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INTRODUCTION

THE FOLLOWING PAGES CONTAIN GUIDELINES FOR IMPLEMENTING THE UNLOCK YOUR STORY CAMPAIGN IN A VARIETY OF APPLICATIONS.

Purpose of this Style Guide
A brand is a powerful thing, made even more powerful when we’re consistent in how we reinforce it, use it, and share it. The strength of the Unlock Your Story campaign relies heavily upon your consistent implementation. And that’s exactly what this style guide will show you how to do.

These pages are designed to walk you through some of the basic campaign elements including the Unlock Your Story campaign wordmark, typefaces, book graphic and gradation. It will also provide general rules for using these elements and examples of how they have been applied to various materials.
IDENTITY OVERVIEW

The look and feel of the Unlock Your Story campaign is determined by three basic components.

The Campaign Wordmark
The campaign mark is composed of two components: the Unlock typographic treatment based on the Cal U logo and the “Your Story” typeface. Together these elements form the campaign wordmark. These elements should never be altered or redrawn.

The width of the outline around “Unlock” matches the width of the outline around the Cal U logo. The width of the “Unlock” outline should never be altered. Do not make it thicker or thinner.

Please only use the supplied Unlock Your Story logo files.

Color
Cal U’s official colors are Vulcan Red and Black. Use these colors in all Unlock Your Story pieces.

Use CMYK colors for all 4-color printing. Use RGB colors for all digital materials.

Typography
Utilize Cal U’s fonts, Industry and Roboto, in all applications. For more information about fonts, please see page 12.
A consistent use of branded elements and messaging will create a strong and memorable digital campaign.

Digital Ads
Use the samples shown as a guide to create ads for the Unlock Your Story digital campaign.

Design digital ads using the elements noted on page 4 and the style of photography noted on page 7.

The size of the ad will dictate the number of photos and amount of content to use.

Use three smaller photos plus the hero image on digital ads 300x600 or larger.

Use only the hero image on digital ads smaller than 300x600.
YOUR STORY.

Use the horizontal or stacked version of the Unlock Your Story wordmark.
In some instances, “Your Story” will need to shift slightly to the right to allow for an appropriate gap space over the book edge.*

Photos
Add photos to the book and curve the edges to match the top and bottom curvature of the page.
Use three smaller photos plus the hero image on digital ads 300x600 or larger.
Use only the hero image on digital ads smaller than 300x600. See page 3 for samples.

Background Gradation
Use the gradation to connect the elements. Only using the supplied gradation .jpg file will ensure consistency.

Cal U logo must appear on all materials in a prominent way.

Calendar Graphic
Crop the book graphic as necessary. Only incorporate the supplied book graphic.

* Due to the nature of digital ads and the proportions of the book, the “Unlock” portion of the horizontal logo may need to be enlarged in some instances to balance the space visually. The above ad shows “Unlock” enlarged by 10%.
A consistent use of branded elements and messaging will create a strong and memorable print campaign.

**Print Ads**

Use the samples shown as a guide to create ads for the Unlock Your Story print campaign.

Design print ads using the elements noted on page 6 and the style of photography noted on page 7.

The size of the ad will dictate the number of photos and amount of content to use.

Use three smaller photos plus the hero image in ads 1/4 page or larger.

Use only the hero image on ads smaller than 1/4 page.
USE THE FOLLOWING ELEMENTS IN ALL PRINT AD CAMPAIGN PIECES.

Use the horizontal or stacked version of the Unlock Your Story wordmark.

**Book Graphic**
Crop the book graphic as necessary. Only incorporate the supplied book graphic.

**Background Gradation**
Use the gradation to connect the elements. Only using the supplied gradation jpg file will ensure consistency.

**Photos**
Add photos to the book and curve the edges to match the top and bottom curvature of the page.
Use three smaller photos plus the hero image in ads 1/4 page or larger.
Use only the hero image on ads smaller than 1/4 page.

**Cal U** logo must appear on all materials in a prominent way.
PHOTOGRAPHY SAMPLES

THESE IMAGES ARE EXAMPLES OF PHOTOGRAPHY THAT SHOULD BE USED IN ALL UNLOCK YOUR STORY ADS.*

**Photo Usage**
Choose photography based on the samples to the left.

**Environmental.** The Unlock Your Story campaign should utilize student environmental style images. These photos include the subject as a portion of the image surrounded by a classroom, campus, or field of study. Additionally, the student featured should look happy and have a positive and welcoming expression on their face.

