



# SAN DIEGO STATE

ATHLETICS STYLE GUIDE

## TABLE OF CONTENTS

USAGE & CONTACT .....	1
INTRODUCTION .....	2
PRIMARY LOGO .....	3-4
LOGOTYPE [STAND ALONE] .....	5
PRIMARY LOGO & LOGOTYPE [SAN DIEGO STATE].....	6
PRIMARY LOGO & LOGOTYPE [AZTECS] .....	7
LOGOTYPE [WITH SPEAR] .....	8
SPORTS LOGOTYPE SAMPLES .....	9
TYPOGRAPHY INTRODUCTION .....	10
LOGOTYPE GUIDELINES .....	11
NUMERALS GUIDELINES .....	12
SECONDARY FONT GUIDELINES .....	13
PRIMARY LOGO GUIDELINES .....	14
LOGOTYPE [STAND ALONE] GUIDELINES .....	15
LOGOTYPE [WITH SPEAR] GUIDELINES .....	16
USAGE SPECIFICATIONS .....	17-18
COLOR PALETTE .....	19
APPLICATION GUIDELINES .....	20

## STYLE GUIDE USAGE

This style guide should be followed to maintain branding consistency. Logos are to be used only as explicitly depicted in this guide. You may not distribute the text or graphics to others without express written permission of the San Diego State University. Please contact San Diego State University regarding usage of any logo or brand related material.

### CONTACT INFORMATION

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## INTRODUCTION

San Diego State University Athletics (SDSU) is known and recognized as a world class learning and athletic institution. Therefore, it is critical that the visual elements that represent the institution and its image do so consistently and with integrity.

Institutions nationally have begun recognizing the importance of image consistency, implementing cohesive standards to protect their brand, enhance the value of their names, and build a foundation for successful branding. Successful branding occurs when an entity presents itself consistently over time, creating an emotional connection with desired audiences.

A proliferation of identities and symbols creates confusion in the minds of audiences whose support we seek: students, prospective students, parents, alumni, athletes, and supporters. While logos and symbols are not the sole elements of an institutional “brand,” they are its visual representation and extension. When that visual representation is disconnected or inconsistent, it follows that the perception of the institution can also become disconnected or inconsistent.

These are the reasons the SDSU logo identity has been streamlined, to minimize confusion and to strengthen the brand. SDSU has remained consistent with the brand by keeping the core symbol, the spear.

Aztec spears were long, wooden, and tipped with stone, obsidian or copper points. Among the favorite weapons the Aztecs used were the double-edged obsidian spears. The spear symbolizes offensive strength and power.

PRIMARY LOGO



PRIMARY LOGO

COLOR VARIANTS ON WHITE



COLOR VARIANTS ON PMS 187 RED



COLOR VARIANTS ON BLACK



LOGOTYPE [STAND ALONE]

COLOR VARIANTS ON WHITE



COLOR VARIANTS ON PMS 187 RED



COLOR VARIANTS ON BLACK



**PRIMARY LOGO & LOGOTYPE**

COLOR VARIANTS ON WHITE



COLOR VARIANTS ON PMS 187 RED



COLOR VARIANTS ON BLACK





PRIMARY LOGO & LOGOTYPE

COLOR VARIANTS ON WHITE



COLOR VARIANTS ON PMS 187 RED



COLOR VARIANTS ON BLACK



LOGOTYPE [WITH SPEAR]

COLOR VARIANTS ON WHITE



COLOR VARIANTS ON PMS 187 RED



COLOR VARIANTS ON BLACK



**AZTECS**<sup>TM</sup>  
GOLF

**SAN DIEGO STATE**<sup>TM</sup>  
SOCCER

**AZTECS**<sup>TM</sup>  
SOCCER

**SAN DIEGO STATE**<sup>TM</sup>  
FOOTBALL

**AZTECS**<sup>TM</sup>  
TENNIS

**SDSU**<sup>TM</sup>  
BASEBALL

**SDSU**<sup>TM</sup>  
FOOTBALL

## **TYPOGRAPHY**

Typography is an integral part of the SDSU brand. It plays an important role in communicating the overall tone of the brand. To aid in creating a consistent look for a wide variety of athletics-related communications, two logotypes are included in this style guide.

A custom Aztec logotype has been designed to maintain consistency with the brand identity. The Aztec logotype strengthens the primary logo and helps distinguish the brand.

Our secondary font is Futura Condensed Medium. It should be used to complement and contrast with the custom Aztec logotype and can be used for either text or display purposes where appropriate.

Custom numerals have been designed to specifically compliment the Aztec logotype. The numeral system will unite the sports program throughout the various men and women sports teams.

## LOGOTYPE

CUSTOM AZTEC FONT [VECTOR OR JPEG FORMAT AVAILABLE]

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**

CUSTOM AZTEC FONT - PUNCTUATION

**(.,;:@%\*+!?-#&\$) (.,;:@%\*+!?-#&\$)**

COLOR VARIANTS ON PMS 187 RED

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**

COLOR VARIANTS ON BLACK

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**

## GUIDELINES

**A B C** .25" H  
NOT TO SCALE

- The custom Aztec logotype should never be scaled smaller than .25" in height
- The Custom Aztec Font and Numerals should be scaled to work together
- There is NO lower case option available in the Aztec logotype nor should one be created

## NUMERALS

CUSTOM AZTEC NUMERALS [VECTOR OR t FORMAT AVAILABLE]

1 2 3 4 5 6 7 8 9 0

1 2 3 4 5 6 7 8 9 0

COLOR VARIANTS ON PMS 187 RED

1 2 3 4 5 6 7 8 9 0  
1 2 3 4 5 6 7 8 9 0

COLOR VARIANTS ON BLACK

1 2 3 4 5 6 7 8 9 0  
1 2 3 4 5 6 7 8 9 0

## GUIDELINES

123 .25" H  
NOT TO SCALE

- The custom Aztec numerals should not be scaled smaller than .25" in height
- The custom Aztec Font and Numerals should be scaled to work together

