Graphic Standards: The Basics

The printed and electronic materials of an institution play a major role in helping establish its identity with the public. Graphic elements that are clear and used consistently present a unified image and help people recognize an institution. California Baptist University has undergone not only significant physical changes in the past few years, but also has completely “re-branded” its graphic and corporate identity elements to an updated, unified look and feel.

California Baptist University’s primary graphic identification is based on the consistent and correct use of three visual elements: the CBU logo, website URL and the CBU seal.

The CBU Logo

The CBU logo is designed for use in all publications, promotional materials, signs, and product applications—especially those that will be seen by external audiences. The logo should appear on all institutional letterheads, envelopes, memoranda, and business cards. It may be used on special promotional items with the approval of the Marketing & Communication Division.

The logo can be reproduced small or large, and in a variety of media, and is applied in the approved Pantone Matching System (PMS) colors: PMS 655 (blue), PMS 132 (gold), black or reversed to white. A screened (grayscale) version of the logo is available for use in selected applications.

Along with the proper use of the logo (includes the “mark” and logotype above), you should strive to use the correct full name of the University in all printed pieces. In other words, do not rely on the “cbu” logo type to convey the name of the university by itself: add the words “California Baptist University” as an identifier if the name of the school is not mentioned elsewhere on the piece. An example of a “logo block,” where the full name of the University is used:

In general, use the full name of the University on first reference in any publication. Subsequent references may substitute “CBU.”

If you have any questions regarding the “correctness” or the “reproducibility” of a certain logo (how it will look when printed), or “logo block,” please check with Brenda Flowers at ext. 4341 first. To preserve the integrity of this identifying symbol, the logo must not be altered or distorted in any way. All reproductions should come from original camera-ready art or the appropriate resolution or format of electronic files, which is available to campus personnel from the Marketing & Communication Division office, or in the Public Folders section of the Outlook server folders.

The CBU Website URL

A reminder: we are heavily promoting the use of our CBU website for both promotional purposes and student access, news and information. Insofar as it is practical, please endeavor to use the website’s URL in any printed publications, address blocks, or other logical places where we can gain additional visibility for the “www.calbaptist.edu” address.

The CBU Seal

The CBU seal may be used only on official University documents or in connection with award presentations or official events. Use of the seal must be approved by the University president. In certain situations, the seal may be used in combination with the CBU logo on the same printed material, but only with approval from the Marketing & Communication Division.

~Thank you! Marketing & Communication staff 10-27-04