Branding Guidelines and Graphic Standards – 2016
For Cal Poly Alumni Association official chapters and affiliates.

All identity standards are in addition to university-wide standards found in the “Style Guide & Identification Standards Manual” published by Cal Poly Marketing and Communications.

Purpose:
A visual identity used consistently over time leads to an enhanced image, instant recognition and higher recall of that brand. The Cal Poly Alumni chapters are an extension of the Cal Poly brand and consistency in visual and verbal messages reinforces that connection while protecting our institutional identity.

Chapter Names
Each chapter has one official name that will be used across platforms and in the chapter’s logo. Any time the chapter’s name will be seen by a member of the public the official version must be used. The official name for each chapter is as follows:

- Cal Poly Alumni – San Diego Chapter
- Cal Poly Alumni – Orange County Chapter
- Cal Poly Alumni – Los Angeles Chapter
- Cal Poly Alumni – San Luis Obispo Chapter
- Cal Poly Alumni – Tulare & Kings Counties Chapter
- Cal Poly Alumni – Greater Monterey Bay Chapter
- Cal Poly Alumni – Fresno Chapter
- Cal Poly Alumni – Modesto Chapter
- Cal Poly Alumni – San Francisco/San Jose Chapter
- Cal Poly Alumni – North Bay Chapter
- Cal Poly Alumni – Sacramento Chapter
- Cal Poly Alumni – Hawaii Chapter
- Cal Poly Alumni – Washington D.C. Chapter
- Cal Poly Alumni – East Bay Chapter
- Cal Poly Alumni – North Bay Chapter
- Cal Poly Alumni – Napa Chapter
- Cal Poly Alumni – New York City Chapter
- Cal Poly Alumni – Bakersfield Chapter
- Cal Poly Alumni – Colorado Chapter
- Cal Poly Alumni – Graphic Communication Chapter

*Affinity Chapters founded before 2015 are an exception to the chapter name branding guidelines
Note the (space) m-dash (space) required in the name when used in any format. The word “chapter” is capitalized when as part of the chapter name, but is under case when alone.

Example: The San Diego Chapter is putting on an event this Thursday. That chapter hosts a lot of events.

Abbreviations are acceptable under the following conditions only:
San Luis Obispo may be shortened to SLO when used with the chapter name, only in a hashtag. San Francisco/San Jose may be shortened to SF/SJ under similar circumstances.

Logos
The university will provide a logo to each chapter for use on marketing materials. Chapters will be provided with a link to a Dropbox account containing the short and long versions of their logo in white, green and transparent. See below.

Examples:

![Cal Poly San Luis Obispo Logo](full version)
![Cal Poly Alumni Logo](short version)

Social Media
All chapters must use their official names when possible on all social media networks, in addition to event sharing sites such as Eventbrite. Facebook page names should be changed if already in existence or, when created, with the official chapter name. Contact Sarah Thien for assistance with your Facebook page name change. All official chapter Facebook pages will use the same profile picture, provided by Alumni Relations, for consistency.

Chapters will be provided with the link to a Dropbox account containing the files necessary for compliance with the branding guidelines.
As a general rule, we are not recommending Twitter or Instagram accounts for chapter use at this time. However, in advance of need, usernames have been created for each chapter, listed below:

Bakersfield:
@calpolyalumnibakersfield

SF/SJ:
@calpolyalumnisfsj

East Bay:
@calpolyalumnieastbay

Colorado:
@calpolyalumnicolorado

Fresno:
@calpolyalumnifresno

Orange County:
@calpolyalumnioc

SLO:
@calpolyalumnislo

San Diego:
@calpolyalumnisd

Graphic Communication:
@calpolyalumnigrc

Modesto:
@calpolyalumnimodesto

Sacramento:
@calpolyalumnisacramento

Los Angeles:
@calpolyalumnila

Napa:
@calpolyaluminapa

North Bay:
@calpolyaluminorthbay
Black Alumni:
@calpolyblackalumni

Varsity Club:
@cpvarsityclub

Reno:
@calpolyalumnireno

Greater Monterey Bay:
@calpolyalumnigmb
Hawaii:
@calpolyalumnihawaii

New York City:
@calpolyalumni NYC

Portland:
@calpolyalumni portland

Tulare/Kings:
@calpolyalumnitk

Washington D.C.:
@calpolyalumnidc

LinkedIn groups must also use the full chapter name, to avoid confusion with the myriad of unofficial alumni groups on the site and to take advantage of the brand recognition being established for alumni chapters. Existing group names can be changed. Coordinate with the alumni office.