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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.

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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

COLOR VARIANTS ON WHITE

COLOR VARIANTS ON PMS 187 RED

COLOR VARIANTS ON BLACK
### LOGOTYPE [STAND ALONE]

#### COLOR VARIANTS ON WHITE

<table>
<thead>
<tr>
<th>SAN DIEGO STATE</th>
<th>AZTECS</th>
<th>SDSU</th>
</tr>
</thead>
<tbody>
<tr>
<td>SAN DIEGO STATE</td>
<td>AZTECS</td>
<td>SDSU</td>
</tr>
<tr>
<td>SAN DIEGO STATE</td>
<td>AZTECS</td>
<td>SDSU</td>
</tr>
</tbody>
</table>

#### COLOR VARIANTS ON PMS 187 RED

<table>
<thead>
<tr>
<th>SAN DIEGO STATE</th>
<th>AZTECS</th>
<th>SDSU</th>
</tr>
</thead>
<tbody>
<tr>
<td>SAN DIEGO STATE</td>
<td>AZTECS</td>
<td>SDSU</td>
</tr>
<tr>
<td>SAN DIEGO STATE</td>
<td>AZTECS</td>
<td>SDSU</td>
</tr>
</tbody>
</table>

#### COLOR VARIANTS ON BLACK

<table>
<thead>
<tr>
<th>SAN DIEGO STATE</th>
<th>AZTECS</th>
<th>SDSU</th>
</tr>
</thead>
<tbody>
<tr>
<td>SAN DIEGO STATE</td>
<td>AZTECS</td>
<td>SDSU</td>
</tr>
<tr>
<td>SAN DIEGO STATE</td>
<td>AZTECS</td>
<td>SDSU</td>
</tr>
</tbody>
</table>
### LOGOTYPE [WITH SPEAR]

#### COLOR VARIANTS ON WHITE

- **SAN DIEGO STATE.**
- **AZTECS**
- **SAN DIEGO STATE**
- **AZTECS**
- **SDSU**
- **SDSU AZTECS**

#### COLOR VARIANTS ON PMS 187 RED

- **SAN DIEGO STATE.**
- **AZTECS**
- **SAN DIEGO STATE**
- **AZTECS**
- **SDSU**
- **SDSU AZTECS**

#### COLOR VARIANTS ON BLACK

- **SAN DIEGO STATE.**
- **AZTECS**
- **SAN DIEGO STATE**
- **AZTECS**
- **SDSU**
- **SDSU AZTECS**
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.
GUIDELINES

- 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]

COLOR VARIANTS ON PMS 187 RED

COLOR VARIANTS ON BLACK

GUIDELINES

1 2 3 .25"H

- 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

- 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
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
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 no use any logos or logotype from the expired logo system.

<table>
<thead>
<tr>
<th>Expired Logo System</th>
</tr>
</thead>
<tbody>
<tr>
<td>![Logo 1]</td>
</tr>
<tr>
<td>![Logo 2]</td>
</tr>
<tr>
<td>![Logo 3]</td>
</tr>
<tr>
<td>![Logo 4]</td>
</tr>
<tr>
<td>![Logo 5]</td>
</tr>
<tr>
<td>![Logo 6]</td>
</tr>
<tr>
<td>![Logo 7]</td>
</tr>
<tr>
<td>![Logo 8]</td>
</tr>
<tr>
<td>![Logo 9]</td>
</tr>
<tr>
<td>![Logo 10]</td>
</tr>
<tr>
<td>![Logo 11]</td>
</tr>
<tr>
<td>![Logo 12]</td>
</tr>
<tr>
<td>![Logo 13]</td>
</tr>
<tr>
<td>![Logo 14]</td>
</tr>
<tr>
<td>![Logo 15]</td>
</tr>
<tr>
<td>![Logo 16]</td>
</tr>
<tr>
<td>![Logo 17]</td>
</tr>
<tr>
<td>![Logo 18]</td>
</tr>
<tr>
<td>![Logo 19]</td>
</tr>
<tr>
<td>![Logo 20]</td>
</tr>
</tbody>
</table>

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**Note:** The logos above are examples of expired logo systems. Please avoid using these logos in any new or updated materials.
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 (CMYK) 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.

