San Diego State University

Graphic Identity Manual

Download logos and learn more about the university identity system and branding policies at: brand.sdsu.edu

Use only original logos downloaded from the official website above.
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**San Diego State University**

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SDSU Faculty and Staff,

Just as the name “San Diego State University” identifies our university nationwide and stirs pride among our students, faculty, staff and alumni, so our university logo and identity system quickly identify university programs and enhance our reputation.

Integrating our communications creates a single, clear identity across our entire university and expands and strengthens our profile in the greater community.

Thank you for supporting our efforts. Please contact Strategic Communications and Public Affairs for help with how best to use our logo in your communications materials.

Adela de la Torre
President
This is the primary version of the university logo. The image depicts the entrance to Hepner Hall with its landmark bell tower.

The name has been organized in two lines to emphasize both the popular description “San Diego State” and the word “University” below. The centered format of the elements produces a classic design, with the horizontal typography functioning as a base for the vertical image.

Red and black, the university colors, add drama and energy to the overall design. The relative sizes of the image and type have been optimized for both aesthetic balance and reproducibility requirements at small sizes.

University symbols and marks are owned and licensed by the university. To download and learn more about the SDSU logos, visit brand.sdsu.edu.
The Primary Logo is available in several variations. The enhanced 3-color version can be used in electronic and 4-color applications. In print applications, where cost is an issue, either the 2-color or 1-color variation will be appropriate.

For the most challenging printed applications—e.g. minimum size on newsprint—the solid 1-color version is the best choice. Clearly, the logo looks and “reads” better in 2 or 3 colors, which are the preferred versions.
Reversed versions of the logo are appropriate for application to a darker background. Please note gold type in 3-color version.
Required space allowance

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

Minimum size requirement

Application will determine not only the color version, but also the minimum size. These are minimum recommended sizes for 3-, 2- and 1-color logos in both print and electronic media. Ensure both images and type reproduce clearly and are legible in all applications by reviewing proofs or a test beforehand. Ensure a printer is able to hold registration on 2- and 3-color versions.
There may be occasions when a more compact format is necessary for use in web banners, horizontal signs and mastheads. Most logos look their best when they are set off from other elements and have a bit of “breathing room” around them. Ours is no exception. That is why the Primary Logo should be used more often than not, with plenty of space around it. This format has been made available for only the most inflexible applications, when an extreme horizontal shape is necessary.
The Horizontal Logo is available in several variations. The enhanced 3-color version can be used in electronic and 4-color applications. In print applications, where cost is an issue, either the 2-color or 1-color variation will be appropriate.
Reversed versions of the logo are appropriate for application to a darker background. Please note gold type in 3-color version.
Creating a strong institutional identity for the university requires a consistent approach to layout and design across many SDSU entities. The formats displayed here are examples of how the Primary Logo can be used clearly and consistently by a wide variety of groups across campus.

Unique logos are not permitted for any academic, administrative or research units, including colleges, departments, divisions and offices within divisions or academic programs. There can be no exceptions. The use of unique logos undermines efforts to build a unified brand.

However, units may create campus-specific identity marks by adding their unit name to the Primary Logo or Horizontal Logo. Final designs must be created or approved by Strategic Communications and Public Affairs.
It is the university’s policy that centers and institutes use official symbols and stationery. Doing so establishes a consistent identity that projects unity and strength.

Marketing and Communications has created a logo for centers, labs and institutes affiliated with the university as service providers. Service providers are not defined as colleges, schools, departments, divisions, programs, academic centers or institutes.

Support units must choose to use the Primary Logo or the Support Logo and use it for the entire program in order to maintain a consistent brand. The Primary Logo shown on page 11 is always the preferred brand.

Final designs must be created or approved by Strategic Communications and Public Affairs.
The university logos cannot be modified in any way. The above 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.
There may be times when embossing the logo is favored. In these cases, the above logo representation is required to maintain the integrity of the design.

The black areas (building, foreground and border) are raised. The white areas (sky and channel inside border) are level with the media.

More complex dies can include recessed (unembossed) windows. Multilevel or hand-tooled dies can add more separation of building elements, and a more 3-dimensional effect for the image.

