



CAL MARITIME

Graphic Standards Manual

The California Maritime Academy



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Graphic Standards Manual

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The California Maritime Academy



Dear Colleague:

All members of the Cal Maritime community should feel a tremendous sense of pride in our many accomplishments. Among the highlights in recent years, we have increased enrollment, seen new building construction, added a new major, upgraded our utility and information technology infrastructures, and increased alumni participation.

As we communicate our pride and our unique programs to external audiences, each of us directly impacts how others — including students, parents, our communities, private industry, and legislative officials — perceive Cal Maritime. It's important that the quality and unique mission of our university is reflected consistently in every form of communication that reaches the public — from business cards and banners, to our Web site and women's volleyball team uniforms.

I am delighted to present to you Cal Maritime's new graphic standards guide, which is the culmination of an effort involving research and consultation with faculty, staff, students, administrators, alumni, and friends. I urge everyone on campus to join us in following the standards set forth in this guide any time you produce printed materials and other communications on behalf of Cal Maritime.

Together, we are the shapers and guardians of Cal Maritime's public image. Consistency is key.

Sincerely,

Bill Eisenhardt
President

THE CALIFORNIA MARITIME ACADEMY

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Introduction

E-mail spam. Junk mail. Online banner ads. We live in an age where we are continually bombarded with messages. In today's cluttered information age, it is more important than ever for Cal Maritime to establish an easily recognizable visual identity that positions us as a leading institution of higher education.

As such, it is important that our visual materials project a clear, consistent, and easily remembered image that helps position Cal Maritime as an institution of higher education that is unified and strong, consisting of a group of individuals working together to achieve success.

The purpose of this visual identity guide is to explain the correct use of Cal Maritime's logo and other visual representations. The goal is for this guide to serve as a resource to you as you develop printed materials for the academy. Adherence to these standards will help ensure the success of Cal Maritime's visual identity program.

Our Name

The full name of the institution — The California Maritime Academy — should be used in the first text reference in any external publication, including brochures, catalogs, correspondence, and Web sites. Subsequent references should be made to Cal Maritime.

It is fully recognized that the acronym “CMA” is an endearing term used within the Cal Maritime family. However, the “CMA” reference is not easily recognized and recalled by external audiences and those with a lack of familiarity of our campus. Therefore, references to “CMA” should be limited to communication with internal audiences only — including students, faculty, staff, and alumni.

A Campus of The California State University

We are proud to be one of the 23 campuses of The California State University. However, there are many external audiences that are unaware that we are a part of the CSU system. Therefore, in all written materials geared towards audiences that may lack familiarity of our role within the CSU system, it is important to include at least one reference to that fact. This rule also applies to such items as banners, catalog and brochure covers, etc.

Examples:

The California Maritime Academy, a campus of The California State University, today announced that...

Located in Vallejo, California, Cal Maritime is a unique campus of The California State University.

Logo

The Meaning Of The Logo

The compass and gear graphic element together with the stylized type make up Cal Maritime's logo, which represents our unique maritime-based 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 representing the north, east, west, and south provide a visual representation of our commitment to providing each student with a college education that combines: 1) Intellectual learning, 2) Applied technology, 3) Leadership development, and 4) Global awareness.

When To Use The Logo

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

Approved Logo Variations

The version as shown below represents the approved Cal Maritime logo.



Typography

The logotype is Optima.

Optima

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Color Assignments

The Cal Maritime logo may be reproduced in its two-color version (navy and gold) or one-color version (black or navy). If materials are being printed on a non-white background, use a three-color version of the logo, which includes the white in the compass rose as a third color. The Office of Public Relations has all approved versions of the logo available electronically.

In order to maintain consistency in the colors, the approved colors are highlighted below, 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, vendors should be asked to match the logo colors provided in this manual. Vendors should always submit color swatches for color matching and approval. (Note: for your convenience extra copies of this color assignment sheet are available by contacting the Office of Public Relations at ext. 1720.)



