

CAL STATE  
**EAST BAY**

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B R A N D B O O K

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## INTRODUCTION

Welcome to the Cal State East Bay Brand Book — Expressing our Brand Clearly and Consistently

The university has embarked on an initiative to raise its profile and strengthen its ties with various audiences. Our objectives are many:

- To become the “first choice” of motivated applicants and their families
- To instill pride of place among existing students, faculty, staff and alumni
- To encourage the Bay Area business community to engage with our programs and hire our graduates
- To gain recognition and respect for our many achievements, our contributions to the community, the caliber of education we offer, and the quality of our graduates

To achieve these goals in a cluttered media environment, it is essential that we develop a distinct brand, and that we express it consistently, both in words and visuals.

This book is intended to help you be an effective brand champion while bringing optimal consistency to our communications. Specifically, it covers:

- Key messages for informing written and verbal communications.
- Nomenclature guidelines for identifying the university.
- Visual identity standards for the proper use of the university logo, colors, typography and other visual elements.

### Approval Process

University Communications must approve any communications materials prior to publication or posting. Submit a PDF of the material to [university.communications@csueastbay.edu](mailto:university.communications@csueastbay.edu).

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## WHAT IS A BRAND?

A brand is often narrowly defined as the name and symbol that distinguish a product, service or organization. In modern use, however, the term has come to mean much more than the “brand name” and logo. For an enterprise such as a university, a brand encompasses an entire set of attributes that influence an audience’s perception of the organization. Just as the words and deeds of our administration, staff and faculty impact the perception of the university, so do the visual imagery, language and tone of voice we use to communicate.

***“The visual imagery, language and tone of voice with which we communicate all influence how people perceive the university.”***

Many marketers say that “a brand is a promise,” meaning that a brand creates an expectation of a positive experience on the part of the audience. That is why it is important to be consistent in the expression of our brand through images, words and our everyday interactions.

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# OUR BRAND STORY

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## UNIVERSITY MESSAGING

The university's brand story can be summed up in three words: location, population and motivation. These are the three "pillars" of our message architecture.

Our brand promise can be summarized as "a real-world education."

Let's dig into what we mean by these words and phrases:



**LOCATION:** Cal State East Bay is located in the most populous, dynamic and diverse region of the Bay Area. The East Bay is experiencing rapid economic growth and an influx of innovation and cultural change. Cal State East Bay is a big part of that. We are "the East Bay's university."

**POPULATION:** Cal State East Bay's student body, faculty and staff are among the most culturally diverse in the nation — reflective of the multicultural mosaic that is the East Bay, and the future of California. Most of our students represent the first generation in their families to earn a college degree.

**MOTIVATION:** Our students have worked hard to get here and they're committed to their education. Our staff and faculty are driven to provide them the support they need to be successful. Employers value the positive, "self-starter" attitude our graduates bring to their jobs.

**A REAL-WORLD EDUCATION:** Cal State East Bay students graduate equipped with the skills and knowledge today's workplace demands. Our programs are as close to real-world experience as a student can get before entering a career. This is a benefit not only to our students, but also to the regional economy and the communities we serve.

Remembering our three key messaging pillars and our brand promise will enable you to tell our brand story in your own words whenever the opportunity arises.

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## MESSAGE ARCHITECTURE

Here is an example of how the messaging architecture might be used to talk about Cal State East Bay:

**“The East Bay is a region on the rise.** You can feel the energy. Hot companies are moving here and creating more jobs. Downtown Oakland is undergoing a cultural and creative renaissance. People are moving here from across the bay in search of a more affordable, higher quality of life. Some see the East Bay as the Bay Area’s next frontier of innovation and growth.”

“Cal State East Bay is in the perfect place to participate in the East Bay’s ascendance. We really are the East Bay’s university, serving the entire region. **We have been named as one of the most diverse universities in the nation, reflective of the communities our students come from.** Most of our students are the first in their families to attend college. They are highly motivated to work hard, graduate, and make an impact in their chosen fields. Our educational programs prepare them with the real-world skills and knowledge that an innovation-driven workplace demands.”

**We really are the East Bay’s university, serving the entire region.**



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## OUR TAGLINE

# Rising in the East

Our tagline is a concise, memorable expression of our brand that engages audiences on an emotional level.

Using the metaphor of a sunrise and the dawn of a new day, the tagline expresses our optimism about our future. It communicates that Cal State East Bay, like the East Bay itself, presents exciting opportunities.

“Rising” speaks to the accomplishments of our faculty, the aspirations of our students, and the strengths of the communities we serve. By explicitly saying “in the East,” we express our affinity for the East Bay and signal to the rest of the Bay Area that big things are happening on our side of the bay.

A tagline, above all, must be true — and ours is by any measure. It is a rallying cry in which the entire university community can take pride.

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## **BRAND CHARACTER GUIDELINES**

People identify with an institution for both logical and emotional reasons. The logical side of the brain says, “This institution fulfills my needs.” The emotional side says, “I like this institution; being associated with it makes me feel good.”

Brand character refers to those attributes that trigger an emotional response and connection: not just “what” we are but “who” we are — our personality.