A blind emboss (not printed) is not recommended unless the embossing die is hand-tooled so that every pictorial detail of the logo’s image remains intact.
The red SDSU initials play a supporting role in university identification. This version of SDSU is designed to be used when, quite simply, nothing more complex will work effectively. Directional signs and window decals are examples in which legibility from a great distance is critical. The initials logo may be approved for small spaces where the Primary Logo does not fit. Otherwise, the initials should not be used in typical print and electronic applications. The Initials Logo conveys an abbreviated and more casual image of the university. The university name in the Initials Logo may be excluded if it is prominent in the publication. Use of the Initials Logo requires prior approval from Strategic Communications and Public Affairs. To secure the Initials Logo files, contact SDSUlogo@sdsu.edu.
The Banner Logo is a decorative version of the image and name elements, and should be used only when a contained shape is necessary to frame the elements and when 3 colors are possible. Vertical banners and lapel pins are examples of this type of application. Use of the Banner Logo requires prior approval from Strategic Communications and Public Affairs. To secure the Banner Logo files, contact SDSUlogo@sdsu.edu.
The University Seal
San Diego State University

Specification, Application & Minimum Sizes

Minimum size requirement

<table>
<thead>
<tr>
<th>3-Color Version</th>
<th>CMYK</th>
<th>WEB COLORS</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS</td>
<td>Red - 7c/100m/82y/26k</td>
<td>Red - A6192E</td>
</tr>
<tr>
<td>Red - PMS 187</td>
<td>Gold - 9c/12m/47y/18k</td>
<td>Gold - C5B783</td>
</tr>
<tr>
<td>Gold - PMS 4525</td>
<td>Black - 100k</td>
<td>Black - 000000</td>
</tr>
<tr>
<td>Black</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Minimum size requirement

<table>
<thead>
<tr>
<th>1-Color Non-Metallic Version</th>
<th>CMYK</th>
<th>WEB COLOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS</td>
<td>Gold - 0c/28m/100y/30k</td>
<td>Gold - BC8F21</td>
</tr>
<tr>
<td>Gold - PMS 132</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>1-Color Metallic Version</th>
<th>WEB COLOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS</td>
<td>Gold - 9C896D</td>
</tr>
<tr>
<td>Metallic - PMS 873</td>
<td></td>
</tr>
</tbody>
</table>

This seal signifies endorsement by the SDSU President’s Office, and can be used only in materials and functions appropriate to that role.

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 certain award presentations or formal events in which the university president participates. Use of the University Seal requires prior approval from Strategic Communications and Public Affairs. To secure the University Seal logo files, contact SDSUlogo@sdsu.edu.
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 Steve Schnall at sschnall@sdsu.edu or 619-594-3210.
Red and black are our primary university colors. Most versions of the logo will feature those two colors. The gold shown above is available in both non-metallic and metallic versions and is used in the enhanced 3-color version of the logo.
<table>
<thead>
<tr>
<th>Palatino Light</th>
<th>Palatino Light Italic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Palatino</td>
<td>Palatino Italic</td>
</tr>
<tr>
<td>Palatino Medium</td>
<td>Palatino Medium Italic</td>
</tr>
<tr>
<td>Palatino Bold</td>
<td>Palatino Bold Italic</td>
</tr>
<tr>
<td>Palatino Black</td>
<td>Palatino Black Italic</td>
</tr>
</tbody>
</table>

**PAlATINO SMALL CAPS**  
**Palatino Large & Small Caps**

<table>
<thead>
<tr>
<th>REGULAR NUMBERS</th>
<th>OLDSTYLE NUMBERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>123456789</td>
<td>123456789</td>
</tr>
</tbody>
</table>

Palatino is the official typeface of the university. Its formal appearance, timeless design and clean, legible style make it a capable imagesetter and versatile workhorse. Tight letterspacing is recommended for most applications.

While other typeface may be suitable for specific applications that demand a more individualistic approach, the university will benefit from an overall institutional appearance that is both familiar and consistent. Therefore, letterhead, envelopes, business cards, signage and other materials across all colleges, schools, departments and enterprises should use official marks and fonts to create a coherent university identity.

Note: the Palatino type family includes small capitals and oldstyle numbers (shown) for added finesse and flexibility.
July 1, 2018
Lee Smith
Administrative Assistant
Aztec Shops

Dear Lee,

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

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Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisi. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

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Sincerely,

Darcy Jones

All letterhead must be formatted as shown above by ReproGraphic Services. Electronic stationery is available upon request.
Top of list aligns with x-height in “San Diego State”

When the return address information on the letterhead exceeds 7 lines, it shifts to this configuration along the left hand margin. All type is 7.5pt on 9pt leading, except in the case of a very long list (as in this sample), in which type is reduced to 6.25pt on 9pt leading.

The typed letterform moves over to a margin of 1.75” to accommodate the list of copy. Only the Primary Logo may be used on official university stationery. All letterhead must be formatted by ReproGraphic Services as shown above.
The function of a business card is to provide contact information. Additional contact information may be printed on the backside if it relates to the front of the card. QR codes may be printed on the back if they link to official university websites.

Only the Primary Logo may be used on official university business cards. Exceptions for partnering programs require prior approval from Strategic Communications and Public Affairs. All business cards must be formatted by ReproGraphic Services as shown above.