

Version 01

Brand Guidelines

Cal Poly
Humboldt.



H.

Introduction

A brand is a big idea, not just graphics and colors. It is a verbal and visual representation of the Cal Poly Humboldt story—what we do and what sets us apart.

These brand guidelines are a detailed exploration of our distinctive characteristics, which is the foundation of how we talk about ourselves. Within these pages are also practical examples of applying brand standards to a range of content.

All are designed to ensure all communications—from graphics to headlines—express our unique identity in a way that is authentic, engaging, and aspirational.

H.

We are Cal Poly Humboldt,
and for us,
the future
must be found.



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Brand Strategy

Section 01



Strategy Drivers

Introduce Cal Poly Humboldt as a polytechnic institution; highlight key differentiators in its approach to education.

Lean into the University’s academic excellence and reinforce our academic strengths as compared to aspirational peers.

Showcase how Cal Poly Humboldt’s liberal arts foundation is a vital asset to the University.

Use storytelling to tell impact stories, demonstrating how the achievements at Cal Poly Humboldt have a greater impact on the region, state and nation.

Brand Strategy

STRATEGY DRIVERS

BRAND PLATFORM

Overview

Our Platform

Brand Platform

Builds on discovery and research to establish our **BRAND POSITIONING AND GUIDE OUR STRATEGY.**

BRAND PROMISE

Presents our strongest and most ownable position in the market. This is not a tagline, but rather, a simple, distilled phrase that forms a foundational point for our strategy.

OUR BRAND PILLARS

Further define our competitive advantage through our three biggest strengths: what we believe in, what connects people to us, and what we do differently or better than other institutions.

OUR PERSONALITY

Helps us to establish and maintain a consistent tone throughout our communications.

OUR FOUNDATION

Is based on important, yet non-differentiating, pride points.

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BRAND PROMISE

A Reimagined Polytechnic Reshaping the World.

BRAND PILLARS

Where we learn in and from the environment

The North Coast equips our students to conduct novel research and comprehensive scholarship, empowering us to find solutions that have relevance in the region, state and beyond.

Where art and science meet

We apply critical thinking to our artistic endeavors and creativity to our scientific inquiry. As a polytechnic institution, we thrive at the junction of applied and exploratory.

Where we amplify voices

We embrace perspectives that have been historically disenfranchised, support and serve the under-resourced and open pathways for higher learning.

Where we are committed to a sustainable world

United in our purpose to further social, environmental and economic sustainability, our education primes us to enter and transform industries and communities.

PERSONALITY

Adventurous

We embrace a challenge.

Original

We value authenticity and embrace our true selves.

Engaged

We advocate for the betterment of our communities and the human condition.

Driven

We chart our paths and seek our passions.

FOUNDATION

HISPANIC-SERVING INSTITUTION

POLYTECHNIC DESIGNATED

TIGHT-KNIT CAMPUS COMMUNITY

MINORITY-SERVING INSTITUTION

SMALL CLASS SIZES

Brand Strategy

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BRAND PILLARS

Where we learn in and from the environment

Where art and science meet

Where we amplify voices

Where we are committed to a sustainable world

MESSAGING PRIORITIES

<p>The North Coast provides a unique learning lab for students — connecting their education to practical experiences that can’t be found elsewhere.</p>	<p>Our students graduate as well-rounded individuals with both technical and interpersonal skills, making them better prepared for the job market.</p>	<p>We increase access to education and provide outreach to enhance educational opportunities to our community.</p>	<p>Our students and graduates enter and diversify high-demand career fields in both the public and private sector.</p>
<p>Here, we are encouraged to take chances, becoming bolder as a result and readying us for future ambitions.</p>	<p>Our academic programs’ interdisciplinary design expands the opportunities for complex and critical thinking.</p>	<p>Our campus provides a sense of care, support and belonging, and better prepares students to approach their chosen fields through a lens of social justice.</p>	<p>We use our talents to protect, preserve and appreciate our people and planet.</p>
<p>The challenges we embrace are critical in solving worldwide challenges.</p>	<p>Passion and creativity enhance our community and fuel careers of meaning.</p>	<p>Our teaching & learning incorporates indigenous knowledge and perspectives from groups who have gone unheard.</p>	<p>We strive for societal and economic improvement, demonstrated in our personal passions and the professions that we pursue.</p>

Verbal Language

Section 02



Verbal Language

NARRATIVE

STYLE TIPS

THE HUMBOLDT VOICE

BOILERPLATE

ELEVATOR PITCH

SOCIAL MEDIA

TERMINOLOGY

The Narrative

is not necessarily marketing language. Instead, it should primarily guide the spirit of future brand messaging. No matter what we’re writing, our voice should stay true to the heart of this narrative.

The future
must be found.

Somewhere where beauty gets your hands dirty.
Where you sculpt with code and engineer with sound,
and life-changing discoveries are met with heartfelt joy.
A place where tending to the earth is as much poetry as it is science.

Where signal separates from noise and research reads like a love song.

Where a seed of inspiration can turn into a lifelong passion that crafts careers and launches industries.

Wherever your story’s starting point, here —
at Cal Poly Humboldt — your future is found.

Here, in the heart of the North Coast, our skyscrapers grow from the earth and drink the fog. We know the earth as well as we know ourselves, and we draw creativity from creation.

We love what we do, and it shows — every minute of it.

We hone our skills with practice, and we shape our world with conscience, and this makes an undeniable impact both here at home in California and across the globe.

Your possible futures wait for finding — and the road you take to get there is the one best traveled.

Futures are found at Cal Poly Humboldt.

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Style Tips

We’re shaping the world.
We should write like it.

Everything — the Humboldt Story.

Cal Poly Humboldt has a great story to tell, and that story is found in everything — email campaigns, blog posts, University news, campaign case statements and viewbooks. Every piece of content we create reflects a piece of that story, expressing it in a way that’s both unique and cohesive.

Tip1

Embrace a Spirit of Discovery.

Cal Poly Humboldt’s adventurous heart can’t be emphasized enough: exploring the unknown and embracing the discoveries of tomorrow are a crucial part of our identity. Finding how this curious spirit manifests across disciplines and carrying it forward into our stories is just one way to show verbally what makes this brand uniquely Humboldt.

Tip2

Short Stories Have Long Impact.

People have always learned and remembered best through stories — from Aesop’s fables to DIY YouTube tutorials. Maintaining short, digestible stories that capture snapshots of the Humboldt experience and clearly speak to Humboldt’s identity and impact is a valuable way to build brand affinity on all levels.

Tip3

Welcome the Unexpected and the Unknown.

As we begin to tell the story of Cal Poly Humboldt, we’re also defining a new story for the future of Humboldt County and Northern California more broadly. Appropriately, our verbal storytelling should welcome openly the unexpected and embrace the unknown, incorporating new media and new approaches as they arise.

Tip4

Here — the Beginning of Everything.

These guidelines aren’t meant to be prescriptive, and we should never feel constrained by them — we should feel empowered. Our goal is to provide frameworks for storytelling, not the totality of the narrative itself, and these tips serve to probe and explore (not dictate). This isn’t the story’s end, after all — it’s the beginning.

Tip5

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The Humboldt Voice

The ‘unvoiced’ headline expresses a core idea using generic language, while the ‘voiced’ headline applies Humboldt’s unique voice to that same idea.

UNVOICED: Cal Poly Humboldt is solving STEM shortages.

VOICED: California have no fear — STEM careers are launching here.

UNVOICED: Humboldt supports students for success now and in the future.

VOICED: Student success. Transforming the world.

UNVOICED: Pursue a degree you’re passionate about and find a career you love at Humboldt.

VOICED: Grow a seed of inspiration into lifelong passion and find your future at Humboldt.

UNVOICED: Humboldt students are diverse and driven towards their goals.

VOICED: Wherever you come from, find your future here.

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Boilerplate

Boilerplate content is meant to be a high-level, moderately voiced expression of who an institution is. This type of boilerplate can be used across digital media, including on the .edu’s “About” page as well as in bio sections on social media.

At Cal Poly Humboldt, bold hearts and open minds shape the future.

Founded in 1913, Cal Poly Humboldt began as a small college for teachers. Today Humboldt has grown into a comprehensive university with rigorous science and liberal arts programs. Designated a polytechnic in 2022, Cal Poly Humboldt provides hands-on, impactful educational opportunities that lead to meaningful, measurable outcomes for the individual, for the state, and the world.

Cal Poly Humboldt is proud to have nearly 6,000 students of all backgrounds spread across 61 majors, 13 graduate programs, and 4 credential programs — all of whom contribute passion and creativity within their fields and set the stage for a future grounded in equity and sustainability. Hands-on learning, inspired teaching, ground-breaking research, and thought-provoking creative activity happen daily at Humboldt.

Finding a better future is a task for the bold and open, the down-to-earth and visionary. Cal Poly Humboldt strives to cultivate these qualities in leaders, innovators, and scholars in every field.

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Elevator Pitch

Like boilerplate copy, the elevator pitch is meant to be a quick two-to three sentence answer to the question ‘Tell me about Cal Poly Humboldt’. It’s short but voiced and can be used both in casual conversation and online in more informal media.

Cal Poly Humboldt is where futures are found.

Our shared commitment to better the world with our minds, hands, and hearts prepares us to take on the world’s most pressing challenges with practicality and passion.

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Social Media

FACEBOOK ABOUT / LINKEDIN / YOUTUBE

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Cal Poly Humboldt is proud to have nearly 6,000 students of all backgrounds spread across 61 majors, 13 graduate programs, and 4 credential programs — all of whom contribute passion and creativity within their fields and set the stage for a future grounded in equity and sustainability. Hands-on learning, inspired teaching, ground-breaking research, and thought-provoking creative activity happen daily at Humboldt.

Finding a better future is a task for the bold and open, the down-to-earth and visionary. Cal Poly Humboldt strives to cultivate these qualities in leaders, innovators, and scholars in every field.

FACEBOOK / INSTAGRAM (150C MAX)

At Cal Poly Humboldt, students find their futures with creativity and practicality. They’re preparing to shape the world today and for the future.

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Terminology

DO:

- Use “Cal Poly Humboldt” in formal or professional contexts on first reference. Think print messaging or official communication. On second reference, “Humboldt” may be used.
- Use “California State Polytechnic University, Humboldt” only when the full formal name is necessary for context. In most cases, simply “Cal Poly Humboldt” or “Humboldt” will suffice.

DO NOT:

- Use “CPH,” “Cal Poly,” “CSPUH,” or similar. There are no official acronyms for Humboldt, and the name should be shortened to “Humboldt” only.
- Use “Cal Poly, Humboldt.” There is no comma.

Visual Language

Section 03



Visual Language

IDENTITY

Logo Standards

- Approved Color Variations
- Responsive Logo
- Architecture
- Correct/Incorrect Use

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BRINGING IT ALL TOGETHER

A brand is the sum total of all associations that are made with a product or organization.

Logos are simply visual reflections of the brand.



Section03

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Consistency is important in making our brand recognizable and reliable. It ultimately communicates that our brand takes pride in the details — important for a University.



Logo

THE HUMBOLDT LOGO.
Our logo is oftentimes the first piece of the Cal Poly Humboldt brand a person interacts with. Because it represents Cal Poly Humboldt in such an important way, our wordmark is custom-made to reflect both the originality and history of the unviersity as well as modern facets of our brand.

USING THE LOGO
This logo should be used in both internal and external applications. Approved color variations can be found on page 32.

CLEAR SPACE
Clear space refers to the safe area required surrounding the logo. The clear space for our logo is measured using the width of the following components. Using this system, the safe area distance will always scale with the logo.



CLEAR SPACE GUIDE



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Logomark

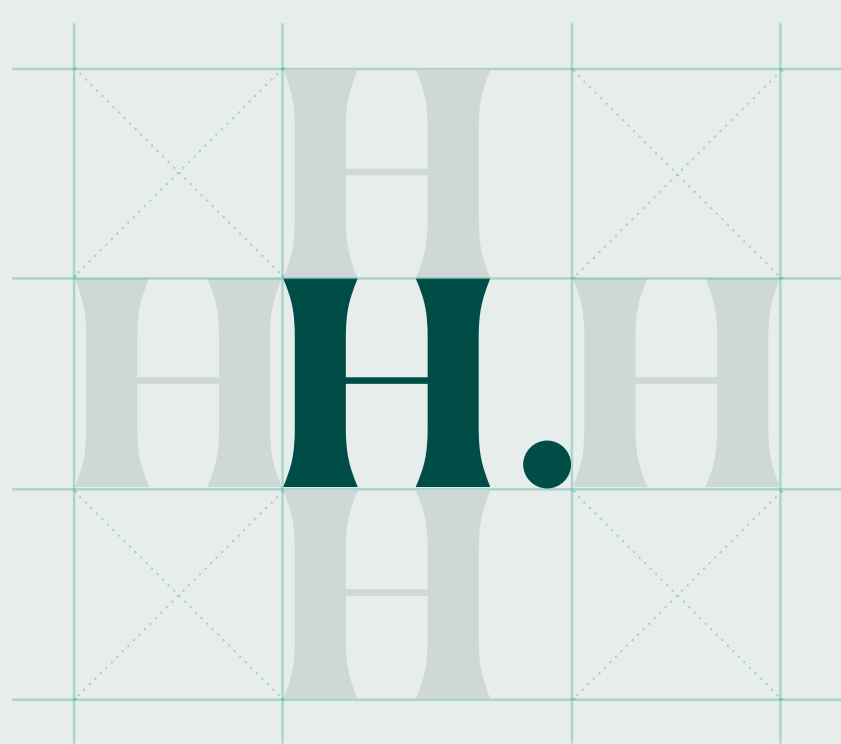
THE HUMBOLDT H.
The H stands for everything that the Humboldt experience is, does, and impacts. The period is a bold declaration and confident statement that there is no other “Cal Poly Humboldt” experience.

USING THE LOGOMARK
This logomark is to be used only when the name of the University has been spelled out or when the full logo has already been visually applied. Examples of this would be using the logomark as an avatar on social media as the University’s name is already part of the social media handle, or using the logomark on the interior pages of a viewbook as the full logo appears on the cover.

NOTE
When centering the “H.” mark on a promotional item, center the “H” itself and not the “H” and “.” combined.



