



SAN DIEGO STATE  
UNIVERSITY

SDSU Marketing & Communications

SDSU Marketing & Communications has been authorized by President Stephen L. Weber to oversee implementation and enforcement of the graphic identity guidelines. We appreciate your cooperation and welcome any questions you may have about these policies.

To learn more about the university's logos, visit: [www.sdsu.edu/logo](http://www.sdsu.edu/logo)

**STATIONERY**

ReproGraphic Services will print all official university stationery. Electronic stationery is available upon request.

**PRIMARY LOGO**

We strongly encourage use of the Primary Logo on most print and electronic publications to establish a consistent identity that projects unity and strength.

**HORIZONTAL LOGO**

The Horizontal Logo is a secondary option that should be used only when the Primary Logo will not fit in the available space.

**SDSU INITIALS LOGO**

The SDSU Initials Logo was created for special instances when the Primary Logo and the Horizontal Logo will not fit in the available space. Use of the initials logo requires prior approval from SDSU Marketing & Communications.

**BANNER LOGO**

The Banner Logo was created for limited applications when a contained shape is necessary (e.g., lapel pins). Use of the initials logo requires prior approval from SDSU Marketing & Communications.

**UNIVERSITY SEAL**

The University Seal signifies direct endorsement by the President's Office and may only be used in designated materials and functions. Use of the initials logo requires prior approval from SDSU Marketing & Communications.

**UNIT-SPECIFIC LOGOS**

Units may create campus-specific identity marks by adding their unit name to the Primary Logo. See the graphic identity system guidelines for specifications. *Exception - divisional units that provide on-campus services may have individual logos for use in marketing activities on campus. However, all materials created for off-campus distribution must incorporate official logos and conform to guidelines. Final design applications must be reviewed and approved by SDSU Marketing & Communications.*

**Units of the university must use official stationery and logos. Units include:**

- Academic Programs
- Divisions
- Offices within Divisions
- Colleges
- Departments

**PROGRAM LOGOS**

SDSU Marketing & Communications strongly encourages programs to use official university symbols and stationery. Doing so establishes a consistent identity that projects unity and strength. Programs may have individual logos designed at their own expense by a certified graphic designer. They may not incorporate official university logos into their logo. They may describe in text their relationship with the university or part of the university. Only one logo may be used on stationery. *Exception - partnerships or joint programs in which there is equal affiliation of both parties may combine two logos on their stationery.*

**Programs within divisions, colleges or departments may choose to substitute their logo for the SDSU logo. These include:**

- Community Service Programs
- Special Projects
- Institutes

### **PALATINO TYPEFACE**

Palatino is the **required** font when creating official university communications such as letterhead, business cards and envelopes. All stationery must be created by RepruGraphic Services.

Palatino is the **preferred** font for other applications. It is a standard font on most computers. Most commercial printers can work with true type or postscript fonts. If Palatino is not available on your system you may substitute an alternative font such as Times New Roman. For online use, we recommend two fonts: Verdana for body text and Georgia for headers. Consult the SDSU Web Style Guide for more information. <http://www.sa.sdsu.edu/communications/styleguide>

### **PUBLISHING TWO LOGOS ON THE SAME PAGE**

We recommend using only one logo on print and electronic publications. Multiple logos may confuse the audience. Using the letters "SDSU" or the words "San Diego State University" in a different type face with custom logos would be an alternative solution.

Programs in which there is equal affiliation of multiple parties may require the use of more than one logo. If it is necessary to use more than one logo, there must be adequate space between them and it must be clear the logos are separate.

### **COMBINING LOGOS**

University logos may not be combined with other logos, text or design elements to create a new logo. They may not be contained in shapes that appear to be part of the logo and they may not be modified in any way.

### **STUDENTS**

As a general policy, the San Diego State University logos are reserved for university communications and community relations. The use of SDSU logos implies endorsement by the university as an institution. Although the university supports its students, it may not endorse the contents of their Web or print publications. Using the letters "SDSU" or the words "San Diego State University" in a unique typeface would be an alternative solution. Exceptions may be made for academic applications. Contact Lori Padelford at 619-594-2587 for approval.

### **COMMUNITY PARTNERS**

Constituents involved in equal partnerships with the university may be authorized to use university logos. Contact Lori Padelford at 619-594-2587 for approval.

### **VENDORS AND CONSULTANTS**

As a general policy, the San Diego State University logos are reserved for university communications and community relations. The use of SDSU logos implies endorsement by the university as an institution. We appreciate interest in connecting with SDSU, but it would not be appropriate for external vendors to use the university logos. Using the letters "SDSU" or the words "San Diego State University" in a unique typeface would be an alternative solution.

### **MERCHANDISE - AZTEC SHOPS**

The marketing license for university logos is owned by Aztec Shops. Contact R.D. Williams at Aztec Shops, 619-594-5760, for additional merchandising information .

### **WEB TEMPLATES**

Web templates are not mandatory. They are meant to be of assistance to people who do not have the internal capacity for Web design. In addition, we encourage their use to promote consistency in campus Web sites.

### **EXTERNAL WEB LINKS TO SDSU**

Available to anyone.

### **WEB LINKS TO SDSU WITH UNIVERSITY LOGOS**

Requires a defined partnership with San Diego State University and permission from SDSU Marketing & Communications.

## **CONTACTS**

**SAN DIEGO STATE UNIVERSITY LOGOS:** Contact Lori Padelford at 619-594-2587 for information regarding university logos.

**ATHLETIC LOGOS:** Contact Steve Schnall at 619-594-3210 for information regarding athletic logos.

**SDSU RESEARCH FOUNDATION LOGOS:** Contact Deborah Brighton at 619-594-5410 for information regarding SDSU Research Foundation logos.

**THE CAMPANILE FOUNDATION LOGOS:** Contact Lori Padelford at 619-594-2587 for information regarding The Campanile Foundation logos.