

# Brand Guidelines

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# The San Diego State University Brand

Our updated brand is more than just a logo or tagline. Our brand is our promise to our students, faculty and staff and the communities we serve. It is the platform by which we tell the unique story of how our SDSU community transcends borders and transforms lives. As the oldest institution of higher education in the San Diego region, founded as a teacher's college, serving and shaping the community is in our DNA. Our brand, as we continue to grow and improve our offerings in service of our communities, will continue to be a propelling force for our region and for the future and enhance our regional, national and international reputation. No other university has the distinct privilege, obligation and ability to be a balancing point for so many cultures, communities and offerings than SDSU. This guide helps give voice to our diverse and inspired community.





## Brand Standards

The story of the SDSU brand – our community and impact – rests on our ability to build strong bonds with our audiences and by being consistent. As with any powerful brand, we should speak a common language even as we speak to many different audiences.

Our brand story will live in many spaces, flexing naturally across digital, print, social and video. Following these guidelines will maintain consistency, but these guidelines are not intended to simply “police” creative work. These guidelines are meant to define and clarify, to unify and inspire and to serve as a guide and a platform for building the SDSU story and making the brand real when we communicate the unique SDSU experience and impact.

This document is intended for those responsible for creating marketing communication materials for SDSU and helps to ensure a consistent voice, which improves the experience for students, faculty, staff and external community members.

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### ADDITIONAL RESOURCES

To access files and review additional brand information, please visit the SDSU Brand Portal at [brand.sdsu.edu](https://brand.sdsu.edu). For inquiries and details on proper usage for special case elements including the custom type, inline and boxed monogram, please contact:

**Strategic Communications and Public Affairs**  
[stratcomm@sdsu.edu](mailto:stratcomm@sdsu.edu)

### DISCLAIMER

**This is a living document.**  
Elements outlined within are  
subject to change.



# Brand Positioning

Brand Purpose  
Mission Statement  
Brand Pillars  
Tone Words  
Audiences  
Tagline & Rationale

## Brand Purpose

To create the SDSU brand platform, we conducted a deep review of what we stand for. Using research and discovery as well as the interviews we conducted, we arrived at the Brand Positioning statement. This phrase is not a tagline, but rather encapsulates the essence of our purpose as defined by our community.

# Transcending Borders and Transforming Lives

At SDSU, our identity is defined by our **Dynamic Collective**. Our unique and diverse community responsibly leads and fearlessly listens. Here, education is our foundation, but culture is our difference.

And our differences define us as much as our common ground. In championing this inclusive environment, we're **Inspiring Cultural Convergence**. In these border cities, we're not one singular identity. We're living at the edges of bold innovation and creative pursuit. The lines between campus and city blend as we tune our minds for impact and fill our hearts with unforgettable experiences.

We do this by **Empowering Vibrancy**. We serve the city, the state, the country and the world to create a more colorful, more exciting, more electric and eclectic future.

Because we are **Driven To Transform** the world around us. This school, in this city, is a microcosm for what the world can be. It is our responsibility to educate boldly. To innovate responsibly. And to bring the best minds together to advance society for all.

# Mission Statement

The mission statement is an expression of our brand purpose. It defines and guides the future state that we strive for. It's a mindset that continually drives us forward.

The mission statement may be referenced in internal and external communications, such as formal reports, the strategic plan, general catalog, and orientation materials.

**San Diego State University transforms lives and transcends borders through education, research, and enriching experiences. Our community strives to create a more equitable, compassionate, and prosperous world.**



# Brand Pillars

The pillars are values unique to SDSU and serve to influence the work on the following pages.

Brand pillars are generally not referenced outside the organization, but they may be used as a framework for message development.

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## WHO WE ARE

### Dynamic Collective

**SDSU is a global community of many identities, cultures and stories.**

As a community-engaged, border-connected, Hispanic-Serving Institution located on Kumeyaay land, we have a respect for what each individual brings to the table and recognize how our collaboration makes us that much stronger. Our differences define us as much as our similarities and together we make something uniquely SDSU.

