



BRAND STANDARDS  
& STYLE GUIDE

## OUR BRAND

The California State University Maritime Academy brand is more than just our logo, it is our image. Our logos – in publications, on outdoor boards, in newsletters, in person — serve as the visual representation of all that we stand for: our mission, vision, beliefs, and values.

You are the keeper of our brand. The consistent presentation of our logos and our graphic identity by the faculty, staff, students, and alumni of Cal Maritime captures the spirit of our university and ensures that we communicate with one voice, in a polished and professional manner.

If you have any questions about the guidance in the manual, feel free to contact Public Affairs and Communications at 707.654.1245.

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## Our Name

The full name of the institution – **California State University Maritime Academy** – should be used as the first text reference in any external publication, including brochures, catalogs, correspondence, and websites. Subsequent references should be made as **Cal Maritime**. In formal documents or when the Cal Maritime logo or identity appears frequently, **CSU Maritime Academy** is acceptable on subsequent references.

The acronym “CMA” should never be used in formal communications.

## A Campus of the California State University

We are proud to be one of the 23 campuses of The California State University. In addition to using the full name in first text references, it may be necessary to make reference to this affiliation in materials geared towards audiences that may lack familiarity with our role within the CSU system. In these cases, it is important to include at least one reference to that fact, either in text or through the use of the CSU logo.

Examples:

**“Cal Maritime is a unique campus of The California State University...”**

## CSU Logo

The California State University logo should appear on major external publications such as recruitment materials, magazines, or brochures for academic programs.



## Our Signatures

Our signatures consist of the primary logo, the seal, the athletics logo, and the coat of arms. The usage of all marks except the primary logo is restricted to specific entities of Cal Maritime.

## Trademarks

All official publications of Cal Maritime are required to carry the appropriate branding mark and are subject to branding approval by the Office of Public Affairs and Communications.



## THE PRIMARY LOGO

The compass and gear graphic element together with the stylized type make up Cal Maritime's logo, which represents our unique maritime heritage. This history is an important part of who we are and what we stand for as an institution of higher education.

The logo's four compass points provide a visual representation of our commitment to providing each student with a college education that combines intellectual learning, applied technology, leadership development, and global awareness.

The compass rose graphic and Cal Maritime logotype have been designed to work together as a unit, and together comprise the primary logo. Neither element should be used without the other. The spacing and size relationships between the compass and the logotype are specific so that Cal Maritime's identity will remain consistent in all applications.



## When to Use the Primary Logo

The primary logo should appear as a signature on all Cal Maritime publications and on all printed pieces that represent the teaching, research, extension, and service functions of the Academy.

## One-Color and Reverse Image

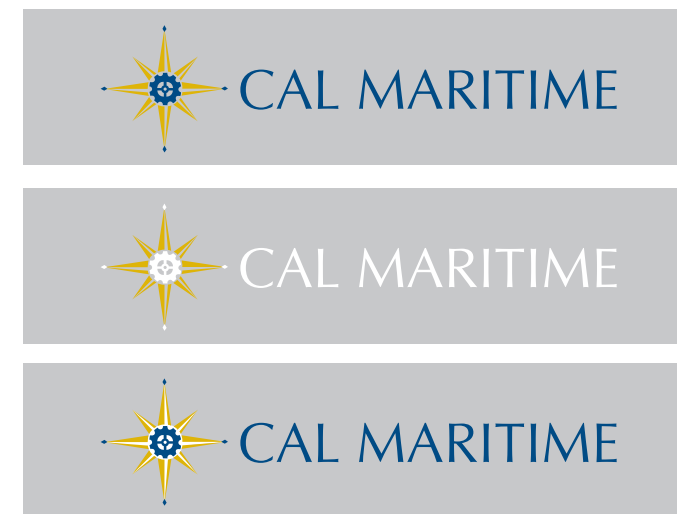
When production constraints prevent the use of the preferred, two-color version, the primary logo may appear in monotone. The logo may also be reversed to be all white as needed to provide more contrast with the background.



## Approved Variations

The versions as shown represent approved variations of Cal Maritime's primary logo.

