

# Cal Poly Humboldt Brand Guidelines

The following wordmarks are part of Humboldt's brand identity system and are suitable for use on any publication or product

Download brand marks at [brand.humboldt.edu](http://brand.humboldt.edu)

## CAL POLY HUMBOLDT

HORIZONTAL WORDMARK

Wordmarks can appear in color, grayscale or black & white. Humboldt should be visually dominant by approximately 25%.

## CAL POLY HUMBOLDT

~25% LIGHTER

DARKER

## CAL POLY HUMBOLDT

STACKED WORDMARK

On dark backgrounds, that visual relationship is reversed.

~25% DARKER

## CAL POLY HUMBOLDT

LIGHTER

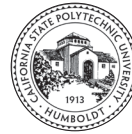
## Secondary Brand Marks



**The Circle 'H'** should be accompanied by a wordmark.



**Humboldt's Spirit Seal** does not have to be accompanied by a wordmark.



**The University Seal** is not intended to be used as an identifying mark for most publications, websites, or other materials. The seal is intended for formal uses or to imply specific endorsement of the University President's Office.

**Its use must be approved by the Office of the President or Marketing & Communications.** The Seal is used on official University documents, executive stationery, and for select campus-wide events such as Commencement.

## Humboldt Colors



PMS 349  
#3b693d  
rgb(59,105,61)



PMS 1235  
#f2b735  
rgb(242,183,53)



PMS 340  
#299362  
rgb(41,147,98)



PMS Cool Gray 9  
#76777a  
rgb(118,119,122)

## Minimum Logo Clearance

Clear space around the logo should be approximately the same as the height of the logo



CAL POLY HUMBOLDT

## Incorrect Uses



CAL POLY  
HUMBOLDT

Do not stretch the marks



Do not rotate the marks



CAL POLY  
*Humboldt*

Do not change the fonts



CAL POLY HUMBOLDT

Do not add any elements to the marks



CAL POLY  
HUMBOLDT

Do not use outlines or put in boxes



CAL POLY  
HUMBOLDT

Do not use inadequate contrast

Please take these principles into consideration when using any of Humboldt's brand marks. The goal is to always to present Humboldt's brand clearly and consistently. If you have any questions regarding usage please contact [marcom@humboldt.edu](mailto:marcom@humboldt.edu).