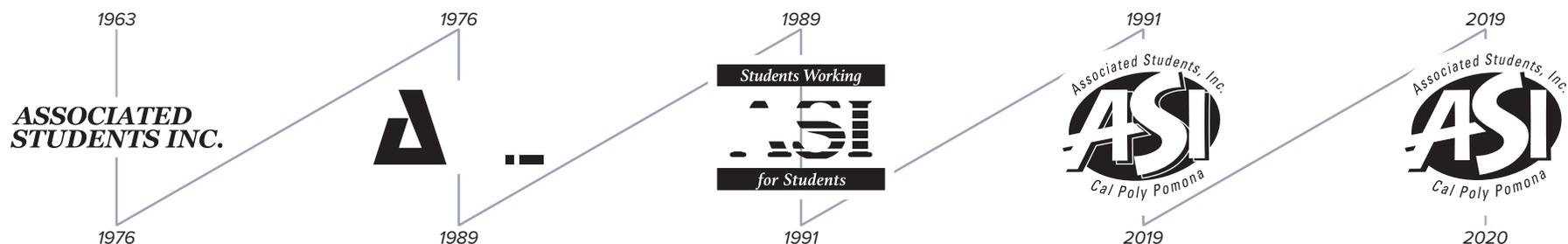




# ASICPP

**Graphic Standards Manual**  
Ver. 020720



Cal Poly Pomona’s Associated Students Inc. (ASI) is an ever-evolving organization made up of passionate pro-staff, engaged student leaders and talented student employees. Since our inception in 1963, we have grown to more than 500 employees; we’ve won the vote for and built three buildings dedicated to student success; and developed numerous programs and events tailored to entertain, buildup, inform, and ultimately improve the Cal Poly Pomona student experience. In addition to all of these advancements on campus, marketing and branding has dramatically evolved with the implementation and now-common use of the Internet and social media around the world. We continue to evolve with it.

Throughout this fifty-seven-year organizational evolution, our logo has changed along the way. With each new

logo came a renewed energy and the reminder that ASI is moving with positive momentum. Our previous logo—first appearing in 1991—lived a long life, becoming to many the symbol of what an enhanced student experience was all about. As we enter a new decade with 2020, ASI is thrilled to continue its evolutionary path with this exciting new logo and company colors.

Keeping with tradition, this logo was student designed.

Visit our website to hear the full story on this exciting new mark.

[asi.cpp.edu](http://asi.cpp.edu)





### ABOUT THESE GUIDELINES

Our logo is a visual symbol of ASI and is one aspect of our brand. Just like we want students to find consistent value in our programs, events and services, we want them to experience consistent use of our logo. Consistent use of our logo is pivotal in helping our audience understand what it symbolizes. These guidelines lay the groundwork on how we as an organization can work together to maintain consistent use of our logo.

### WHEN TO USE IT

For internal use, our primary logo is to be used in almost all instances including stationery, envelopes, business cards, email, office documents, building signage, marketing, social media, etc. The Marketing, Design and Public Relations department (MDPR) can help you create document templates or redesign your current documents to ensure appropriate placement and consistent use of the logo.

When used external to ASI, the logo should be used when ASI is being

represented as a partner. This is at the discretion of the ASI representative.

### WHERE TO GET IT

The new ASI primary logo has been emailed to all ASI staff in both PNG and JPG format. It can also be found on the SAN, under the following path:

*[ASI>ASI.Resources>ASI Branding](#)*

If you are not a part of ASI and have need of the ASI logo you can download it from our website at [asi.cpp.edu](http://asi.cpp.edu).





**SIZE**

In order to maintain readability, the ASI logo should not be reproduced smaller than the following sizes:

Primary and Secondary Logos:



All Department Logos:



**LOGO DON'TS**

Our new logo was built very intentionally and should not be adjusted in any way. When using the primary logo or any other logo found in this manual, please avoid the following:



The logo should not be skewed or distorted



The logo should not be combined with other logos and trademarks through integration



The logo should not be combined with other logos and trademarks through close proximity



The logo should not be isolated inside shapes as seen here



The logo should not be placed over textures or imagery that disrupts its readability



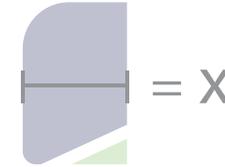
The logo should not be mirrored or flipped



The logo should not be altered or embellished



The logo should not be positioned at an angle



**CLEAR SPACE**

To ensure the integrity of the logo, it is surrounded with clear space. A clear zone must be maintained when using the logo. No text or graphic elements should appear in this clear zone. The separation from other elements is critical to maintaining the figure-ground relationship of the form and to ensure a strong visual impact. When surrounding graphic elements visually compete with our logo, clarity and impact is reduced. This same rule applies when working with any other logos found in this manual.

