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OUR MISSION

“Through education, workforce development, and applied research, CCI works to build a skilled and innovative cyber workforce capable of navigating today’s complex threat landscape. By training a new generation of cybersecurity experts in the latest tools and techniques, this initiative helps to safeguard California’s data, computer systems, and critical infrastructure.”

BILL BRITTON
Director, California Cybersecurity Institute

To learn more about the CCI and how you can get involved, visit our website at https://cci.calpoly.edu
PRIMARY MARK

CAL POLY
California Cybersecurity Institute

STANDARD

REVERSED-OUT
CAL POLY LOGO

PRIMARY MARK

STANDARD

REVERSED-OUT
To learn more about Cal Poly's branding, visit their website at https://universitymarketing.calpoly.edu/
ABOLITION

CENTERED IN CALIFORNIA. CENTRAL TO THE WORLD.

Abolition is a bold, all-caps sans serif font designed to grab your attention. We only use it in the regular weight and only for short display headlines or subheads, since it can be difficult to read at smaller sizes. Never use it for body text.

When Abolition is not available the system font DIN should be used.

UTOPIA

CENTERED IN CALIFORNIA. CENTRAL TO THE WORLD.

Utopia is a serif type font that can be used to convey a formal tone. We suggest it for headlines, subheads and body copy, in regular, semibold and bold weights.

When Utopia is not available the system font Georgia should be used.

SOURCE SANS

CENTERED IN CALIFORNIA. CENTRAL TO THE WORLD.

Source Sans is a sans serif type that can be used to convey an informal tone. We suggest it for headlines, subheads and body copy, in light, regular, semibold, bold and black weights.

When Source Sans is not available the system font Trebuchet should be used.
COLOR PALETTE

PRIMARY COLORS

POLY GREEN
- HEX: 154734
- CMYK: 93, 24, 85, 68
- PMS: 3435 C
- RGB: 21, 71, 52

MUSTANG GOLD
- HEX: C69214
- Digital: #BD8B13
- CMYK: 6, 35, 99, 18
- PMS: 1245 C
- RGB: 198, 146, 20

SECONDARY COLORS

STADIUM GOLD
- HEX: F8E08E
- CMYK: 0, 3, 43, 0
- PMS: 1205 C
- RGB: 248, 224, 142

POLY CANYON
- HEX: F2C75C
- CMYK: 0, 16, 65, 0
- PMS: 141 C
- RGB: 242, 199, 92

DEXTER GREEN
- HEX: A4D65E
- CMYK: 41, 0, 68, 0
- PMS: 367 C
- RGB: 164, 214, 94

FARMERS MARKET
- HEX: 3A913F
- CMYK: 75, 0, 95, 15
- PMS: 7740 C
- RGB: 58, 145, 63
<table>
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<tr>
<th>COLOR NAME</th>
<th>HEX</th>
<th>CMYK</th>
<th>PMS</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>SKY BLUE</td>
<td>B5E3D8</td>
<td>20, 0, 14, 0</td>
<td>573 C</td>
<td>181 227, 216</td>
</tr>
<tr>
<td>SURF BLUE</td>
<td>5CB8B2</td>
<td>54, 0, 27, 0</td>
<td>7472 C</td>
<td>92, 184, 178</td>
</tr>
<tr>
<td>SERENITY</td>
<td>D5E4F4</td>
<td>16, 5, 0, 0</td>
<td>277 C (50% Tint)</td>
<td>213, 228, 244</td>
</tr>
<tr>
<td>MORRO BLUE</td>
<td>ABCAE9</td>
<td>35, 9, 0, 0</td>
<td>277 C</td>
<td>171, 202, 233</td>
</tr>
<tr>
<td>MISSION BEIGE</td>
<td>E4E3D3</td>
<td>10, 7, 17, 0</td>
<td>454 C (50% Tint)</td>
<td>228, 227, 211</td>
</tr>
<tr>
<td>PISMO SAND</td>
<td>CAC7A7</td>
<td>11, 5, 29, 8</td>
<td>454 C</td>
<td>202, 199, 167</td>
</tr>
<tr>
<td>COAST SAGE</td>
<td>B7CDC2</td>
<td>25, 2, 19, 5</td>
<td>622 C</td>
<td>183, 205, 194</td>
</tr>
<tr>
<td>SYCAMORE</td>
<td>789F90</td>
<td>48, 8, 34, 20</td>
<td>624 C</td>
<td>120, 159, 144</td>
</tr>
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COLOR PALETTE

SECONDARY COLORS  CONTINUED...

KENNEDY GRAY
HEX 8E9089
CMYK 24, 13, 18, 38
PMS 7539 C
RGB 142, 144, 137

SEAL GRAY
HEX 54585A
CMYK 48, 29, 26, 76
PMS 425 C
RGB 84, 88, 90

TERTIARY COLORS

Heritage Orange
HEX FF6A39
CMYK 0, 63, 75, 0
PMS 1645 C
RGB 255, 106, 57

Avocado
HEX D0DF00
CMYK 21, 0, 85, 0
PMS 389 C
RGB 208, 223, 0

Our palette of tertiary accent colors should be used sparingly.
DESIGN ELEMENTS

TOPOGRAPHIC PATTERN

IMAGE GALLERY
As cyberattacks continue to increase dramatically in sophistication and volume, the US finds itself with less than half the trained cybersecurity professionals needed. This severe shortage is a national security crisis, and represents a significant threat to California, the world’s fifth-largest economy and epicenter of digitalization and tech innovation. Cal Poly California Cybersecurity Institute (CCI) leads a state and national initiative to address this challenge. By bringing together the tech community, government agencies, and educational institutions, CCI is enhancing California’s cybersecurity defense capability. Through education, workforce development, and applied research, CCI works to build a skilled and innovative cyber workforce capable of navigating today’s complex threat landscape. By training a new generation of cybersecurity experts in the latest tools and techniques, this initiative is helping to protect data, computer systems, and critical infrastructure.
If you have any questions about our media kit assets or the California Cybersecurity Institute, feel free to reach out to the CCI Marcom Team for more information. We also invite you to visit our CCI webpage to learn more: https://cci.calpoly.edu

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