<table>
<thead>
<tr>
<th>COLOR PALETTE</th>
<th>PANTONE 187</th>
<th>CMYK</th>
<th>RGB</th>
<th>EMBROIDERY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>C: 17%</td>
<td>R: 194</td>
<td>9002</td>
<td></td>
</tr>
<tr>
<td></td>
<td>M: 95%</td>
<td>G: 48</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Y: 82%</td>
<td>B: 56</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>K: 6%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>BLACK</th>
<th>C: 0%</th>
<th>R: 35</th>
<th>5596</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>M: 0%</td>
<td>G: 31</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Y: 0%</td>
<td>B: 32</td>
<td></td>
</tr>
<tr>
<td></td>
<td>K: 100%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>WHITE</th>
<th>C: 0%</th>
<th>R: 255</th>
<th>1005</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>M: 0%</td>
<td>G: 255</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Y: 0%</td>
<td>B: 255</td>
<td></td>
</tr>
<tr>
<td></td>
<td>K: 0%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## Application Guidelines

<table>
<thead>
<tr>
<th>Application Type</th>
<th>2-3 Color</th>
<th>1 Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 Color Printing</td>
<td><img src="image" alt="2-3 Color" /></td>
<td><img src="image" alt="1 Color" /></td>
</tr>
<tr>
<td>2 Color Printing</td>
<td><img src="image" alt="2-3 Color" /></td>
<td><img src="image" alt="1 Color" /></td>
</tr>
<tr>
<td>1 Color Printing</td>
<td><img src="image" alt="2-3 Color" /></td>
<td><img src="image" alt="1 Color" /></td>
</tr>
<tr>
<td>Electronic Media (Web, PowerPoint)</td>
<td><img src="image" alt="2-3 Color" /></td>
<td><img src="image" alt="1 Color" /></td>
</tr>
<tr>
<td>Word Processing (Word)</td>
<td><img src="image" alt="2-3 Color" /></td>
<td><img src="image" alt="1 Color" /></td>
</tr>
<tr>
<td>Television</td>
<td><img src="image" alt="2-3 Color" /></td>
<td><img src="image" alt="1 Color" /></td>
</tr>
<tr>
<td>Billboards, Signs, Posters</td>
<td><img src="image" alt="2-3 Color" /></td>
<td><img src="image" alt="1 Color" /></td>
</tr>
<tr>
<td>Embroidery</td>
<td><img src="image" alt="2-3 Color" /></td>
<td><img src="image" alt="1 Color" /></td>
</tr>
<tr>
<td>Silk Screen</td>
<td><img src="image" alt="2-3 Color" /></td>
<td><img src="image" alt="1 Color" /></td>
</tr>
<tr>
<td>Embossing &amp; Debossing</td>
<td><img src="image" alt="2-3 Color" /></td>
<td><img src="image" alt="1 Color" /></td>
</tr>
<tr>
<td>Etching/Engraving</td>
<td><img src="image" alt="2-3 Color" /></td>
<td><img src="image" alt="1 Color" /></td>
</tr>
<tr>
<td>Thermography</td>
<td><img src="image" alt="2-3 Color" /></td>
<td><img src="image" alt="1 Color" /></td>
</tr>
<tr>
<td>Painting</td>
<td><img src="image" alt="2-3 Color" /></td>
<td><img src="image" alt="1 Color" /></td>
</tr>
<tr>
<td>Monochrome</td>
<td><img src="image" alt="2-3 Color" /></td>
<td><img src="image" alt="1 Color" /></td>
</tr>
<tr>
<td>LCD Display</td>
<td><img src="image" alt="2-3 Color" /></td>
<td><img src="image" alt="1 Color" /></td>
</tr>
</tbody>
</table>

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)