



Branding at Cal Maritime: Resources and Guidelines

Aziza Jackson

Director of Public Affairs & Strategic Communications

November 29, 2022

A scenic view of a waterfront. In the foreground, two people in khaki uniforms are walking away from the camera on a paved path. To their right is a grassy area and a concrete curb. In the background, a large white ship with a blue and yellow funnel is docked at a pier. A suspension bridge is visible in the distance, and hills are in the far background under a cloudy sky.

Branding at Cal Maritime: Resources and Guidelines

Aziza Jackson

Director of Public Affairs & Strategic Communications

November 29, 2022



∩ ∩ ≡ ≡ ≡ Ω Ω ◆ ◆
**BRANDING AT CAL
MARITIME: RESOURCES
AND GUIDELINES**
AZIZA JACKSON
**DIRECTOR OF PUBLIC
AFFAIRS &
STRATEGIC
COMMUNICATIONS**
NOVEMBER 29, 2022
∩ ∩ ≡ ≡ ≡ Ω Ω ◆ ◆

*Branding at Cal Maritime:
Resources and Guidelines*

Aziza Jackson

Director of Public Affairs & Strategic Communications

November 29, 2022



CAL MARITIME



Branding at Cal Maritime: Resources and Guidelines

CSU

The California State University



Aziza Jackson



Director of Public Affairs & Strategic Communications

November 29, 2022





BRANDING AT CAL MARITIME: RESOURCES AND GUIDELINES

Aziza Jackson

Director of Public Affairs & Strategic Communications

November 29, 2022

WHY BRANDING?

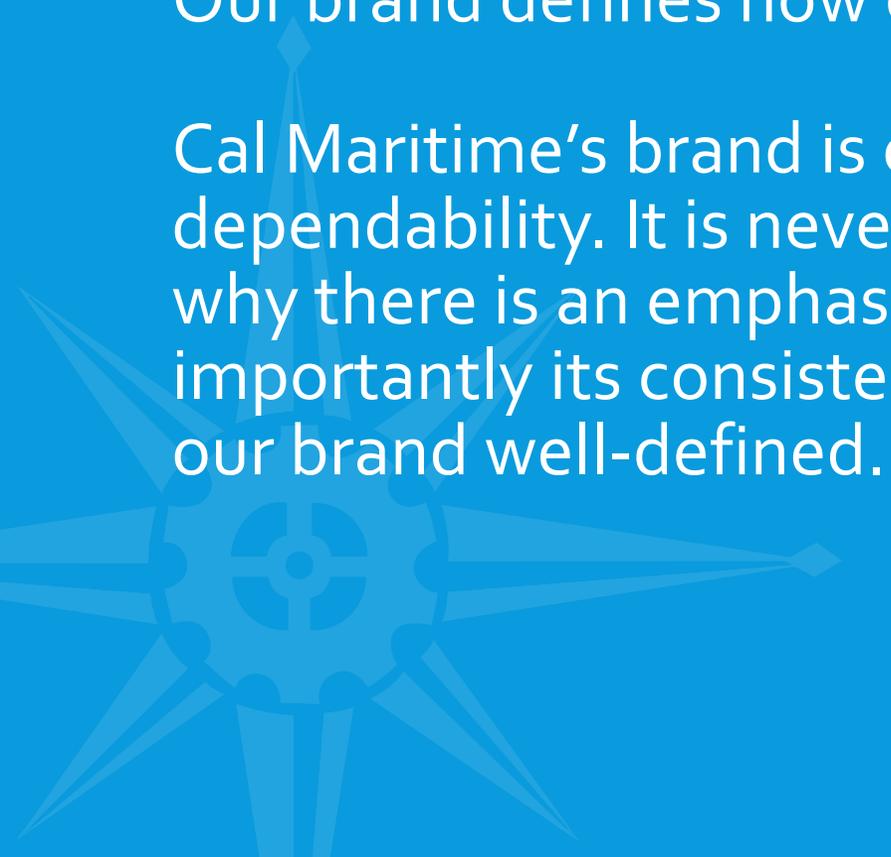
We are one Keelhauler family – we need to look like it.

