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

**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 ---25% DARKER

---DARKER

**STACKED WORDMARK**

On dark backgrounds, that visual relationship is reversed.

---25% DARKER ---LIGHTER

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**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.

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**Incorrect Uses**

- Do not stretch the marks
- Do not rotate the marks
- Do not change the fonts
- Do not add any elements to the marks
- Do not use outlines or put in boxes
- 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.