## SECONDARY FONT

FONT: FUTURA - CONDENSED MEDIUM

UPPER CASE

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

LOWER CASE

a b c d e f g h i j k l m n o p q r s t u v w x y z

a b c d e f g h i j k l m n o p q r s t u v w x y z

NUMBERS

1 2 3 4 5 6 7 8 9 0

1 2 3 4 5 6 7 8 9 0

PUNCTUATION [NOT ALL SHOWN]

, . ? / " ' : ; ! # \$ % & [ ]

, . ? / " ' : ; ! # \$ % & [ ]

COLOR VARIANTS ON PMS 187 RED



COLOR VARIANTS ON BLACK



## GUIDELINES

A B C ] .25" H  
NOT TO SCALE

- The secondary logotype should not be scaled smaller than .25" in height
- All punctuation marks (not all shown) are included within the FUTURA CONDENSED - MEDIUM family

## PRIMARY LOGO - GUIDELINES

### PROTECTED AREA

The protected area around the primary and secondary logos ensures that no other graphic elements interfere with its clarity and integrity. The protected area will always be scaled symmetrically with the logotype. The depth of the protected area is equivalent to the height and width of the space of where the gray dot is placed.



### GUIDELINES

- The primary and secondary logos should not to be combined with any other font or logotype
- The primary logo should only be combined with the Aztec logotype
- Only "SAN DIEGO STATE" and "AZTECS" should be combined with the primary logo
- The logotype and logo should only to be scaled uniformly as directed in this guide



## LOGOTYPE [STAND ALONE] - GUIDELINES

### PROTECTED AREA

The protected area around the logotype ensures that no other graphic elements interfere with its clarity and integrity. The protected area will always be scaled symmetrically with the logotype. The depth of the protected area is equivalent to the height and width of the space of where the gray dot is placed.



### GUIDELINES

- "SAN DIEGO STATE" should remain on one continuous line, it should never be separated to multiple lines
- The stand alone logotypes should not be combined or stacked with each other
- The stand alone logotypes should not be combined with any other font, logotype, or logo

## LOGOTYPE [WITH SPEAR] - GUIDELINES

### PROTECTED AREA

The protected area around the logotype and spear ensures that no other graphic elements interfere with its clarity and integrity. The protected area will always be scaled symmetrically with the logotype. The depth of the protected area is equivalent to the height and width of the space of where the gray dot is placed.



### GUIDELINES

- Logotypes with spears should not be combined with the primary logo
- The Aztec spear should only be used with designated logotypes
- The Aztec spear should not be combined with another font, logotype, or logo
- The Aztec spear should only be scaled uniformly with the logotype as directed in this guide

## USAGE SPECIFICATIONS

Please take these principles into consideration when using the logo. If you have any questions regarding usage please see contact information on [page 1](#).



**DO NOT** manipulate the logo colors



**DO NOT** rearrange the elements of the logo



**DO NOT** change the type spacing



**DO NOT** change the specified logotype



**DO NOT** distort the logo elements



**DO NOT** affiliate logo with non consented brands



**DO NOT** change the logotype font



**DO NOT** combine undesignated logo elements



**DO NOT** alter the orientation of the logo



**DO NOT** overprint on the logo



**DO NOT** change the scaling



**DO NOT** change the arrangement of any logotype

## USAGE SPECIFICATIONS

Please do not use any logos or logotype from the expired logo system.

### EXPIRED LOGO SYSTEM

			<b>SDSU AZTECS</b>	<b>SAN DIEGO STATE AZTECS</b>
		<b>SAN DIEGO STATE AZTECS</b>	<small>SAN DIEGO STATE UNIVERSITY</small> <b>AZTECS</b>	<b>SD STATE</b>

## COLOR PALETTE

Color is as significant to a graphic identity as images, symbols, and marks. The official colors of San Diego State University are red and black.

Ink colors are specified according to the Pantone Matching System (PMS). The Pantone number, its process-color equivalent (CYMK) and the recommended screen colors (RGB) are indicated as a coated and uncoated color. This document should not be used to match color on press. Please refer to a Pantone color selection book for correct rendition of color.

PANTONE 187



BLACK



WHITE



CMYK

C: 17%  
M: 95%  
Y: 82%  
K: 6%

RGB

R: 194  
G: 48  
B: 56

EMBROIDERY

9002

C: 0%  
M: 0%  
Y: 0%  
K: 100%

R: 35  
G: 31  
B: 32

5596

C: 0%  
M: 0%  
Y: 0%  
K: 0%

R: 255  
G: 255  
B: 255

1005

## APPLICATION GUIDELINES

APPLICATION TYPE	2-3 COLOR	1 COLOR
4 COLOR PRINTING	●	
2 COLOR PRINTING	●	●
1 COLOR PRINTING		●
ELECTRONIC MEDIA (WEB, POWER POINT)	●	●
WORD PROCESSING (WORD)	●	●
TELEVISION	●	
BILLBOARDS, SIGNS, POSTERS	●	●
EMBROIDERY	●	●
SILK SCREEN	●	●
EMBOSSING & DEBOSSING		●
ETCHING/ENGRAVING		●
THERMOGRAPHY	●	●
PAINTING	●	●
MONOCHROME		●
LCD DISPLAY	●	●

Logo color selection may vary from the chart depending on graphic situation.

Always seek direction from Aztec Shops/ Athletics to avoid misuse of logos and colors.

(See page 1 for contact info)