CLEAR SPACE GUIDE



CENTERING GUIDE



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Approved Color Variations

LOGO: ONE-COLOR & ONE-COLOR REVERSED



LOGO: TWO-COLOR & TWO-COLOR REVERSED



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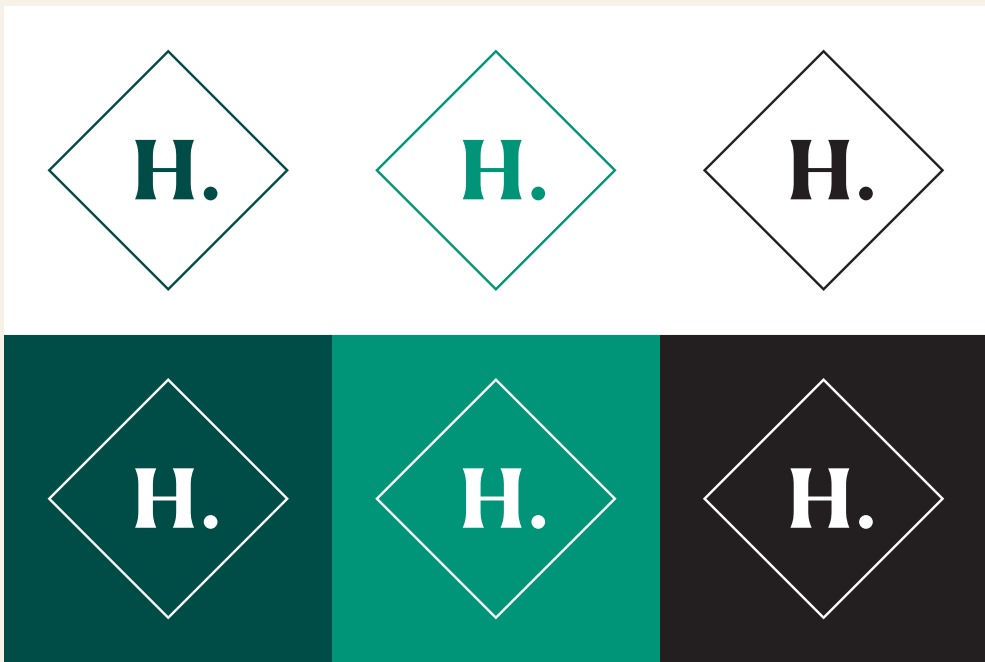
PHOTOGRAPHY

GRAPHIC MARKS

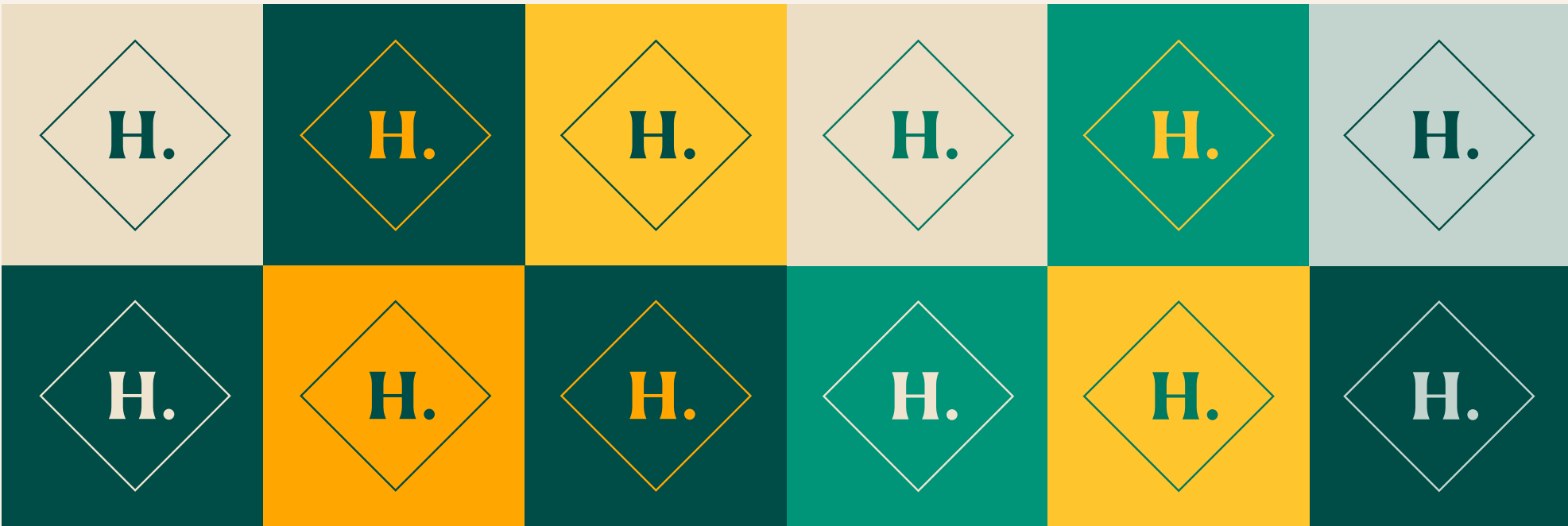
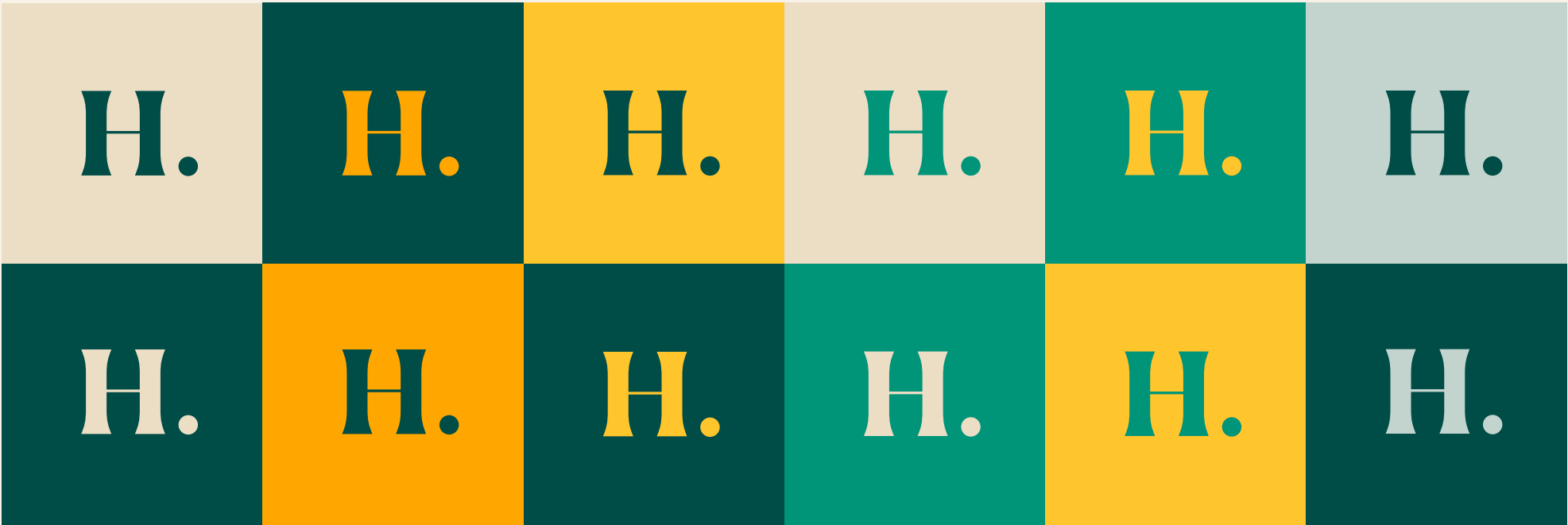
BRINGING IT ALL TOGETHER

Approved Color Variations

LOGOMARK: ONE-COLOR & ONE-COLOR REVERSED



LOGOMARK: TWO-COLOR & TWO-COLOR REVERSED



The diamond container for the “H.” is derived from the broader brand language, and represents the multi-faceted Polytechnic education. This can be the same color as the “H.” or used in an accent color.

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Responsive Logos



MINIMUM 90 PX

Our primary mark, used in all instances unless sizing restricts to below 90px.



MINIMUM 52 PX

“Cal Poly” is made larger while maintaining letter width. The crossbar in the “H” and “T” are made thicker, as are the thin portions of the type.



MINIMUM 42 PX

Tracking is made wider to increase legibility.



MINIMUM 26 PX

“H.” can appear alone (without the diamond) with a minimum width of 10 pixels.

MAXIMUM 10 PX



The “Cal Poly Humboldt” can appear on a single line where the logo must be horizontal with a height of 10 pixels or less (such as pens or bracelets). All other instances must use the stacked version.

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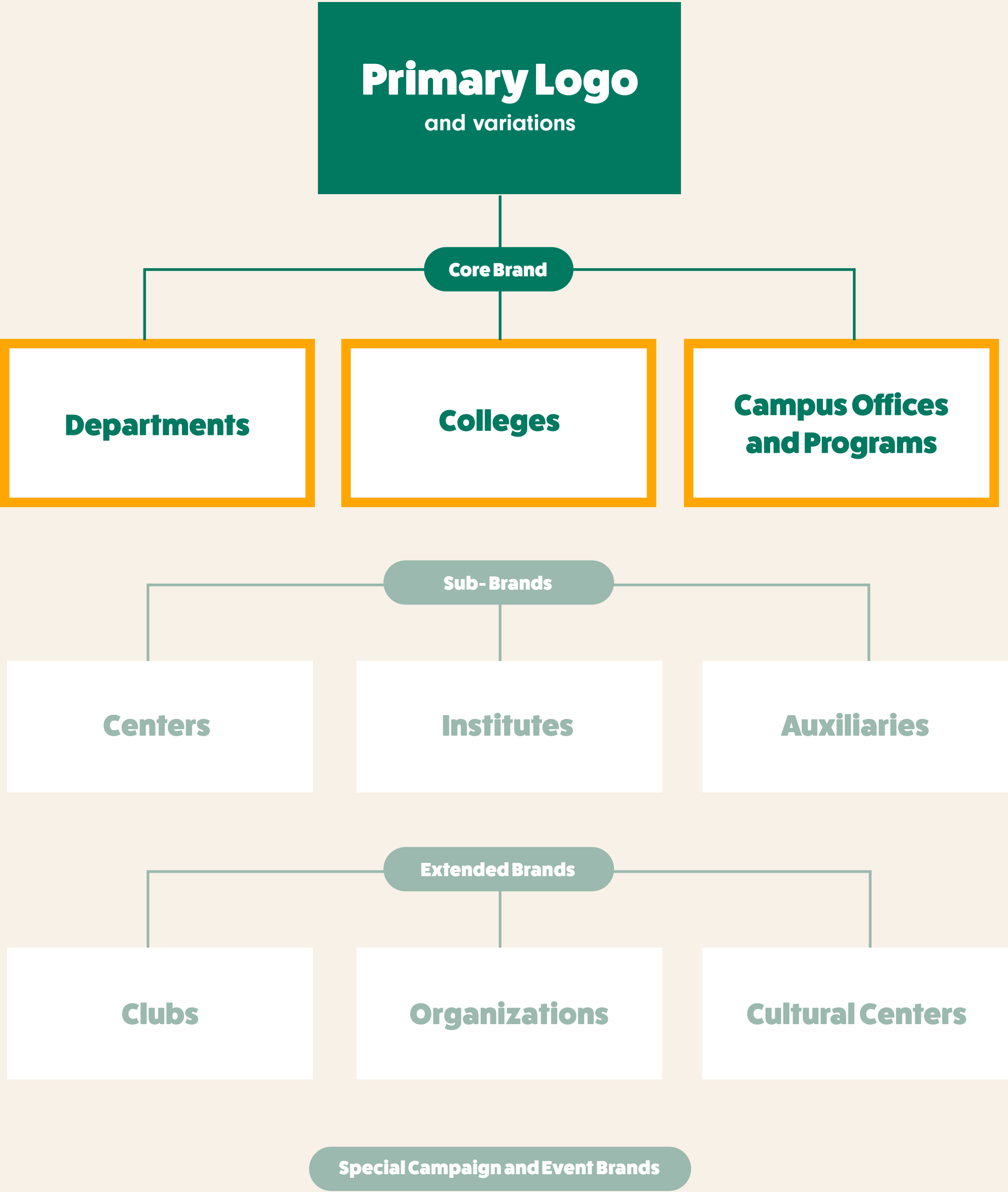
GRAPHIC MARKS

BRINGING IT ALL TOGETHER

Core Brand Architecture

Most units on campus fall within the core brand of Cal Poly Humboldt – including all academic and operational support units. They utilize the primary graphic identity standards of the University, and the brand of the University drives their marketing position and communications. These units use standard wordmark styles which are presented in consistent ways with the full name of the University. This creates greater consistency for our audiences, which helps the University reinforce its core brand while also serving the goals of individual units.

Examples: Colleges, Departments, and Campus Offices and Programs



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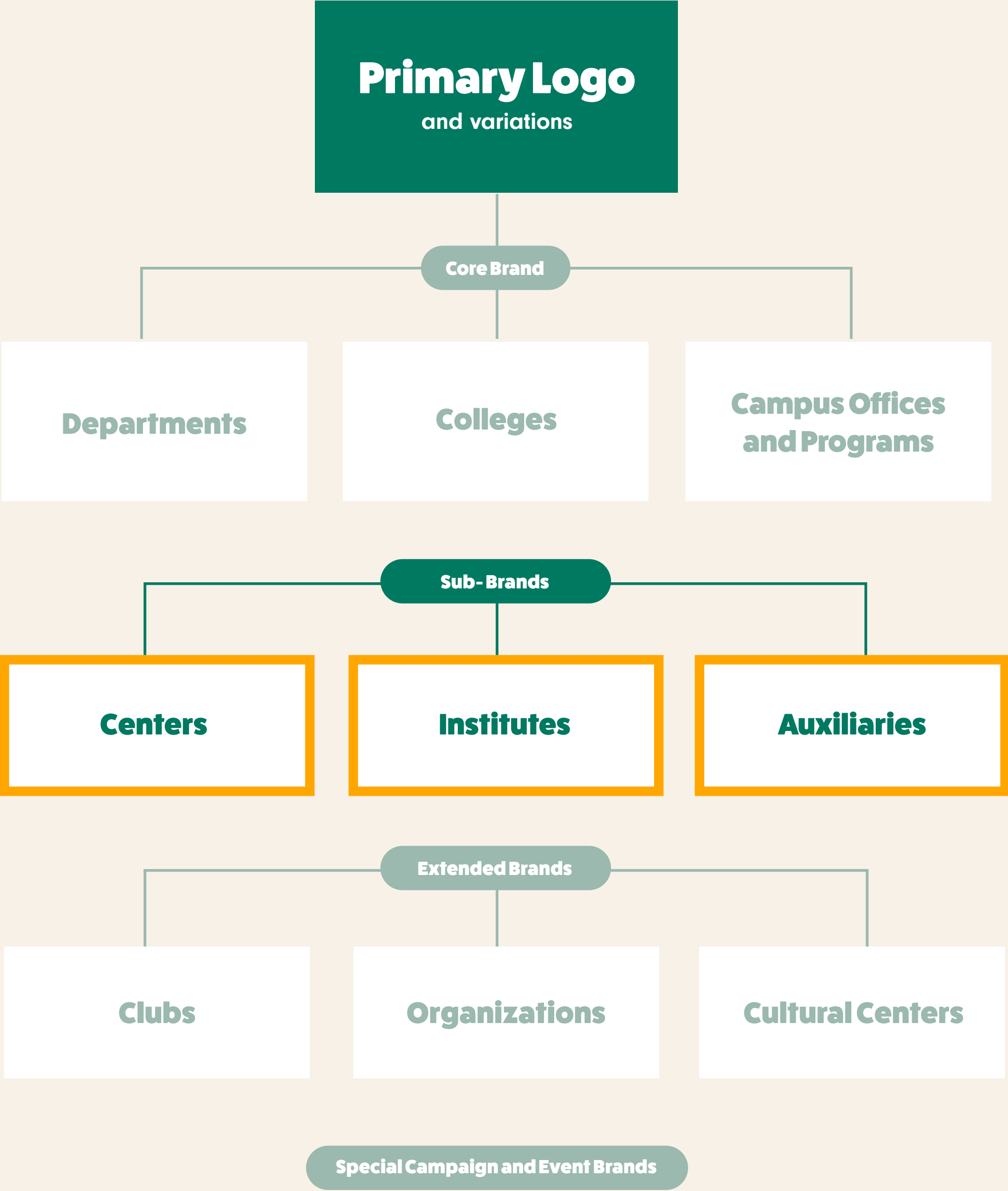
BRINGING IT ALL TOGETHER

Sub-brand Architecture

Sub-brands are for campus units with very specific marketing needs that are somewhat distinct from the University and its core mission. The unit might provide a unique set of services or products, for example. Also, it must have a need for outreach and marketing targeted to specific external audiences.