The Cal Maritime brand represents us all: our cadets, our alumni, our staff, our faculty, and our administration. When we all use the same fundamental components, and communicate with a shared voice, we can tell a more powerful story. There are brand and style guidelines currently in place that are designed for this reason. There are also more nuanced resources currently in development. They are here to help us all tell this story more effectively — and to properly represent the Cal Maritime brand in our work.

DEFINING OUR BRAND

Our brand defines how others see us.

Cal Maritime's brand is only impactful when built on actuality and dependability. It is never to be confused with a competing brand, hence why there is an emphasis put on its uniformity, standardization, and most importantly its consistency. Guidelines and standards are in place to keep our brand well-defined.



PROTECTING OUR BRAND



To protect Cal Maritime's name, reputation, and legal rights, we must all have a clear understanding of brand protection and its importance.

For starters, our trademarks here are required in all official Cal Maritime publications and are subject to branding approval by the Office of Public Affairs and Strategic Communications.



CAL MARITIME



The California State University



MAKING OUR BRAND ACCESSIBLE

Being inclusive is synonymous with being a public university and being a part of the California State University system. We need to fully include everyone who engages with us from our colors and typefaces, images and alt text, audio and video content, and semantic HTML content and structure.

Accessibility is not optional. It is a mandatory mindset and practice for everyone working in the Office of Public Affairs and Strategic Communications.

PASC: WE CARE

The Office of Public Affairs and Strategic Communications is here to make your work lives easier – especially when it comes to our internal and external communications.

The PASC has produced several templates, request forms, and workflows for your comms needs. We just need you to use them.

These resources include...

CURRENT BRANDING RESOURCES: BRAND STANDARDS & STYLE GUIDE



FACULTY & STAFF



 [Branding Resources](#)

 [CHRS Recruiting](#)

 [DSO Faculty](#)

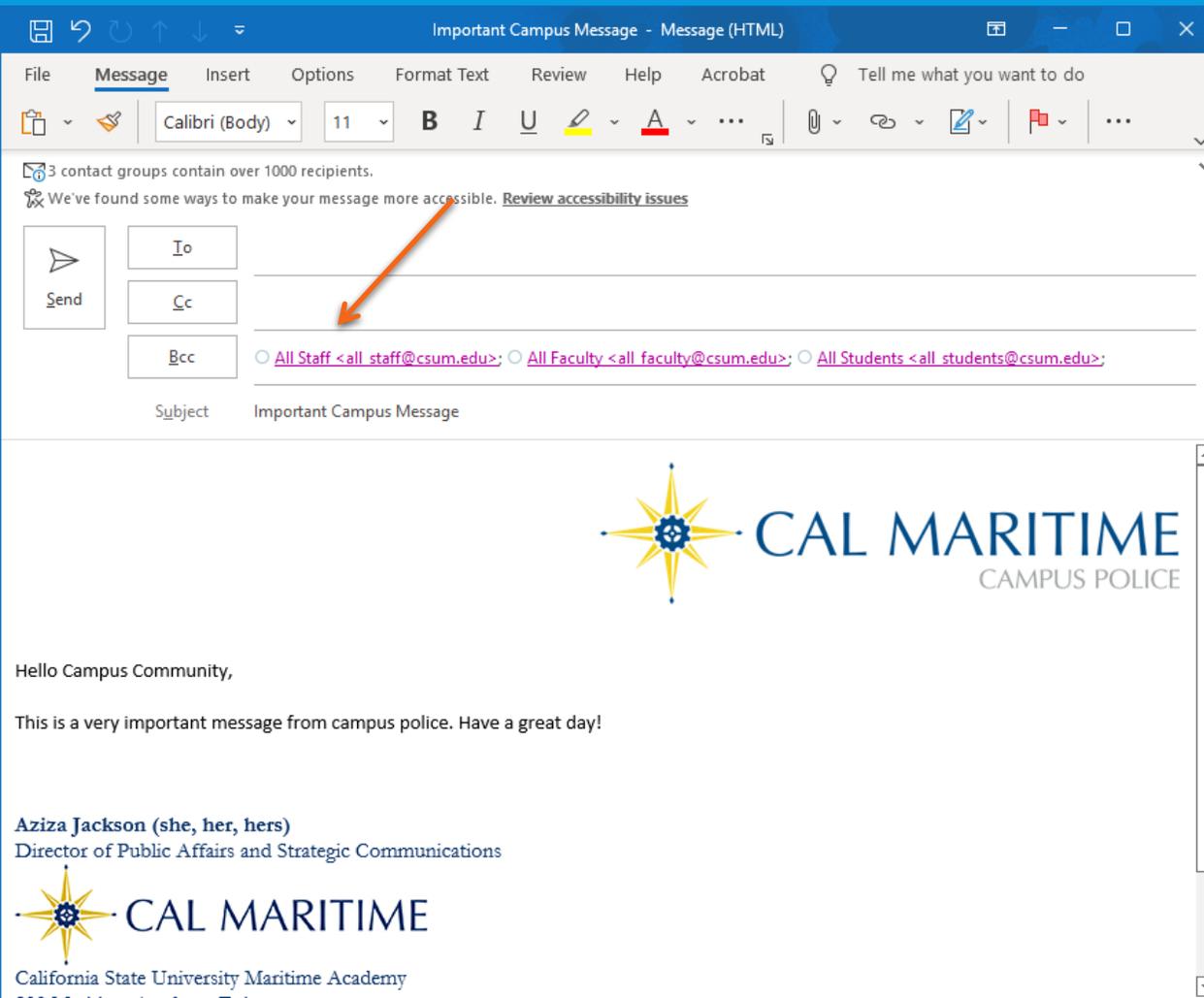
 [Employee Resource Center](#)