To provide contrast on a non-white background where the reversed logo will not work, a three-color version that incorporates white into the compass rose may be substituted.



## Vertical (Stacked) Logo

In situations where it is necessary to include the Cal Maritime logo but use of the primary logo is impractical due to space limitations, using the vertical logo is permitted.

While the vertical logo is available in all the variations as the primary logo, this mark should be used sparingly and never as an arbitrary alternative to the primary logo.



## Color Assignments

The Cal Maritime logo may be reproduced in its preferred two-color version (navy and gold) or, when necessary, its one-color version (black, navy or metallic gold). The Office of Public Affairs and Communications has all approved versions of the logo available electronically.

In order to maintain consistency in the colors, the approved colors are highlighted here, along with their corresponding PMS (Pantone Matching System) color and process color tint mix. Always provide these numbers to printers and manufacturers. When specific ink formulas cannot be used, vendor should be asked to match the logo colors provided in this manual. Vendors should always submit color swatches for color matching and approval. Extra copies of this color assignment sheet are available from the Office of Public Affairs and Communications.



### COATED stock colors



**PMS 117**  
Gold  
C = 0  
M = 18  
Y = 100  
K = 15

**PMS 295**  
Navy Blue  
C = 100  
M = 57  
Y = 0  
K = 40

(for formal printing occasions only)



White

Black

### UNCOATED stock colors



**PMS 110**  
Gold  
C = 0  
M = 12  
Y = 100  
K = 7

**PMS 295**  
Navy Blue  
C = 100  
M = 57  
Y = 0  
K = 40

Do not print metallic color on uncoated stock



White

Black

**Note:** The colors on this page are not intended as substitutes for official PANTONE Color Swatches. Refer to current editions of the PANTONE color publications for accurate color representations.

## Logo Size

The primary logo should never be reproduced smaller than 1.25 inches in width to ensure legibility.



PRIMARY LOGO, MINIMUM REPRODUCTION SIZE

## Clearances

To safeguard the primary logo's visual impact, a minimum clearance area equivalent to the width of the letter E should be maintained. No other text or graphic elements may appear within the clearance area.



PRIMARY LOGO, MINIMUM CLEARANCE AREA



## THE SEAL

### When to Use the Seal

Cal Maritime's seal may be used only in documents of a formal nature, such as commencement programs, diplomas, legal documents, plaques, the president's stationery, and other presidential documents.

The seal is available for approved uses by contacting the Office of Public Affairs and Communications.

### Reproduction

The seal may not be scanned or reproduced from previously printed materials. Do not distort, change proportion, redraw, or otherwise appropriate the design elements of the seal.

The seal should never be reproduced smaller than 1 inch in diameter to ensure legibility.



SEAL

## Seal Colors

The seal may be reproduced in one or two colors as demonstrated bottom left. The colors allowed for two-color reproduction of the seal are **PMS 295 Navy Blue**, **PMS 110 Gold** (for uncoated stock) or **PMS 117 Gold** (for coated stock). In more formal instances, **PMS 871 Metallic Gold** may be substituted for PMS 110 or PMS 117.

Any field on which the one-color seal appears must provide sufficient contrast so that the details of the mark are legible. The only colors allowed for one color reproduction of the seal are **Black**, **PMS 295 Navy Blue**, and **PMS 871 Metallic Gold**.

### Reverse Image

The seal may also be used in reverse form. In these cases the seal should appear as white on a dark background.



## THE COAT OF ARMS

### When to Use the Coat of Arms

The coat of arms may be used on flags, uniforms, and for other ceremonial items.

### Reproduction

The coat of arms is available for approved uses by contacting the Office of Public Affairs and Communications.

The coat of arms may not be scanned or reproduced from previously printed materials. Do not distort, change proportion, redraw, or otherwise appropriate design elements of the coat of arms.

The seal should never be reproduced smaller than 1 inch in diameter to ensure legibility.



COAT OF ARMS

## Coat of Arms Colors

The coat of arms may be reproduced in one or two colors as demonstrated bottom left. The colors allowed for two-color reproduction of the coat of arms are **PMS 295 Navy Blue**, **PMS 110 Gold** (for uncoated stock) or **PMS 117 Gold** (for coated stock). In more formal instances, **PMS 871 Metallic Gold** may be substituted for PMS 110 or PMS 117.