The graphic identity of units with sub-brands must be congruent with the University’s core brand. The sub-brand must reflect the core brand platform, but can include distinct messaging to highlight their offerings within their market.

Examples: Centers, Institutes, and Auxiliaries



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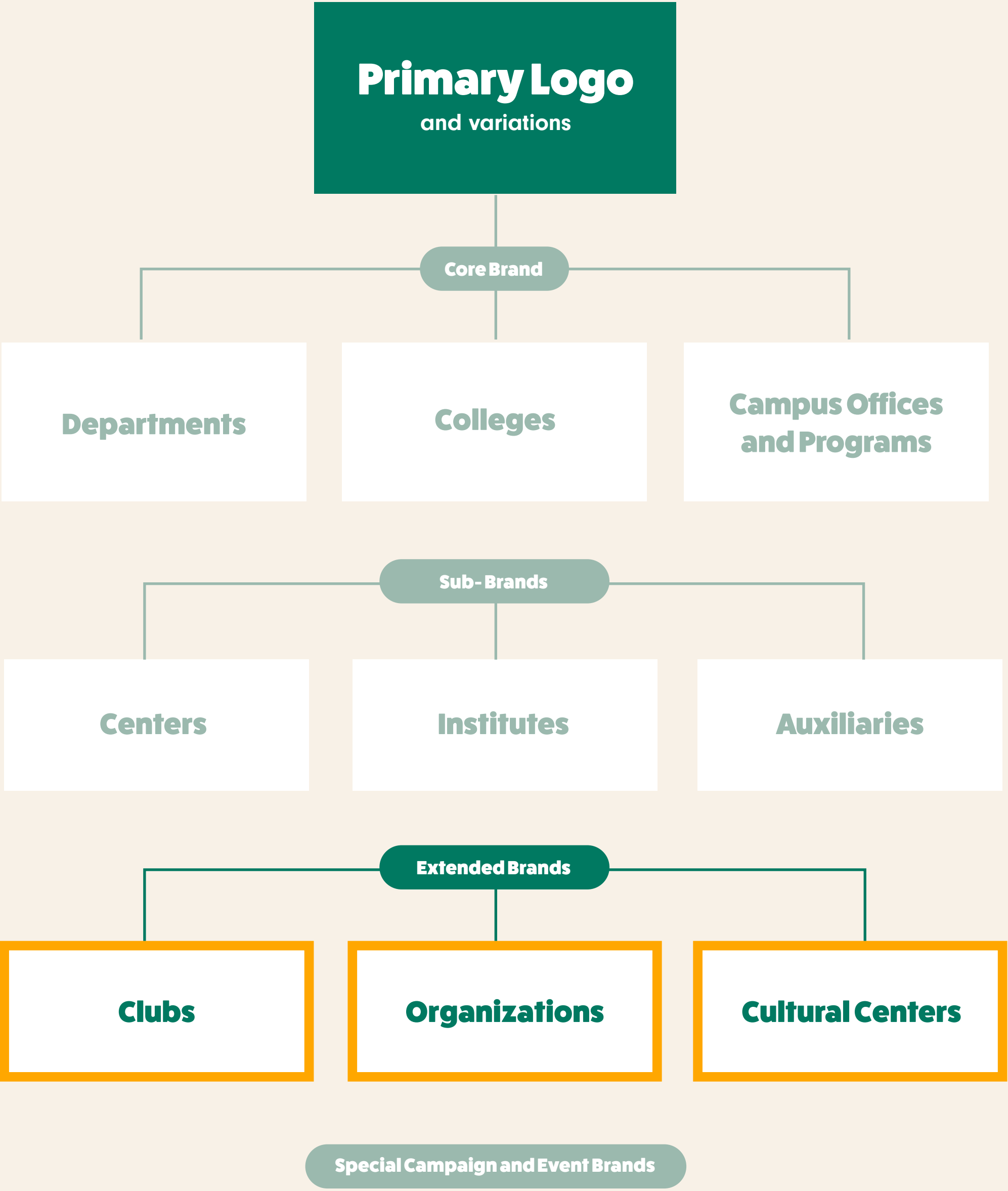
GRAPHIC MARKS

BRINGING IT ALL TOGETHER

Extended Brand Architecture

Extended brands are for units that have functions internal to campus that benefit from a unique brand mark. These are exclusively units with responsibility for direct, day-to-day support of students. These units must demonstrate an ongoing need to market their functions to students.

Examples: Clubs, Organizations, and Cultural Centers



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TYPOGRAPHY

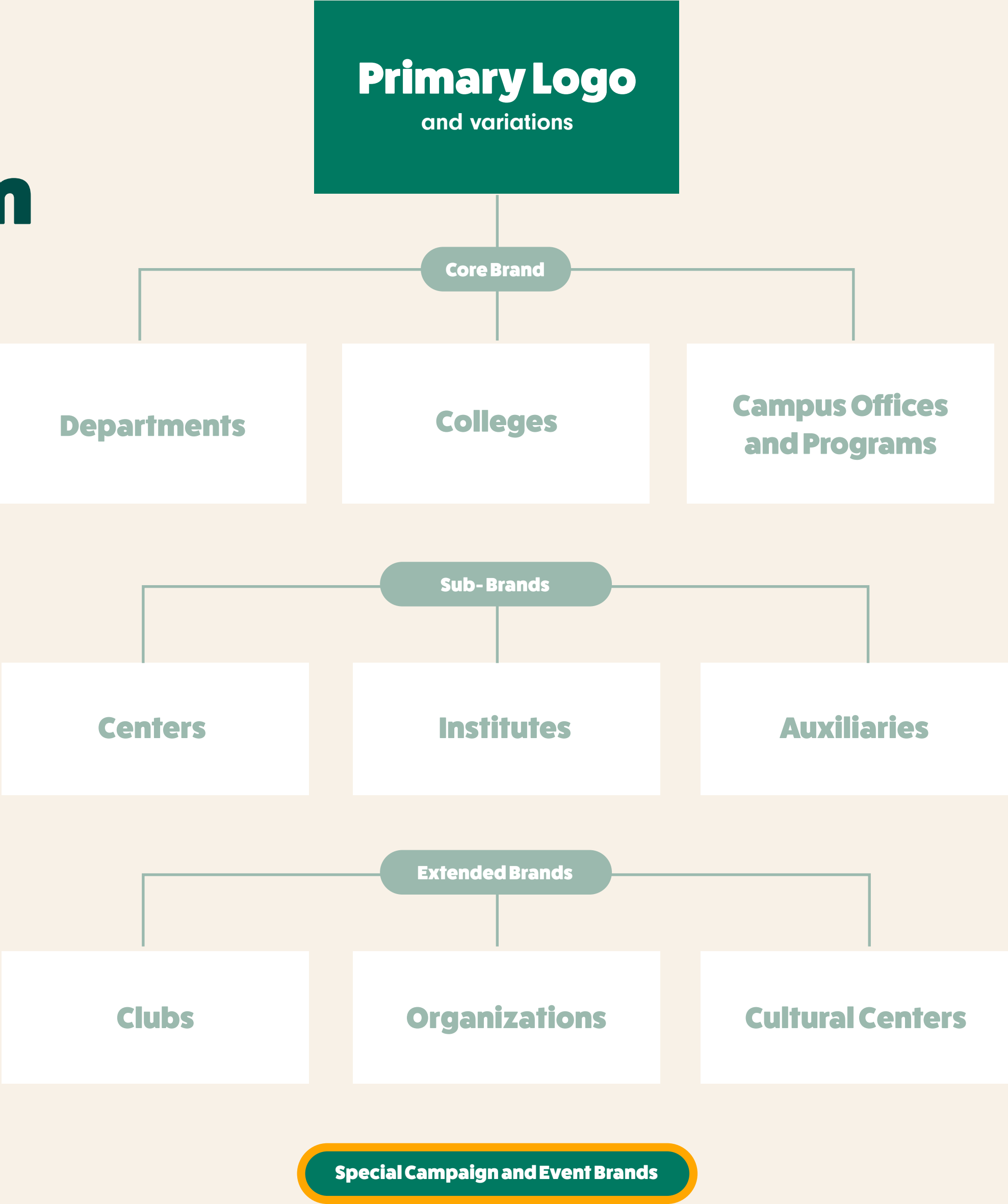
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BRINGING IT ALL TOGETHER

Special Campaign and Events

In many cases, marketing campaigns and special events will have a need for a distinct wordmark, logo, or graphical treatment. These are allowable, though as with sub-brands, the costs for creation and maintenance must be handled by the unit responsible for the campaign or event. For campaigns and events that include an off-campus audience, these brands must be developed in collaboration with Marketing & Communications.



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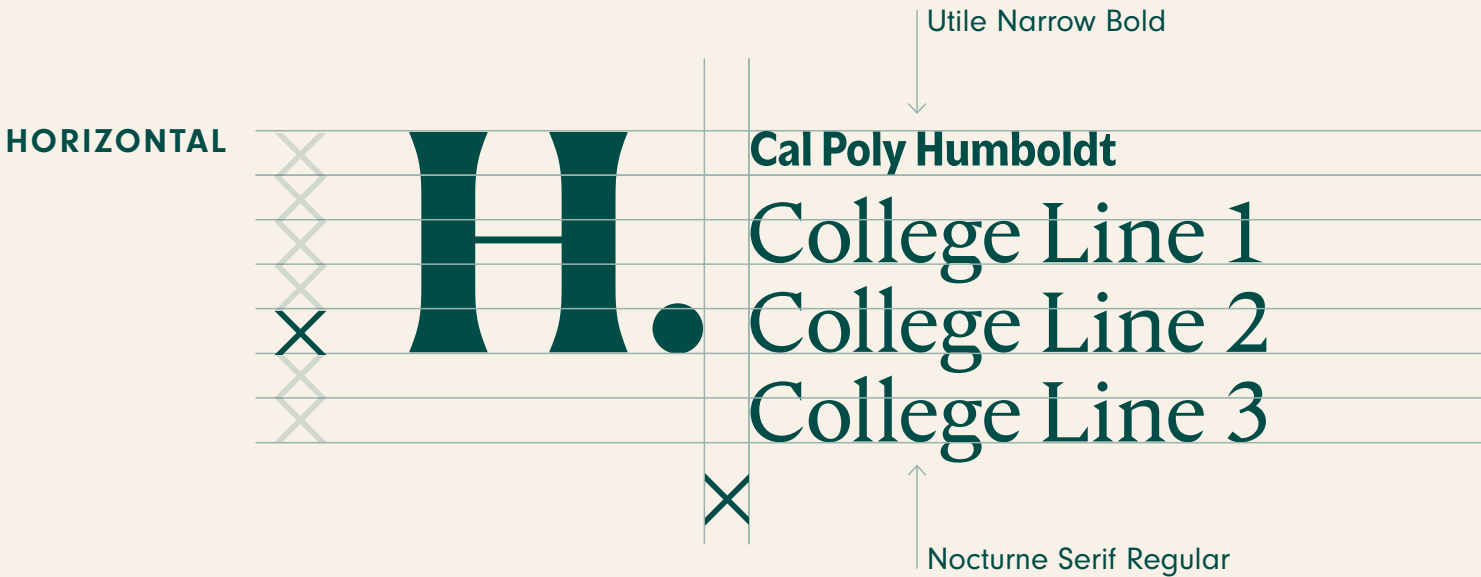
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BRINGING IT ALL TOGETHER

