

Branding at Cal Maritime: Resources and Guidelines

Aziza Jackson

Director of Public Affairs & Strategic Communications

November 29, 2022

The background image shows a waterfront promenade with several tall palm trees in the foreground. In the background, there is a large building with a complex metal structure, possibly a bridge or a modern architectural feature. The sky is overcast. The overall scene is a bright, outdoor setting.

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Director of Public Affairs & Strategic Communications (M)26 (E) Figure



BRANDING AT CAL MARITIME: RESOURCES AND GUIDELINES

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WHY BRANDING?

We are one Keelhauler family – we need to look like it.

The Cal Maritime brand represents us all: our cadets, our alumni, our staff, our faculty, and our administration. When we all use the same fundamental components, and communicate with a shared voice, we can tell a more powerful story. There are brand and style guidelines currently in place that are designed for this reason. There are also more nuanced resources currently in development. They are here to help us all tell this story more effectively — and to properly represent the Cal Maritime brand in our work.

Our brand defines how others see us.



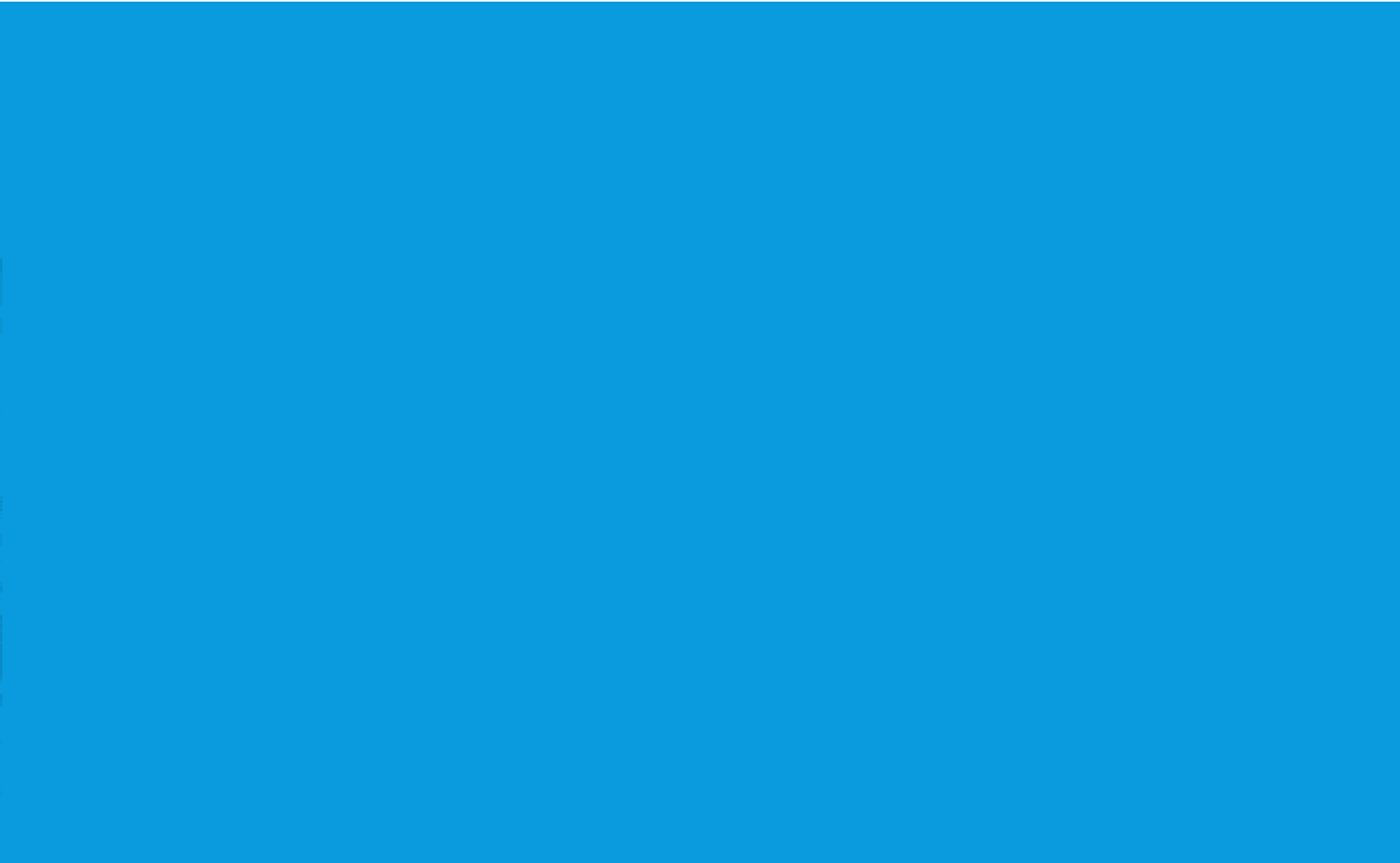
To protect Cal Maritime's name, reputation, and legal rights, we must all have a clear understanding of brand protection and its importance.