COATED stock colors



PMS 117
Gold

C = 0%
M = 18%
Y = 100%
K = 15%



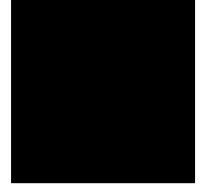
PMS 295
Navy Blue

C = 100%
M = 57%
Y = 0%
K = 40%

PMS 871
Metallic
Gold
*(for elegant
printing only)*



White



Black

UNCOATED stock colors



PMS 110
Gold

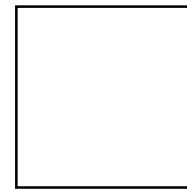
C = 0%
M = 12%
Y = 100%
K = 7%



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 in this piece are not intended to match the PANTONE Color Standards. Refer to current editions of the PANTONE color publications.

Logo Reproduction

The compass rose graphic and Cal Maritime logotype have been designed to work together as a unit. The spacing and size relationships between the graphic and the logotype are specific so that Cal Maritime's identity will remain consistent in all applications. Always keep the graphic and logotype proportions consistent.

Size

The logo and logotype combined should never be reproduced smaller than 1 1/4" in width to ensure legibility.

Two-color reproduction:

The only colors allowed for two-color reproduction are navy blue and gold, as highlighted on page 5. For a more elegant look, PMS 871 Metallic Gold may be substituted for PMS 117 Gold.

Below is the approved version of the logo with a two-color treatment:



One-color reproduction

The logo may also be reproduced in one color. If one color is used, that color should be solid black or solid navy blue. Make sure the background is light enough to provide good contrast so that the logo is legible.

Below are the approved versions of the logo with a one-color treatment.



Reverse image

The logo and logotype may also be used in reverse form. In these cases, the logo should reverse to a white, with a dark background.



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 incorrect uses of the logo and/or logotype.

- Do not distort, change proportion, or redraw the design elements of the logo



- 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. Instead, for dark backgrounds, the logo and compass rose should reverse to white.



- Do not combine the logotype with the university seal



- Do not combine the logotype with the coat of arms



- Do not place the compass rose above or below the Cal Maritime logotype.



Incorrect Logo Usage

- Do not rearrange the colors in the compass rose



- Do not place the compass rose graphic to the right of the logotype



- Do not use a font style other than the approved logotype, which is Optima



- Do not overlap the compass rose over the logotype



- Do not italicize the logotype



- Do not outline or put a box around the logo



- Do not print the two-color version of the logo on a non-white background. Instead, use the special three-color version of the logo that includes the white in the compass rose as a third color.

Correct



Seal

When To Use The Seal

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

Reproduction

The seal is available for approved uses by contacting the Office of Public Relations at ext. 1720. The seal is not to be scanned or reproduced from a previously printed version. Do not distort, change proportion, or redraw the design elements of the seal.

Size

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

Color Assignments

The seal may be reproduced in one or two colors, as highlighted below.



The only colors allowed for two-color reproduction of the seal are:

- PMS 295 Navy Blue on uncoated and coated stock and
- PMS 110 Gold on uncoated stock or PMS 117 Gold on coated stock

For a more elegant look, PMS 871 Metallic Gold may be substituted for PMS 117 Gold when printing on coated stock only.

If one color is used, be sure the background is light enough to provide good contrast so that the details in the seal are legible. The only colors allowed for one color reproduction of the seal are:

- Black
- PMS 295 Navy Blue
- PMS 871 Metallic Gold (coated stock only)

Reverse image

The seal may also be used in reverse form. In these cases, the seal should reverse to a white, with a dark background.



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. It may also be used on alumni related materials in conjunction with Cal Maritime's logo.

Reproduction

The coat of arms is available for approved uses by contacting the Office of Public Relations at ext. 1720. The coat of arms is not to be scanned or reproduced from a previously printed version. Do not distort, change proportion, or redraw the design elements of the coat of arms.

Size

The coat of arms should never be reproduced smaller than 1" in width to ensure legibility.