Any field on which the one-color coat of arms appears must provide sufficient contrast so that the details of the mark are legible. The only colors allowed for one color reproduction of the coat of arms are **Black**, **PMS 295 Navy Blue**, and **PMS 871 Metallic Gold**.

### Reverse Image

The coat of arms may also be used in reverse form. In these cases the seal should appear as white on a dark background.





## COLLATERAL BRANDING IDENTITIES

Collateral identities brand individual schools, colleges, offices, and other campus entities while demonstrating a connection to Cal Maritime.

### When to Use Collateral Identities

Collateral identities may be used in place of the primary logo in area-specific publications. However, a given area's collateral identity may not replace the primary logo on Cal Maritime stationery.



### Reproduction

The department name should be set in Optima using PMS 422 Quad Gray. The department name should appear in all caps, left-aligned halfway through the width of the stress of the letter C in "Cal," top-aligned with the tip of the southeast point of the compass, and at 43% the height of the logotype. Ideally, department names should not extend beyond the second M in "Maritime." If a department name is longer than a single line allows, the leading between the two lines should be set at 100% of the type size.

Collateral identities should not appear smaller than 1.75" wide.

Collateral identities are available for approved uses by contacting the Office of Public Affairs and Communications.



COLLATERAL IDENTITY, MINIMUM REPRODUCTION SIZE

## TYPOGRAPHY

The logotype is set in Optima. To protect the distinctiveness of the primary logo, minor and limited text elements such as stationery and signage may appear in Optima, but body copy in Cal Maritime documents should be set in one of our official compatible typefaces.

Optima  
ABCDEFGHIJKLM  
OPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789

FOR CAL MARITIME PURPOSES, THE OPTIMA FONT FAMILY INCLUDES OPTIMA REGULAR, *OPTIMA ITALIC*, **OPTIMA BOLD**, *OPTIMA BOLD ITALIC*, AND **OPTIMA EXTRA BLACK**.

### Compatible Typefaces

For consistency in appearance, all body copy in Cal Maritime publications should be set in either or both of our official compatible typefaces.

## Helvetica

ABCDEFGHIJKLM  
OPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789

FOR CAL MARITIME PURPOSES, THE HELVETICA FONT FAMILY INCLUDES HELVETICA LIGHT, HELVETICA REGULAR, *HELVETICA OBLIQUE (ITALIC)*, **HELVETICA BOLD** AND **HELVETICA BOLD OBLIQUE**.

## Garamond

ABCDEFGHIJKLM  
OPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789

FOR CAL MARITIME PURPOSES, THE GARAMOND FONT FAMILY INCLUDES GARAMOND REGULAR, *GARAMOND ITALIC*, AND **GARAMOND BOLD**.

## COMPLEMENTARY COLORS

The colors below offer secondary color flexibility while providing a reasonably limited palette. Please do not introduce other secondary colors into publications. Use secondary colors only as accents, never as dominant colors or backgrounds.

For best results in multicolored publications, restrict secondary color choices to a maximum of two or three beyond Cal Maritime's blue and gold. Cal Maritime's blue and gold and black for text are sufficient for effective design that will unmistakably communicate the Cal Maritime Identity.



**Cool Gray 4**  
Carquinez  
Shoreline

**PMS 200**  
Hull Red

**PMS 298**  
California  
Sky

**PMS 370**  
Palm Tree



**PMS 422**  
Quad Gray

**PMS 544**  
Mt. Tam

**PMS 718**  
Mayo Brick



## INCORRECT LOGO USAGE

It is important that Cal Maritime's logo be presented accurately and consistently every time it is used. While this is not an exhaustive list, the following are examples of prohibited uses of the logo and/or logotype.

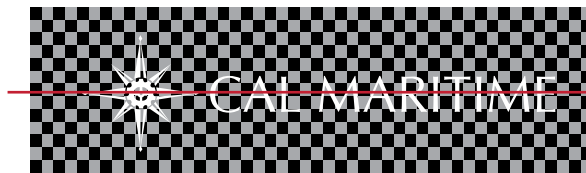
When in doubt, don't improvise. Contact the Office of Public Affairs with any questions you may have about appropriate logo use.