Examples





# ASI Cal Poly Pomona

Standard Version

## SECONDARY LOGO

Our secondary logo is intended as a support to our primary logo. It offers additional information in the full title of our university that will help those not familiar with the university. It should be used on applications where our ASI website is not found or when it's intended for off-campus purposes. Examples include off-campus marketing or high-end merchandise for ASI staff. The secondary logo will never be paired with a department name.

To obtain our secondary ASI logo, please contact ASI MDPR at [asimdpros@cpp.edu](mailto:asimdpros@cpp.edu).



# ASI Cal Poly Pomona

Horizontal Version





# ASICPP

## Campus Recreation

### DEPARTMENT LOGOS

Below are all official ASI department logos. These are to be used as needed for marketing and merchandise. New department logos must be created through ASI MDPR. To acquire these logos please contact ASI MDPR at [asimdprops@cpp.edu](mailto:asimdprops@cpp.edu).





## SPECIALIZED LOGOS

These logos have been approved as entities of ASI and will be used on various marketing materials in a manner similar to our ASI logo. For specific information on each logo, please contact MDPR. Our BEAT logo must always be paired with our primary ASI logo. The Campus Crop logo must always be paired with either our Primary ASI logo or our ASI website.



ASI Alumni



ASI Elections



ASI Unfolded



Aspire 2 Inspire



Bronco Events and Activities Team



Bronco Exhibit Gallery



The Campus Crop



Children's Center



Emerging Leaders



Poly Pantry



**PANTONE 7694 C**

CMYK 100%, 57%, 9%, 52%

RGB 1, 66, 106

HEX 01426A



**PANTONE 360 C**

CMYK 63%, 0%, 84%, 0%

RGB 108, 194, 74

HEX 6CC24A

Primary Color Palette

**COLOR**

We have a new color palette along with our new logo. Primary blue and primary green are the main colors of our brand and should be used more than any of our secondary colors. Our secondary color palette is meant to be used as a complement to our primary colors.

Our logo should be used with its primary color palette whenever possible. On dark backgrounds, when poor contrast prohibits the primary color palette to be used, the primary green and white version should be used. On light backgrounds, the primary blue and white version should be used.

When printed in black and white the logo should appear in white on dark backgrounds and black on light backgrounds.

When the logo is positioned over photography, it should be placed in a neutral area with nothing interfering with the logo's readability.

Secondary Color Palette

**PANTONE 2935 C**

CMYK 100%, 52%, 0%, 0%

RGB 0, 87, 184

HEX 0057B8



**PANTONE 348 C**

CMYK 96%, 2%, 100%, 12%

RGB 0, 132, 61

HEX 00843D



**PANTONE 7549 C**

CMYK 0%, 22%, 100%, 2%

RGB 225, 181, 0

HEX FFB500



**PANTONE 7502 C**

CMYK 6%, 14%, 39%, 8%

RGB 206, 184, 136

HEX CEB888





## ADVERTISING & PROMOTIONAL MATERIAL

Check with MDPR before using the logo on posters, banners, products, websites, packaging or other commercial product use that was not created by MDPR.

## DESTINATIONS

ASI operates three buildings: The Bronco Recreation and Intramural Complex (BRIC), the Bronco Student Center (BSC) and the Children’s Center. Within these buildings are various locations. These buildings and locations will not be branded with unique identifiers or logos separately from ASI. They are treated as destinations, and ASI will not brand destinations\*. Below is a list of commonly used locations\* and how they should be treated.

- Bronco Recreation and Intramural Complex:** Rarely referred to by its full name within design. Use BRIC unless instructed to do otherwise. When referencing the BRIC, a building number is not required.
- Bronco Peak:** No other labeling is required.
- BRIC poolside lounge:** “Poolside lounge” is set as lowercase unless done stylistically in a different way. Use when referring to the deck or lounge.
- BRIC pool:** This is in reference to the entire pool area (pool and deck).
- BRIC, Studio (A, B, C or D)**

- BRIC (first, second or third) Floor:** This is paired with specific areas such as basketball courts if the designer and coordinator choose.
- BRIC courts:** Listed as basketball court, MAC, racquetball courts, etc.
- Bronco Student Center:** The full name is used interchangeably with BSC. The building (or Bldg.) number is always included.
- Games Room Etc.:** Must include building and room number. May be referred to as GRE on second reference.
- BSC Center Court:** Must include building number.

- Solaris Lounge:** Must include building and room number.
- BSC meeting and conference rooms:** Must include building and room number. The building should always be listed before the room number.
- Children’s Center:** Must include building number and room number.

*\*Locations will always be used in this manner unless the Communications, Social Media, and External Relations Coordinator directs otherwise.*