Here are some words that convey the Cal State East Bay brand character:

✓ **Authentic**

✓ **Real-World**

✓ **Diverse**

✓ **Inclusive**

✓ **Approachable**

✓ **Social**

✓ **Inquisitive**

✓ **Tenacious**

✓ **Enthusiastic**

✓ **Engaged**

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## BRAND CHARACTER GUIDELINES

Cal State East Bay is not:

- ~~Elite~~
- ~~Exclusive~~
- ~~Ivory Tower~~
- ~~Cloistered~~
- ~~Aloof~~
- ~~Theoretical~~
- ~~Brash~~
- ~~Laid Back~~
- ~~Status Conscious~~
- ~~Party School~~

As we craft communications for the marketplace, it is useful to keep brand character in mind and to ask, “Is this reflective of who we are?” It is one more measure that helps improve consistency in our communications.

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# UNIVERSITY NAMING CONVENTION

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## STANDARD/COMMON NAME

# CAL STATE EAST BAY

“Cal State East Bay” is the most commonly used name for the university and the name by which we would like to be known by the outside world. It is the preferred name for most communications and appropriate for all audiences, both internal and external.

## FORMAL/OFFICIAL NAME:

# CALIFORNIA STATE UNIVERSITY, EAST BAY

California State University, East Bay” is the university’s official name. Its use should be restricted to institutional materials or formal documents, such as diplomas, contracts, grant proposals, and formal correspondence. When used in text, it should always include the comma after “University” (not a dash). In text with multiple references to the university, the formal name may be used as the first references, and “Cal State East Bay” for all subsequent references.

## USE OF “THE UNIVERSITY”

In conversation, correspondence, and written materials in which the university name has been established, we often refer to ourselves as simply “the university.” There is a tendency among institutions to capitalize the word “University” in this context. However, this practice should be discouraged. Unless the word appears as part of our formal name, it should be written with a lowercase “u” as in “the university.”

## USE OF “EAST BAY”

The nickname “East Bay” is often used by students (“I go to East Bay”), in athletic coverage (“East Bay topples Sac State”) or in internal communications (“East Bay Today”). While it is certainly acceptable for informal, internal communications, bear in mind that it may be meaningless outside the university community without the “Cal State” context.

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## ACCEPTABLE ABBREVIATIONS

With rare exception, abbreviations should not be used as the lead or primary designation for the university.

- ✓ **CSUEB** often appears on athletic and informal university apparel. Its use in writing should be limited to internal correspondence and communications.
- ✓ **EB** appears on athletic uniforms and in contexts that promote school spirit. It is generally acceptable for informal use.
- ✓ **csueastbay.edu** is the university website URL and email domain. Outside of those applications, “CSU East Bay” should be avoided.

## NAMES TO AVOID

- ~~CSU East Bay~~
- ~~Cal State University East Bay~~
- ~~East Bay State~~
- ~~Cal State Hayward~~
- ~~Hayward State~~

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***“Cal State East Bay” is the most commonly used name for the university and the name by which we would like to be known by the outside world.***

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# VISUAL IDENTITY

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## VISUAL IDENTITY ARCHITECTURE

Consistent application of the university's visual identity (commonly called the logo or mark) is the cornerstone of a consistent brand. The university's identity system is limited to just a few variations to make it easy to follow. Proper usage of each of the marks on this page is explained in the pages that follow.

CAL STATE  
EAST BAY



CAL STATE  
EAST BAY



CAL STATE  
EAST BAY

COLLEGE OR DIVISION  
DEPARTMENT OR PROGRAM

CALIFORNIA  
STATE  
UNIVERSITY,  
EAST BAY



CALIFORNIA STATE UNIVERSITY, EAST BAY

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## SIGNATURE MARK



The signature mark is comprised of the Cal State East Bay logotype and the university seal. It juxtaposes a sense of tradition, embodied in the seal, and the bold and contemporary character of the logotype. It is the mark that appears on university letterhead and business cards. The signature mark is reserved for formal, core functions of the university, including official communications, messages from the administration, colleges and departments, and documentation between the university and its constituents.

## SIGNATURE MARK COMPONENTS



The signature mark should always be reproduced exactly as shown, with no alteration to the components or the proportions between them. The mark should not be encroached by text or imagery; it should always have a clear space on all four sides that is at least equivalent to the height of the “East Bay” lettering.

To ensure proper reproduction of the signature mark, please obtain an electronic artwork file from University Communications at [www.csueastbay.edu/ua/communications/identity/index.html](http://www.csueastbay.edu/ua/communications/identity/index.html)

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## SIGNATURE MARK COLORING



CAL STATE  
EAST BAY

FULL COLOR SIGNATURE MARK



WHITE/RED SIGNATURE MARK (PLACED ON DARK BACKGROUNDS)

60% BLACK



CAL STATE  
EAST BAY

TWO-COLOR SIGNATURE MARK

60% BLACK



CAL STATE  
EAST BAY

ONE-COLOR SIGNATURE MARK



WHITE/RED SIGNATURE MARK (PLACED ON GRAY BACKGROUNDS)



BLACK/RED SIGNATURE MARK (PLACED ON RED BACKGROUNDS)

These are the authorized color variations of the signature mark. No other colors should be used.

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## INTEGRATED SIGNATURE MARKS



CAL STATE  
EAST BAY

COLLEGE OR DIVISION

DEPARTMENT OR PROGRAM

POSITION 1: COLLEGE OR VP OFFICE // WHITNEY BOLD  
TRACK OUT TO DOTTED LINES

POSITION 2: DEPARTMENT OR PROGRAM // WHITNEY  
BOLD 60%; MATCH TRACKING OF POSITION  
1, DO NOT TRACK PAST DOTTED LINES

LOGO COLORS ■ PMS 199 ■ BLACK

The signature mark can incorporate the name of a college or division and a specific department or program. This sub-branding should follow the specifications and proportions detailed above. The division or college name and department or program name should not exceed the width of the “East Bay” lettering.