 [HR COVID-19 Employee Resources](#)

CURRENT BRANDING RESOURCES: DEPARTMENTAL LOGO LOCKUPS



For campus emails, letterhead,
and official correspondence.



CURRENT BRANDING RESOURCES: COMMUNICATIONS REQUEST FORM

A screenshot of a webpage titled "2022-2023 Communications Request Form". The page has a dark background with white text. At the top right, there is a language selector set to "English (United States)". The main heading is "2022-2023 Communications Request Form". Below the heading, there is a paragraph explaining the survey's purpose and duration. A bulleted list of topics to be covered is provided. A section titled "Please give two weeks of lead time for your request." offers assistance from a specialist. The page concludes with a request to fill out the form completely and a quote: "Another Day Another Dollar, It's A Great Day To Be A #Keelhauler". The background of the screenshot shows a scenic view of a body of water and hills.

English (United States) ▾

2022-2023 Communications Request Form

The survey will take approximately 6 minutes to complete. We rely heavily on employees and cadets who keep us in the loop and appreciate all efforts to support our university communications. Please consider sharing with us:

- ~Inspiring stories of individuals in our CSU Maritime Academy community
- ~Significant awards and accolades
- ~Cal Maritime impact in the community
- ~Fresh ideas and new perspectives at Cal Maritime
- ~Beautiful, fun and engaging photos
- ~Website-page updates (see #12)

Please give two weeks of lead time for your request. If you need assistance with creating or sharing your story or event, the Web & Digital Media Specialist Rizal Aliga can work with you by visiting Administration Room 13.

Please fill out this form completely.
CSU Maritime Academy's Office of Public Affairs and Strategic Communications will get back to you ASAP.
"Another Day Another Dollar, It's A Great Day To Be A #Keelhauler"

Our Comms Request Form was created to help manage the flow of requests from website updates to campus news and social media submissions.

BRANDING RESOURCES IN DEVELOPMENT

- Web + Social Media Best Practices for Super Users on Dec. 8
- Branding at Cal Maritime Webpage
- Mass Email Etiquette 101
- How to Use your Departmental Logos for Official Correspondence
- Social Media Branding & Best Practices
- “Think Before Creating that Flyer with our Logo” Design Tips
- Cal Maritime Stylebook
- Quality Control (QC) Checklist for Digital Comms
- Cal Maritime Email Signatures
- Accessibility & Usability Guidelines

QUESTIONS?