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## HOW WE DO IT

### Empowering Vibrancy

**There's a liveliness here you can't find anywhere else.**

A palpable buzz of energy in and outside the classroom and spirited opportunity that ignites us to learn more, do more, be more. SDSU is creating the space necessary for an education as dynamic as its individuals and fueling a brighter, bolder future representative of the people and passions we cultivate here.

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## WHAT WE DO

### Inspiring Cultural Convergence

**Everything we are and do is because of our location.**

As a transdisciplinary, transborder campus with global influence and impact we are uniquely positioned to take on key issues and be a leading example for the nation and the world. A balance of recreation and research, academics and athletics, exploration and excellence. Living simultaneously on the edge and the forefront fueling our drive to innovate and hunger to explore. Where city meets campus, cliffside meets ocean, borders transcend and cultures converge.

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## WHY IT MATTERS

### Driven to Transform

**SDSU spans the California-Mexico border and serves the world.**

With a 125-year history of providing academic excellence, student success and groundbreaking research it is our distinct obligation to provide education in service of transforming the lives of our people and the surrounding communities. We are driven by our responsibility to reimagine and redefine a student-centric, experience-driven education to impact San Diego, the border and the world like never before for years to come.

# Tone Words

The positioning statement is complemented by tonal words that reflect the personality of the brand. The tone will shift depending on the audience, but all communications – from social media posts to printed materials to web – should use the following words as a guide.

## Determined

**We are a community driven by our goals and passions, determined to make change.**

## Innovating

**We are not afraid to carve out a new path and to do things differently.**

## Vibrant

**We are not a singular identity; we are diverse and always inspired, exciting and full of life.**

## Ardent

**In order to innovate, grow, and lead, we are full of passion and creative energy.**

## Curious

**The joy of discovery, and an openness to new ideas, motivates and guides our pursuits.**

## Inclusive

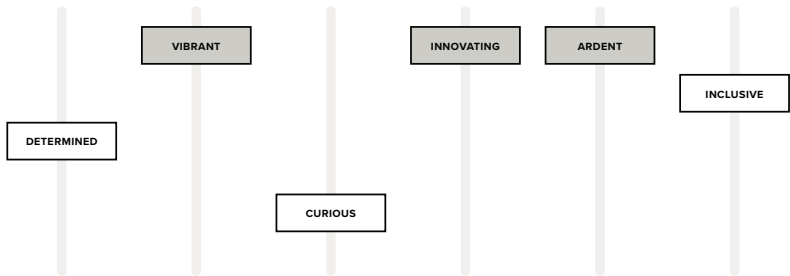
**Our culture is always welcoming and strengthened by the diversity of our community.**

# Audiences

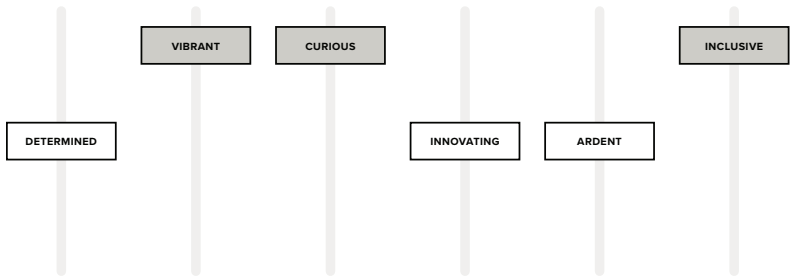
While our brand has one clear voice, the groups of people who interact with it are wide and varied. To help understand who they are, and how to reach them, we have placed them into categories. While the brand should contain the characteristics of the tone words outlined above, the degree to which the audiences feel them should vary.

Think about putting these personality traits or tone words on an equalizer that allows you to dial up or dial down certain elements. Much like a human personality, its voice can and should adapt to the moment and situation that it is in.

