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.

Stephen L. Weber
President
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.
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.
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

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.
Improper Alterations

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

Palatino Light Italic
Palatino Italic
Palatino Medium Italic
Palatino Bold Italic
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.
January 31, 2004
Scott Fein
CEO
Atrac Shops

Dear Scott,

On behalf of University Advancement and the SDSU Month Organizing Committee, thank you for Atrac Shops’ sponsorship of SDSU Month 2004.

Attached is a list including some of the benefits Atrac Shops will receive as part of your Marquee Sponsorship (this list is referenced in the sponsorship package). We are, of course, customizing this package around your specific marketing objectives. The promotional value of your sponsorship has increased significantly in the past few weeks with the addition of Time Warner Cable as an additional media sponsor. We estimate the total value of the overall campaign you will be included in to be well in excess of $1 million.

An important component of our media campaign is a special SDSU Month ad that will run in the San Diego Union-Tribune on Thursday, Feb. 26. While your logo will be featured on the cover of the special section of the ad as well as appearing in the value of your sponsorship. Attached is additional information – the deadline for space is Feb. 1, artwork deadlines on Feb. 9. A percentage of the proceeds from the ad will go to the SDSU Month Scholarship Challenge so we sincerely appreciate your support!

We hope you will be able to join us at some of the many exciting and thought provoking SDSU Month events this month. In the next week, I will be sending you additional information on the free lectures and activities that are included as part of your sponsorship. SDSU Month is shaping up to be our largest and best to date, we are grateful for your support.

Please let me know if you have any questions.

Sincerely,

John Smith
Interim Associate Vice President, Marketing & Communications

cc: Stephen Jones, University Advancement

All stationery is to be created by ReproGraphic Services.
Dear Alumni,

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Best Regards,

Joseph Smith
Director of Marketing & Communications

The typed letterform moves over to a margin of 1.75” to accommodate the list of copy.