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

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 stirs pride among our students, faculty, staff and alumni, our university logo is designed to identify university programs and enhance our reputation. Using the university identity system will better integrate our communications and strengthen recognition of our efforts nationally and in the San Diego region. Our Marketing and Communications team is available to help you incorporate our logo into your communications materials.

Thank you for your cooperation and support.

Elliot Hirshman
President
This is the primary version of the university logo. The image depicts the entrance to Hepner Hall with its landmark bell tower. We encourage you to use this logo with the Leadership Starts Here tagline displayed on page 15.

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 sdsu.edu/logos.
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 included when applying the logo to a darker background. In the 3-color version, the type is gold, which creates a warmer, richer impression.
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 demanded.
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.
Reverse Applications

3-Color Version

2-Color Version

1-Color Grayscale Version

1-Color Version

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 Unit 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 SDSU Marketing & Communications.
SDSU Marketing & Communications strongly encourages centers and institutes to use official university symbols and stationery. Doing so establishes a consistent identity that projects unity and strength.

Marketing & Communications has created a logo for centers and institutes affiliated with the university, but not defined as colleges, schools, departments, academic programs or divisions.

Support units may choose to use the Unit Logo or the Support Logo, but they must choose one logo for the entire program in order to maintain a consistent brand. The Unit Logo shown on page 11 is always the preferred brand.

Final designs must be created or approved by SDSU Marketing & Communications.
The proportions of the mark to the typeface cannot be modified.

Color distribution cannot be modified.

Logo may not be distorted.

Image may not be modified.

Logotype cannot be changed, reformatted or removed.

The proportions of the mark to the typeface cannot be modified.

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 University Brand

San Diego State University

Tagline

SAN DIEGO STATE UNIVERSITY

Leadership Starts Here

San Diego State University—through its outstanding people and nationally recognized programs—is propelling the San Diego region into the future. This idea is the essence of our Brand Position and should be reflected in all official communications. To learn more about the university brand, visit sdsu.edu/brandcentral.

Leadership Starts Here, the tagline for the new brand, is a bold statement of San Diego State’s impact and commitment. Leadership Starts Here speaks to the special relationship between SDSU and San Diego. The tagline should be used with the Primary Logo in most instances.

The tagline Leadership Starts Here is designed to be placed beneath the official logo or the unit-specific name shown on page 11. Required space allowance is shown on page 7.

In special circumstances, and with the express permission of SDSU Marketing & Communications, the tagline may be used freestanding. The university prohibits creation of new taglines as well as modification of the Leadership Starts Here tagline. To download and learn more about the SDSU logos, visit sdsu.edu/logos.

leadership starts here

The Leadership Starts Here Logo above was created for use in the SDSU branding campaign. Use of the Leadership Starts Here Logo requires prior approval from SDSU Marketing & Communications. To secure the Leadership Starts Here Logo files, contact SDSUlogo@mail.sdsu.edu.
If the tagline is used with the Primary Logo or the Horizontal Logo, it should be formatted in the exact proportion and placement as shown above.
The SDSU Flag is the logo for The Campaign for SDSU. It should be used only on material related to San Diego State’s comprehensive fundraising campaign.

In most situations, the flag should be printed with the Leadership Starts Here tagline as shown above.

Use of the SDSU Flag Logo requires prior approval from SDSU Marketing & Communications. To secure the SDSU Flag Logo files, contact SDSUlogo@mail.sdsu.edu.

To learn more about The Campaign for SDSU, visit sdsu.edu/campaign.
The SDSU Flag Logo should be reproduced in 4-color process or grayscale for 3-, 2- and 1-color print applications. Spot colors cannot be used to print the SDSU Flag Logo.

Reversed versions of the logo are appropriate for application to a darker background. Additional versions include grayscale, black & white, and with or without dropshadows.
Required space allowance

The SDSU Flag Logos (both primary and secondary versions) need “breathing room.” No other elements—type, images, etc.—should be placed closer to the logo than these dotted borders allow.

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.
The red SDSU initials play a supporting role in university identification. Small directional signs and window decals are examples in which legibility from a great distance is critical. This version of SDSU is designed to be used when, quite simply, nothing more complex will work effectively. 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. Use of the Initials Logo requires prior approval from SDSU Marketing & Communications. To secure the Initials Logo files, contact SDSUlogo@mail.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 SDSU Marketing & Communications. To secure the Banner Logo files, contact SDSUlogo@mail.sdsu.edu.
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 SDSU Marketing & Communications. To secure the University Seal logo files, contact SDSUlogo@mail.sdsu.edu.
The Athletics Logos

San Diego State University

Primary Logo & Logotype

![Primary Logo & Logotype](image)

Logotype with spear

![Logotype with spear](image)

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@mail.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.
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, catalogs, signage and brochure 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.
All letterhead must be formatted as shown above by ReproGraphic Services. Electronic stationery is available upon request.
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 SDSU Marketing & Communications.

All business cards must be formatted by ReproGraphic Services as shown above.