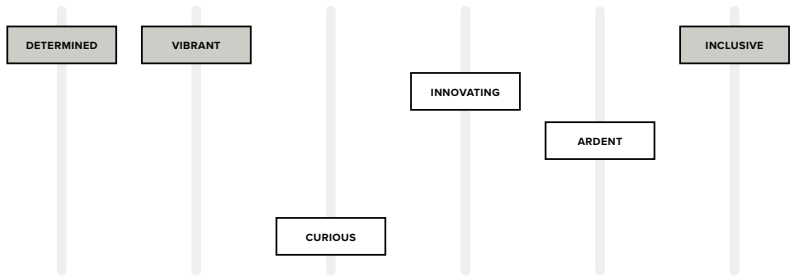
## SDSU COMMUNITY



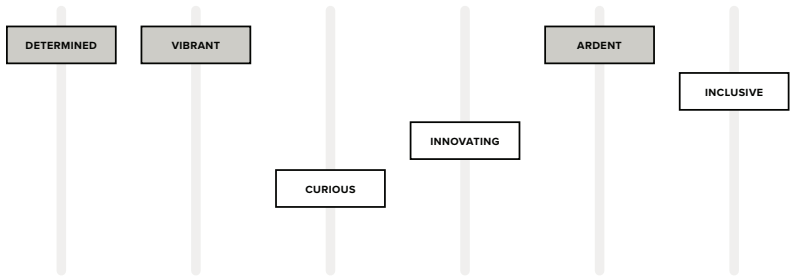
## PROSPECTIVE STUDENTS AND PARENTS



## INDUSTRY PARTNERS



## ALUMNI AND DONORS





## Tagline & Rationale

This brand platform is intended to further guide concept development and execution, set a baseline tone, and function as a springboard for the entire brand expression.

It can be used as a tagline, or as a single sign off for a piece of communication, but it is also more than that. It is a foundational idea to guide and inspire all brand storytelling.

# Transform Your Tomorrow

Something happens when you come face to face with the moment. When you meet that border of today and tomorrow. When a vibrant community shapes a global outlook. When passionate service intersects with academic pursuit. When you break through expectations and change everything. Possibilities open. The world looks different. Tomorrow is yours to define, so give it your all, widen your aperture, make an impact, and you'll transform your tomorrow.



# Brand Identity

Primary Logo

About Our Logo

Color Variations

Minimum Sizes & Clear Space

Incorrect Usage

Logo Lockups

Monogram

Presidential Seal

Athletics Logo

# Primary Logo

Our logo is the most important and recognizable element of our brand's identity. It is an icon that represents our organization to the world and acts as an identifying and unifying mark.

Further details on the appropriate use of institutional logos are provided in the sections that follow.

## BRAND ESSENTIALS

Download logos and learn more about the university identity system and branding policies at [brand.sdsu.edu](https://brand.sdsu.edu)

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### PRIMARY LOGO | HORIZONTAL



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### PRIMARY LOGO | VERTICAL



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*Do not alter, redraw or add any additional words or graphic elements to the logo.*



## About Our Logo



- 
- 1 Pure rounded forms evoke the clean lines of the university architecture.
  - 2 Angular pointed serifs reference old-world type styles. They feel fresh paired with a modern, low-contrast geometric typeface.
  - 3 The mark is intentionally balanced on either side of a thin dividing line.
  - 4 Tiempos is a modern serif that strikes a balance between practicality and elegance. Its angular serifs complement the logo mark.

# Color Variations

Our logos are available in multiple color variations.  
Here is an explanation of when and where to use each one.

## FULL-COLOR LOGO

The Pantone, CMYK or RGB full-color logo is always preferred.  
Use Pantone or CMYK for any print applications such as collateral.  
Use RGB for digital applications such as web, presentations, or video.

## REVERSE LOGO

Use the reverse logos for applications on color or photographic backgrounds.  
Always ensure that the background you choose provides sufficient contrast for the logo.

## ONE-COLOR LOGOS

When full-color printing is not an option, use either the white only or black only version of the logo. This is also helpful for applications such as embossing, debossing, die-cutting or extrusion.

*In special cases, a one-color red logo can be made available.*

## FULL-COLOR



## REVERSE



## ONE-COLOR



# Minimum Sizes & Clear Space

Our logo needs “breathing room.” No other elements – type, images, etc. – should be placed closer to the logo than this dotted border allows.

