



# **CAL POLY**

## California Cybersecurity Institute

---

# **MEDIA KIT**

---

**2021**

# CONTENTS

MISSION STATEMENT	03
CCI LOGO	04
CAL POLY LOGO	05
TYPOGRAPHY	07
COLOR PALETTE	08
DESIGN ELEMENTS	11
BOILERPLATE	12
MEDIA CONTACTS	13

# CCI MISSION STATEMENT

## 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>

# CCI LOGO

## PRIMARY MARK



**CAL POLY**  
California Cybersecurity  
Institute

**STANDARD**



**CAL POLY**  
California Cybersecurity  
Institute

**REVERSED-OUT**

# CAL POLY LOGO

## PRIMARY MARK



**CAL POLY**

**STANDARD**



**CAL POLY**

**REVERSED-OUT**

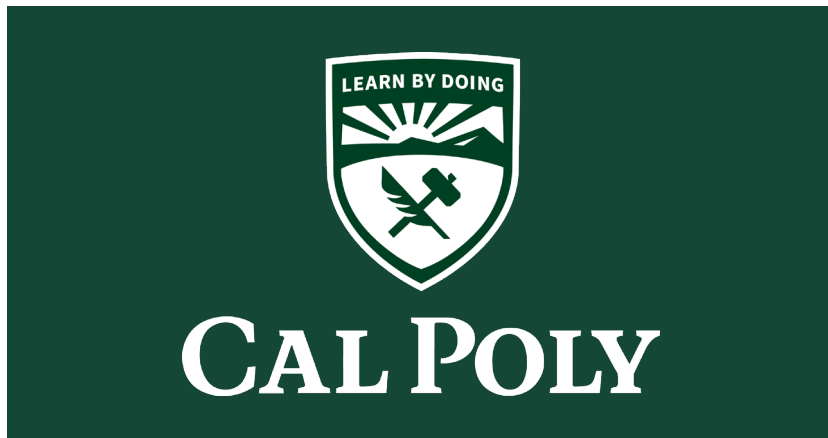
# CAL POLY LOGO

## ALTERNATE MARK



**CAL POLY**

**STANDARD**



**REVERSED-OUT**

To learn more about Cal Poly's branding, visit their website at <https://universitymarketing.calpoly.edu/>

# TYPOGRAPHY

## ABOLITION

**A** CENTERED IN CALIFORNIA.  
CENTRAL TO THE WORLD.

*Regular*

PRINT: Minimum size: 16pt., +50 tracking, leading at 20pt, limit to 10 words or 55 characters

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

**A** CENTERED IN CALIFORNIA.  
CENTRAL TO THE WORLD.

*Regular + Subhead - Semibold + Subhead -  
Bold + Subhead*

PRINT: Suggested body copy size: 9pt., leading at 13pt.

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

**A** CENTERED IN CALIFORNIA.  
CENTRAL TO THE WORLD.

*Light - Regular - Semibold - Bold - Black*

PRINT: Suggested body copy size: 9pt., leading at 13pt.

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



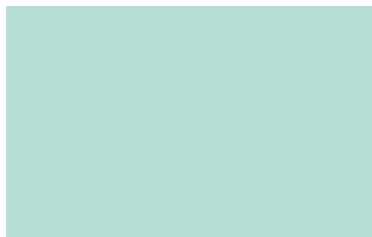
**DEXTER GREEN**  
HEX A4D65E  
CMYK 41, 0, 68, 0  
PMS 367 C  
RGB 164, 214, 94



**FARMERS MARKET**  
HEX 3A913F  
CMYK 75, 0, 95, 15  
PMS 7740 C  
RGB 58, 145, 63

# COLOR PALETTE

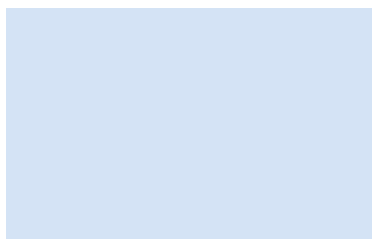
## SECONDARY COLORS *CONTINUED...*



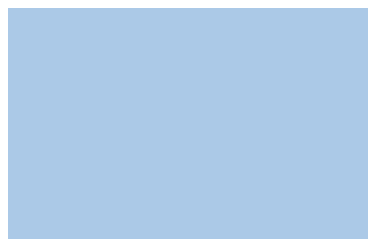
**SKY BLUE**  
HEX B5E3D8  
CMYK 20, 0, 14, 0  
PMS 573 C  
RGB 181 227, 216



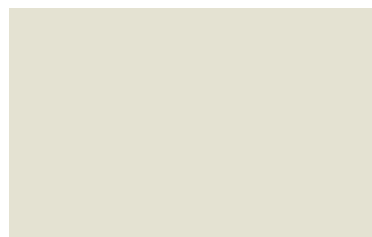
**SURF BLUE**  
HEX 5CB8B2  
CMYK 54, 0, 27, 0  
PMS 7472 C  
RGB 92, 184, 178



**SERENITY**  
HEX D5E4F4  
CMYK 16, 5, 0, 0  
PMS 277 C (50% Tint)  
RGB 213, 228, 244



**MORRO BLUE**  
HEX ABCAE9  
CMYK 35, 9, 0, 0  
PMS 277 C  
RGB 171, 202, 233



**MISSION BEIGE**  
HEX E4E3D3  
CMYK 10, 7, 17, 0  
PMS 454 C (50% Tint)  
RGB 228, 227, 211



**PISMO SAND**  
HEX CAC7A7  
CMYK 11, 5, 29, 8  
PMS 454 C  
RGB 202, 199, 167



**COAST SAGE**  
HEX B7CDC2  
CMYK 25, 2, 19, 5  
PMS 622 C  
RGB 183, 205, 194



**SYCAMORE**  
HEX 789F90  
CMYK 48, 8, 34, 20  
PMS 624 C  
RGB 120, 159, 144

# 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

*Our palette of tertiary accent colors should be used sparingly.*

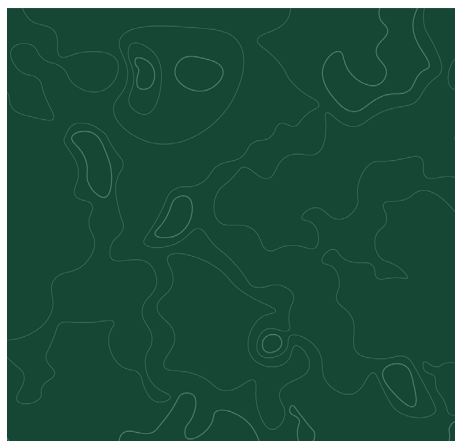


**HERITAGE ORANGE**  
HEX FF6A39  
CMYK 0, 63, 75, 0  
PMS 1645 C  
RGB 255, 106, 57



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

# DESIGN ELEMENTS



**TOPOGRAPHIC  
PATTERN**

## IMAGE GALLERY



# BOILERPLATE

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.

# MEDIA CONTACTS

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>

## Contacts:

### **California Cybersecurity Institute**

*(General Inquiries)*

Email: [cci@calpoly.edu](mailto:cci@calpoly.edu)

### **Makenna Downing**

Marketing & Communications Coordinator

Cal Poly California Cybersecurity Institute

Email: [madownin@calpoly.edu](mailto:madownin@calpoly.edu)