Colleges



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COLOR PALETTE

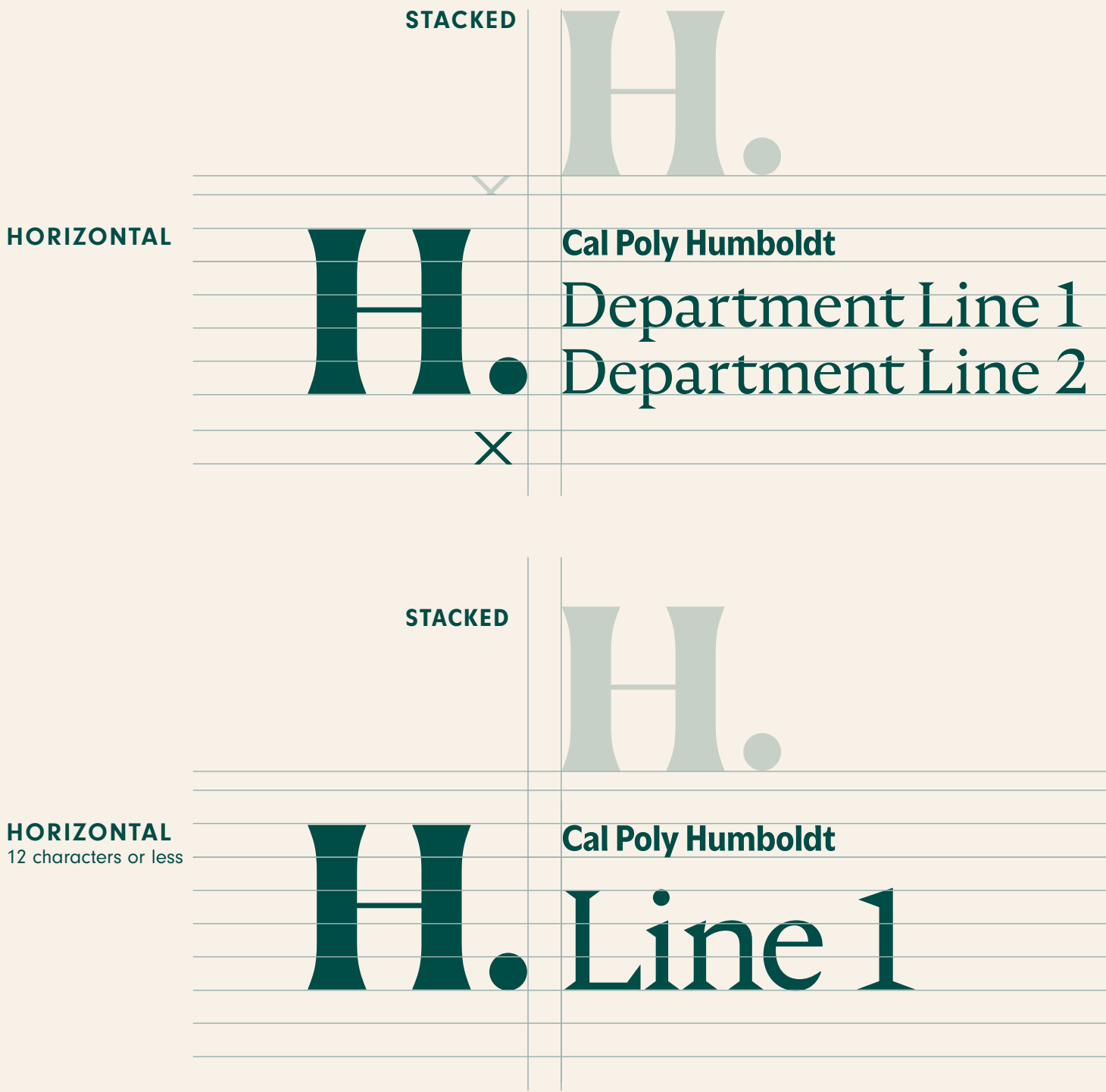
TYPOGRAPHY

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BRINGING IT ALL TOGETHER

Departments



Cal Poly Humboldt
Journalism &
Mass Communication

Cal Poly Humboldt
Journalism &
Mass Communication

Cal Poly Humboldt
Geology

Cal Poly Humboldt
Geology

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BRINGING IT ALL TOGETHER

Campus Offices and Programs



H. Cal Poly Humboldt
Office of
the President

H.
Cal Poly Humboldt
Office of
the President

H. Cal Poly Humboldt
Educational
Opportunity
Program

H.
Cal Poly Humboldt
Educational
Opportunity
Program

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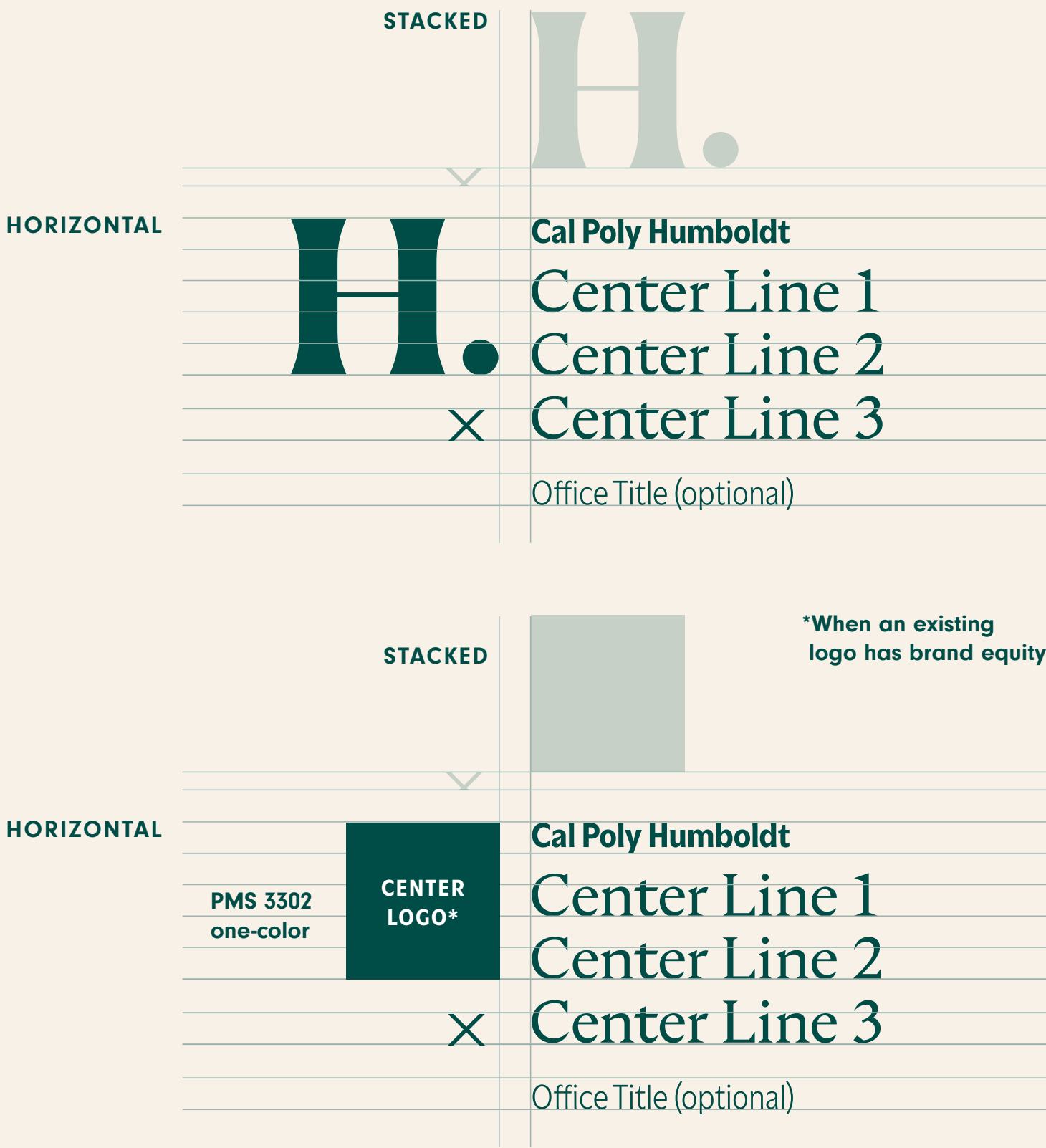
TYPOGRAPHY

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Sub-brands



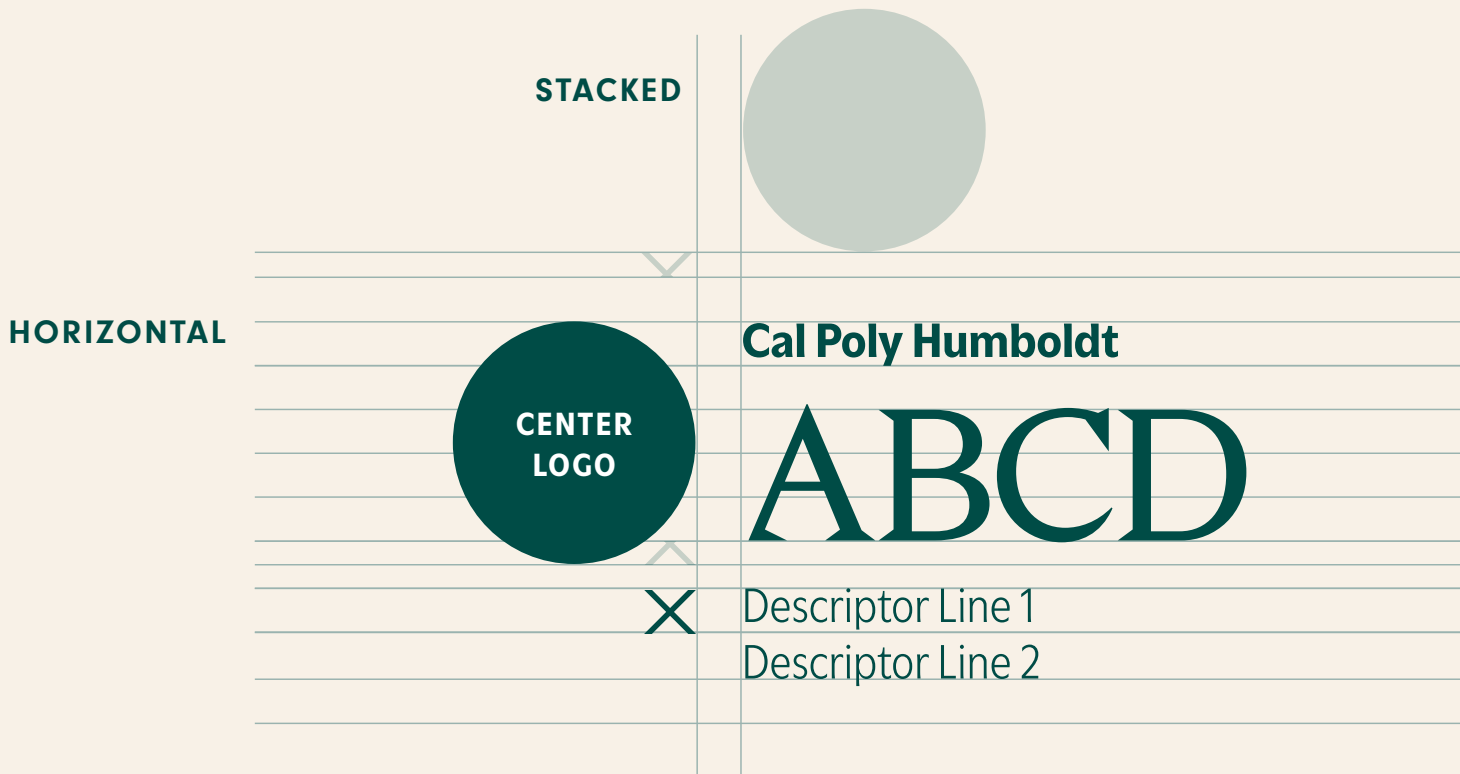
H. Cal Poly Humboldt
Biological
Anthropology
Research Center

H. Cal Poly Humboldt
Biological
Anthropology
Research Center

 Cal Poly Humboldt
Schatz Energy
Research Center

HüMR Cal Poly Humboldt
Institute for
Interdisciplinary
Marijuana Research

Cultural Centers



Cultural Centers may use the following palette for logo development only, and not for design of communications materials.



The Asian, Desi, and Pacific Islander Collective is excluded from the above standards as the acronym is already featured prominently in their logo.



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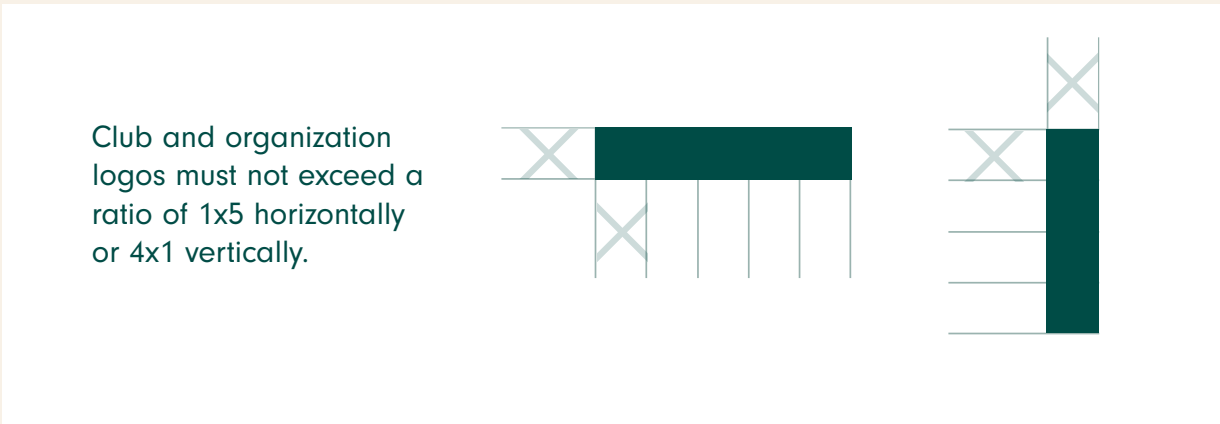
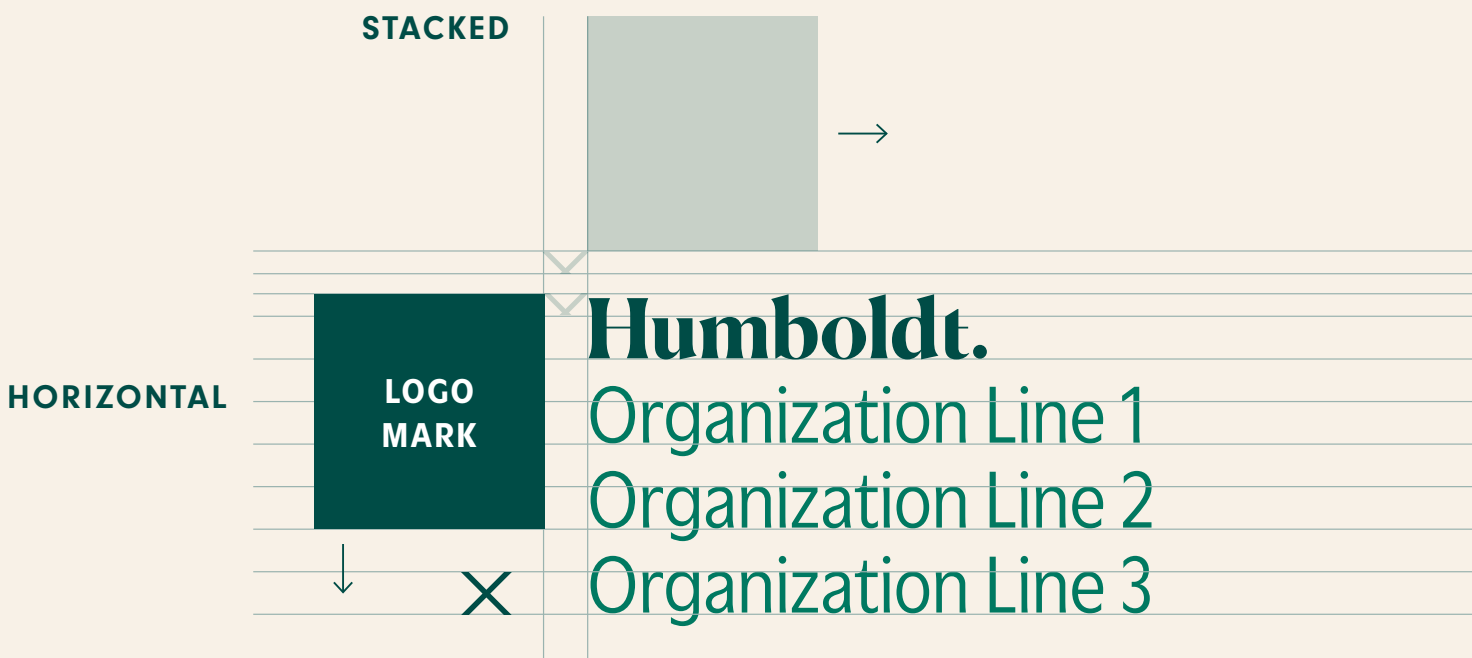
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BRINGING IT ALL TOGETHER

Clubs and Organizations

(with existing logo)



Clubs & Organizations are **encouraged but not required** to use the following palette for logo development.



Humboldt.
American Indian Science
and Engineering Society



Humboldt.
National Society of
Black Engineers



Humboldt.
Oceanography
Society

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Clubs and Organizations

(without existing logo)

Humboldt.
Organization Line 1
Organization Line 2
X Organization Line 3

Humboldt.
Aviation Club

Humboldt.
Returning Student
Academic Mentoring Club

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Social Media Avatars



University Account

As the primary handle will always be present on social platforms, there is no need to use the full “Cal Poly Humboldt” lockup.