Application will determine not only the color version, but also the minimum size. These are minimum recommended sizes for both print and digital media.

The clear space of the logo is defined by the height of SDSU.

## MINIMUM WIDTHS



## CLEAR SPACE





# Incorrect Usage

The university logos cannot be modified in any way. These manipulations and interpretations dilute the integrity of our graphic identity and are expressly prohibited. University symbols are owned and licensed by the university. They may not be incorporated into another design to create a new symbol.



Do not warp or stretch the logo



Do not skew the logo



Do not add a drop shadow or any other effects



Do not use unapproved color combinations



Do not use unapproved colors in the logo



Do not place the primary logo in a container shape of any kind



Do not crop or remove any parts of the logo



Do not rearrange elements of the logo



Do not add additional information or elements to the logo



Do not place the logo on a color that does not provide sufficient contrast



Do not place the logo on visually distracting backgrounds

# Logo Lockups

The university's primary logo signifies the organization as a whole and forms the basis of our visual identity system. In contrast, logo lockups show the relationship between the university and its administrative units.

There are three types of lockups: Locations, Level 1 and 2.

Like the primary logo, lockups may use a horizontal or vertical orientation and come with full color, reverse, and single color white and black versions.

Some university units or initiatives may have unique marketing and communications needs that warrant a distinct logo that departs from the institutional identity. All distinct identity logos must contain the university's name and must be reviewed and approved by the SDSU Logo Committee, which may be reached by emailing [stratcomm@sdsu.edu](mailto:stratcomm@sdsu.edu)

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## PRIMARY LOGO



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## LOCATION LOCKUP



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## LEVEL 1 LOCKUP



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## LEVEL 2 LOCKUP



# Logo Lockups: Locations

Location lockups utilize the largest text size to add prominence over other units and departments.

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## LOCATION LOCKUP | HORIZONTAL

**SDSU** | Imperial Valley

**SDSU** | Mission Valley

**SDSU** | Georgia

**SDSU** | Global Campus

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## LOCATION LOCKUP | VERTICAL

**SDSU**  
Imperial  
Valley

**SDSU**  
Georgia

# Logo Lockups: Level 1

Level 1 lockups are used for stand-alone entities within the university, such as colleges.

Levels 1 or 2 may be used for institutes and labs.

LEVEL 1 LOCKUP | HORIZONTAL

**SDSU** | Counseling and Psychological Services

**SDSU** | College of Health and Human Services

**SDSU** | Research

**SDSU** | Heart Institute

LEVEL 1 LOCKUP | VERTICAL

**SDSU**  
Counseling and Psychological Services

**SDSU**  
Research

# Logo Lockups: Level 2

Level 2 lockups are used to signify a unit’s relationship to a larger parent entity. They should be used for schools and departments to demonstrate hierarchy.

Levels 1 or 2 may be used for institutes and labs.

Limit lockups to two levels deep to avoid complexity.

LEVEL 2 LOCKUP | HORIZONTAL

SDSU

College of Professional Studies and Fine Arts  
L. Robert Payne  
School of Hospitality and  
Tourism Management

SDSU

Fowler College of Business  
The Corky McMillin  
Center for Real Estate

SDSU

College of Sciences  
Heart Institute

SDSU

College of Health and Human Services  
School of Exercise and  
Nutritional Sciences

LEVEL 2 LOCKUP | VERTICAL

SDSU

College of Professional  
Studies and Fine Arts  
L. Robert Payne  
School of  
Hospitality and  
Tourism  
Management