Color Assignments

The coat of arms may be reproduced in one or two colors as highlighted below.



The only colors allowed for two-color reproduction of the coat of arms are:

- PMS 295 Navy Blue on uncoated and coated stock and
- PMS 110 Gold on uncoated stock or PMS 117 Gold on coated stock

For a more elegant look, PMS 871 Metallic Gold may be substituted for PMS 117 Gold when printing on coated stock only.

If one color is used, be sure the background is light enough to provide good contrast so that the details in the seal are legible. The only colors allowed for one color reproduction of the coat of arms are:

- Black
- PMS 295 Navy Blue
- PMS 871 Metallic Gold (coated stock only)

Reverse image

The coat of arms may also be used in reverse form. In these cases, the coat of arms should reverse to a white, with a dark background.



Stationery

The letterhead with the Cal Maritime logo is designed for legibility, visual identification of the institution, recognition as a campus of The California State University, and simplicity of address information. Letterhead paper should be used only for official external business.

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

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

Color

Letterhead should be printed in two colors. However, exceptions can be made for mass mailings. Envelopes may be printed in either one or two colors, depending on the budget available.

Orders

Orders for letterhead, envelopes, and other stationary must be placed with the Purchasing Department at ext. 1086.

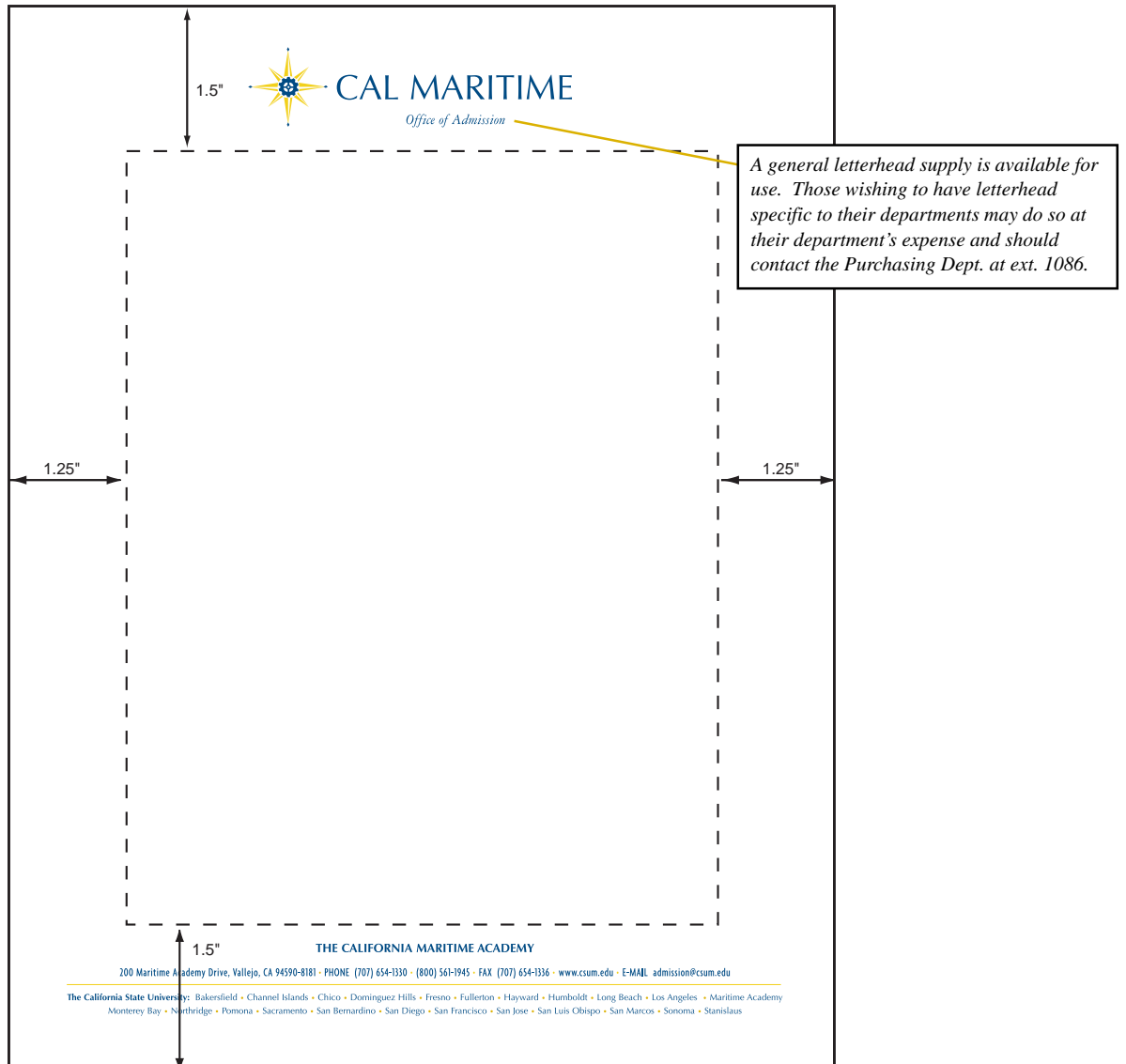
Stationery

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