Music Program

When possible, use a photography with a horizon line that runs parallel with the crossbar in the “H.”



Biology Program

Include people sparingly, and only when it is clear how they are engaging with the scene.



Humboldt Admissions

When more contrast is needed with a photo selection, multiply over tints of PMS 4545 or 623 C until “H.” is legible.

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- Architecture
- Correct/Incorrect Use

COLOR PALETTE

TYPOGRAPHY

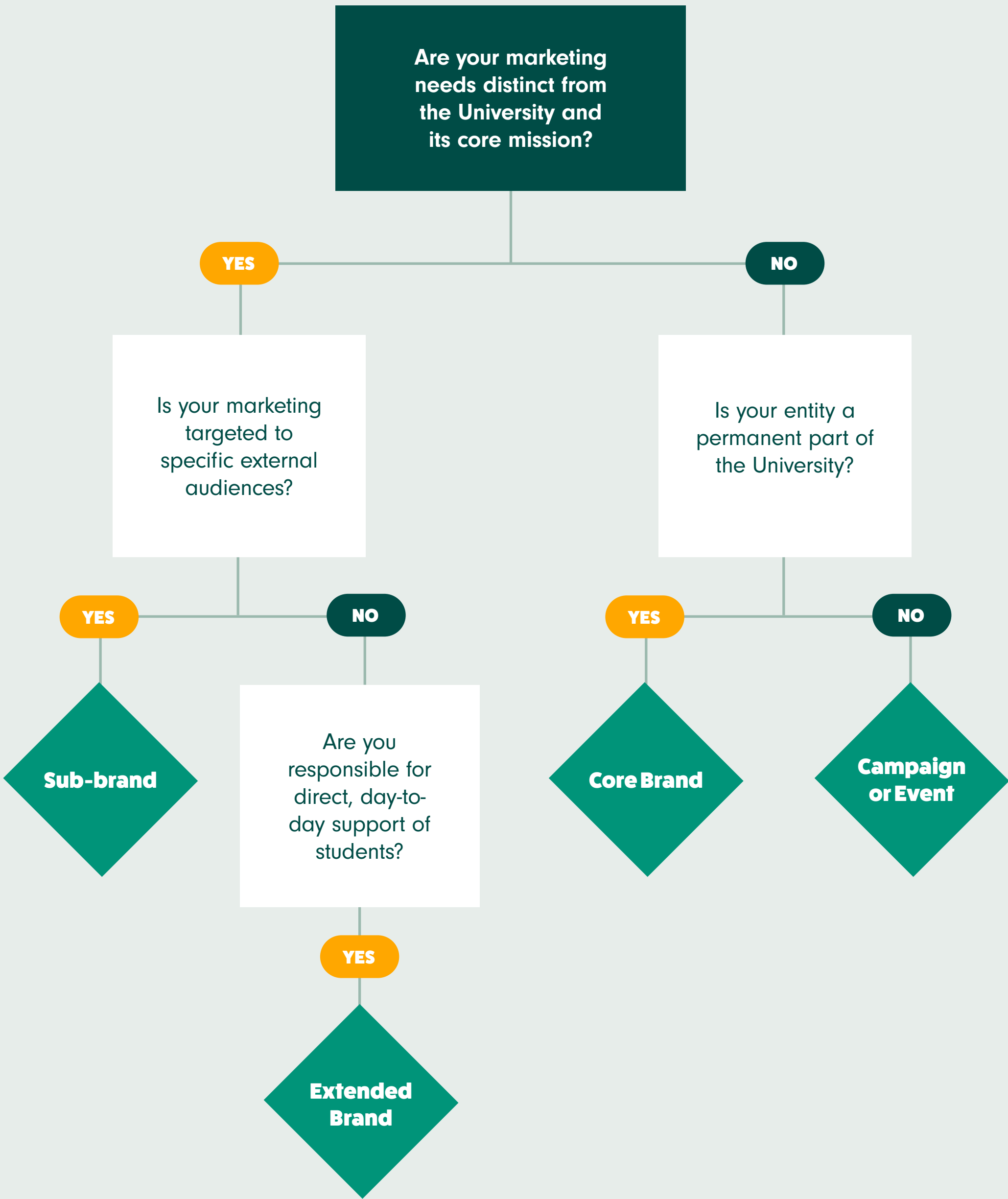
PHOTOGRAPHY

GRAPHIC MARKS

BRINGING IT ALL TOGETHER

Flow Chart

Unsure of where your entity fits within the Cal Poly Humboldt brand architecture? Follow the flow chart to the corresponding brand level. When in doubt, reach out to Marketing & Communications.



Visual Language

IDENTITY

- Logo Standards
- Approved Color Variations
- Responsive Logo
- Architecture
- Correct/Incorrect Use

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Incorrect Use of the Logo

Do not recreate or modify the logo or logomark in any way. Please avoid these common violations and always use the approved versions of the logo and logomark (outlined on pages 36 & 37) to ensure they are used consistently across all platforms.



✗ DO NOT tilt the logo/logomark



✗ DO NOT stretch or skew the proportions of the logo/logomark in any way.



✗ DO NOT apply the logo/logomark directly over a dark background pattern.



✗ DO NOT attempt to manually recreate the logo/logomark.



✗ DO NOT alter the color of the logo/logomark. Approved color variations can be found on pages 33 & 34.



✗ DO NOT apply drop shadows or special effects.



✗ DO NOT remove the period from the H in the logomark.

Visual Language

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BRINGING IT ALL TOGETHER

<div><div>OLD GROWTH GREEN</div><div>PMS 3302 C</div><div>#004C46</div><div>R: 0 G: 76 B: 69</div><div>C: 89 M: 0 Y: 43 K: 65</div></div>	<div><div>SEA GLASS</div><div>PMS 334 C</div><div>#00856A</div><div>R: 0 G: 151 B: 117</div><div>C: 100 M: 3 Y: 62 K: 0</div></div>	<div><div>CHANTERELLE GOLD</div><div>PMS 123 C</div><div>#FFC72C</div><div>R: 254 G: 209 B: 65</div><div>C: 0 M: 19 Y: 89 K: 0</div></div>	<div><div>SUNSET GOLD</div><div>PMS 130 C</div><div>#F2A900</div><div>R: 242 G: 169 B: 0</div><div>C: 0 M: 32 Y: 100 K: 0</div></div>	<div><div>PACIFIC BLUE</div><div>PMS 623 C 100% TINT</div><div>#98B8AD</div><div>R: 152 G: 185 B: 173</div><div>C: 37 M: 4 Y: 26 K: 10</div></div>	<div><div>DUNE GRASS</div><div>PMS 4545 C 100% TINT</div><div>#D5CB9F</div><div>R: 213 G: 203 B: 159</div><div>C: 5 M: 6 Y: 30 K: 4</div></div>
				<div><div>NORTHERN SKY</div><div>PMS 623 C 50% TINT</div><div>#CDDAD5</div><div>R: 205 G: 218 B: 213</div><div>C: 19 M: 2 Y: 13 K: 5</div></div>	<div><div>SAND</div><div>PMS 4545 C 50% TINT</div><div>#EAE5CF</div><div>R: 245 G: 243 B: 231</div><div>C: 8 M: 6 Y: 19 K: 0</div></div>

Visual Language

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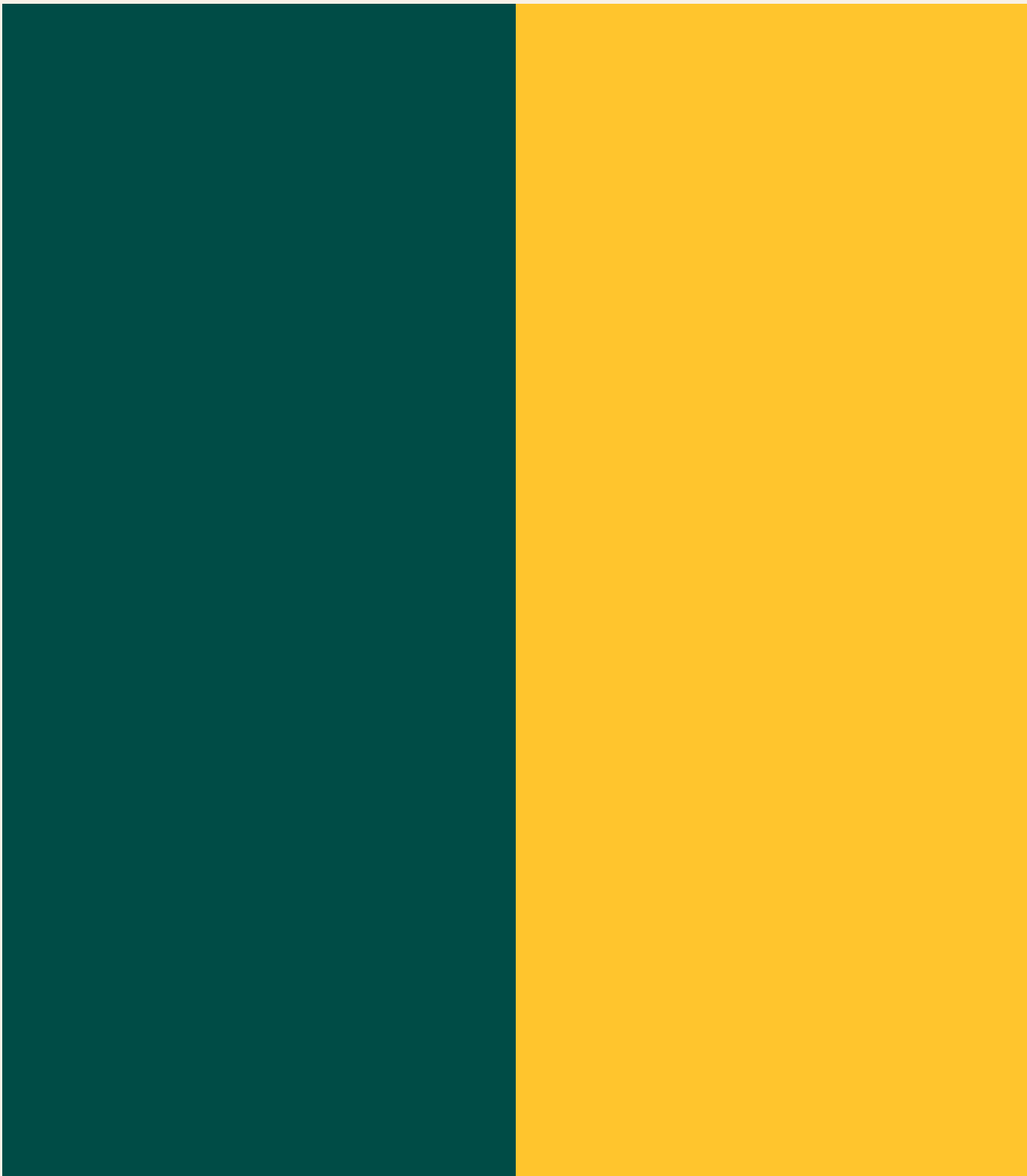
GRAPHIC MARKS

BRINGING IT ALL TOGETHER

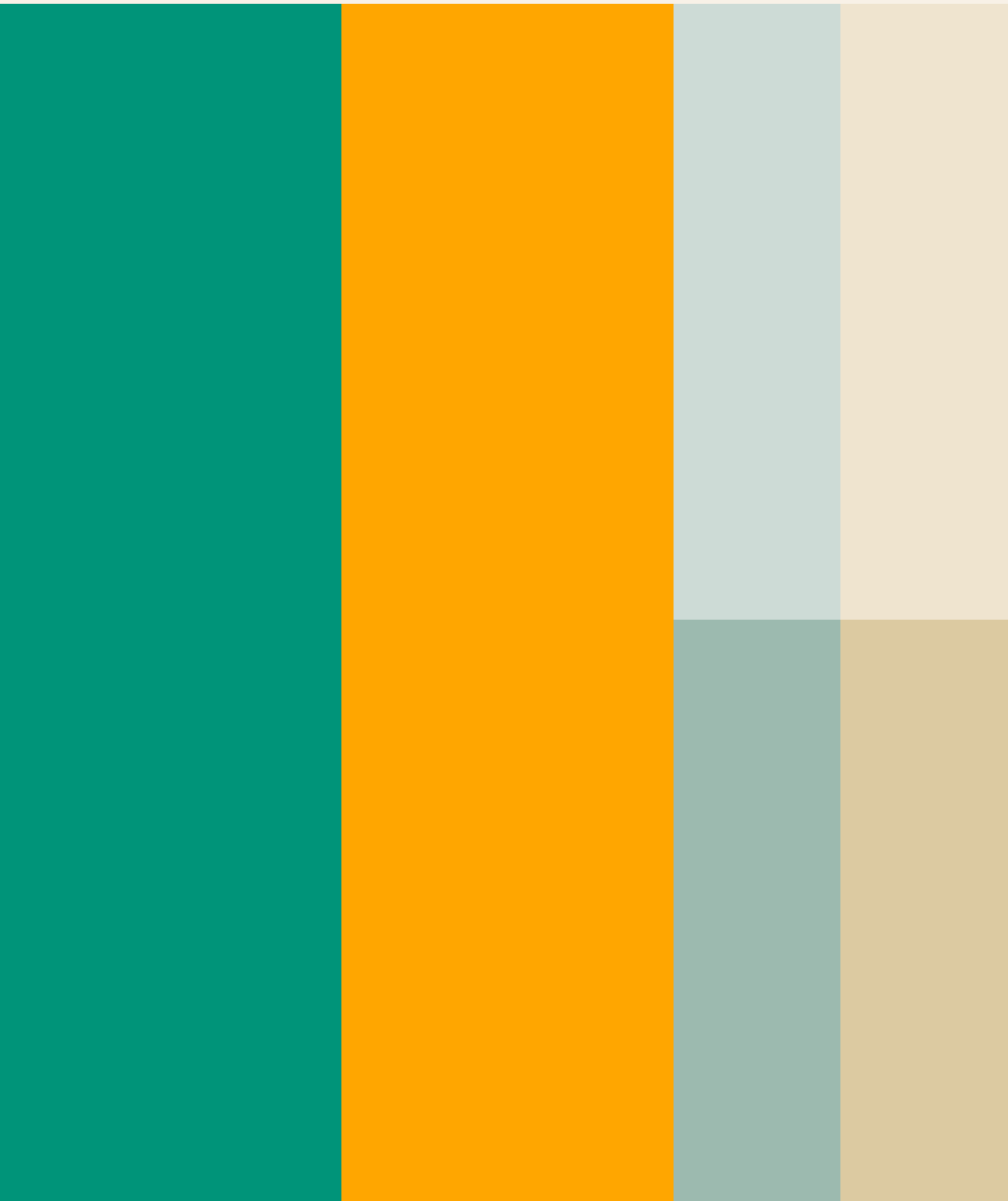
By using this palette hierarchy, we can consistently stay on brand when creating materials for Cal Poly Humboldt.