To ensure proper reproduction of an integrated signature mark, please obtain an electronic artwork file from University Communications at [www.csueastbay.edu/ua/communications/identity/index.html](http://www.csueastbay.edu/ua/communications/identity/index.html)

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## SIGNATURE MARK BEST PRACTICES



CAL STATE  
EAST BAY

The signature mark should always be produced exactly as shown in full-color applications, or within the authorized color variations shown on the preceding page. Otherwise, the seal, coloring, type fonts and proportions of the mark should never be altered, nor should extra words or design elements be added.



~~CAL STATE  
EAST BAY~~

DO NOT ALTER THE COLORING



~~CAL STATE  
EAST BAY~~

DO NOT SKETCH OR SKEW



~~CAL STATE  
EAST BAY~~

DO NOT ALTER THE SEAL



~~CAL STATE  
EAST BAY~~

DO NOT ALTER THE TRANSPARENCY



~~CAL STATE  
EAST BAY~~

DO NOT ROTATE



~~CAL STATE!  
EAST BAY~~

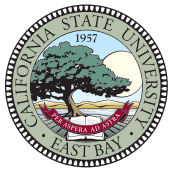
DO NOT ALTER THE TYPE

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SIGNATURE MARK WITH TAGLINE



CAL STATE  
**EAST BAY** Rising in the East



CAL STATE  
**EAST BAY** Rising in the East



CAL STATE  
**EAST BAY**  
Rising in the East

This is the signature mark and tagline “lockup.” With rare exception (for example, if the tagline is used as a headline), the tagline should always be locked up with the mark as shown in one of the two variations above: stacked (top) and horizontal (bottom).

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## STANDARD LOGO

CAL STATE  
EAST BAY

The standard logo consists of the Cal State East Bay logotype in the university's black and red colors. It is a simple, clean, bold and contemporary type treatment that reflects a strong and energetic brand.

**This is the primary logo to be used for the majority of applications, including marketing-communications materials and advertising, events and general branding.**



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## STANDARD LOGO COMPONENTS



The standard logo should always be reproduced exactly as shown, with no alteration to the components or the proportions between them. The mark should not be encroached by text or imagery; it should always have a clear space on all four sides that is at least equivalent to the height of the “East Bay” lettering.

To ensure proper reproduction of the standard logo, please obtain an electronic artwork file from University Communications at [www.csueastbay.edu/ua/communications/identity/index.html](http://www.csueastbay.edu/ua/communications/identity/index.html)

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STANDARD LOGO COLORING

CAL STATE  
EAST BAY

FULL-COLOR COMMON LOGO

CAL STATE  
EAST BAY — 60% BLACK

ONE-COLOR COMMON LOGO



WHITE/RED COMMON LOGO ON BLACK BACKGROUND



WHITE/RED COMMON LOGO ON RED BACKGROUND



WHITE COMMON LOGO ON RED BACKGROUND



WHITE/GRAY COMMON LOGO ON BLACK BACKGROUND



WHITE/RED COMMON LOGO ON GRAY BACKGROUND



WHITE COMMON LOGO ON GRAY BACKGROUND

These are the authorized color variations of the standard logo for use in full-color, black and white, and against a black background. No other colors or variations should be used.

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## STANDARD LOGO BEST PRACTICES



CAL STATE  
EAST BAY

The standard logo should always be produced exactly as shown in full-color applications, or within the authorized color variations shown on the preceding pages. Otherwise, coloring, type fonts and proportions of the mark should never be altered, nor should extra words or design elements be added.



DO NOT ALTER THE COLORING



DO NOT SKETCH OR SKEW



DO NOT CROWD THE LOGO



DO NOT ALTER THE TRANSPARENCY



DO NOT ROTATE



DO NOT ALTER THE TYPE

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STANDARD LOGO WITH TAGLINE

CAL STATE  
EAST BAY  
Rising in the East

CAL STATE  
EAST BAY Rising in the East

This is the standard logo and tagline “lockup.” With rare exception (for example, if the tagline is used as a headline), the tagline should always be locked up with the mark as shown in one of the two variations above: stacked (top) and horizontal (bottom).

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**FULL NAME WORDMARK**

CALIFORNIA  
STATE  
UNIVERSITY,  
EAST BAY

CALIFORNIA  
STATE  
UNIVERSITY,  
EAST BAY

CALIFORNIA STATE UNIVERSITY, EAST BAY

The full name wordmark has been designed for use in documents that call for the university's official name. It consists of the official name set in the university's logotype, rendered in black and red. Its use should be restricted to official documents that require a full name signature. It should not be used for marketing, communications or branding purposes.

To ensure proper reproduction of the standard logo, please obtain an electronic artwork file from University Communications at [www.csueastbay.edu/ua/communications/identity/index.html](http://www.csueastbay.edu/ua/communications/identity/index.html). Do not attempt to recreate the full name wordmark or alter the artwork in any way.

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## ATHLETIC APPLICATIONS



The EB mark is used on certain team uniforms and is licensed for athletic-related merchandise such as sweatshirts and T-shirts. Its use should be limited to athletic and “school spirit” applications.



The athletics program department logo, used with or without the word “Athletics,” is the primary identifier of the university athletics program department. It is to be used in athletics program letterhead and communications.