Do not distort, change proportions of or redraw the design elements of the logo.



Do not reproduce one-color marks in unofficial colors.



Do not print the logo over a heavily textured background.



Do not print the logo over a dark background so that the graphic and logotype cannot easily be read.



Do not combine the logotype with the seal.





Do not combine the logotype with the coat of arms.



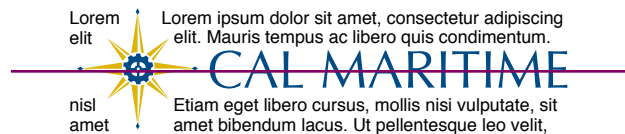
Do not alter the placement of the compass rose in relation to the logotype, nor isolate elements of the primary logo.



Do not transpose colors in the logo.



Do not create new versions of the logo that use different fonts.



Do not allow text or images to intrude on clearance space.



Do not place a box around the logo, even one that obeys minimum clearance.

## STATIONERY

### Letterhead

Cal Maritime letterhead is designed for simplicity, legibility, visual identification, recognition as a campus of the California State University. Letterhead paper should be used only for office external business.

No other symbols or devices should appear on the letterhead of academic and administrative departments, with the exception of the captain's letterhead (which may include the ship's bear logo), president's letterhead (which may include the official seal), and athletic department's letterhead (which may incorporate the Keelhaulers logo).

All proposed letterhead variations must be first reviewed and approved by the Office of Public Affairs and Communications, which will then forward to the president for final approval.

### Color

Letterhead should be printed in two colors, PMS 110 and PMS 295. Exceptions can be made for mass mailings. Envelopes may be printed in either one or two colors, depending on budgetary needs.



## Business Cards

The business cards feature our ship and campus on a two-sided design as shown below.

To order business cards, use the vendor that has been chosen by the Purchasing Department.



## Orders

Orders for letterhead, envelopes, and other stationery must be placed with the Purchasing Department's approved vendor.

A general letterhead supply is available for use. Those wishing to have letterhead specific to their departments may do so at their department's expense and should contact the Purchasing Department.

## Document Formatting

To assure consistency in the visual presentation of the academy's letterhead, please use the following guidelines:

Set the left and right margins at 1.25". Set top and bottom margins at 1.5". The recommended range for the type size is 9.5–12 points, depending on the font used. The suggested type for letters and memos is 12-point Garamond.

Address information on letterhead should always appear at the bottom. Please use 200 Maritime Academy Drive, Vallejo, CA 94590-8181 as the mailing address, and provide complete phone number with the area code, fax number, and website.

The listing on the bottom of the letterhead of all 23 campuses of the California State University is a system-wide requirement.

## WEBSITE AND AUDIO/VISUAL

### Websites

Cal Maritime's logo should appear on the [www.csum.edu](http://www.csum.edu) home page, as well as secondary web pages. Since color assignments for web design are more limited than offset printing, graphics used on websites must be color converted for web use using the below color assignments. The Office of Public Affairs and Communications has logos available that have been color converted for web use. To request a web-ready logo, please contact Public Affairs.

The hex color assignments approved for web design are:

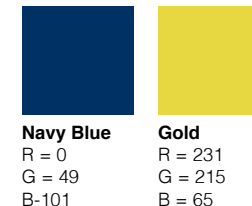


Use adaptive color where possible.

Websites that can be construed as representing Cal Maritime or any of its auxiliaries must first be reviewed and approved by the Office of Public Affairs and Communications.

### Audio Visual

The RGB color assignments for displaying the Cal Maritime logo in presentation programs on computer screens are:



When inserting a logo into PowerPoint or other computer or presentation program, the logo will automatically convert to the RGB colors listed above. If you would like to ensure the font featured in your presentation matches the RGB colors in the logo, follow these steps to convert the font color:

- Click on *Format* and scroll down to font
- Scroll down to font color and select *More Colors*
- Select the *Custom* tab
- Enter the above color assignments in the red, green, and blue boxes

Contact the Office of Public Affairs and Communications or the Help Desk with any questions.