Palette Ratio Breakdown

PRIMARY SPIRIT COLORS



SECONDARY COLORS



Visual Language

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NOTE: See pages 28 & 29 for approved color variations for using the logo and logomark.

Compliance

Web Content Accessibility Guidelines (or WCAG) ensure that web content is available for audiences with disabilities. In order to ensure accessibility for all readers, check to see that the color of the background and foreground (text) has sufficient contrast (note: this does not apply to graphics, patterns, or print materials).

For more information, visit [CONTRAST-GRID.EIGHTSHAPES.COM](https://contrast-grid.eightshapes.com).

- AAA Pass, AAA (7+)
- AA Pass, AA (4.5+)
- AA18 Pass, Large Text Only (3+)
- DNP Does Not Pass

	Text	#004C45	#009775	#F2A900	#FED141	#9AB9AD	#CDDAD5	#D6CBA0	#E9E3D0
Background									
PMS 3302 C #004C45		Text DNP 2.6	Text AA 4.9	Text AA 6.8	Text AA 4.6	Text AA 6.8	Text AA 6	Text AAA 7.7	
PMS 334 C #009775	Text DNP 2.6		Text DNP 1.8	Text DNP 2.5	Text DNP 1.7	Text DNP 2.5	Text DNP 2.2	Text DNP 2.8	
PMS 130 C #F2A900	Text AA 4.9	Text DNP 1.8		Text DNP 1.3	Text DNP 1	Text DNP 1.4	Text DNP 1.2	Text DNP 1.5	
PMS 123 C #FED141	Text AA 6.8	Text DNP 2.5	Text DNP 1.3		Text DNP 1.4	Text DNP 1	Text DNP 1.1	Text DNP 1.1	
PMS 623 C #9AB9AD	Text AA 4.6	Text DNP 1.7	Text DNP 1	Text DNP 1.4		Text DNP 1.4	Text DNP 1.3	Text DNP 1.6	
PMS 623 C, 50% Tint #CDDAD5	Text AA 6.8	Text DNP 2.5	Text DNP 1.4	Text DNP 1	Text DNP 1.4		Text DNP 1.1	Text DNP 1.1	
PMS 4545 C #D6CBA0	Text AA 6	Text DNP 2.2	Text DNP 1.2	Text DNP 1.1	Text DNP 1.3	Text DNP 1.1		Text DNP 1.2	
PMS 4545 C, 50% Tint #E9E3D0	Text AAA 7.7	Text DNP 2.8	Text DNP 1.5	Text DNP 1.1	Text DNP 1.6	Text DNP 1.1	Text DNP 1.2		

Visual Language

IDENTITY

COLOR PALETTE

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FatFrank

Poppins

PT Mono

Hierarchy

PHOTOGRAPHY

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BRINGING IT ALL TOGETHER

NOTE: When using FatFrank set Kerning to optical, and Tracking to 20.

FatFrank

Fat Frank
Outline

FATFRANK HEAVY

AaBbCcDdEeFfGg
HhIiJjKkLlMmNn
OoPpQqRrSsTtUu
VvWwXxYyZz
0123456789

FATFRANK HEAVY OUTLINE

AaBbCcDdEeFfGg
HhIiJjKkLlMmNnOo
PpQqRrSsTtUu
VvWwXxYyZz
0123456789

GOOGLE FONT ALTERNATIVE

(not for external marketing materials)

Montserrat

All weights and styles of Lexend are available for free download through Google Fonts.

Link to Font

fonts.google.com/specimen/Montserrat

SYSTEM FONT ALTERNATIVE

(not for external marketing materials)

Arial Black

All weights and styles of FatFrank are available through an Adobe Font subscription. For detailed instructions on activating the font, visit helpx.adobe.com/creative-cloud/help/add-fonts.html

Link to Font

fonts.adobe.com/fonts/fatfrank

NOTE: Statistics should only be set in Poppins and never FatFrank.

NOTE: Statistics should only be set in Poppins and never FatFrank.

Poppins

POPPINS REGULAR

AaBbCcDdEeFfGg
HhIiJjKkLlMmNn
OoPpQqRrSsTtUu
VvWwXxYyZz
0123456789

POPPINS BLACK

AaBbCcDdEeFfGg
HhIiJjKkLlMmNn
OoPpQqRrSsTtUu
VvWwXxYyZz
0123456789

GOOGLE FONT ALTERNATIVE
(not for external marketing materials)

Lexend

All weights and styles of Lexend are available for free download through Google Fonts.

Link to Font
fonts.google.com/specimen/Lexend

SYSTEM FONT ALTERNATIVE
(not for external marketing materials)

Avenir

All weights and styles of Poppins are available through an Adobe Font subscription. For detailed instructions on activating the font, visit helpx.adobe.com/creative-cloud/help/add-fonts.html

Link to Font
fonts.adobe.com/fonts/poppins

PT Mono

PT MONO REGULAR

AaBbCcDdEeFfGg
HhIiJjKkLlMmNn
OoPpQqRrSsTtUu
VvWwXxYyZz
0123456789

SYSTEM FONT ALTERNATIVE
(not for external marketing materials)

Courier

All weights and styles of PT Mono are available for free download through Google Fonts.

Link to Font
fonts.google.com/specimen/PT+Mono

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FatFrank

Poppins

PT Mono

Hierarchy

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BRINGING IT ALL TOGETHER

HEADER

FatFrank / Heavy
0 Pt. Kerning

HEADER OUTLINE

FatFrank / Heavy / 2 Pt. Outline
0 Pt. Kerning

PILL CONTAINER

FatFrank / Heavy
0 Pt. Kerning

SUBHEAD

Poppins / Bold / All Caps
0 Pt. Kerning

INTRO COPY

Poppins / Bold
0 Pt. Kerning

BODY COPY

Poppins / Regular
0 Pt. Kerning

SPECIMEN CONTAINER

PT Mono / Regular
Hand-Drawn Graphic Mark

The Future
Must Be Found

SOMEWHERE

SOMEWHERE WHERE BEAUTY GETS
YOUR HANDS DIRTY.

Where you sculpt with code and engineer with sound,
and life-changing discoveries are met with heartfelt joy.

A place where tending to the earth is as much poetry
as it is science. Where signal separates from noise and
research reads like a love song. Where a seed of inspiration
can turn into a lifelong passion that crafts careers and
launches industries.

__ / __ / __

X	Specimen	Container
---	----------	-----------

Visual Language

IDENTITY

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TYPOGRAPHY

PHOTOGRAPHY

Lifestyle

Vintage Nature

GRAPHIC MARKS

BRINGING IT ALL TOGETHER

NOTE: These photos should highlight Humboldt students actively engaged in Polytechnic learning or the other aspects of life at Cal Poly Humboldt.

LIFESTYLE PHOTOGRAPHY

Photos used in design pieces should be authentic representations of our academics and campus culture.

- Dynamic, candid portraiture
- Students actively learning
- Students engaging with the landscape
- Lively student life activities and events



Visual Language

IDENTITY
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Lifestyle
Vintage Nature
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VINTAGE NATURE PHOTOGRAPHY

All Photos used in design pieces should be multiplied over a fill of Pantone 4545 to create a unified, warm tone for all photography.

- Warm palette
- Landscape or scientific in nature

Vintage nature photography should only be used as a secondary element while lifestyle photography is being treated as the primary focus.



Visual Language

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PHOTOGRAPHY

Lifestyle

Vintage Nature

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BRINGING IT ALL TOGETHER

VINTAGE NATURE PHOTOGRAPHY CUT-OUTS

Occasionally we mask the background of these photos and layer them over other textures or colors. This should only be done when there is a distinct animal, mineral, or other piece of nature that can easily be seperated from the background, as seen here. These cut-out images should always be reflective the Cal Poly Humboldt landscape.

These cut-outs should be used sparingly and as tertiary design elements. Never put more than two on the same composition.



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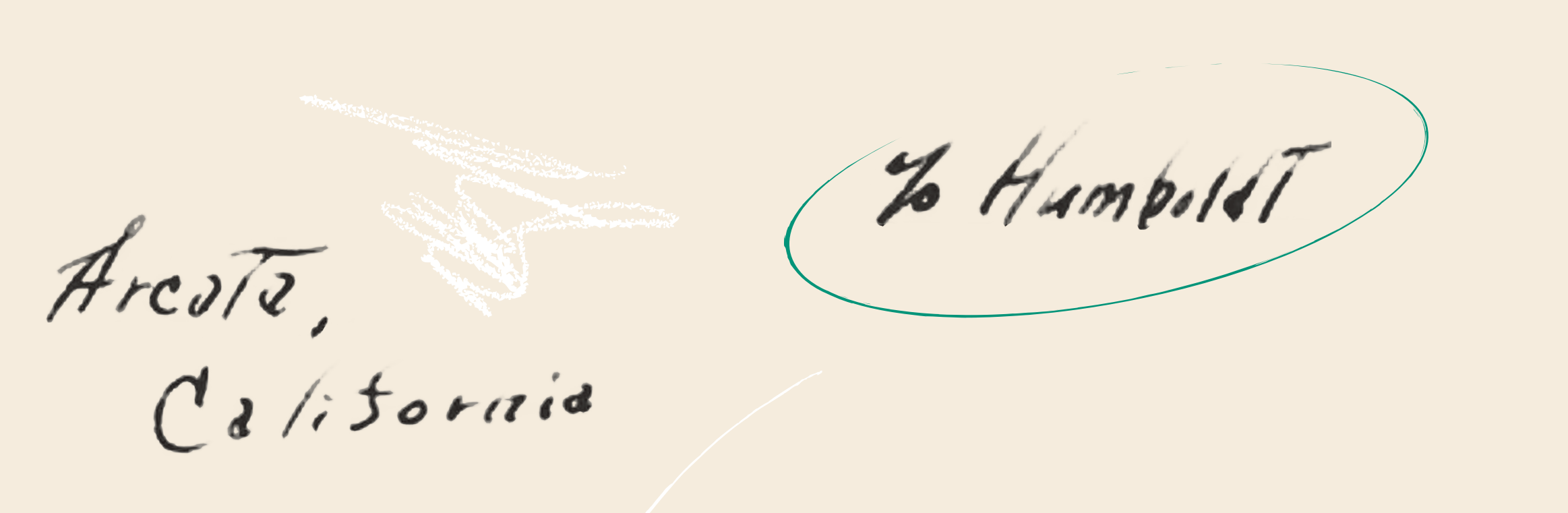
- Halftone Texture
- Halftone How-To
- Hand-Drawn Marks
- Photo Layering
- Logomark on Horizon Line
- Container Shapes

BRINGING IT ALL TOGETHER

Graphic Marks & Textures

In the following pages we will break down the graphic marks and textures that are key to the Cal Poly Humboldt visual language.

These elements are inspired by the hands-on and distinctively human nature that is a Cal Poly. The textural elements and use of layering represent the dynamic and diverse personality of Cal Poly Humboldt.



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BRINGING IT ALL TOGETHER

Half-tone Texture

This half-tone texture is an important layering element that plays with scale and depth. The traditional nature of half-tone images nod to vintage scientific magazines and journals.

The half-tone images we use should always be of landscapes or natural elements. We should not apply a half-tone to contemporary images of students or Cal Poly Humboldt community members.



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BRINGING IT ALL TOGETHER

Halftone How-To

HOW TO MAKE

The halftone filter is essential to creating the vintage look that speaks to the heritage of Cal Poly Humboldt. It also easily creates a texture that can be layered in designs for added interest.

PROGRAMS USED

Photoshop

NOTE

Images with varying resolutions will produce different results with similar settings. Adjust halftone settings until the desired effect is reached.

STEP 1

Open the image in Photoshop and navigate to the **Filter** in the top toolbar. In the drop down menu select **Pixelate > Color Halftone**



STEP 2

Once the **Color Halftone** menu pops-up, do not change any numbers and press **OK**. If the image looks correct, you can save it out in any desired format. If for some reason the image does not look correct, hit undo (Command + Z) and repeat step 1. When the Color Halftone menu pops-up again, change the top number (Max. Radius) slightly by increasing or decreasing it. Repeat this until you are happy with the result.

Do not change the Channel numbers in the Color Halftone menu.



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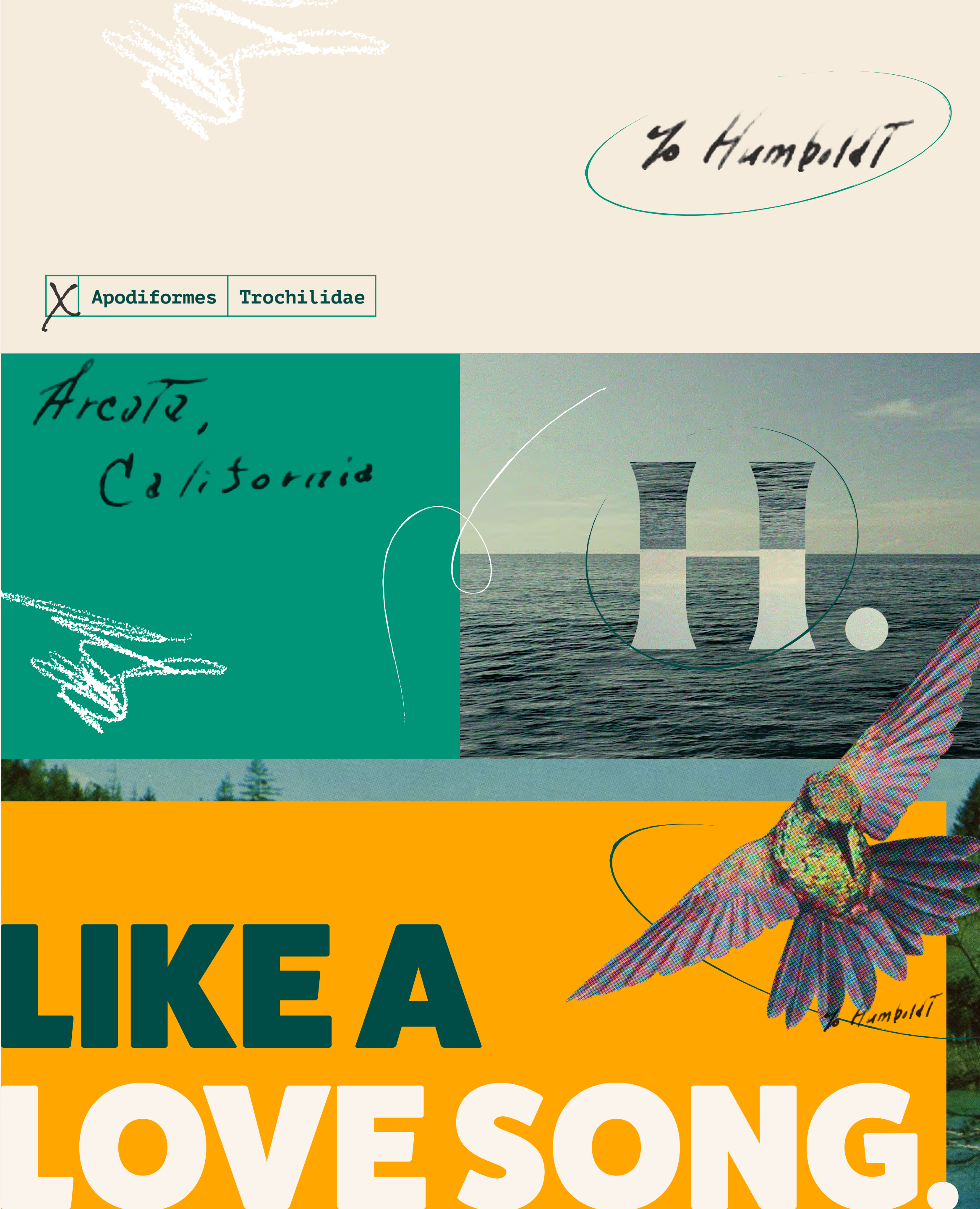
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BRINGING IT ALL TOGETHER

Hand-Drawn Marks

These hand-drawn marks represent the deeply human and creative exploration that is part of the Cal Poly Humboldt experience.