SDSU

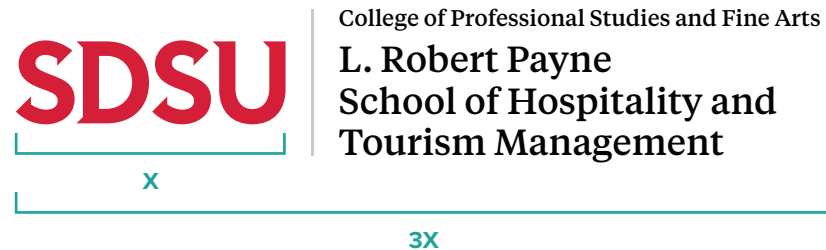
College of Sciences  
Heart Institute



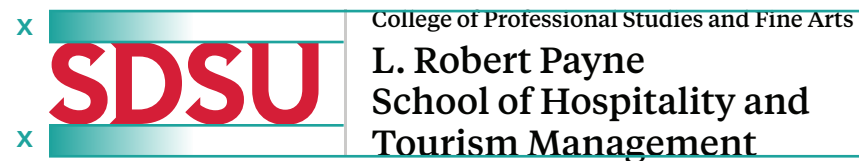
# Horizontal Logo Lockups: How it Works

The length of horizontal lockup text should not extend beyond 3X the width of SDSU.

(In a Vertical lockup, use the width of SDSU as a rule of thumb for text alignment.)



The unit name should be vertically centered with the SDSU monogram. The height of the gray line should only be adjusted to match the height, and vertical alignment, of the unit name if the unit name is vertically taller than the monogram.



In a level 2 lockup, the department label should be two thirds the height of the unit label, and spaced as shown.

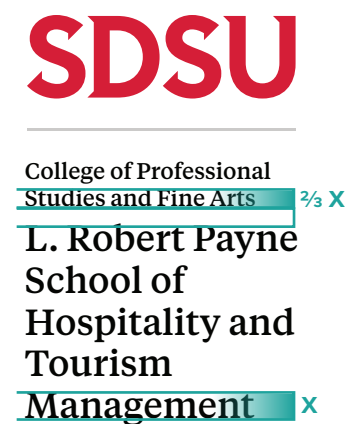


# Vertical Logo Lockups: How it Works

The length of the vertical lockup text should not extend past the width of the monogram. If required, the text can exceed the width of the monogram by a set distance to avoid splitting the unit name across several lines. This is referenced by the double x's in the visual.



In Level 2 lockup, the department label should be two thirds the height of the unit label, and spaced as shown. Unit names should be left-aligned.



# Monogram

University monograms do not include full university name, and are therefore intended to be used for familiar audiences or in a more expressive manner.

Monograms may be utilized as large super graphics, background textures, or as logos for places that are too small for the full primary logo to appear.

## SOLID MONOGRAM

The solid monogram is primary, and should be utilized most frequently. Use the solid monogram for social icons and on-campus banners or signage. If the monogram is intended to stand in for the primary logo, use the solid version.

## INLINE AND BOXED MONOGRAMS

The inline and boxed versions should be reserved for special use cases, or used in a secondary manner alongside the primary university logo. They may be used on swag or apparel – think sweatpants or stickers.

## COLOR

Red, black, and white are preferred primary colors, although there may be exceptions where teal can be used to extend the available palette for banners or merchandise.

For inquiries on the proper usage for special design elements including the custom type please contact [stratcomm@sdsu.edu](mailto:stratcomm@sdsu.edu)

## MONOGRAM | SOLID



## MONOGRAM | INLINE



## MONOGRAM | BOXED



# Presidential Seal

Our Presidential Seal depicts the iconic Hepner Hall bell tower.

Use of the Presidential Seal is reserved for the President and the Office of the President. It usually appears with the signature of the university president or of someone acting on the president's behalf. It may also be used for award presentations or formal events in which the university president participates.

The Presidential Seal may be used with a white or transparent background, and comes in three colors: gold, dark red, and black. When using the transparent versions, the linework should always be darker than the background it is placed on.

## PRESIDENTIAL SEAL | GOLD WITH WHITE BACKGROUND



## PRESIDENTIAL SEAL | COLOR VARIATIONS



Use of the Presidential Seal requires prior approval from Strategic Communications and Public Affairs.

To secure the Presidential Seal logo files, contact [stratcomm@sdsu.edu](mailto:stratcomm@sdsu.edu)

**MINIMUM SIZE**  
Print: 1.5 in  
Digital: 150 px

# Athletics Logo

The primary logo for SDSU Athletics is shown here. It has represented us for decades as the program brings together students, faculty, staff, parents, alumni and the wider community. It is designed to capture our strength, energy, forward motion, and the pride of our athletics programs.

