



BRAND GUIDELINES

ATHLETICS | 2020-21

CAL POLY MUSTANGS STYLE GUIDE

MUSTANGS COLOR SCHEME



POLY GREEN
PMS 3435 C

CMYK: 93; 24; 85; 68
Hex: #154734



COPPER GOLD
PMS 872 C

CMYK: 20; 20; 70; 15
HEX: #B38F4F



STADIUM GOLD
PMS 1205 C

CMYK: 0; 3; 43; 0
HEX: #F8E08E

Primary Logo



Preferred uses: Digital graphics, TV applications, scoreboards, small spaces.

Wordmark Logo



Preferred uses: Official print material, signage, large spaces.

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MUSTANGS LOGO VARIATIONS

Primary Logo



Full color logos should be used in most applications. Be sure to use the version that provides the most contrast from the background color.



One-color logos can be used in some instances where colors are limited. Be sure to use the version that provides the most contrast from the background color. One color logos should only be used on solid color backgrounds that are white, black, grey, or Cal Poly colors.

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MUSTANGS LOGO VARIATIONS

Wordmark Logo



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SPORT SPECIFIC LOGOS
AVAILABLE FOR: *Baseball, Basketball, Beach Volleyball, Cross Country, Football, Golf, Soccer, Swimming & Diving, Tennis, Track & Field, Volleyball, Wrestling*

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MUSTANGS LOGO USAGE



DO NOT ROTATE OR OTHERWISE DISTORT THE LOGO
Keep all marks at the appropriate angle and be sure to scale all marks proportionally.



DO NOT USE COLORS OTHER THAN THE OFFICIAL COLORS
The marks should never appear in non-approved colors.



DO NOT USE LOGOS FOR A DARK COLOR ON A LIGHT COLOR
Be sure there is enough contrast between the logo and the background.

DO NOT USE OLD OR OUTDATED LOGOS
Be sure the version of the logo is the most current version.



Do not use these versions with old colors and text highlights/shadow.