For starters, our trademarks here are required in all official Cal Maritime publications and are subject to branding approval by the Office of Public Affairs and Strategic Communications.

MAKING OUR BRAND ACCESSIBLE

Being inclusive is synonymous with being a public university and being a part of the California State University system. We need to fully include everyone who engages with us from our colors and typefaces, images and alt text, audio and video content, and semantic HTML content and structure.

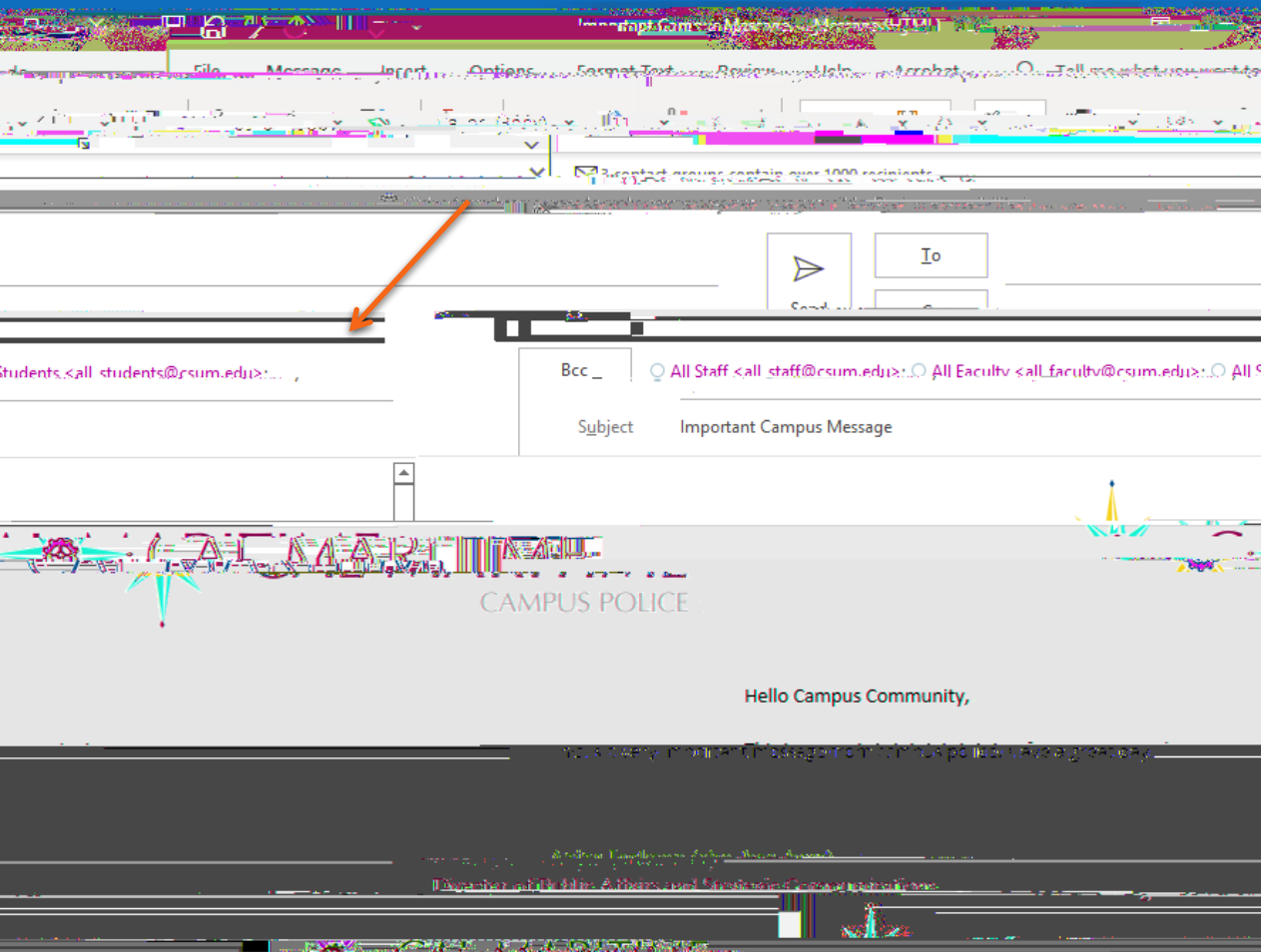
Accessibility is not optional. It is a mandatory mindset and practice for everyone working in the Office of Public Affairs and Strategic Communications.