Team logos are to be used in team letterhead and communications from specific teams. In the color version, “Pioneers” always appears in red. In the black and white version, it appears in black. In both versions, “Cal State East Bay” and the sport name can be either “knocked out” (white against color background) or black.

Contact University Communications with any questions regarding the use of athletic logos at [university.communications@csueastbay.edu](mailto:university.communications@csueastbay.edu).

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# UNIVERSITY TYPE FONTS

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## UNIVERSITY TYPE FONTS

### STANDARD SANS SERIF - WHITNEY FAMILY

#### Whitney Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$\$%^&\*()

#### *Whitney Medium Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

*0123456789!@#\$\$%^&\*()*

#### Whitney Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$\$%^&\*()

#### *Whitney Light Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

*0123456789!@#\$\$%^&\*()*

#### Whitney Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$\$%^&\*()

#### *Whitney Book Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

*0123456789!@#\$\$%^&\*()*

#### Whitney Semibold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789!@#\$\$%^&\*()**

#### *Whitney Semibold Italic*

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***

***abcdefghijklmnopqrstuvwxyz***

***0123456789!@#\$\$%^&\*()***

#### Whitney Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789!@#\$\$%^&\*()**

#### *Whitney Bold Italic*

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***

***abcdefghijklmnopqrstuvwxyz***

***0123456789!@#\$\$%^&\*()***

#### Whitney Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789!@#\$\$%^&\*()**

#### *Whitney Black Italic*

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***

***abcdefghijklmnopqrstuvwxyz***

***0123456789!@#\$\$%^&\*()***

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## UNIVERSITY TYPE FONTS

### STANDARD SLAB SERIF - SENTINEL FAMILY

#### Sentinel Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$\$%^&\*()

#### *Sentinel Light Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

*0123456789!@#\$\$%^&\*()*

#### Sentinel Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$\$%^&\*()

#### *Sentinel Book Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

*0123456789!@#\$\$%^&\*()*

#### Sentinel Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$\$%^&\*()

#### *Sentinel Medium Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

*0123456789!@#\$\$%^&\*()*

#### Sentinel Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$\$%^&\*()

#### *Sentinel Semibold Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

*0123456789!@#\$\$%^&\*()*

#### Sentinel Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789!@#\$\$%^&\*()**

#### *Sentinel Bold Italic*

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***

***abcdefghijklmnopqrstuvwxyz***

***0123456789!@#\$\$%^&\*()***

#### Sentinel Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789!@#\$\$%^&\*()**

#### *Sentinel Black Italic*

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***

***abcdefghijklmnopqrstuvwxyz***

***0123456789!@#\$\$%^&\*()***

---

## UNIVERSITY TYPE FONTS

### STANDARD CONDENSED - DENSE FAMILY

Dense Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#%&^\*()

Dense Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#%&^\*()

Dense Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#%&^\*()

---

## UNIVERSITY TYPE FONTS

### STANDARD SERIF - GARAMOND PREMIER PRO FAMILY

Garamond Premier Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#%&^&\*()

*Garamond Premier Pro Regular Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

*0123456789!@#%&^&\*()*

Garamond Premier Pro Subhead

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#%&^&\*()

*Garamond Premier Pro Subhead Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

*0123456789!@#%&^&\*()*

Garamond Premier Pro Caption

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#%&^&\*()

*Garamond Premier Pro Caption Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

*0123456789!@#%&^&\*()*

Garamond Premier Pro Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#%&^&\*()

*Garamond Premier Pro Medium Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

*0123456789!@#%&^&\*()*

Garamond Premier Pro Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#%&^&\*()

*Garamond Premier Pro Semibold Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

*0123456789!@#%&^&\*()*

Garamond Premier Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#%&^&\*()

*Garamond Premier Pro Bold Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

*0123456789!@#%&^&\*()*

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The East Bay is the Bay Area's next frontier of  
innovation and growth.

***We are the East Bay's university.***

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# UNIVERSITY COLORS

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## PRIMARY COLORS



The colors used in the university's identity system are strong, vibrant and distinctive. They have a long heritage of representing school spirit and competitiveness at Cal State East Bay.

Pantone Matching System (PMS) 199 red and solid black. In black and white or two-color applications, solid white and a screen of black (gray) may be used.



When selecting imagery or graphics for communications materials, it is important to consider colors that are compatible with and complementary to the university's primary colors and do not overwhelm the identity. The university's identity should stand out in any graphic setting.

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# IDENTITY APPLICATIONS

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## BUSINESS CARDS



Business Card front



Business Card back

University business cards have been designed to make a strong impression of the university, its brand and identity. Cards are printed on two sides, with the university's PMS 199 red on the front and the signature mark against a solid black background on the back.