## MISCELLANEOUS

### Publications

Cal Maritime's logo shall be used on all Cal Maritime publications, including brochures, newsletters, and catalogs. For ease of reading, Futura, Caslon 540, Garamond, Helvetica, and Times New Roman types are recommended.

### Telephone Greetings

For all voice mail messages and telephone greetings, the first reference to the Academy must be worded "Cal Maritime" or "California State University Maritime Academy."

### Vehicle and Campus Signs

Vehicles and campus signs are developed as needed in a manner that is consistent with these guidelines. Slight adjustments may be made due to the sometimes large or unusual dimensional requirements of vehicles and large signs. The use of existing signage or creation of new signage should be coordinated with the Office of Public Affairs and Communications.

### Athletics

The colors representing the intercollegiate athletic department and its teams correspond with the official colors of Cal Maritime (see page ?????). As such, these colors should be used for all intercollegiate athletic team uniforms, banners, etc.

### Team Nickname and Mascot

The Keelhaulers is the official nickname of Cal Maritime's intercollegiate athletic program. The mascot's name is Golden Bear.



CAL MARITIME ATHLETICS LOGO

### What is a Keelhauler?

Keelhauling was a form of corporal punishment that was formerly practiced as a punishment in the Dutch and English navies. It was used as a way to punish members of the crew who disobeyed the code of conduct prohibiting stealing, unclean weapons, secrets, etc. Keelhauling involved tying the hands of a crew member to a rope and hauling him under the keel of a ship. While the practice of Keelhauling was formally abolished in 1853, the Keelhauler lives on as the official nickname of Cal Maritime athletics and as a proposed punishment for violating the rules laid forth in the brand standards manual ?????.

### Why the Keelhauler?

The Keelhauler mascot was chosen as Cal Maritime's athletic mascot by the students in 1974 and has seen various incarnations over the years. To mark its 30-year anniversary, the Keelhauler logo was redesigned.

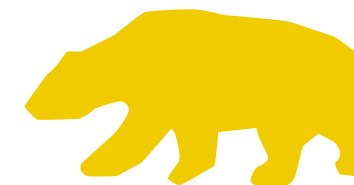
The athletics logo should be used for intercollegiate athletics and in connection with athletic-related events and correspondence.

Copies of the Keelhaulers logo are available through the Office of Public Affairs and Communications or the Intercollegiate Athletic Department.

### The Training Ship

The official name of Cal Maritime's training ship is the United States Training Ship *Golden Bear*. However, for simplicity's sake, references to the ship have been modified to Training Ship *Golden Bear* or T.S. *Golden Bear*, which are exclusive names for the ship. The words *Golden Bear* are italicized when referring to the ship. On successive references it is acceptable to refer to the ship as the *Golden Bear*.

When a bear logo is used, the words T.S. *Golden Bear* or Training Ship *Golden Bear* must accompany the bear graphic element.



CAL MARITIME T.S. GOLDEN BEAR LOGO

### **Color Assignments**

The bear logo may be reproduced in an outline form or solid gold. If produced in an outline form, the outline color should be black or gold (PMS 110 for uncoated stock or PMS 117 for coated stock). The bear graphic is available for approved uses by contacting the Office of Marine Programs or the Office of Public Affairs and Communications.

### **T.S. *Golden Bear* Publications**

All publications and correspondence sent out on behalf of the T.S. *Golden Bear* (while docked or on cruise) must conform to the standards set forth in this manual and must include the Cal Maritime logo. T.S. *Golden Bear* correspondence may also include the bear graphic as a secondary element, if desired.

### **Rights to Visual Identities**

The name “California State University Maritime Academy,” “Cal Maritime,” “Training Ship *Golden Bear*,” and “T.S. *Golden Bear*,” as well as visual identities including the logo, seal, coat of arms, Keelhaulers logo, bear graphic, and all other derivatives are the exclusive property of California State University Maritime Academy. Questions regarding their use should be directed to the Office of Public Affairs and Communications at (707) 654-1245 or by mail: 200 Maritime Academy Drive, Vallejo, CA 94590.



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Vallejo, CA 94590-8181  
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CAL MARITIME