When formatting your document, set the left, right, and top margins to 1.5". The bottom margin should be set to 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 Times New Roman.

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

The listing of all 23 campuses of The California State University should also appear on the bottom of the letterhead, as it is a system-wide requirement.



Web Sites / Audio Visual

Web Sites

Cal Maritime's logo should appear on the 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 Web sites must be color converted for Web use using the below color assignments. The Office of Public Relations has logos available that have been color converted for Web use. To request a Web-ready logo, please contact ext. 1720.

The color assignments approved for Web design:

- Gold E7D741
- Navy Blue 003165

Use adaptive color where possible.

Web sites that can be construed as representing The California Maritime Academy or any of its auxiliaries must first be reviewed and approved by the Office of Public Relations, which will then forward to the president for final approval.

Audio Visual

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

- Gold R - 231 G - 215 B - 65
- Navy Blue R - 0 G - 49 B - 101

When inserting a logo into a 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:

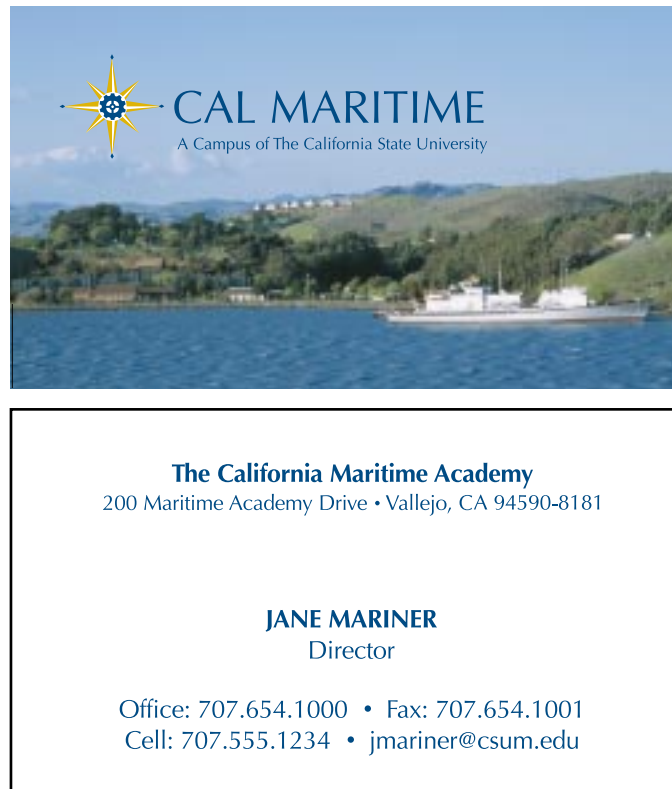
- Click on format and scroll down to font
- Scroll down to font color and select "more colors"
- Select the "custom" tab
- Enter the above color assignments in the red, green, and blue boxes

If you have any questions about converting colors for presentations, contact the Office of Public Relations at ext. 1720 or the help desk at ext. 1048.

