
**California State University Maritime Academy
California Maritime Academy Foundation, Inc.**

VOLUME: Policy
NUMBER: UA-05-002

TITLE: Graphic Identity Standards
DIVISION: University Advancement
DEPARTMENT: University Wide

- I. Purpose
 - A. The purpose of this policy is to establish guidelines for the use of the California State University Maritime Academy (CSUM) seal, coat of arms and logo on all communication streams and to ensure adherence to the graphic standards manual.

- II. Scope
 - A. This policy applies to all administrators, faculty, students and other stakeholders.

- III. Accountability
 - A. The Director of Public Affairs and Communications (PAC) is responsible for maintaining, promulgating and ensuring adherence to the Academy's graphic standards manual.

- IV. Policy
 - A. The CSUM recognizes the importance that "branding" plays in establishing our identity and making us distinct from other academic institutions.
 - B. It is important for CSUM to be consistent in the use of its seal, coat of arms, logo and color palette in positioning CSUM's quality and unique mission as an institution of higher education.
 - C. Guidelines on the correct use of CSUM's logo and other visual representations can be found in the Academy's Graphic Standards Manual.
 - D. It is imperative that all stakeholders comply with these standards and that any variation of these standards must be approved beforehand by the PAC.

HISTORY: NOVEMBER 2011
REVISION: NOVEMBER 2012