

THE **CALIFORNIA MARITIME**  
ACADEMY

**POLICY NO. 218**

**ISSUE DATE:** August 1995

**POLICY:** Communications

**REVISION DATE:** September 1, 2000

Identity Standards

**REFERENCE:**

**APPROVED:**

**Policy Statement**

This policy statement establishes visual identity standards and creates a mechanism for assuring Academy wide compliance. Requests for exceptions from these standards must be submitted for approval to the visual identity coordinator in the Office of the President. Following review, appropriate requests may be submitted to the President for final approval. Written approval be obtained before departing from the standards. Requested and final products must be filed with the visual identity coordinator.

While prompted largely by the need for standards in printed and oral communications, it is emphasized that the contents of this policy statement apply equally to electronic communications such as websites.

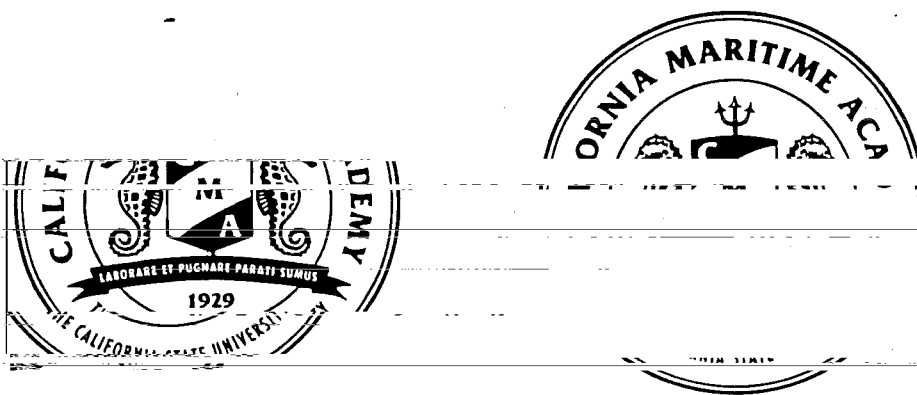
See attached for visual identity details.

## THE SEAL

Seals are traditionally the official emblem of institutions of higher education.

**USES:** The Academy seal is to be used only on documents of a formal or official nature, such as the president's stationery, diplomas, and similar uses. In the past, attempts have been made to use the seal as a logo, but its complexity and detail make it difficult to recall. Therefore, the seal must be separate and distinct from the seal. All commercial and non-commercial uses of the seal *must be approved* by the Office of the President through the designated visual identity coordinator.

## SEAL:



**THE DESIGN:** The seal is primarily navy, aqua, and gold. The seal's inner coat of arms design contains a shield in the center. The shield has three letters "C", "M", "A" on a gold bar across the center of the shield from the top of the right side to the bottom of the lower left side. The "M" is in navy and the "C" and "A" are in gold. Centered below the shield is a scroll in gold containing the Latin phrase in navy colored lettering *Laborare Et Pugnare Parati Sumus*, which translated to American English means "We Are Prepared to Work and Fight." Centered behind the shield is a gold trident with upright forks forming the crest. Below the trident is the year "1929." A gold sea horse facing outward is positioned below the year. The words "California Maritime Academy The California State University" encircle the coat of arms to form the outer seal design. The lettering is in gold on an aqua ring, which the inner circle of the ring border is a navy background fill behind the coat of arms.

**INK COLORS:** The seal must always be printed in navy (PMS 286 B), aqua (PMS 286 C), or C)\*, and gold (PMS 115 U or 1225 C)\*. The seal may be printed in solid black, solid navy, or solid metallic gold (PMS 871 U or C)\* where all gold is printed in the solid color, the aqua and navy are white, and proper line sketches are added to maintain the design. The seal can be printed in reverse, either metallic gold or white on navy.

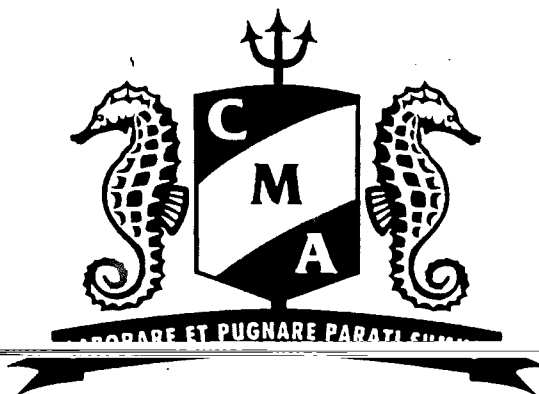
**SIZE:** The official seal should never be reproduced smaller than ½" in diameter.