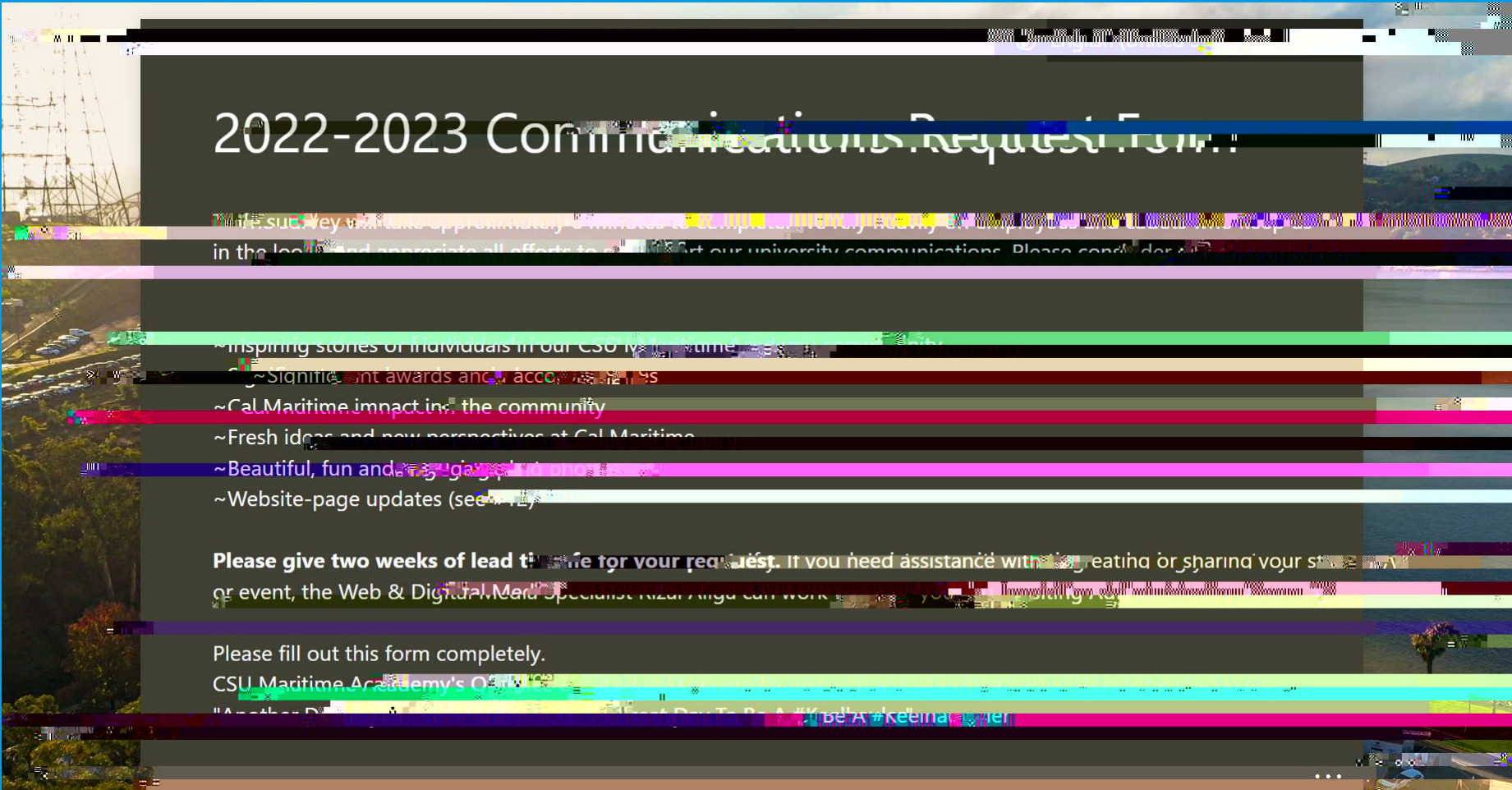
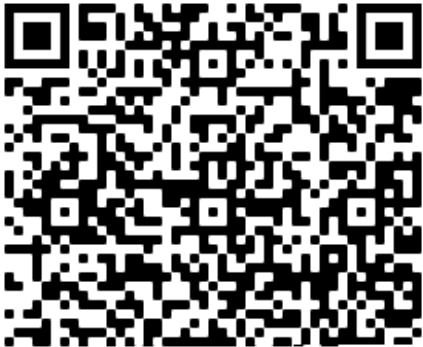
CURRENT BRANDING RESOURCES: BRAND STANDARDS & STYLE GUIDE



CURRENT BRANDING RESOURCES: DEPARTMENTAL LOGO LOCKUPS



CURRENT BRANDING RESOURCES: COMMUNICATIONS REQUEST FORM



Our Comms Request Form was created to help manage the flow of requests from website updates to campus news and social media submissions.



QUESTIONS?