Branding at Cal Maritime: Resources and Guidelines

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Director of Public Affairs & Strategic Communications

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CAL MARITIME

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CSU The California State University

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WHY BRANDING?

We are one Keelhauler family – we need to look like it.

The Cal Maritime brand represents us all: our cadets, our alumni, our staff, our faculty, and our administration. When we all use the same fundamental components, and communicate with a shared voice, we can tell a more powerful story. There are brand and style guidelines currently in place that are designed for this reason. There are also more nuanced resources currently in development. They are here to help us all tell this story more effectively — and to properly represent the Cal Maritime brand in our work.

DEFINING OUR BRAND

Our brand defines how others see us.

Cal Maritime's brand is only impactful when built on actuality and dependability. It is never to be confused with a competing brand, hence why there is an emphasis put on its uniformity, standardization, and most importantly its consistency. Guidelines and standards are in place to keep our brand well-defined.

PROTECTING OUR BRAND

To protect Cal Maritime's name, reputation, and legal rights, we must all have a clear understanding of brand protection and its importance.

For starters, our trademarks here are required in all official Cal Maritime publications and are subject to branding approval by the Office of Public Affairs and Strategic Communications.

CAL MARITIME

CSU The California State University

MAKING OUR BRAND ACCESSIBLE

Being inclusive is synonymous with being a public university and being a part of the California State University system. We need to fully include everyone who engages with us from our colors and typefaces, images and alt text, audio and video content, and semantic HTML content and structure.

Accessibility is not optional. It is a mandatory mindset and practice for everyone working in the Office of Public Affairs and Strategic Communications.

PASC: WE CARE

The Office of Public Affairs and Strategic Communications is here to make your work lives easier – especially when it comes to our internal and external communications.

The PASC has produced several templates, request forms, and workflows for your comms needs. We just need you to use them.

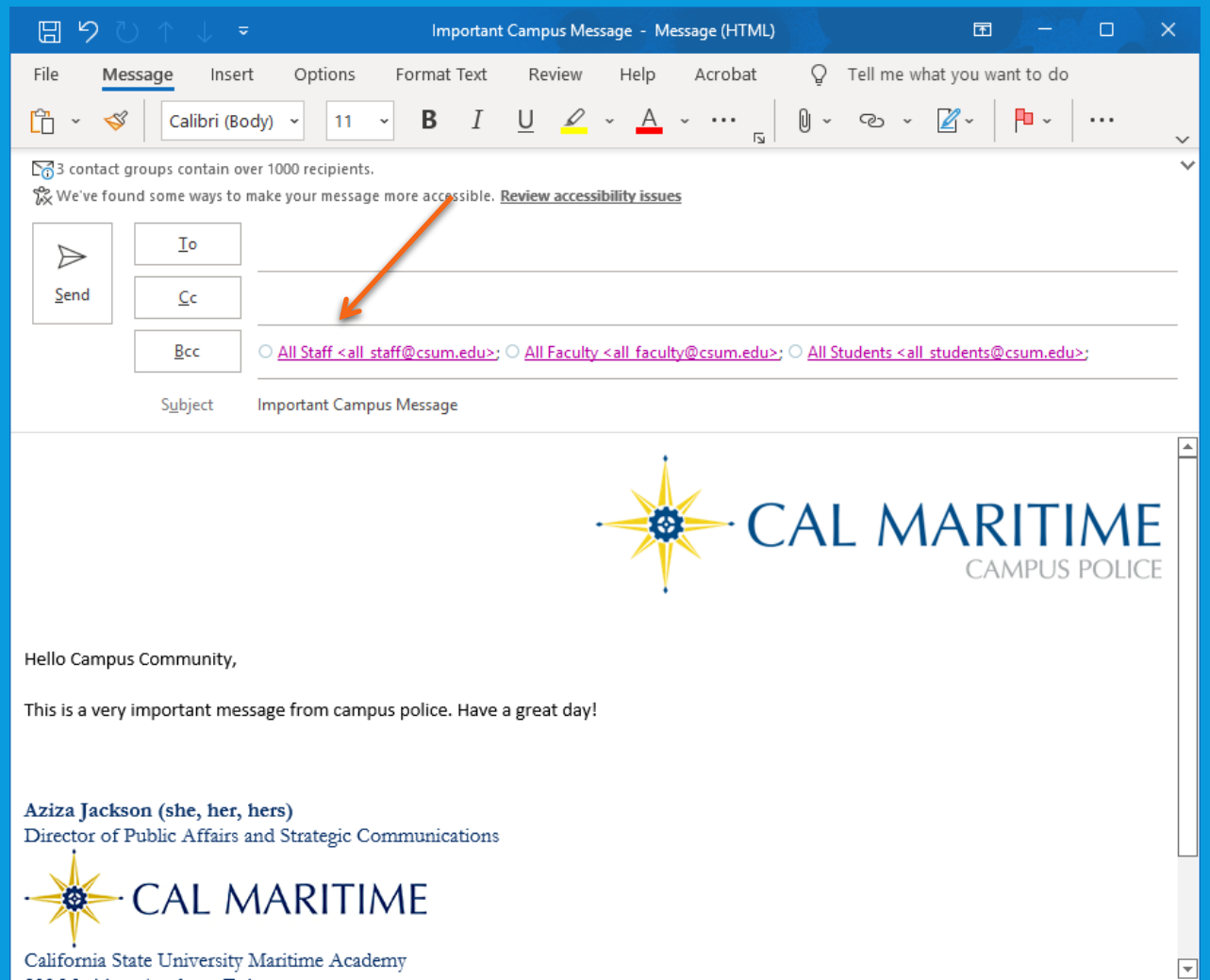
These resources include…

CURRENT BRANDING RESOURCES: BRAND STANDARDS & STYLE GUIDE

FACULTY & STAFF

- Branding Resources
- CHRS Recruiting
- DSO Faculty
- Employee Resource Center
- HR COVID-19 Employee Resources

CURRENT BRANDING RESOURCES: DEPARTMENTAL LOGO LOCKUPS



For campus emails, letterhead, and official correspondence.

