

# The New SDSU Graphic Identity System

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Following broad-based campus discussions, I am pleased to introduce the new San Diego State University graphic identity. The excellence of our university should be reflected in every form of communication that reaches the public, whether it is print or electronic media. The impression we leave underscores the quality of our teaching, research and service.

I ask everyone on the campus to support this effort and to work within these guidelines to ensure the successful application of our new graphic identity system. The university has updated its graphics to better integrate our visual communications, to establish a consistent identity that projects unity and strength, and to convey the university's stature and influence in the community. The responsibility for implementing the identity rests with University Advancement's office of Marketing & Communications. ReproGraphic Services will print official university stationery. Thank you.

A handwritten signature in black ink, reading "Stephen L. Weber". The signature is written in a cursive style with a long, sweeping underline.

Stephen L. Weber  
President



# SAN DIEGO STATE UNIVERSITY

This is the primary and preferred 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.

While the initials SDSU have been used widely in the past to define the university across many communications media, this new logo with our full name will more effectively communicate the stature and influence of our university.

University symbols and marks are owned and licensed by the university.

## Color Variations/Applications

3-Color Version



SAN DIEGO STATE  
UNIVERSITY

2-Color Version



SAN DIEGO STATE  
UNIVERSITY

1-Color Halftone Version



SAN DIEGO STATE  
UNIVERSITY

1-Color Version



SAN DIEGO STATE  
UNIVERSITY

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, particularly since red and black together are our university colors.

## Reverse Variations/Applications

3-Color Version



2-Color Version



1-Color Halftone Version



1-Color Version



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.

## “White Space” & Minimum Sizes

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. Make sure both images and type reproduce clearly and are legible in all applications by reviewing proofs or a test beforehand. Make sure a printer is able to hold registration on 2- and 3-color versions.

## Embossing



# SAN DIEGO STATE UNIVERSITY

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 the every pictorial detail of the logo's image remains intact.



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.



Logo cannot be tilted.



Logotype cannot be changed, reformatted or removed.



Logo cannot be printed over an image.



Logotype cannot be removed.

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.



Minimum size requirement



There may be occasions when the university logo needs to be more compact, e.g. horizontal monument 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.

## Color Variations/Applications

3-Color Version



2-Color Version



1-Color Halftone Version



1-Color Version



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 Variations/Applications

3-Color Version



2-Color Version



1-Color Halftone 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.



# SAN DIEGO STATE UNIVERSITY

*Minds that move the world*

The university has adopted this phrase to characterize its ongoing role in the success of the San Diego region and beyond. It expresses a highly engaged institution whose faculty, staff, students and alumni are “prime movers” in the commercial, civic and cultural life of our region and world.

It is designed to be placed beneath the official logo in applications that are promotional in nature, such as the hosting and sponsorship of events and community outreach.

In special circumstances, the line may be used freestanding in a typeface most suitable to the need at hand, pending approval from SDSU Marketing & Communications.

## Color and Reverse Variations/Applications



SAN DIEGO STATE  
UNIVERSITY  
*Minds that move the world*



SAN DIEGO STATE  
UNIVERSITY  
*Minds that move the world*



SAN DIEGO STATE  
UNIVERSITY  
*Minds that move the world*



SAN DIEGO STATE  
UNIVERSITY  
*Minds that move the world*



SAN DIEGO STATE  
UNIVERSITY  
*Minds that move the world*



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*Minds that move the world*



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*Minds that move the world*



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UNIVERSITY  
*Minds that move the world*



SAN DIEGO STATE  
UNIVERSITY  
*Minds that move the world*



SAN DIEGO STATE  
UNIVERSITY  
*Minds that move the world*



SAN DIEGO STATE  
UNIVERSITY  
*Minds that move the world*



SAN DIEGO STATE  
UNIVERSITY  
*Minds that move the world*

If the proclamation is used with the new logos, it should be formatted in the exact proportion and placement indicated above.

## Application & Minimum Size

A large, bold, red logo consisting of the letters 'SDSU' in a stylized, serif font. The letters are thick and have a slightly rounded, blocky appearance.

Minimum size requirement



The red SDSU initials move from a starring role to a supporting role in university identification. The letters have been reshaped to match the new spelled-out logotype. Small wayfinding signs and window decals are examples where legibility from a great distance is critical. This new 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. It conveys, by definition, an abbreviated and more casual image of the university. Use of the initials requires prior approval from SDSU Marketing & Communications.



Minimum size requirement



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.