Miscellaneous

Business Cards

The business cards have been re-designed to allow more room for personal contact information as well as to provide more room to feature our ship and campus. The result is a new, two-sided business card, as shown below.



Faculty and staff are encouraged to use their existing business cards. The two-sided design will be used for new orders. To order new cards, contact the Purchasing Department at ext. 1086.

Publications

Cal Maritime's logo shall be used on all Cal Maritime publications, including brochures, newsletters, and catalogs. For ease of reading, the Futura, Caslon 540, Garamond, Helvetica, and Times New Roman types are recommended. The Office of Public Relations is available to provide advice on any concerns that this may raise.

Telephone Greetings

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

Vehicle And Campus Signs

Vehicles and campus signs will be developed as needed in a manner as consistent with these guidelines as possible. Slight adjustments may need to be made due to the sometimes large or unusual dimensional requirements of vehicles and large signs. Any questions should be directed to the Office of Public Relations.

Athletics

Athletic Colors

The colors representing the intercollegiate athletic department and its teams are to correspond with the official colors of Cal Maritime, which are navy and gold (see page 5 for color assignments). As such, these colors should be used for all intercollegiate athletic team uniforms, banners, etc. While the rules set forth in this document are effective immediately, we realize that budget constraints may make it impossible to immediately replace team uniforms and related items that are not navy and gold. Instead, use these standards as a guideline when placing new orders.

Athletic Mascot

The Keelhaulers is the official nickname of Cal Maritime's intercollegiate athletic program.

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 (common ones were no stealing, no unclean weapons, no secrets, etc.). Keelhauling involved tying the hands of a crewmember to a rope and hauling him under the keel of the ship. While the practice of Keelhauling was formally abolished in 1853, the Keelhauler lives on as the official mascot of Cal Maritime athletics.

Why the Keelhauler?

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

The newly designed logo, illustrated below, is the only version approved for use for intercollegiate athletics, and it should only be used in connection with athletic-related events and correspondence.



Copies of the Keelhaulers logo are available through the Office of Public Relations 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.

When a bear logo is used, the words “T.S. GOLDEN BEAR” or “Training Ship GOLDEN BEAR” must accompany the bear graphic element, which is:



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 Gold for uncoated stock or PMS 117 Gold for coated stock). The bear graphic is available for approved uses by contacting the Office of Marine Programs or Office of Public Relations.

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 (as shown on page 4). T.S. GOLDEN BEAR correspondence may also include the bear graphic as a secondary element, if desired.

Approved Printer

In order to ensure the success of Cal Maritime's visual identity program, printed materials must consistently adhere to the standards set forth in this guide. The company recommended for printing Cal Maritime materials is:

California Lithographers
2312 Stanwell Drive
Concord, CA 94520
Phone: 925-682-1111

Working with a single printing company has a number of benefits. First, it ensures that the printer has a complete understanding of the standards set forth in this guide. Additionally, a greater volume of printing generated by using a single printer allows the purchasing department to negotiate the best prices. Lastly, building a relationship with one printing company helps to ensure that print jobs for Cal Maritime are of the highest priority and quality.

If you have special print concerns that require working with an alternate printing company, it must first be approved through the Purchasing Department at ext. 1086.

Rights To The Visual Identities

The names “The California Maritime Academy,” “Cal Maritime,” “Training Ship GOLDEN BEAR,” and “T.S. GOLDEN BEAR,” as well as visual identities including the Cal Maritime logo, seal, coat of arms, Keelhauler logo, bear graphic, and all their derivatives are the exclusive property of The California Maritime Academy. Questions regarding their use should be directed to the Office of Public Relations at ext. 1720.