Creative Suite.

PNG – Raster file (RGB); a lossless file format, which doesn't lose quality when edited; allows for background transparency.

JPG – Raster file (RGB); most common online file format due to its good compression, which doesn't overly degrade the image quality; loads quickly.

7.0 INDEX

Primary Logo

1. Primary Logo

Pg. 9, 10, 15

2. Primary Logo Side

Pg. 11, 15

3. Primary Logo Stacked

Pg. 11, 15

4. CPP2

Pg. 15, 32

5. Tagline C

Pg. 16



7.0 INDEX

Primary Logo Variations

1. Outline

Pg. 9, 10, 15

2. Outline Side

Pg. 11, 15

3. Outline Stacked

Pg. 11, 15

4. Outline CPP Inside

Pg. 11, 15

5. Primary BW

Pg. 10, 12, 14, 15

6. Primary BW Side

Pg. 12, 15

7. Primary BW Stacked

Pg. 12, 15

8. CPP2 BW

Pg. 12, 15

9. Horizontal Logo BW

(Shown in knockout white)



7.0 INDEX

Wordmark

1. Wordmark

Pg. 13

1

The wordmark 'CalPolyPomona' is displayed in a sans-serif font. 'CalPoly' is in blue and 'Pomona' is in green.

2. Wordmark Stacked

Pg. 13

2

The wordmark 'CalPoly Pomona' is displayed in a sans-serif font. 'CalPoly' is in blue and 'Pomona' is in green, stacked vertically.

3. Wordmark BW

Pg. 13

3

The wordmark 'CalPolyPomona' is displayed in a bold, black, sans-serif font.

4. Wordmark BW Stacked

Pg. 13

4

The wordmark 'CalPoly Pomona' is displayed in a bold, black, sans-serif font, stacked vertically.

5. Wordmark Horizontal BW Stacked

Pg. 13

5

The wordmark 'CalPoly Pomona' is displayed in a bold, white, sans-serif font, stacked vertically, centered within a solid black rectangular background.

1. College Sub-Branding

Horizontal

Pg. 18, 19



Sub-Brands

2. College Sub-Branding

Vertical

Pg. 18, 19

1



CalPolyPomona

Don B. Huntley
College of Agriculture

2



CalPolyPomona

College of
Business Administration

3



CalPolyPomona

College of Education
and Integrative Studies

4



CalPolyPomona

College of Letters, Arts,
and Social Studies

5



CalPolyPomona

The Collins College of
Hospitality Management

6



CalPolyPomona

College of Engineering

7



CalPolyPomona

College of
Environmental Design

8



CalPolyPomona

College of the
Extended University

9



CalPolyPomona

University Library

10



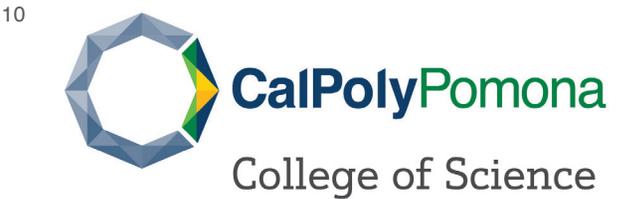
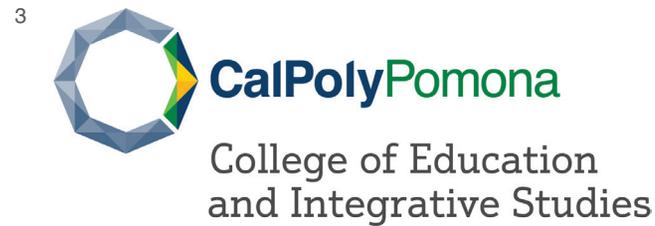
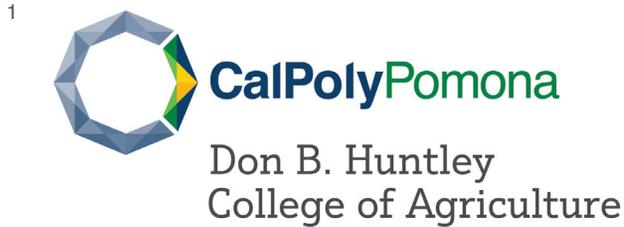
CalPolyPomona

College of Science

3. College Sub-Branding

Vertical/ Stacked

Pg. 18, 19



7.0 INDEX

Seal

1. Color OL

Pg. 23, 24

2. BW OL

Pg. 24, 25

3. BW 2 OL

Pg. 24, 25

4. Foil Gold OL

Pg. 24, 25

5. Grey OL

Pg. 24, 25

6. Knocked Out OL

Pg. 25



7.0 INDEX

Social Media

1. CPP2

Pg. 15, 32



NOTE: Reference page 32 for adapting logo to social media platforms.





CalPolyPomona

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