\*PMS = Pantone Matching System U = uncoated papers C = coated papers

## THE COAT OF ARMS

The coat of arms is the design element within the seal's inner circle. The coat of arms is gold on a navy background. The coat of arms should be 1/4 the width of the seal. The coat of arms may be used on flags, uniforms and other specialized

COAT OF ARMS:



## THE LOGO

People who come in contact with The California Maritime Academy form impressions that shape their opinions and attitudes. Often, this opinion first occurs through visual cues. The Academy must project a clear, consistent, and easily remembered image that reflects the character of the institution.

### LOGO:



The logo, as it appears in this policy statement, is the official logo of The California Maritime Academy. The compass and gear graphic element together with the stylized type make up the logo. The design has been produced in a consistent design of font and size relationships between the graphic and the type have been specified so that the Academy's identity will remain consistent in all applications. The logo is adaptable for sizes ranging from a small business card to large campus signage and vehicles.

Any modification of graphics, type, and spacing is a violation of the Academy's graphic standards. Camera-ready copies of the logo, in both electronic and printed form, are available and should be obtained from the Academy's visual identity coordinator.

### BASIC STANDARDS

- The logo cannot be altered, redrawn, re-proportioned or modified in any way.
- The logo must appear horizontally in all uses. The logo should never be used vertically or on a slant.
- The compass and gear logo cannot be used independently (without the Academy name)
- When reproducing the logo type, it is best to select the exact size needed from the attached logo chart or to be drawn or sized in relation to the attached logo chart. Do not omit "The" and "Academy."
- When printing the logo, it is important that the area surrounding the logo remain free of type or images, so that nothing competes with either as a focus. The entire logo must never appear closer than the length of the compass' northwest subpoint to the edge of the paper or to any other typography or artwork.
- The official colors for the logo are navy (PMS 288 U or 295 C)\* and aqua (PMS 3135 U or C). Please provide these numbers to printers and manufacturers. (The compass points and

subpoints are aqua; the gear, all copy, and diamond tips are navy.) The logo can be reproduced in all-black or all-navy, with the same proportions as shown.

- In the event that the logo is to be used in reverse form, the entire logo should reverse to white paper, out of either navy or black ink only.
- The logo should not be combined with any other symbol, such as the Academy seal or coat of arms.
- Brochures, catalogs, newsletters, and other similar publications may require the use of other typefaces for copy (other than the logo). The *Futura* and *Caslon 540* type faces and other Times Roman types are recommended. The visual identity coordinator is available to provide advice on any concerns that this may raise.

## GUIDELINES AND LAYOUT INSTRUCTIONS FOR STATIONERY AND CARDS

The letterhead with the logo and address information is a visual representation of the institution's recognition as a campus of The California State University, and simplicity of address information. To assure consistency in the visual presentation of the Academy's letterhead, the following guidelines are necessary:

- **INK COLORS:** Letterhead and envelopes with the official logo must be printed in navy (PMS 288) only or black ink only. In the event that a department needs a two-color letterhead or envelope, the print should appear in official Cal Maritime colors: navy (PMS 288) and aqua (PMS 3135) with the bottom line in aqua and addressing in navy.
- **FORMAT:** The position of the logo and address information on the letterhead and envelopes is shown on the attached letterhead and envelope. The content of the letter is justified left margins, aligned with the southern tip of the compass graphic. All papers must always include "A campus of The California State University" centered at the bottom in at least 9/10.5 point size.
- **OTHER SYMBOLS:** No other symbols or devices should appear on the letterhead of academic and administrative departments with the exception of the President's letterhead (to include the official seal) and the Captain's (to include the ship's bear logo). Separate guidelines for auxiliary units will be established. Please contact the visual identity coordinator for information.

- **LETTERHEAD**

**PAPER:** The official letterhead must be printed on 7 1/2" x 11" white stock paper, 20 lb. weight, 8 1/2" x 11" inches in size.

**ADDRESSING:** Address information on letterhead should always appear at the bottom, giving P.O. Box 1392, Vallejo, CA 94500-0644 as the mailing address; 1200 Marina Academy Dr., Vallejo, CA 94590-8181 as the street address; complete phone number with the area code; fax number; and E-mail address. The addressing information must be set in 8/10 point *Futura Condensed* with the department or office name in bold.

**USES:** Letterhead paper should be used only for official external business.

A central letterhead supply will be available for use.

- **ENVELOPES**

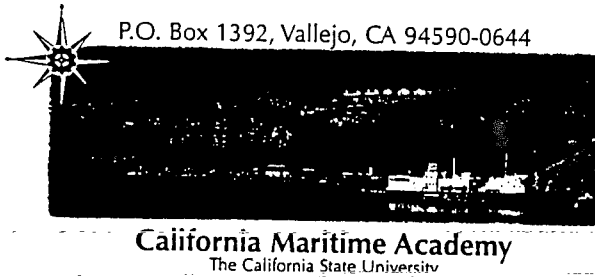
**PAPER:** Envelopes should be in the standard size, manufactured of 20 lb. white stock paper. Envelopes should have a flat flap for processing through the postage machine.