The primary purpose of the elements is to highlight certain parts of the design (like the rectangle layout with the hummingbird or the H. mark on the middle right) or to bring energy to a composition (like the marks on the middle left square or above in the top rectangle). These marks are vector images so the colors can be changed to best fit the layout. They should never be scaled up to a size where the texture of the linework becomes pixelated. Only one or two marks should be used in a composition.



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BRINGING IT ALL TOGETHER

Photo Layering

A key part of the Cal Poly Humboldt visual language is the use of photo layering. By using triangles, squares, and diamond-shaped, photo frames, we can create compositions that have dynamic visual interest. These geometric shapes play with the half-tone patterns, vintage nature photography, and contemporary photography to blend old and new in a way that feels contemporary and fresh.

HOW TO MAKE

Creating these layouts of photo layers is quite simple and consists of geometric frames that are layered together like the examples shown on the right. One particularly unique photo frame is the Cal Poly' H.' icon that we use as a frame, but the image within it is mirrored horizontally. The image behind the H icon and inside it must be the same image.



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Logomark on Horizon Line

The H logomark can be used as a graphic element in compositions by being placed on a horizon line of an image. The perspective of the image brings the viewers eye to the H logomark, emphasizing its importance.

Occasionally the H logomark can also be placed on the edge of two photos that are being used in juxtaposition. In these instances, the cross bar of the H should always be in the very middle of the photos.

LOGOMARK ON HORIZON LINE OF IMAGE



LOGOMARK SPLITTING TWO IMAGES



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BRINGING IT ALL TOGETHER

Container Shapes

Container shapes are a way to create visual interest through layering as well as give the opportunity to highlight specific information. These container shapes are either pill containers that we use as eyebrow headings in a typographic layout or they are larger shapes that hold photos or type. Pill containers should never have more than one line of text inside them.

NOTE
No rounded edges on individual photos.

OUTLINE STROKE
Container shapes should always have a stroke around them in a contrasting color to what the fill might be. The stroke might need to be adjusted depending on the size of the container, but a 1.5 or 2 point stroke seems to work in most instances.

ROUNDED CORNERS
These container shapes should always have rounded corners. The amount of rounding varies depending on the size of the container, but you can use the shapes on this page to get a sense of the amount in contrast to the size. They have a corner rounding of between 22 and 25 pixels.

PILL CONTAINER



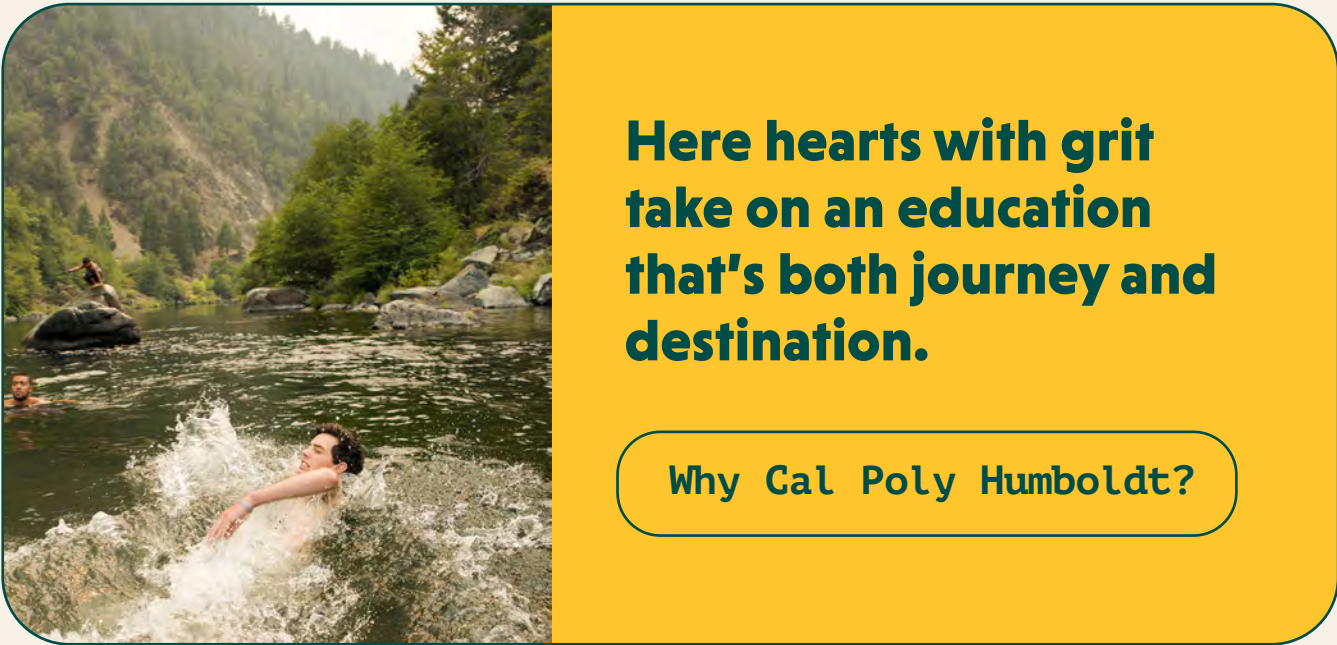
IMAGE CONTAINER



TEXT CONTAINER



IMAGE AND TEXT CONTAINER





Bringing It All Together

Section 04



Bringing it All Together

- IDENTITY
- COLOR PALETTE
- TYPOGRAPHY
- PHOTOGRAPHY
- GRAPHIC MARKS

BRINGING IT ALL TOGETHER

Environmentals

- Posters
- Digital Ads
- Homepage
- Microsite
- Billboards
- Rack Card Template
- PowerPoint Template
- Instagram Story

NOTE: The following examples are for illustration purposes only.



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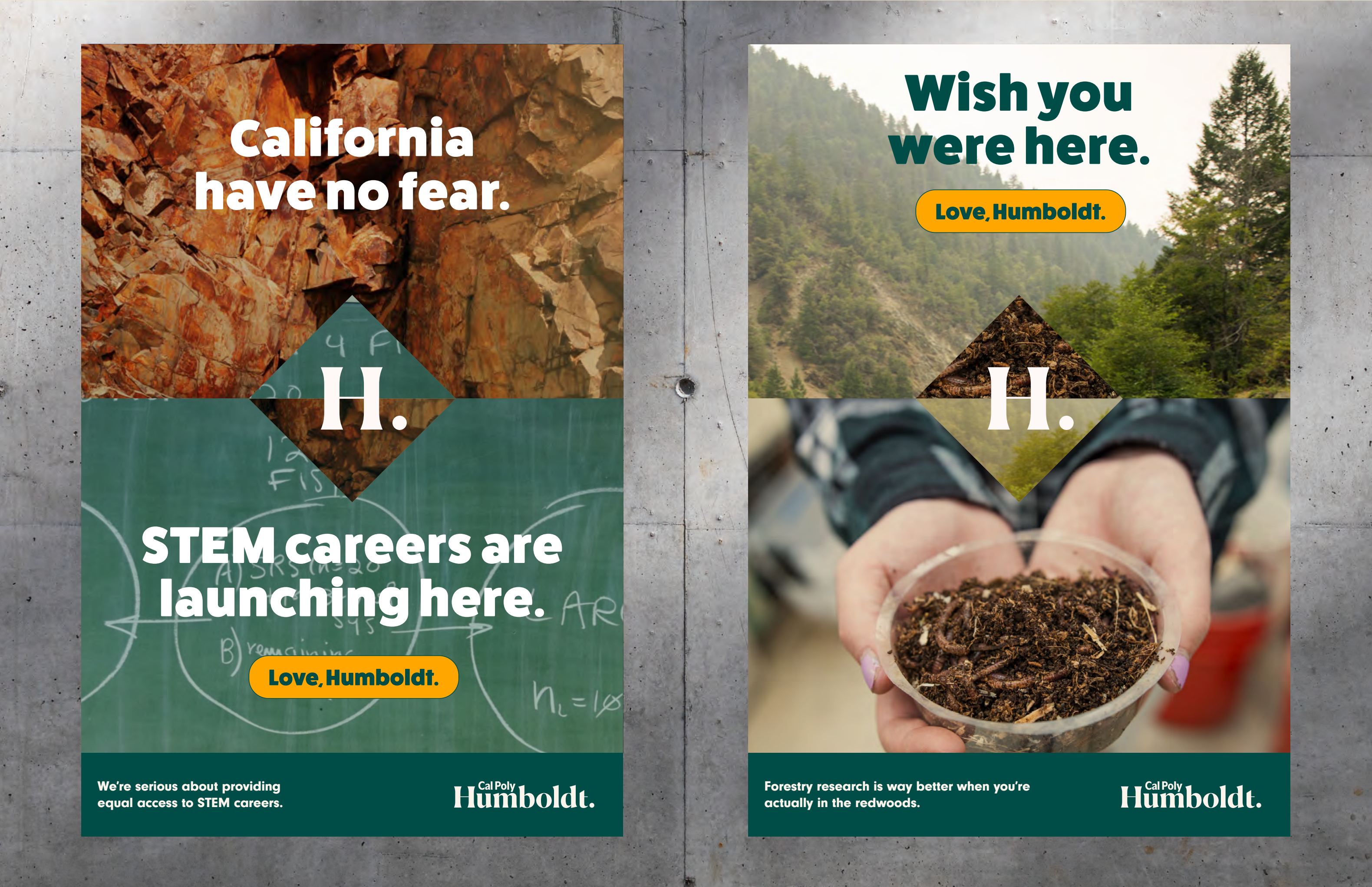
Microsite

Billboards

Rack Card Template

PowerPoint Template

Instagram Story



Bringing it All Together

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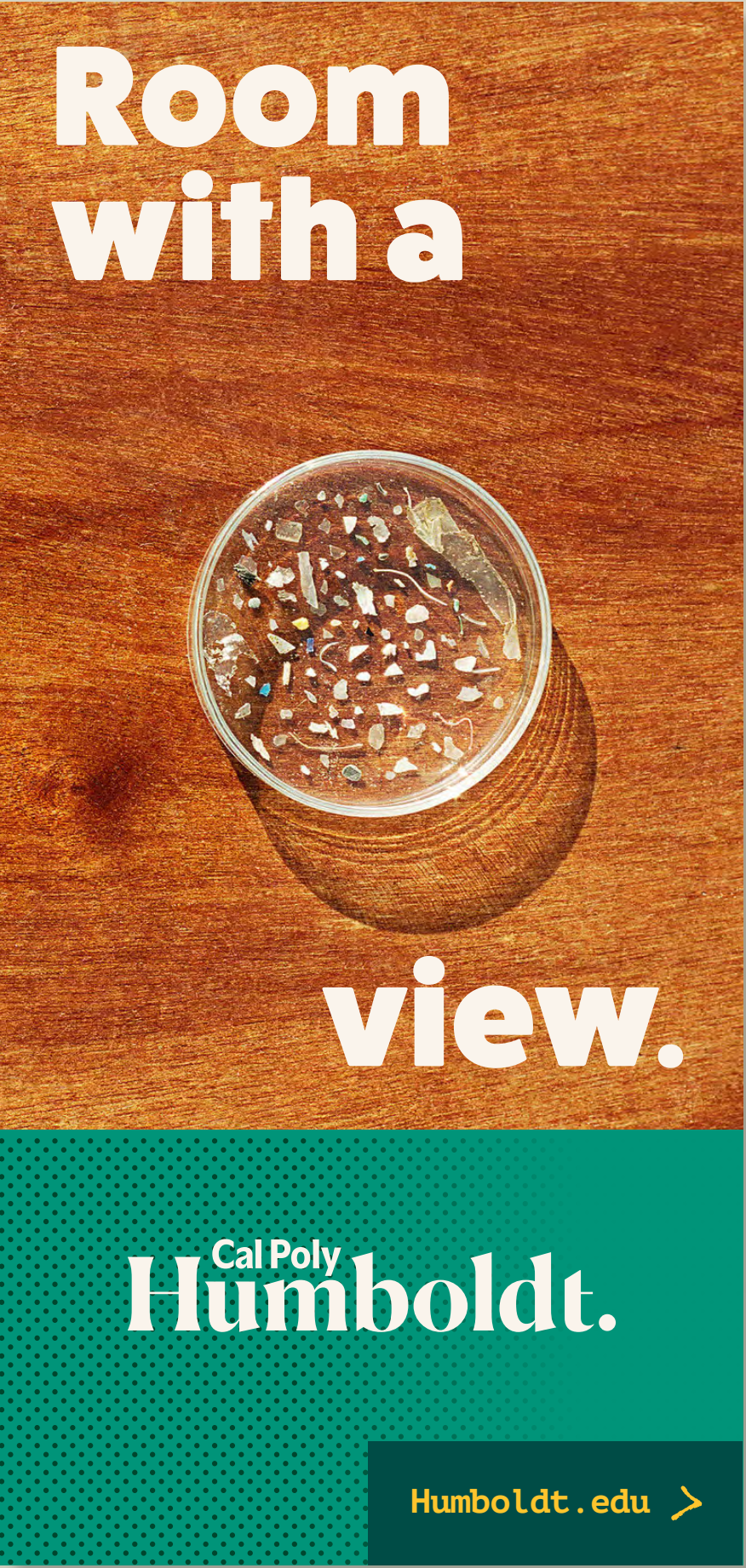
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PHOTOGRAPHY