**Use of Red.** It is recommended that the student in the photos is wearing a red shirt or an article of clothing that showcases the Cal U logo.

**Multiple Photos.** Multiple photos should vary in environment (outdoor versus indoor) as well as subject matter (classroom vs campus life).

**Black & White Photos.** Use color photography unless the publication dictates using black and white photography.

* These images are examples. Please reach out to Cal U for retouched and high-resolution photos.
Three Characteristics of Cal U
Extensive research identified three dominant characteristics of Cal U as an organization, that resonate with certain types of students. Categories were assigned a color code and descriptions.

Images used in traditional and digital marketing collateral should create thoughts and feelings in the viewer the capture the following:

**Red**
The Entertainer is Cheerful and Enthusiastic
The “red” category shows excitement, delivers fun and desires to uplift and amuse. Those falling into a red category value energy, playfulness and enjoyment.

**Brown**
The Contender is Resilient and Tenacious
Overcoming challenges through grit and determination, those exhibiting brown characteristics deliver strength, perseverance and toughness. They hold fortitude and hard work in high regard. These types cause people to feel triumphant and inspired.

**Purple**
The Provider is driven by compassion, warmth and the desire to care for others.
Nurturing, comforting and protecting are key to the Provider. These types value altruism, commitment and generosity. They cause people to feel valued and encouraged.
VERTICAL VERSIONS OF THE WORDMARK CAN BE USED IN THE FOLLOWING COLOR COMBINATIONS.

 Guidelines

• For clarity, use a vector logo (eps) whenever possible in print applications

• If using an image file (jpg or png) of the logo for printing, please ensure the file is 300dpi

• Digital applications should use png files

The width of the outline around "Unlock" matches the width of outline on the Cal U logo. The width of the outline should never be altered. Do not make it thicker or thinner.
HORIZONTAL VERSIONS OF THE WORDMARK CAN BE USED IN THE FOLLOWING COLOR COMBINATIONS.

UNLOCK Your Story.

UNLOCK Your Story.

UNLOCK Your Story.

UNLOCK Your Story.
WORDMARK MISUSE

Following are examples of incorrect use of the campaign wordmark.

Do Not: Stretch Logo
Do Not: Compress Logo
Do Not: Alter Elements of Logo

Do Not: Change Logo Color
Do Not: Place Logo Over 2 Colors
Do Not: Place Art or Text Over Logo

You have the power to do amazing things.
THE CONSISTENT USE OF TYPOGRAPHY HELPS TO ENSURE A COHERENT BRAND.

**PRIMARY**

*Industry*

ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

You have the power to do amazing things.

**SECONDARY**

*Roboto*

ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

You have the power to do amazing things.

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**Usage**

*Industry* is the primary font. Use in all applications — headlines, text, captions. Available from Adobe Typekit.

*Roboto*. Only needed if text is extensive. Available from Google Fonts.

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*Industry Bold*

Use in headings.

*Industry Book & Black*

Use in call to action.

*Industry Book*

Use in text.
MESSAGING

USE CAMPAIGN MESSAGING WHEN APPROPRIATE AND WHEN SPACE ALLOWS.

Messaging for Ads
The campaign message revolves around doing amazing things. It also provides a subtle nod to the Build You campaign.

When space allows, please use the approved campaign messaging:

**You have the power to do amazing things.**
Cal U has the keys to unlock your passion. Your abilities. Your dreams. Unlock your story and build your future at Cal U.

Start Your Story at calu.edu
THE UNLOCK YOUR STORY CAMPAIGN USES A CONSISTENT CALL TO ACTION.

Unlock your passion. Your abilities.
your story and build your future

Start Your Story at calu.edu

Start Your Story at calu.edu
The campaign call to action is always centered under the Cal U logo. It should never appear wider than the logo.
Please use the call to action wording, fonts and placement as shown to the left.

Industry Black
Use for url.

Industry Book
Use for "Start Your Story at".
For questions about layout/design contact, creativeservices@calu.edu.

For questions about the campaign strategy or assistance with ad placement contact, marketingoffice@calu.edu.