## Specification, Application & Minimum Sizes



Minimum size requirement



### 3-Color Version

PMS

Red - PMS 187

Gold - PMS 4525

Black

CMYK

Red - 0c/100m/79y/20k

Gold - 0c/7m/39y/17k

Black - 100k

WEB COLORS

Red - A81933

Gold - D2C694

Black - 000000



Minimum size requirement



### 1-Color Non-Metallic Version

PMS

Gold - PMS 132

CMYK

Gold - 0c/28m/100y/30k

WEB COLOR

Gold - BC8F21

### 1-Color Metallic Version

PMS

Metallic - PMS 873

WEB COLOR

Gold - 9C896D

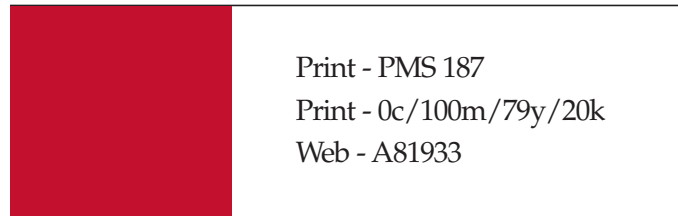
This seal signifies endorsement by the university President's Office and can only be used in materials and functions appropriate to that role.

It usually appears with the signature of the university president or that 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.

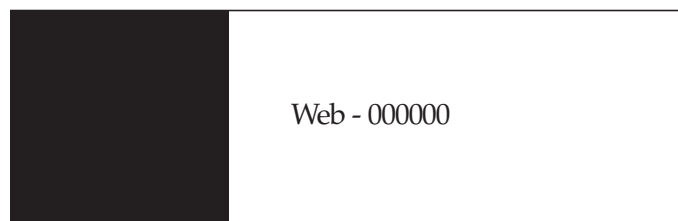


These logos are for the exclusive use of the SDSU Athletic Department. They are not to be confused with or substituted for the logos of the entire university.

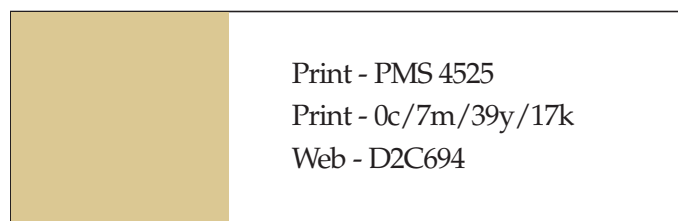
## Red & Black + Enhanced Gold



SDSU RED



SDSU BLACK



SDSU GOLD - ENHANCED VERSION ONLY

Red and black are our primary university colors. Most versions of the logo will feature it in those two colors. This gold, available in both non-metallic and metallic versions, is used in the enhanced 3-color version of the logo.

Palatino Light

*Palatino Light Italic*

Palatino

*Palatino Italic*

Palatino Medium

*Palatino Medium Italic*

Palatino Bold

*Palatino Bold Italic*

**Palatino Black**

***Palatino Black Italic***

PALATINO SMALL CAPS

PALATINO LARGE & SMALL CAPS

REGULAR NUMBERS

123456789

OLDSTYLE NUMBERS

123456789

Palatino has been selected as 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, departments and enterprises will be encouraged to 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.

Base of address to align with base of "San Diego State"

Division of University Advancement  
5500 Campanile Drive  
San Diego CA 92182-8030  
Tel: 619 594-9627  
Fax: 619 594-0832  
Web Site: www.sdsu.edu

Palatino Bold, 7.5 pt,  
9pt leading, -4 tracking

Palatino, 7.5 pt,  
9pt leading, -4 tracking

Bullets (•) are Palatino, 3pt

Palatino, All Caps, 5pt,  
8pt leading, 6 tracking, justified

"The California State University"  
is Palatino Bold, All Caps, 5pt,  
8pt leading, 6 tracking, justified

Bullets (•) are Palatino, 3pt

Letterhead

Base of address to align with base of "San Diego State"

College of Professional Studies and Fine Arts  
Office of the Dean  
San Diego State University  
5500 Campanile Drive  
San Diego CA 92182-8030

Palatino Bold, 7.5pt,  
9pt leading, -4 tracking

Palatino, 7.5pt, 9pt leading,  
-4 tracking

Bullets (•) are Palatino, 3pt

10# Envelope

Top of list aligns with x-height in "San Diego State"

.322"

Palatino Bold, 7.5pt,  
9pt leading, -4 tracking


Palatino, 7.5pt,  
9pt leading, -4 tracking

Bullets (•) are 3pt

Name is Palatino Bold,  
Title is Palatino Bold Italic,  
6.25pt, 9pt leading,  
-4 tracking, .06" space after  
each paragraph

Palatino Medium,  
All Caps, 6.25pt,  
9pt leading, -4 tracking  
.06" space after  
each paragraph

Palatino, 6.25pt,  
9pt leading, -4 tracking,  
.06" space after  
each paragraph



.394"

