



California State University Los Angeles

Current Revision Date: 08/23/2022

Verbiage

California State University, Los Angeles™
Cal State LA™
Cal State Los Angeles™
Golden Eagles™

Established: 1947

Location: Los Angeles, CA

Mascot Name: Golden Eagle

Conference: California Collegiate Athletic Conference

Cal State LA Gold

Golden Eagle Gold

Black

Dark Grey

Cool Grey

White

PANTONE # 116c

CMYK: 0, 10, 98, 0 | RGB: 255, 205, 0

MADEIRA Rayon: #### | RA: ####

PANTONE # 111c

CMYK: 33, 41, 100, 7 | RGB: 171, 138, 47

MADEIRA Rayon: #### | RA: ####

PANTONE True Black

CMYK: 75, 68, 67, 90 | RGB: 0, 0, 0

MADEIRA Rayon: 1000 | RA: 2296

PANTONE #11c

CMYK: 66, 57, 52, 29 | RGB: 84, 86, 90

MADEIRA Rayon: #### | RA: ####

PANTONE #8c

CMYK: 48, 40, 38, 4 | RGB: 137, 138, 141

MADEIRA Rayon: #### | RA: ####

PANTONE White

CMYK: 0, 0, 0, 0 | RGB: 255, 255, 255

MADEIRA Rayon: #### | RA: ####

Approved University colors or the *PANTONE® colors listed on this page must be used. The colors on this page are not intended to match PANTONE color standards. For PANTONE color standards, refer to the current editions of the PANTONE color publications. *PANTONE® is a registered trademark of PANTONE, Inc.

Primary Marks



1



2



3

The stacked LA is only for Athletics gear. (This mark can be used for athletics gear sold in the bookstore, but cannot be used by non-Athletics internal offices and departments at Cal State LA.)

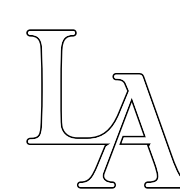
Stacked LA



4



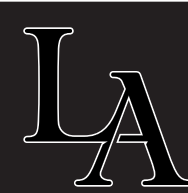
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11

LA Word Mark

Alternative logos are reserved only for Athletics gear. (This mark can be used for athletics gear sold in the bookstore, but cannot be used by non-Athletics internal offices and departments at Cal State LA.)

LOS ANGELES

12

Los Angeles

13

Los Angeles

14

Los Angeles

15

LOS ANGELES

16

LOS ANGELES

17

LOS ANGELES

18

LOS ANGELES

19

LOS ANGELES

20

LOS ANGELES

21

LOS ANGELES

22



Golden Eagle Head Spirit Mark

23



24



25



26



27



GOLDEN EAGLES

28



GOLDEN EAGLES

29



GOLDEN EAGLES

30



GOLDEN EAGLES

31



CAL STATE LA
GOLDEN EAGLES

32



CAL STATE LA
GOLDEN EAGLES

33



CAL STATE LA
GOLDEN EAGLES

34



CAL STATE LA
GOLDEN EAGLES

35



CAL STATE LA

36



CAL STATE LA

37



CAL STATE LA

38



CAL STATE LA

The Golden Eagle Head Spirit Mark will need to be accompanied by "Cal State LA", the primary mark, or "Golden Eagles". (With case where only the Golden Eagle Head Spirit Mark will fit, we will review and potentially make exceptions.)



Wordmarks

39
CAL STATE LA

40
CAL STATE LA

41
CAL STATE LA

42
CAL STATE LA
GOLDEN EAGLES

43
CAL STATE LA
GOLDEN EAGLES

44
CAL STATE LA
GOLDEN EAGLES

45
CAL STATE LA
GOLDEN EAGLES

46
CAL STATE LA
ATHLETICS

47
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ATHLETICS

48
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ATHLETICS

49
CAL STATE LA
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50
Los Angeles
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51
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52
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53
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CAL STATE LA
ATHLETICS

56
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57
CAL STATE LA
ATHLETICS

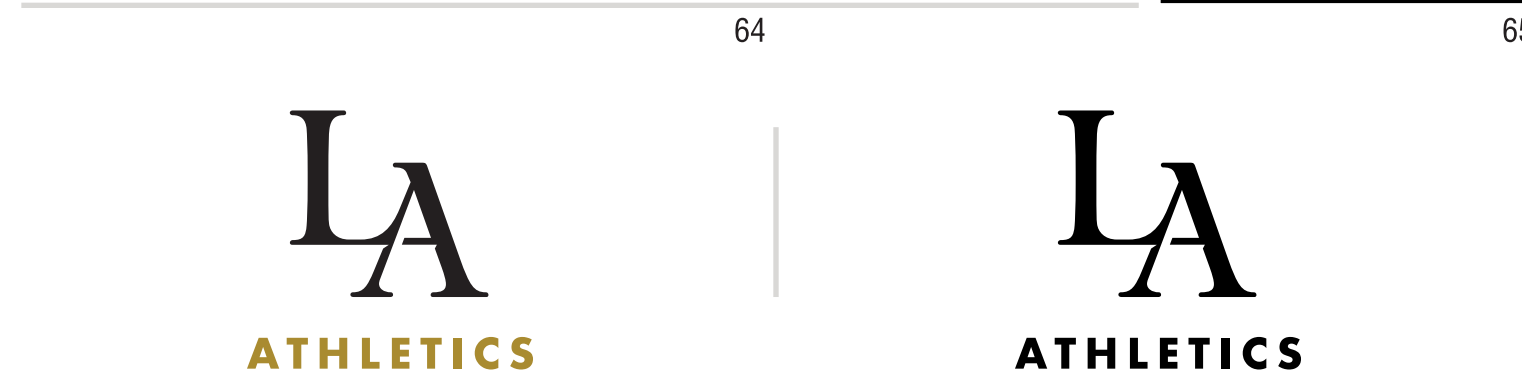
58
Los Angeles
ATHLETICS

59
Los Angeles
ATHLETICS

All Sports Lockups are reserved for Athletics. (This mark can be used for athletics gear sold in the bookstore, but cannot be used by non-Athletics internal offices and departments at Cal State LA.)



Stacked LA Lockups



All Sports Lockups are reserved for Athletics. (This mark can be used for athletics gear sold in the bookstore, but cannot be used by non-Athletics internal offices and departments at Cal State LA.)

ADDITIONAL PERTINENT INFORMATION

- University licenses consumables (must have expiration date on packaging).
- University licenses health and beauty products.
- University permits numbers on products for resale.
- Mascot caricatures permitted.

- Cross licensing with other marks may be permitted with an additional agreement.
- No references to alcohol, drugs, or tobacco related products may be used in conjunction with University marks.