**ADDRESSING:** Address information on envelopes should give P.O. Box 1392, Vallejo, CA 94500-0644. The address must be set in 8/10 point *Futura Condensed* with the department or office name in bold (when on the envelope).

**SPECIAL:** Mailing labels, window envelopes, bulk mail envelopes, or large envelopes

should be printed using the same format as the envelope

- **BUSINESS CARDS:** Business cards are available from the State Printing Office in two designs as illustrated below:



P.O. Box 1392  
 Vallejo, CA  
 94590-0644  
 Fax 707-654-xxxx

Name  
 Title  
 Phone 707-654-xxxx

California Maritime Academy  
 The California State University

Title

FAX 707 654-xxxx  
 xxxxx@csum.edu

A CAMPUS OF THE CALIFORNIA STATE UNIVERSITY

- They should be 3 1/4 x 2 inches and should include name (in bold, 12 point font in regular weight), title, mailing address, complete office telephone number with area code, fax number, and E-mail address.
- **NOTE CARDS:** The logo is centered on the front of the white card (8 x 5 1/2 inches folded to 4 x 5 1/2 inches) with the department name set in *Futura Condensed 9/10.5*. Print A-2 envelopes to match with the return address centered at the top.
- **OTHER PAPERS AND MEDIA:** All other printed material must be printed in black ink, using the logo, ink color, and format guidelines. Limited variations can be approved by the visual identity coordinator.
- **CONTENT:** In all letters and literature that use "The California Maritime Academy" must be used at least once in first reference and/or last reference of copy. "Cal Maritime" or "the Academy" are acceptable phrases in the content of copy. "CMA" (for external) or "CSU Maritime Academy" or "CSU-Vallejo" or other abbreviations are not acceptable. "A campus of The California State University" must be printed in no smaller than 9/10.5 point size at the bottom center of all papers and bottom left of all envelopes (at least 1/4 inch from the bottom edge).

### SOME NON-VISUAL REFERENCES

For all answering machines, telephone greetings, etc. first reference to the Academy must be worded "Cal Maritime, or California Maritime Academy."

### AUXILIARY UNITS

Some units affiliated with the Academy have their own public identity, yet maintain an identifiable affiliation with the

Academy. Examples are the Alumni Association, Foundation, and Naval Science. Addendum guidelines will be established as needed under direction of the Office of the President

## THE COLORS

The official colors of the Academy are navy and aqua. Gold is a tertiary color.

## THE NICKNAME

The athletic nickname for Cal Maritime's athletic teams is the "Keelhaulers." The nickname is exclusively for the Academy's athletic teams.

## THE MASCOT

Cal Maritime's mascot is a bear. (Mascots may be represented by figures, or a simple graphic design.)

## THE TRAINING SHIP

The training ship is called the "T.S. GOLDEN BEAR," an exclusive name for the ship. The name and graphic illustration of the ship and bear logo are solely for California Maritime Academy purposes. When a bear logo is used, the words "T.S. GOLDEN BEAR" must accompany the graphic element.



## RIGHTS TO THE VISUAL IDENTITIES

The name "The California Maritime Academy" visual identities including the seal, coat of arms, logo, mascot, nickname, training ship, and all their derivatives, are the exclusive property of the California Maritime Academy. Reproduction of the official seal and training ship graphic is very limited. Questions regarding their use should be directed to the visual identity coordinator in the Office of the President.

**NON-COMMERCIAL USES:** The name, coat of arms, logo, athletic teams' nickname, and mascot can be used by members of The California Maritime Academy community

for non-commercial, educational purposes only. Appropriate use shall be under the supervision of the visual identity coordinator. Student clubs and organizations are further

encouraged to contribute to the Academy's *traditions for Recognition of One-Campus Clubs and Organizations*

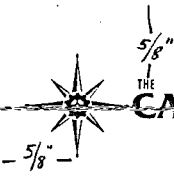


*Organizations, including prior approval by the Office of Student Life.*

~~COMMERCIAL USES. The~~  
~~mascot are subject to campus review and approval by the Office of the President through~~  
the visual identity coordinator.

## WEBSITES

~~Websites that~~  
~~auxiliaries are subject to review and approval by the Campus Webmaster and the visual identity~~  
~~coordinator in the Office of the President.~~



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A CAMPUS OF THE CALIFORNIA STATE UNIVERSITY

P.O. Box 1392  
Vallejo, CA  
94590-0644

200 Maritime Academy Drive  
Vallejo, CA  
94590-0101

707-654-1000

707-654-1001  
WorldWideWeb  
<http://www.csom.edu>



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