As our Athletics logo, this mark is intended for all items that need to represent SDSU athletics, and only athletics. The logo is available in several variations for use when needed.

Please refer to the Athletics Style Guide for further information.

These logos are for the exclusive use of the SDSU Athletics Department. They are not to be confused with, or substituted for, the logos of the university. For permission to use the Athletics logos contact Lisa Pearson at [lpearson@sdsu.edu](mailto:lpearson@sdsu.edu)

For licensing and trademark inquiries, contact Kathy Brown at [kathy.brown@sdsu.edu](mailto:kathy.brown@sdsu.edu)

## ATHLETICS | PRIMARY LOGO



## ATHLETICS | LOGOTYPE

**SAN DIEGO STATE**

**AZTECS**

**SDSU**

# Elements of Design

Color Palette

Typefaces

Pattern

Custom Type

Photography

# Color Palette

**THIS IS AN RGB DOCUMENT.**

All colors shown are RGB swatches and will not print accurately.

**PRIMARY**

Our leading colors are red and black. Bright red brings vibrancy and complements our traditional dark red hue. Charcoal provides a soft counterpoint to black. The primary colors should be present in all marketing materials so that our communications are unified and recognizable as SDSU.

<b>BRIGHT RED</b>  HEX #D41736 RGB 212 / 23 / 54 CMYK 10 / 100 / 83 / 0 PANTONE 185	<b>DARK RED</b>  HEX #A6192E RGB 166 / 25 / 46 CMYK 7 / 100 / 82 / 26 PANTONE 187	<b>CHARCOAL</b>  HEX #2D2828 RGB 45 / 40 / 40 CMYK 20 / 20 / 20 / 90 PANTONE 433	<b>BLACK</b>  HEX #000000 RGB 0 / 0 / 0 CMYK 40 / 30 / 20 / 100 PANTONE NEUTRAL BLACK
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**SECONDARY**

Bright and dark teal can be used as accents or supporting colors to expand the palette alongside our primary reds and black. Light gray and white also play a strong supporting role as neutrals.

<b>BRIGHT TEAL</b>  HEX #00A39D RGB 0 / 163 / 157 CMYK 80 / 0 / 40 / 0 PANTONE 326	<b>DARK TEAL</b>  HEX #008080 RGB 0 / 128 / 128 CMYK 80 / 0 / 40 / 30 PANTONE 328	<b>LIGHT GRAY</b>  HEX #CDCDC8 RGB 205 / 205 / 200 CMYK 13 / 9 / 10 / 20 PANTONE 435	<b>WHITE</b>  HEX #FFFFFF RGB 255 / 255 / 255 CMYK 0 / 0 / 0 / 0
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SDSU recognizes that turquoise holds a significant and special meaning for some Native and Indigenous communities and community members. Turquoise is also a feature in the university's physical environment, notably on railings, wall features and and other design features. Turquoise is the men's basketball team color for the annual N7 game during Native American History Month. The inclusion of the color teal in the university's official color palette is a reflection and a respect for the importance of the color as well as the long-standing use of turquoise at SDSU.

# Color Palette: Contrast

Please consider contrast, legibility, and ADA compliance when designing with the color palette.

This chart depicts color combinations for text that pass the Web Content Accessibility Guidelines.

Background \ Text	#FFFFFF	#CDCDC8	#2D2828	#000000	#A6192E	#D41736	#008080	#00A39D
White #FFFFFF			Text AAA 14.5	Text AAA 21	Text AAA 7.5	Text AA 5.2	Text AA 4.7	Text AA18 3.1
Light Gray #CDCDC8			Text AAA 9.1	Text AAA 13.1	Text AA 4.7	Text AA18 3.3		
Charcoal #2D2828	Text AAA 14.5	Text AAA 9.1					Text AA18 3	Text AA 4.6
Black #000000	Text AAA 21	Text AAA 13.1				Text AA18 3.9	Text AA18 4.4	Text AA 6.7
Dark Red #A6192E	Text AAA 7.5	Text AA 4.7						
Bright Red #D41736	Text AA 5.2	Text AA18 3.3		Text AA18 3.9				
Dark Teal #008080	Text AA 4.7		Text AA18 3	Text AA18 4.4				
Bright Teal #00A39D	Text AA18 3.1		Text AA 4.6	Text AA 6.7				

