# California State University Los Angeles

Current Revision Date: 08/23/2022

**Established:** 1947

**Location:** Los Angeles, CA

**Mascot Name:** Golden Eagle

**Conference:** California Collegiate Athletic Conference

## Verbiage

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

| Cal State LA Gold | Golden Eagle Gold | Black | Dark Grey | Cool Grey | White |
|---|---|---|---|---|---|
| **PANTONE # 116c**<br>**CMYK: 0, 10, 98, 0 \| RGB: 255, 205, 0**<br>MADEIRA Rayon: #### \| RA: #### | **PANTONE # 111c**<br>**CMYK: 33, 41, 100, 7 \| RGB: 171, 138, 47**<br>MADEIRA Rayon: #### \| RA: #### | **PANTONE True Black**<br>**CMYK: 75, 68, 67, 90 \| RGB: 0, 0, 0**<br>MADEIRA Rayon: 1000 \| RA: 2296 | **PANTONE #11c**<br>**CMYK: 66, 57, 52, 29 \| RGB: 84, 86, 90**<br>MADEIRA Rayon: #### \| RA: #### | **PANTONE #8c**<br>**CMYK: 48, 40, 38 , 4 \| RGB: 137, 138, 141**<br>MADEIRA Rayon: #### \| RA: #### | **PANTONE White**<br>**CMYK: 0, 0, 0, 0 \| RGB: 255, 255, 255**<br>MADEIRA Rayon: #### \| RA: #### |

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## Primary Marks

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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

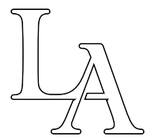
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Alternative logos are reserved only for Athletics gear. (This mark can be used for athletics gear sold in the bookstore, but cannot be used by non-Athletics internal offices and departments at Cal State LA.)

## LA Word Mark

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## Golden Eagle Head Spirit Mark

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.)

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# California State University Los Angeles

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## Wordmarks

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CAL STATE LA

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CAL STATE LA

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CAL STATE LA

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CAL STATE LA
GOLDEN EAGLES

43

CAL STATE LA
GOLDEN EAGLES

44

CAL STATE LA
GOLDEN EAGLES

45

CAL STATE LA
GOLDEN EAGLES

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.)

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CAL STATE LA
ATHLETICS

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CAL STATE LA
ATHLETICS

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CAL STATE LA
ATHLETICS

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CAL STATE LA
ATHLETICS

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Los Angeles
ATHLETICS

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Los Angeles
ATHLETICS

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Los Angeles
ATHLETICS

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Los Angeles
ATHLETICS

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Los Angeles
ATHLETICS

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CAL STATE LA
ATHLETICS

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CAL STATE LA
ATHLETICS

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CAL STATE LA
ATHLETICS

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Los Angeles
ATHLETICS

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Los Angeles
ATHLETICS



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## Stacked LA Lockups

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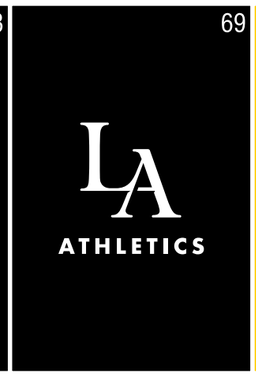

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|---|---|
| ADDITIONAL PERTINENT INFORMATION | • University licenses consumables (must have expiration date on packaging).<br>• University licenses health and beauty products.<br>• University permits numbers on products for resale.<br>• Mascot caricatures permitted.<br>• Cross licensing with other marks may be permitted with an additional agreement.<br>• No references to alcohol, drugs, or tobacco related products may be used in conjunction with University marks. |



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