## EMAIL SIGNATURE

### First Last

Title

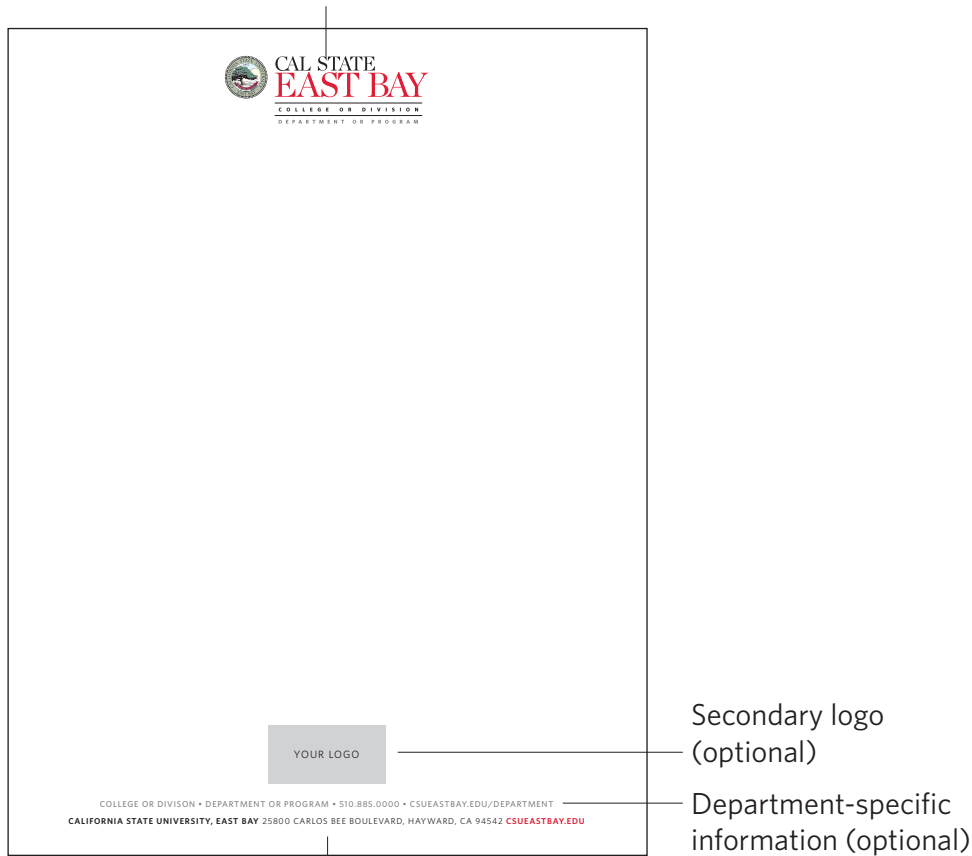
California State University, East Bay 25800 Carlos Bee Blvd. Hayward, CA 94542

www.csueastbay.edu 510.885.0000



## LETTERHEADS

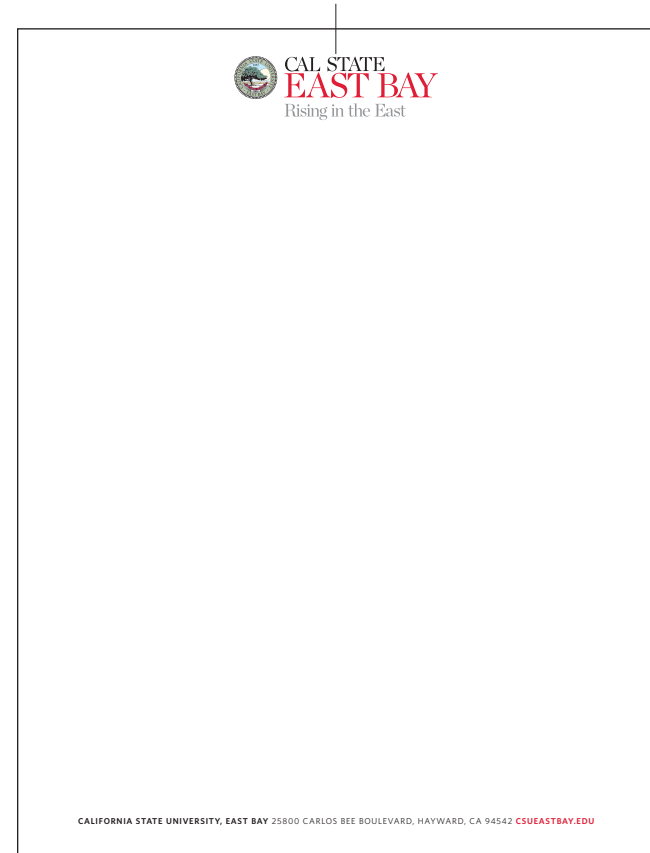
Signature mark with department



Address on the bottom

**DEPARTMENT LETTERHEAD**

Signature mark with tagline

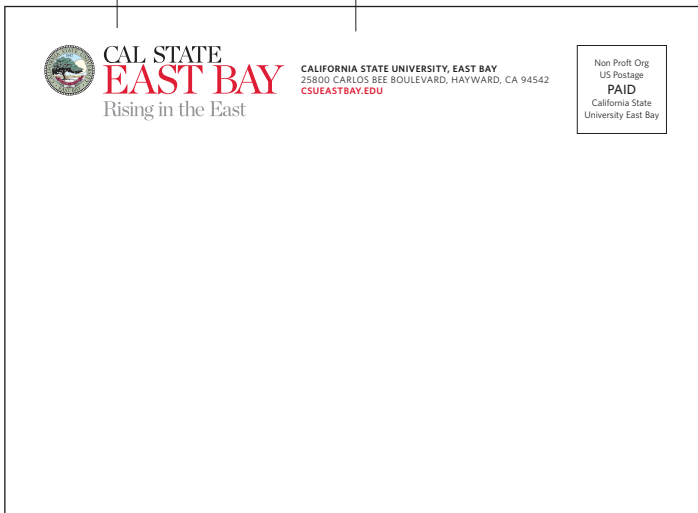


**TAGLINE LETTERHEAD**

There are two versions of letterhead: one for department/program use and one for general use. If a college, department or program has its own logo or symbol, it should not be placed next to the university logo, but at the bottom of the first page as shown in the example.

