



CALIFORNIA STATE UNIVERSITY CHANNEL ISLANDS POLICY MANUAL

Communication & Marketing

Approved By: Richard R. Rush

Policy Number: CM.05.001

Effective Date: 11/30/2015

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Policy on Use of University Logos

PURPOSE:

The purpose of this policy is to establish guidelines for the use of the California State University Channel Islands (CI) logos and seal.

BACKGROUND:

Official logos, colors and type styles associated with the University are part of our unique identity and project a unified image that promotes our mission. As official symbols, these graphic elements should not be used without the University's approval or manipulated or modified in any way.

POLICY:

Accountability:

The Director of Communication & Marketing and the Vice President for Business & Financial Affairs.

Applicability:

This policy applies to all CI students, student clubs/organizations, faculty, staff, auxiliaries, consultants, contractors, and external agencies or organizations.

Definition(s):

Seal: the University Seal is the official mark of the University and is the most formal tier of CI's visual identity system. The seal is traditionally reserved for use by the University President and for use on diplomas, certificates, resolutions, formal recognition items, and major campus monuments.

Logos: the University's Formal Logo is used for most communication including but not limited to marketing and advertising, publications, stationery, forms, and other collateral. Logo Extensions are used to uniformly identify University entities, allowing for their own expression of the visual brand and instantly recognizable as part of the umbrella Formal Logo concept. The Spirit Logos and Bell Tower artwork are reserved for more casual, student-focused communication materials, signage, events, apparel and mementos associated with CI.



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Internal constituencies: all CI students, student clubs/organizations, faculty, staff, auxiliaries, consultants and contractors.

Policy Text:

Use of the CSU Channel Islands seal and logos is a privilege reserved by law to internal constituencies for use on business-related items or projects and external agencies/organizations officially related to and recognized by the University.

The University's seal or logos cannot be used on personal or professional web sites unless there is a written formal agreement or partnership, which aligns with the University's mission and that is reviewed and approved by the Director of Communication & Marketing and Vice President for Business & Financial Affairs.

Use of the University's seal or logos for retail purposes requires vendors or individuals to register with CI's licensing agent and abide by specifications as outlined in the licensing agreement.

EXHIBIT(S):

[Refer to the University's Identity Style Guide](#)