AAA Pass, AAA (7+)

AA Pass, AA (4.5+)

AA18 Pass, Large Text Only (3+)

DNP Does Not Pass

[About WCAG 2.0 contrast](#)



# Typefaces

## TIEMPOS

The Tiempos Collection is a modern serif family for editorial typography. Tiempos Text gently updates the functionality of classic serif fonts for contemporary use. It's robust and clear, perfect for economic and legible typesetting. Tiempos Headline is designed for larger headline sizes, striking a balance between practicality and elegance.

**Tiempos Headline Medium**

***Tiempos Headline Medium Italic***

**Tiempos Text Medium**

***Tiempos Text Medium Italic***

**Tiempos Text Semibold**

***Tiempos Text Semibold Italic***

## BODY COPY FONT | PROXIMA NOVA REGULAR

Proxima Nova bridges the gap between typefaces like Futura and Akzidenz Grotesk. The result is a hybrid that combines modern proportions with a geometric appearance.

**Proxima Nova Bold**

***Proxima Nova Bold Italic***

**Proxima Nova Regular**

***Proxima Nova Italic***

# Typefaces: Sample Usage

HEADLINE FONT | TIEMPOS HEADLINE MEDIUM

# Transform Your Tomorrow

SUBHEAD FONT | PROXIMA NOVA BOLD

## Welcome to San Diego State University.

OVERSIZED BODY COPY FONT | TIEMPOS TEXT MEDIUM

Tiempos Text Medium can be used on occasion for large running text. It is an unconventional move with more impact.

**SDSU**

BODY COPY FONT | PROXIMA NOVA REGULAR

Proxima Nova Regular is a paragraph or body font which provides a nice balance to the headline font Tiempos. Proxima Nova is used on the SDSU Omni CMS platform.

CALLOUTS | TIEMPOS TEXT MEDIUM



TEXT ORNAMENTS | CUSTOM SHAPES



URL | PROXIMA NOVA BOLD

## **SDSU.edu**

*Use all caps for SDSU. Do not include www.*

Use lowercase for a unit URL:

admissions.sdsu.edu

# Pattern

Custom shapes are inspired by the distinctive architectural details and motifs on campus. By abstracting these forms, they become a dynamic graphic element that can represent vibrancy, inclusivity, transcendence and transformation.

These shapes may be used at large and small sizes. The consistent square holding shape allows for maximum flexibility. Combine different shapes to create a mosaic effect, or repeat for a sense of symmetry and pattern.

These design elements should only be used for institution-level branding.

For inquiries on the proper usage for special design elements, including the custom type, please contact [stratcomm@sdsu.edu](mailto:stratcomm@sdsu.edu)



# Pattern: Sample Usage

## EXAMPLES



## DO:

- Use dual color shades, one hue per composition
- Stick to a grid, set at 0° or 45°
- Use repetition and rotation of a single tile to create patterns
- Combine different tiles and vary the size to create a mosaic effect
- Crop the grid to create dynamic layouts
- Use shapes as windows for photography
- Layer shapes over a photo using a multiply effect

## DO NOT:

- Combine different hues in one layout
- Rotate tiles outside of 45° increments
- Use the tiles at sizes where the forms lose clarity – not too big, not too small
- Obstruct or cover focal points in the photography

## Custom Type

Our visual system includes custom word art based on our primary logo. These hero words should be used graphically to create a focal point or a running texture. They may utilize any of the brand colors.

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### HERO WORDS | CUSTOM TYPE

**SAN DIEGO  
STATE  
UNIVERSITY  
AZTECS**

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### EXAMPLES



For inquiries on the proper usage for special design elements including the custom type please contact [stratcomm@sdsu.edu](mailto:stratcomm@sdsu.edu)



# Photography: Portrait

Our brand photography should capture subjects who are in their element – using close-up portrait photography with natural lighting of students, faculty, and others, engaged in a moment or in self-reflection.