## MAILING ENVELOPES

Signature mark  
with tagline      Return address



A7 ENVELOPE

Signature mark  
with tagline      Return address



A10 ENVELOPE

Mailing envelopes employ the signature mark with the stacked tagline lockup, and return address placed to the right of the mark.

---

## FOLDERS

Signature mark with tagline



Signature mark with tagline

Seal overlay on the inside



Tagline

Business card slot

Standard university folders include the signature mark against black background with stacked tagline lockup on both the front and back covers, the tagline alone on the inside left pocket, and a business card slot on the inside right pocket.

# DATA SHEETS

Headline in Whitney

Your program logo

YOUR LOGO

## Headline Goes Here And Here if Two Lines Are Needed

**Ucia qui cor alia volorent**  
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CALIFORNIA STATE UNIVERSITY, EAST BAY  
25800 CARLOS BEE BOULEVARD, HAYWARD, CA 94542  
CSUEASTBAY.EDU

Signature mark with tagline

DATASHEET WITH TAGLINE

YOUR LOGO

## Headline Goes Here And Here if 2 Lines Are Needed

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CALIFORNIA STATE UNIVERSITY, EAST BAY  
25800 CARLOS BEE BOULEVARD, HAYWARD, CA 94542  
CSUEASTBAY.EDU

YOUR DEPARTMENT NAME HERE

Signature mark with department

DATASHEET WITH DEPARTMENT

One-page datasheets should follow the guidelines above, using the appropriate signature mark. Templates are available for datasheets; contact University Communications at [www.csueastbay.edu/ua/communications/identity/index.html](http://www.csueastbay.edu/ua/communications/identity/index.html)

# TRIFOLD BROCHURE

Cover photo

Headers in Sentinel

**Ucia qui cor alia volorent**  
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TRIFOLD COVER CONTENT



CAL STATE EAST BAY  
 CALIFORNIA STATE UNIVERSITY, EAST BAY  
 2080 CARLOS BEE BOULEVARD HAYWARD, CA 94542  
 CSUEASTBAY.EDU



CAL STATE EAST BAY  
 Rising in the East

Signature mark with address

Signature mark with tagline

WHITE BROCHURE DESIGN

**Ucia qui cor alia volorent**  
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Body copy in Whitney

The white trifold brochure layout is recommended for a brochure on which the cover content consists of words only or graphics against a white background. The signature mark appears on the front and back covers against a plain white background.

# TRIFOLD BROCHURE

Cover photo

Headers in Sentinel



Signature mark with address

Signature mark with tagline



Body copy in Whitney

**WHITE BROCHURE DESIGN**

The black trifold brochure layout incorporates a black strip across the bottom of the front and back covers on which the signature mark resides. It allows for the use of a photograph or other full-bleed imagery on the front cover.

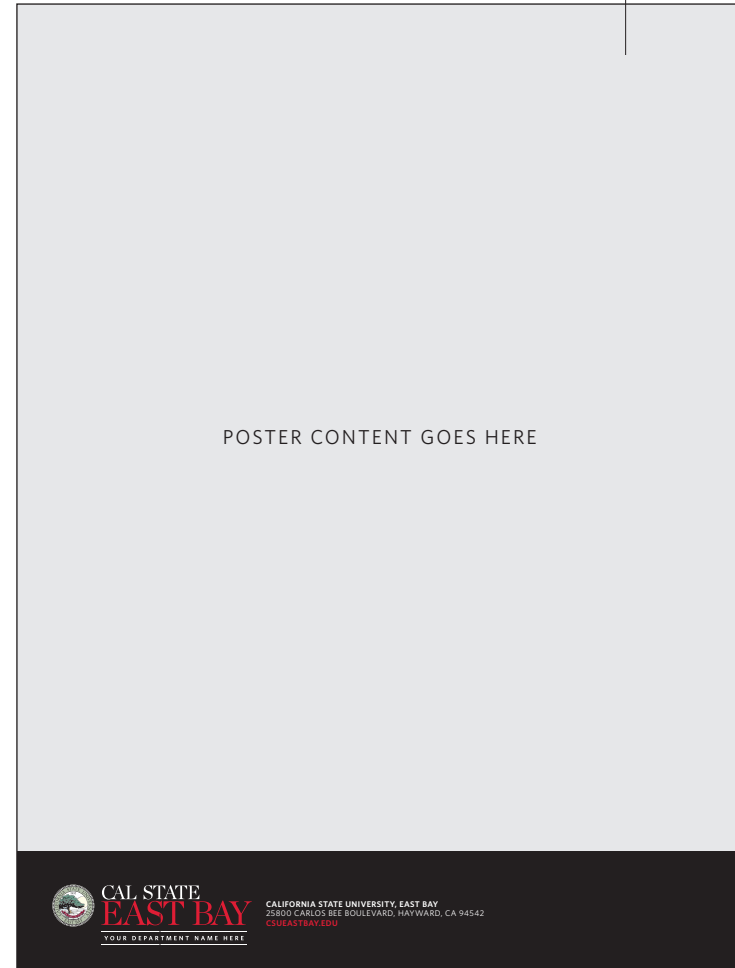
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## FORMAL POSTER

Your photo here



Signature mark with tagline



Signature mark with department

The formal poster layout includes a black strip across the bottom in which the signature mark resides, along with any detail copy such as event location and times or general contact information.



