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Style Guide Usage

This style guide should be followed to maintain branding consistency. Logos are to be used only as explicitly depicted in this guide. You may not distribute the text or graphics to others without express written permission of Cal Poly Humboldt. Please contact Cal Poly Humboldt regarding usage of any logo or brand related material.

All CPH Athletics logos and guidelines can be downloaded at:

brand.humboldt.edu/athletics-guidelines

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CAL POLY HUMBOLDT
CPH Athletics

- Basketball Women / Men
- Cross Country Women / Men
- Track Women / Men
- Soccer Women / Men
- Rowing Women
- Softball Women
- Volleyball Women
Primary Athletic Logo

The official mark of Cal Poly Humboldt Athletics is the Primary Athletic Logo. It is reserved for athletic related programs only. CPH organizations may use the logo for university-related athletic events and activities.
Primary Athletic Logo (Standard Color Variations)

For details on Athletics Colors, please go to page 19.
Single-Color Logos (Standard Color Variations)
Horizontal Primary Athletic Logo

This logo may be used in cases that best fit a horizontal dimension, and use the Standard Color Variations found on pages 4–5.
Two-Color Logos

Two-color logos can be appropriate on dark backgrounds that provide adequate contrast. But the color combinations can be more difficult to combine successfully. Please contact marcom@humboldt.edu when you are considering using a two-color logo.
Logo Mark

In most cases the Primary Athletics Logo should not be separated into its component parts because they do not represent the Athletics brand on their own. However, if the brand has already been clearly established, then there is the opportunity to use these components. But please contact marcom@humboldt.edu if you have any questions regarding appropriate usage.

The ax cannot be separated from the H and should not be used as a graphic element. The Logo Mark can be used with any of the Athletics colors with adequate contrast to its background.
Logotype

In most cases the Primary Athletics Logo should not be separated into its component parts because they do not represent the Athletics brand on their own. However, if the brand has already been clearly established, then there is the opportunity to use these components. But please contact marcom@humboldt.edu if you have any questions regarding appropriate usage.

The Logotype is a highly customized wordmark. There is no font that matches it. Instead of trying to match the Logotype, choose a typeface that pairs well with it. The Logotype should be used in the Standard Color Variations found on pages 4–5.
LUMBERJACKS
BASKETBALL
CROSS COUNTRY
ROWING
SOCCER
SOFTBALL
TRACK & FIELD
VOLLEYBALL
Lumberjacks Logo/Sport Logos

CAL POLY HUMBOLDT
LUMBERJACKS

CAL POLY HUMBOLDT
BASKETBALL
Lumberjacks Logo/Sport Logos

CAL POLY HUMBOLDT
CROSS COUNTRY

CAL POLY HUMBOLDT
ROWING
Lumberjacks Logo/Sport Logos

CAL POLY HUMBOLDT
SOCCER

CAL POLY HUMBOLDT
SOFTBALL
CAL POLY HUMBOLDT TRACK & FIELD

CAL POLY HUMBOLDT VOLLEYBALL
Lumberjacks Banner/Sport Banner

CAL POLY HUMBOLDT
LUMBERJACKS

CAL POLY HUMBOLDT
BASKETBALL

CAL POLY HUMBOLDT
CROSS COUNTRY

CAL POLY HUMBOLDT
ROWING
Lumberjacks Banner/Sport Banner

CAL POLY HUMBOLDT
SOCcer

CAL POLY HUMBOLDT
SOFTBALL

CAL POLY HUMBOLDT
TRACK & FIELD

CAL POLY HUMBOLDT
VOLLEYBALL
Typography—Numbers

These are the Cal Poly Humboldt designated numbers. They may be used on athletic applications that require text in relation to Cal Poly Humboldt. The numbers can be used in any of the Standard Color Variations.
Athletics Colors

This is the official color palette of Cal Poly Humboldt Athletics brand identity, images, symbols, and marks. Ink colors are specified according to the Pantone Matching System (PMS). The Pantone number, its process-color equivalent (CMYK) and the recommended screen colors (RGB) are indicated as a coated and uncoated color. This document should not be used to match color on press. Please refer to a Pantone color selection book for correct rendition of color.

<table>
<thead>
<tr>
<th>COLOR</th>
<th>CMYK</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PMS 7740</strong> (full-color logo only)</td>
<td>C: 90%</td>
<td>R: 59</td>
</tr>
<tr>
<td></td>
<td>M: 33%</td>
<td>G: 105</td>
</tr>
<tr>
<td></td>
<td>Y: 99%</td>
<td>B: 61</td>
</tr>
<tr>
<td></td>
<td>K: 25%</td>
<td></td>
</tr>
<tr>
<td><strong>PMS 349</strong></td>
<td>C: 90%</td>
<td>R: 59</td>
</tr>
<tr>
<td></td>
<td>M: 33%</td>
<td>G: 105</td>
</tr>
<tr>
<td></td>
<td>Y: 99%</td>
<td>B: 61</td>
</tr>
<tr>
<td></td>
<td>K: 25%</td>
<td></td>
</tr>
<tr>
<td><strong>PMS 1235</strong></td>
<td>C: 0%</td>
<td>R: 242</td>
</tr>
<tr>
<td></td>
<td>M: 32%</td>
<td>G: 183</td>
</tr>
<tr>
<td></td>
<td>Y: 94%</td>
<td>B: 53</td>
</tr>
<tr>
<td></td>
<td>K: 0%</td>
<td></td>
</tr>
<tr>
<td><strong>PMS 423</strong></td>
<td>C: 0%</td>
<td>R: 137</td>
</tr>
<tr>
<td></td>
<td>M: 0%</td>
<td>G: 139</td>
</tr>
<tr>
<td></td>
<td>Y: 0%</td>
<td>B: 140</td>
</tr>
<tr>
<td></td>
<td>K: 44%</td>
<td></td>
</tr>
<tr>
<td><strong>BLACK</strong></td>
<td>C: 0%</td>
<td>R: 0</td>
</tr>
<tr>
<td></td>
<td>M: 0%</td>
<td>G: 0</td>
</tr>
<tr>
<td></td>
<td>Y: 0%</td>
<td>B: 0</td>
</tr>
<tr>
<td></td>
<td>K: 100%</td>
<td></td>
</tr>
</tbody>
</table>
Components of the Primary Athletic Logo

The logo contains two components, the Athletics Logo Mark and the Logotype. These two pieces together make up the Athletics brand. The brand cannot be represented with just one of the components.

There are a few cases where the components can occur on their own, such as a sports uniform. But please contact marcom@humboldt.edu if you have any questions regarding appropriate usage.

Protected Area

The protected area is the minimal amount of clear space that must appear around the logo. It ensures that no other graphic elements or messaging interfere with its clarity and integrity.

The protected area is 1/4 of the logo's height.
Incorrect Uses

Please take these principles into consideration when using the logo. If you have any questions regarding usage please contact marcom@humboldt.edu.

DO NOT use colors that are not CPH Athletics' colors

DO NOT change the font

DO NOT rearrange the logo elements

DO NOT put a stroke on the logo

DO NOT distort the logo in any way

DO NOT change the scale of any element

DO NOT rotate the logo

DO NOT combine the logo with any other brand

DO NOT the ax as a graphic element
CAL POLY HUMBOLDT