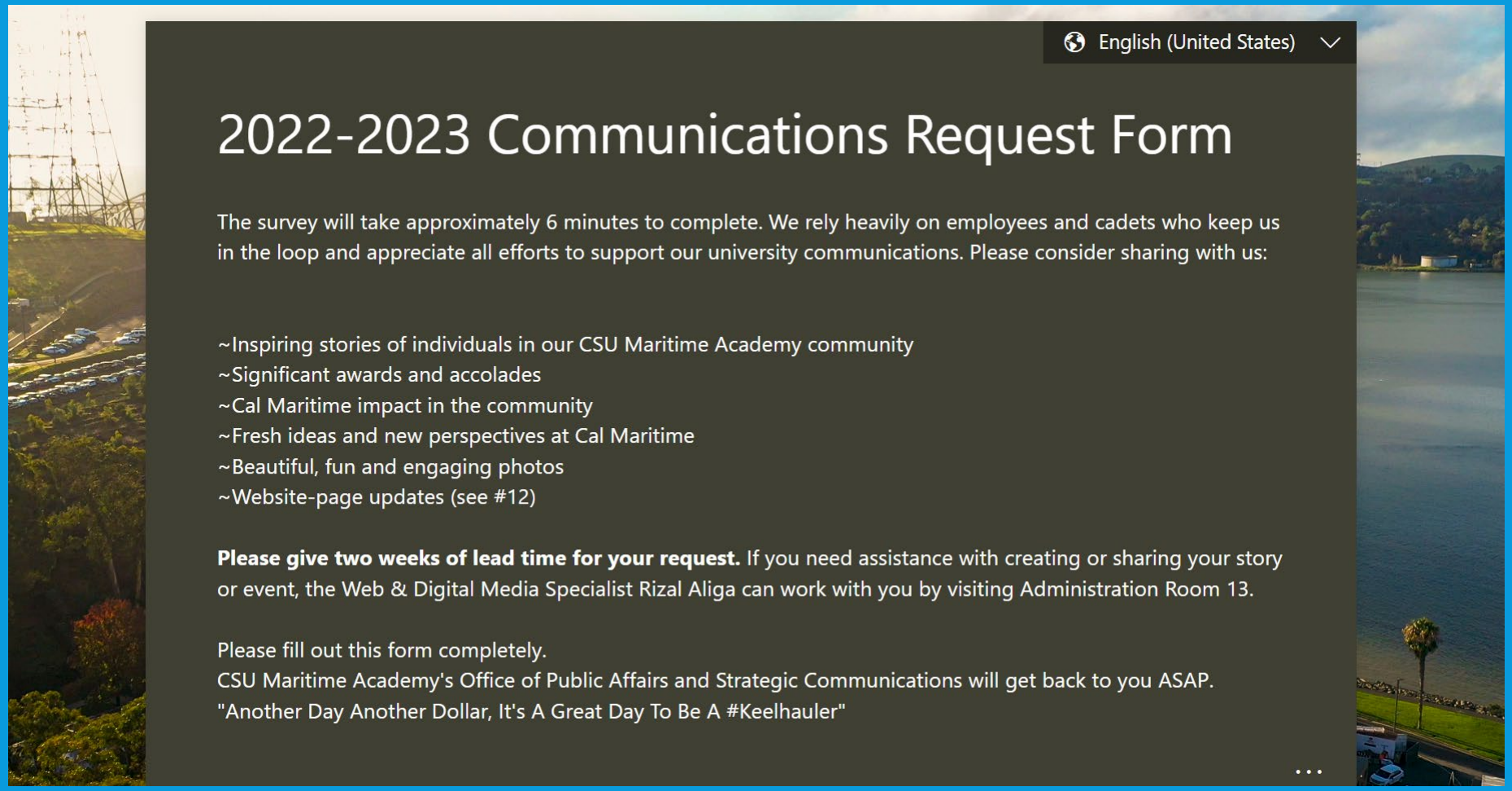
CAL MARITIME
OFFICE OF THE PRESIDENT

CAL MARITIME
PUBLIC AFFAIRS AND COMMUNICATIONS

CAL MARITIME
UNIVERSITY ADVANCEMENT

CAL MARITIME
ADMINISTRATION AND FINANCE

CURRENT BRANDING RESOURCES: COMMUNICATIONS REQUEST FORM



Our Comms Request Form was created to help manage the flow of requests from website updates to campus news and social media submissions.

BRANDING RESOURCES IN DEVELOPMENT

- Web + Social Media Best Practices for Super Users on Dec. 8
- Branding at Cal Maritime Webpage
- Mass Email Etiquette 101
- How to Use your Departmental Logos for Official Correspondence
- Social Media Branding & Best Practices
- "Think Before Creating that Flyer with our Logo" Design Tips
- Cal Maritime Stylebook
- Quality Control (QC) Checklist for Digital Comms
- Cal Maritime Email Signatures
- Accessibility & Usability Guidelines

QUESTIONS?