INFORMAL POSTER

Your photo here



Standard logo with tagline and address



Standard logo with address


The informal poster layout utilizes the standard logo within a black strip at the bottom. It allows the option to use the horizontal tagline lockup.

# 8X5.5 EVENT INVITATION

Title in Sentinel

YOU ARE CORDIALLY INVITED TO  
**TITLE OF EVENT  
GOES HERE**

YOUR PHOTO GOES HERE



Signature mark with tagline

FRONT

INVITEE HERE  
CALIFORNIA STATE UNIVERSITY, EAST BAY  
CORDIALLY INVITES YOU TO A SPECIAL EVENT NAME HERE

**TITLE GOES HERE**

DAY, MONTH00, 2016  
LOCATION & PLACE

---

SMALL DETAIL COPY HERE MOS A PORIAE EXERUMQ UISCIATI ADITAQUAM, TE SI TENT AUT APERIOR  
ESTRUM DES ESTIUM DOLUPTAT AS EA CONSE NOS EA DOLECTATE ESSUM RESSIT AUT QUIANT FUGI-  
TATUR? SIMPORE VOLOR MA SA DOLORESCIMUS ET VOLES

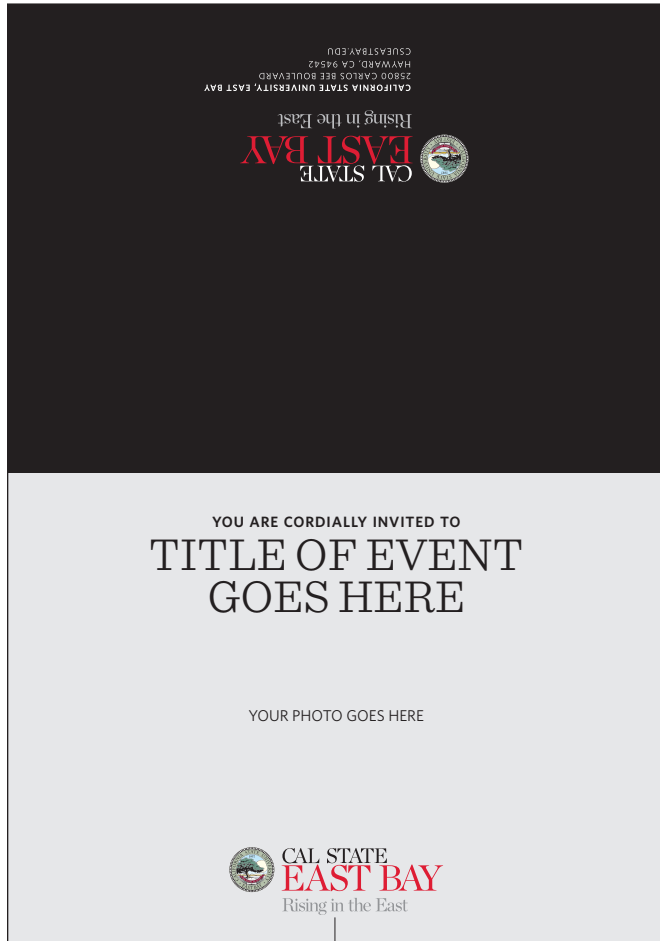
PLEASE RSVP BY MONTH 00 TO FIRST LAST AT 510.885.0000  
OR FIRST.LAST@CSUEASTBAY.EDU