SAN DIEGO STATE  
UNIVERSITY

**Rehabilitation  
Counselor Program**

Department of  
Administration,  
Rehabilitation &  
Postsecondary Education  
5500 Campanile Drive  
San Diego CA 92182-8030  
Tel: 619 594-5627  
Fax: 619 594-0832  
Web Site: www.sdsu.edu

Chris Jones  
*Director, Rehabilitation  
Counselor Program  
Professor, Teacher Education*

Annette Smith, Ph.D. M.S.W.  
*Coordinator*

RE Hammer  
*Program Manager  
Drinking Driver Program*

Louise Slander, M.S.W.  
*Coordinator  
Student to Student*

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*Criminal Justice  
Imperial Valley Campus*

February 18, 2004

Tucker Stine  
Client Services  
Greenhaus  
3861 Front Street  
San Diego, 92120

Dear Alumni,

Lorem ipsum dolor sit amet, consectetur 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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Best Regards,

*Joseph Smith*

Joseph Smith  
Director of Marketing & Communications

THE CALIFORNIA STATE UNIVERSITY • BAKERSFIELD • CHANNEL ISLANDS • CHICO • DOMINGUES HILLS • FRESNO • FULLERTON • HAYWARD • HUMBOLDT • LONG BEACH • LOS ANGELES  
MARITIME ACADEMY • MONTEREY BAY • NORTHBRIDGE • POMONA • SACRAMENTO • SAN BERNARDINO • SAN DIEGO • SAN FRANCISCO • SAN JOSE • SAN LUIS OBISPO • SAN MARCOS • SONOMA • STANISLAUS

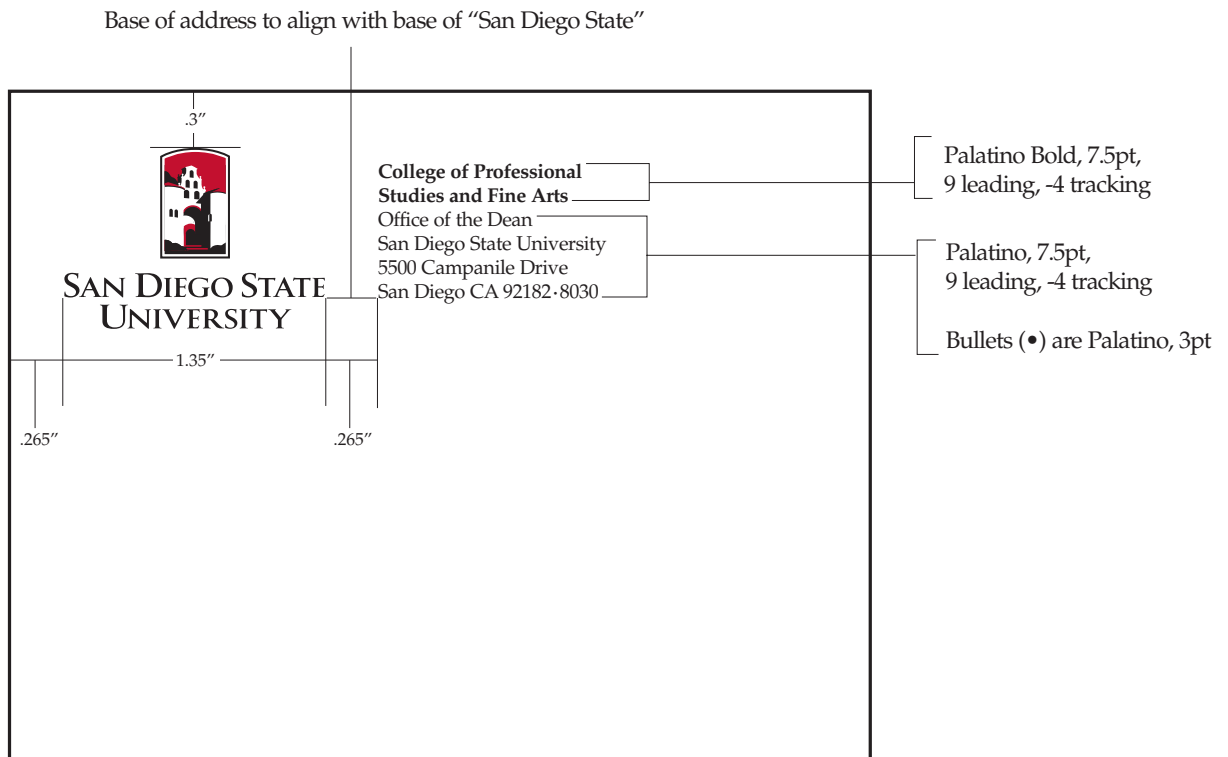
1.75"

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 (like 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 accomodate the list of copy.

## Business Card & Mailing Label



Business Card



Mailing Label