Keep in mind our brand purpose and tone words when selecting or creating photography.

**Vibrant:** Subjects should appear inspired, excited, diverse and full of life.

**Inclusive:** Showcase moments of belonging and the diversity of our community.

## BRAND PHOTO LIBRARY

Download photos at  
[brand.sdsu.edu/photography](https://brand.sdsu.edu/photography)





# Photography: Action

Photography should capture the spirit and activity of SDSU.

Highlight both individuals and groups engaged in quiet moments and loud action, meeting challenges head on through an experience-driven education.

**Determined:** Highlight a community driven by goals and passions.

**Curious:** Show the joy of discovery that guides our pursuits.

**Ardent:** Subjects should exude passion and creative energy.

**Innovating:** Demonstrate individuals who are unafraid to do things differently.

## BRAND PHOTO LIBRARY

Download photos at  
[brand.sdsu.edu/photography](https://brand.sdsu.edu/photography)





# Photography: Environmental

Scenic shots are a strong branding element that create a sense of place and space, highlighting our unique landscape and campus atmosphere.

Visualize the institution and the experiences people have here, including a mix of iconic views and slice-of-life moments.

Show the campus from fresh perspectives. Highlight architectural forms through symmetry and repetition.



## BRAND PHOTO LIBRARY

Download photos at  
[brand.sdsu.edu/photography](https://brand.sdsu.edu/photography)





# In Application







SDSU®

SDSU

College of  
Health and  
Human Services













Something happens when you come face to face with the moment. When you meet that border of today and tomorrow. When you break through expectations and change everything. Possibilities open. The world looks different. Tomorrow is yours to define, so give it your all, widen your aperture, make an impact, and you'll

# Transform Your Tomorrow

Learn more at [SDSU.edu](https://www.sdsu.edu)

**SDSU** | San Diego State University



# Widen Your Aperture

Something happens when you come face to face with the moment. When you meet that border of today and tomorrow. When you break through expectations and change everything. Possibilities open. The world looks different. Tomorrow is yours to define, so give it your all, widen your aperture, make an impact, and you'll transform your tomorrow.

Learn more at [SDSU.edu](https://www.sdsu.edu)

**SDSU** | San Diego State University





# Stationery System: Business Cards

## BUSINESS CARDS

University-wide business cards present a consistent brand while offering flexibility to represent your department.

**Required:** Primary SDSU logo; department logos are not allowed. The SDSU.edu URL is also required.

**Optional Front:** Area the unit serves under (college/division), cell phone, fax, email and pronouns are optional. You may include a unit URL in addition to the required SDSU.edu URL.

**Optional Back:** You may remove the red patterned background and include department social icons or a QR code.





# Stationery System: Letterhead

## LETTERHEAD

Printed and digital university-wide letterhead should follow the format shown, featuring the primary San Diego State University logo.

**Required:** Primary SDSU logo; department logos are not allowed. Always include the address with the mail code, SDSU.edu URL and the CSU university list.

**Optional Front:** Area the unit serves under (college/division).

Printed and electronic letterhead is formatted and produced by Reprographics Services as shown.

SDSU stationery should be ordered through Reprographics' website; their contact email is [repro@sdsu.edu](mailto:repro@sdsu.edu).



# Stationery System: Envelopes

## ENVELOPES

University-wide envelopes follow the letterhead format featuring the primary San Diego State University logo.

**Required:** Primary SDSU logo; department logos are not allowed.

**Optional Front:** Area the unit serves under (college/division).



Envelopes are formatted and produced by Reprographics Services as shown.

SDSU stationery should be ordered through Reprographics' website; their contact email is [repro@sdsu.edu](mailto:repro@sdsu.edu).

## Contact Us

The SDSU Brand Portal at **[brand.sdsu.edu](https://brand.sdsu.edu)** contains additional brand information. If you have questions about the SDSU brand, please contact the Strategic Communications and Public Affairs department.

**[stratcomm@sdsu.edu](mailto:stratcomm@sdsu.edu)**