Body copy in Whitney

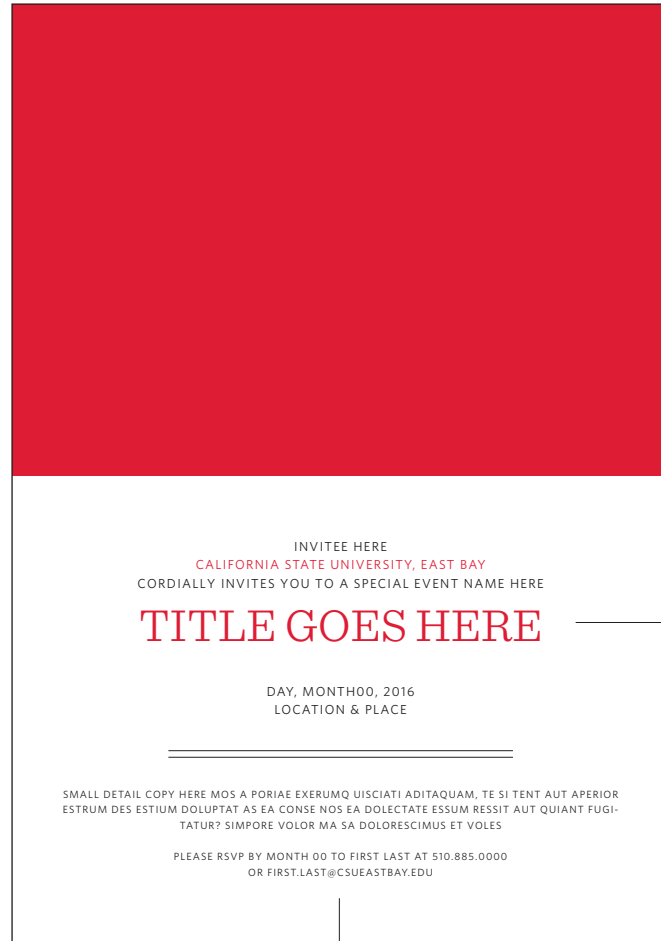
BACK

# 5X7 EVENT INVITATION



Signature mark with tagline

EXTERIOR



Title in Sentinel

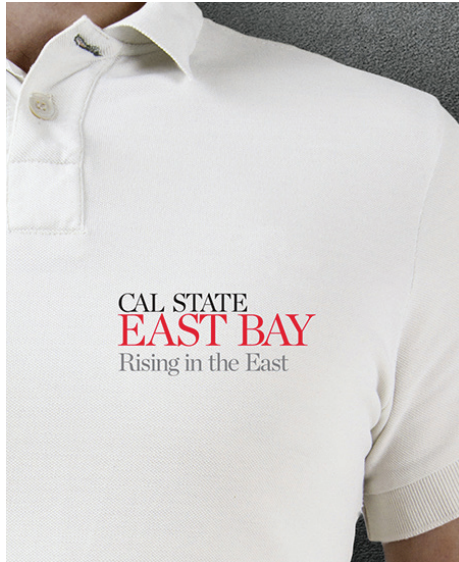
Body copy in Whitney

INTERIOR

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# LICENSING GUIDELINES

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The primary goals of the trademark licensing program at Cal State East Bay are to:

- **Protect the trademarks, service marks, logos, symbols, and indicia** that belong to the university and that are associated with the values and traditions of the university
- **Promote the university in a consistent manner** by allowing only uses by officially licensed vendors and on quality products
- **Create revenue** from the sale of licensed merchandise

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## LICENSING OVERVIEW

Cal State East Bay has contracted with Learfield Licensing to help manage the university's trademark and licensing program. Learfield Licensing helps to administer the application process, collect royalties, assist with artwork approvals, and provide guidance with enforcement. Learfield Licensing's website has more information about collegiate licensing to further assist a potential licensee.

Prior to the production of any merchandise containing Cal State East Bay marks, licensees must submit a copy of any and all artwork to be used on the product. Artwork approval is required for each new design or application produced, regardless of who orders it. This includes merchandise ordered by university departments and student groups/organizations, and is in addition to any approval that is required by the individual orderer.

## LICENSE TYPES

There are multiple forms of license available through Cal State East Bay, depending on the type of product, and where you intend to sell it. The application fee for California State East Bay is \$250, and the renewal fee each year is \$150. There are two separate license types offered to manufacturers:

- **Standard License** — allows you to produce products for resale, including, but not limited to, wholesale and retail.
- **Internal Usage License** — allows you to produce products intended to be sold directly to the university that are not for resale. This does not include sales to the University Bookstore. This license only applies when items of internal usage are exempt from royalties.

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## LICENSEE APPLICATION PROCESS

To begin the licensing process, prospective licensees are required to complete an application, and forward it to the Learfield Licensing office at the following address:

Learfield Licensing  
Attn: Licensing Application  
8900 Keystone Crossing, Suite 605  
Indianapolis, IN 60642

Upon approval from the school, license applicants will receive a licensing agreement. Once a signed agreement is returned to Learfield Licensing, the applicant will be fully licensed and will appear on the university's approved vendor list.

The license application is available through the Learfield Licensing website under Quick Links:  
<http://learfieldlicensing.com/>

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## FAQs

### **What qualifies as a trademark, logo or symbol?**

Any mark, name, logo, symbol, nickname, abbreviation, word, mascot, slogan, insignia uniform, or landmark that is associated with California State University East Bay and is distinguished from any other university, team, or organization.

### **What are Cal State East Bay's trademarks?**

A Cal State East Bay trademark is any mark, logo, symbol, nickname, letter(s), word, or derivative that can be associated with the University and can be distinguished from those of other institutions or entities.

### **Who must be licensed?**

Any person, organization, or business that wishes to use the University's name, logos, marks, indicia or verbiage on any product, video, advertisements, or for any other commercial purpose must have a license prior to production and distribution. This includes businesses that sell to university departments, campus organizations, and student organizations that use the product for fundraising and charity. Manufacturers of products bearing Cal State East Bay marks are required to pay a royalty on the wholesale price of the product.

Cal State East Bay trademark use in the traditional news media treated as news is not subject to licensing fees.

### **How long does it take to obtain approval from Learfield Licensing?**

A decision on any license request will depend on the nature and extent of the use being applied for, the number of trademarks involved, the number and diversity of products for which the trademark or trademarks will be used, and other possible factors, such as whether the university believes there is a need to seek legal advice on the application. However, in most cases, an answer will be provided in 30 days or less.



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### **How can you obtain a licensing application?**

The licensing application is available under the Quick Links tab on the Learfield Licensing website.

### **Do I have to submit art for approval?**

Yes, always. Students organizations/club sports, university departments, and intercollegiate athletics must utilize licensed vendors that are required to submit the artwork for approval.

Licensees will submit artwork through Learfield Licensing's platform, Trademarx.

### **How much does it cost to become licensed?**

The application fee is \$250 and the yearly renewal rate is \$150.

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# WRITTEN STYLE GUIDES

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The university employs two different style guides for its communications with faculty, staff, students, constituents, businesses, and the community and region at large.

**Associated Press (AP)** is the more widely used style guide that pertains to the bulk of informal university communications, including marketing materials, news and press releases, university website copy, and events sponsored by individual colleges, programs or departments.

**Chicago Manual Style (CMOS)** is reserved for formal university communications, publications, invitations.