GRAPHIC MARKS

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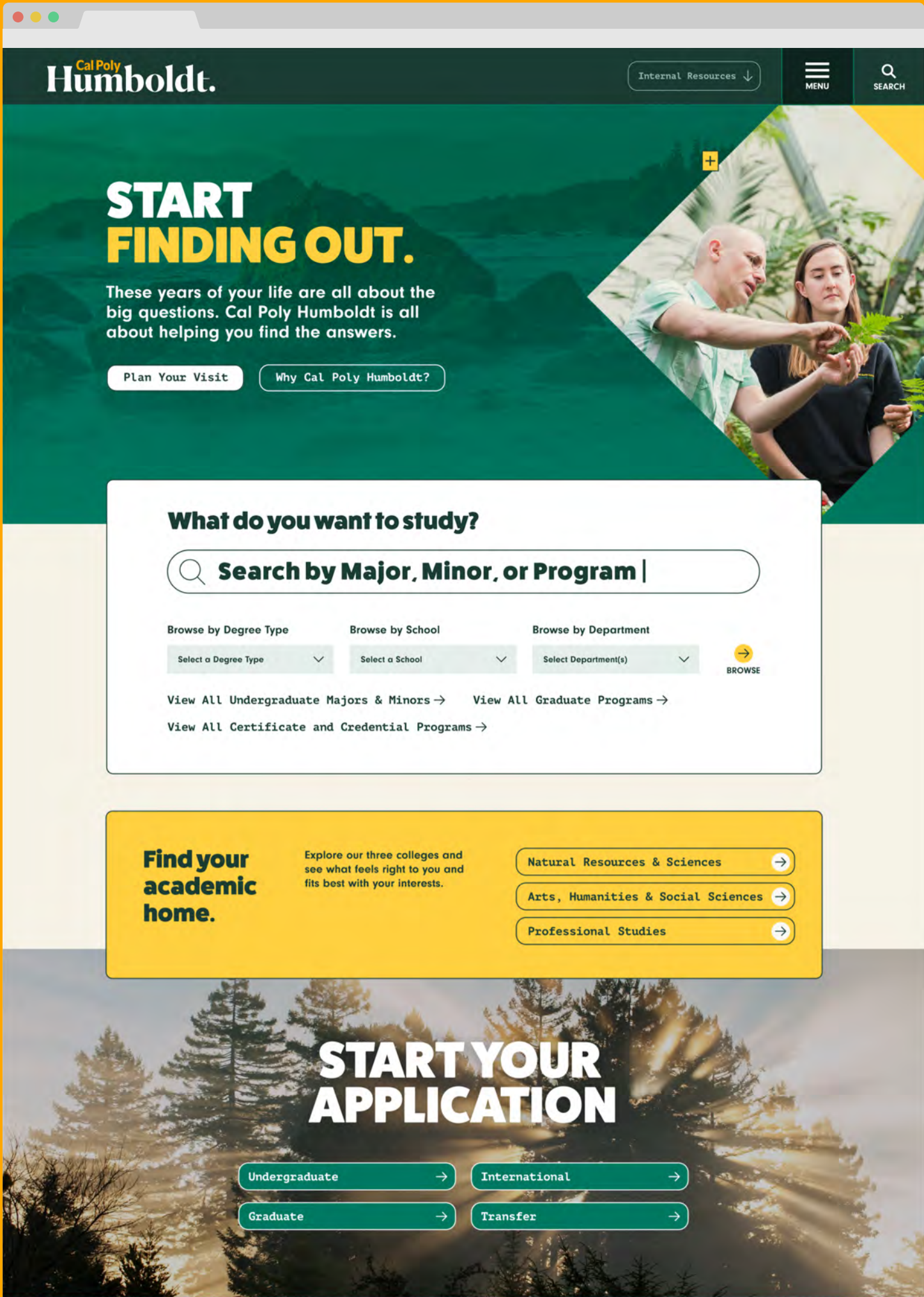
Microsite

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THIS IS WHERE YOUR FUTURE IS FOUND

[View Programs](#)

SEEK OUT YOUR OWN ADVENTURE.

Something about living on the North Coast – and learning from this incredible environment – sparks the imagination like nothing else.

EXPLORE ALL THE POSSIBILITIES.

Merge different fields of study or dive into a single pursuit. Cal Poly Humboldt helps connect your passions to real-life professions.

CRAFT A CAREER (OR LAUNCH AN INDUSTRY).

Our world needs smart and sustainably-minded people to lead the way in every industry. We can't wait to see how you'll shake things up.



Learning should get your hands dirty.

A hands-on academic experience: that's the secret of our success at Cal Poly Humboldt. We believe that if you want to apply your knowledge in the real world, your college education needs to be lived.

[Learn About Academics →](#)



OUTCOMES, AT HOME AND AROUND THE WORLD



ALUMNI ON OUTCOMES

After finishing the Environmental Studies program, I moved to Portland to work at Metro, a regional government and metropolitan planning organization. One of my passions is using cartography to work towards a healthy and just world.

Poige Williams '16



82k

ALUMNI AROUND THE WORLD

92%

PLACEMENT RATE

[Read Story](#)

[Explore Career Services](#)

Section04

Bringing it All Together

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Here, discovery is part of the deal.

Research is woven into your experience at Cal Poly Humboldt. And that can look however you want it to look — whether it's testing the pH balance of redwood soil samples, excavating the prose of Toni Morrison, or probing the mind-boggling questions of quantum theory.

[Explore Research Opportunities →](#)

Arcata, California



We raise one another up.

Natural beauty isn't all that surrounds us. At Cal Poly Humboldt, you're surrounded by people who care about people — about who you are, where you're from, and what you have to say to the world.

[Explore Community →](#)



Show your love for Cal Poly Humboldt.

You can help our students with scholarship support. You can help our faculty with research funding. Everything we do around here is made possible, or made better, by donors like you.

[Give to Cal Poly Humboldt →](#)

LIFELONG PASSIONS.

LIFE-CHANGING EXPERIENCES.

When you love what you do, it's easy for passion to grow into bold new innovation. And it all starts with taking root somewhere you'll grow.





SEE WHAT WE'RE UP TO

[Browse All News →](#)

June 1, 2023

What's in a Rename? A Building that Honors the Wiyot People and Land

To honor the Wiyot land where Cal Poly Humboldt sits, the University officially renamed its student union the Gutswurak Student Activities Center in a ceremony at the building on campus.

[Arts and Entertainment](#)

May 03, 2022

Cultural Graduation Celebrations Highlight Diverse Campus Community

[→](#)

Apr 27, 2022

Cal Poly Humboldt's Outstanding Students of 2021-22

[→](#)

See What's Happening On Campus

[Browse All Events →](#)

Black Graduation Reception

JUNE 01, 2022 • LOCATION NAME

[→](#)

Smash Bros Club Meeting

JUNE 01, 2022 • LOCATION NAME

[→](#)

Art Graduates Exhibition 2022

JUNE 01, 2022 • LOCATION NAME

[→](#)

Pacific Crest Trail Talk with Rees Hughes

JUNE 01, 2022 • LOCATION NAME

[→](#)

Cal Poly Humboldt.

1 Horpst Street
Arcata, CA 95521
(707) 826-5011

LEGAL

Web Accessibility
Privacy Notice
DMCA
Title IX

EMPLOYMENT

Faculty & Staff Employment
Student Employment
Human Resources
Career Center

HEALTH & SAFETY

Dean of Students
Counseling
Parking
Police
Student Food Programs
Student Health & Wellbeing

Connect with us

Contact Humboldt →
Admissions Counselors →

[in](#) [t](#) [f](#) [@](#)

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IDENTITY

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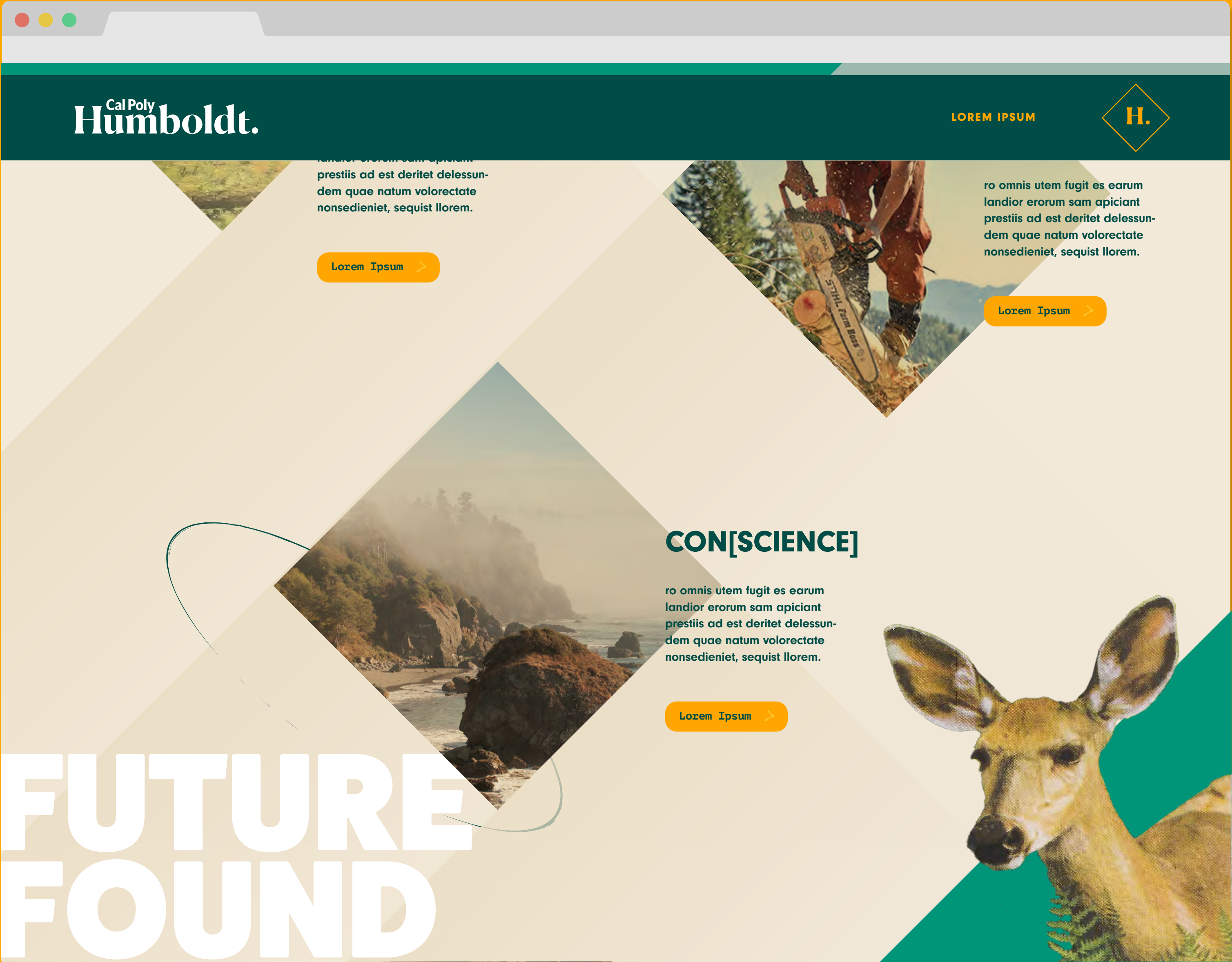
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This is passionate.



This is practical.



Cal Poly Humboldt.

Bringing it All Together

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PHOTOGRAPHY

GRAPHIC MARKS

BRINGING IT ALL TOGETHER

- Environmentals
- Posters
- Digital Ads
- Homepage
- Microsite
- Billboards
- Rack Card Template
- PowerPoint Template
- Instagram Story



This is technology.



This is creativity.



Cal Poly Humboldt.

Bringing it All Together

IDENTITY

COLOR PALETTE

TYPOGRAPHY

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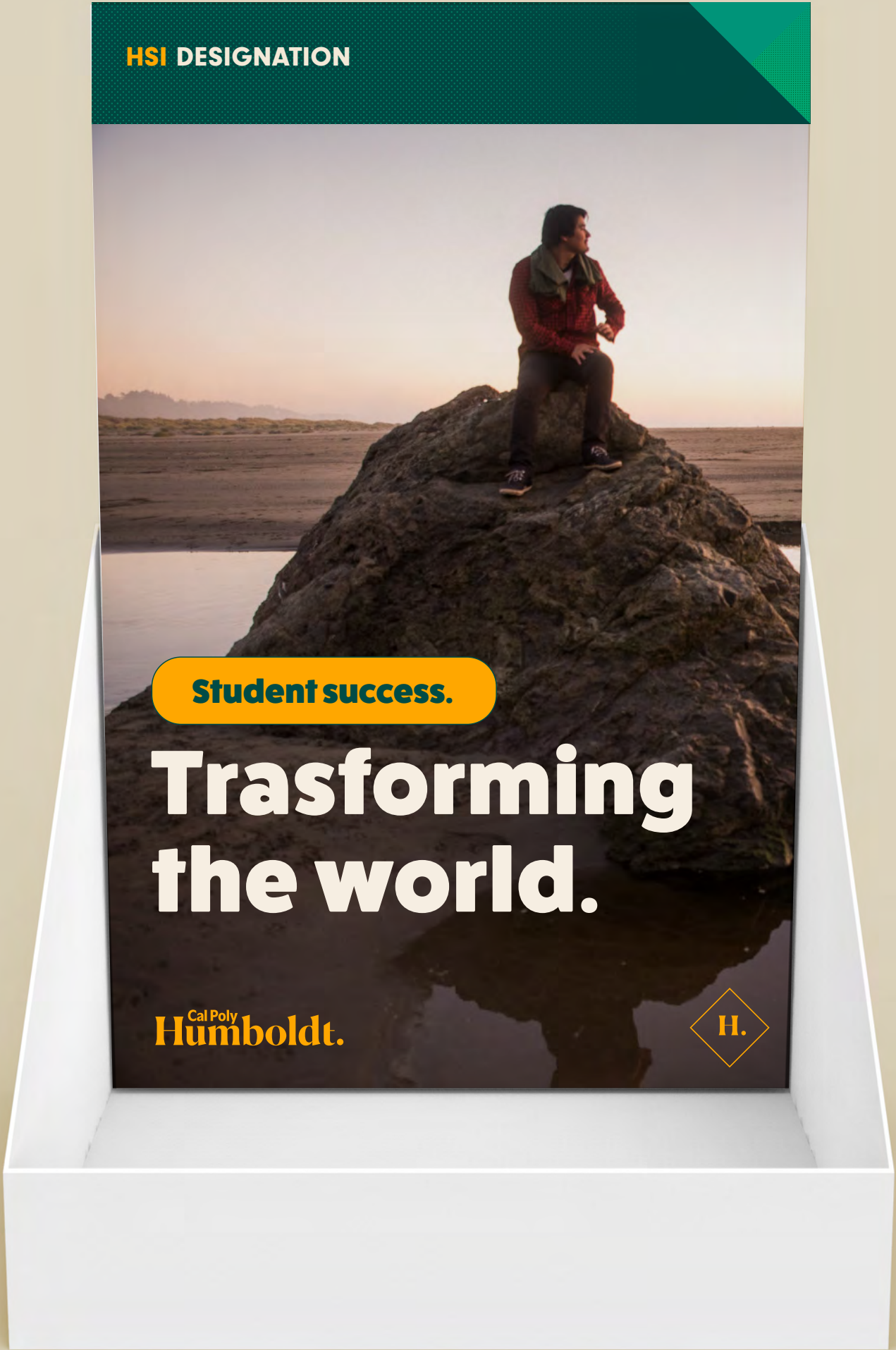
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H.

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Humboldt.

1 HARPST STREET
ARCATA, CA 95521
(707) 826-3011