



CHECK YOUR STYLE

What should and shouldn't be in a style guide, what kind of problems can arise during its creation/implementation, and best practices on how to keep everyone informed of the style guide and using logos and other styles in accordance with the institution's wishes.

#CoSIDA18



Cal

SF

#CoSIDA

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*Who does your style guide need to serve?
Who is implementing it? What to include?*

ESSENTIALS

Color Palette

Primary/Secondary Logo(s)

Wordmark(s)

Mascot(s)

Fonts and Numbers

Specification/Incorrect Usage

OPTIONAL

Brand Statement

Uniforms

Patterns

Photography Style

Partners/Co-Branding

When to include ® and ™

Retired Logos



THE COLORS

THE COLORS OF THE PAC-12

The colors of the Pac-12 mark are inspired by the deep blues of the Pacific Ocean. In order to maintain a uniform brand identity, it is vital that great care is taken in utilizing the proper Conference color palette.

For different applications, the logo colors are implemented in the respective color systems. For print, there are Pantone spot colors and CMYK; and for electronic media in RGB (screen) and hex code (Web). For other applications (e.g., silk screening of fabrics), the Pantone colors can be used for comparison.

MAIN COLORS



PMS 662 c PMS 5395 c PMS 2935 c Rich Black

C=100 M=71 Y= 0 K= 18	C=100 M=44 Y= 0 K= 76	C=100 M=46 Y= 0 K= 0	C=70 M=30 Y=30 K=100
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R=0 G=75 B=145	R=0 G=39 B=76	R=0 G=118 B=192	R=0 G=0 B=7
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L=31 A=2 B=-45	L=15 A=-1 B=-27	L=47 A=7 B=-47	L=0 A=0 B=-9
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HEX = 004B91	HEX = 00274D	HEX = 0076C0	HEX = 000007
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ACCENT COLORS



PMS 381 c Cool Grey 8 c PMS 4745 c

C=20 M=0 Y=91 K=0	C=0 M=1 Y=0 K=43	C=0 M=17 Y=18 K=10
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R=214 G=224 B=61	R=161 G=161 B=164	R=229 G=197 B=187
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L=86 A=-18 B=72	L=66 A=0 B=2	L=66 A=0 B=0
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HEX = D6E03D	HEX = A1A1A4	HEX = D3C4A
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Use the correct fonts.

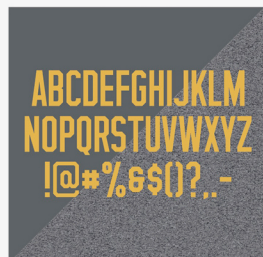
FONT

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
!@#%&\$()?,-

TEAM COLORS



NEUTRAL COLORS



Use UA-Sather.ttf or UA-Sather.otf

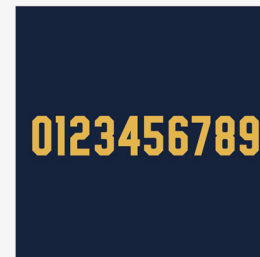
UNIVERSITY OF CALIFORNIA, BERKELEY

BRAND ASSET MANAGEMENT
POWERED BY 

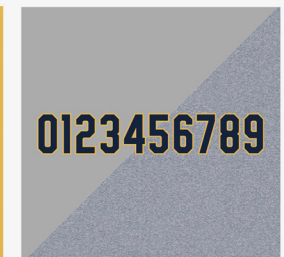
NUMBERS

0123456789

PRIMARY TEAM COLORS



NEUTRAL COLORS



ADDITIONAL NOTES

Numbers set as vector artwork for use on uniforms only. For actual typeface, see page 19.

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BRAND ASSET MANAGEMENT
POWERED BY



SPORT-SPECIFIC LOGOS WITH PRIMARY LOGO: WHITE BACKGROUND



SPORT-SPECIFIC LOGOS WITH PRIMARY LOGO: STEELTOWN GOLD BACKGROUND



SPORT-SPECIFIC LOGOS WITH PRIMARY LOGO: MIDNIGHT NAVY BACKGROUND



SPORT-SPECIFIC LOGOS WITH PRIMARY LOGO: LIGHT GREY BACKGROUND



UPDATED LOGOS
VERSIONS
BLACK, AND PURPLE BACKGROUNDS.



SFSU UPDATED LOGOS
FULL COLOR VERSIONS (DOUBLE OUTLINE)
FOR USE ON GRAY BACKGROUNDS.



SFSU UPDATED LOGOS
BLACK & WHITE VERSIONS
FOR USE ON ANY BACKGROUND.



SFSU UPDATED LOGOS
FULL COLOR VERSIONS (WHITE OUTLINE)
FOR USE ON PURPLE BACKGROUNDS ONLY.














SFSU UPDATED LOGOS
FULL COLOR VERSIONS (GOLD OUTLINE)
FOR USE ON PURPLE BACKGROUNDS ONLY.



*You want people to know how to use the logo.
They also need to know how not to.*

LOGO RESTRICTIONS

 DO NOT MAKE THE TYPE WEIGHT THINNER.	 DO NOT STRETCH THE LOGO.	 DO NOT RECOLOR THE LOGO IN ANY NON-APPROVED COLORWAY.	 DO NOT ROTATE THE LOGO COUNTER CLOCKWISE. 90° CLOCKWISE IS PERMITTED IN VERTICAL CONTEXT.
 DO NOT PLACE TEXT IN FRONT OF THE LOGO.	 DO NOT PLACE TEXT IN ON THE TAIL SWEEP.	 DO NOT USE A DIFFERENT COLOR BACKGROUND IN ANY NON-APPROVED COLORWAY.	
 DO NOT ADD ANY STROKES.	 DO NOT USE BLOCK LETTERING INSTEAD OF THE LOGO.	 DO NOT HAVE CALIFORNIA LETTERING WITH THE LOGO.	

SCHOOL WORDMARK RESTRICTIONS

 DO NOT MAKE THE TYPE WEIGHT THINNER.	 DO NOT MAKE THE TYPE WEIGHT THICKER.	 DO NOT STRETCH THE WORDMARK.	 DO NOT USE SMALL CAPS.
 DO NOT SET THE LETTER SPACING TOO WIDE.	 DO NOT SET THE LETTER SPACING TOO SHORT.	 DO NOT ITALICIZE THE WORDMARK.	 DO NOT SET THE WORDMARK TO SMALL CAPS IN NON-APPROVED CONTEXTS.
 DO NOT USE A GRADIENT FILL FOR THE WORDMARK.	 DO NOT CHANGE THE VERTICAL SCALE OF THE INTERNAL CHARACTERS.	 DO NOT COMBINE THE BLOCK C WITH THE WORDMARK.	 DO NOT COMBINE THE BLOCK C WITH THE WORDMARK.
 DO NOT ADD ANY STROKES ON THE WORDMARK.	 DO NOT ADD ANY ADDITIONAL TEXT OR GRAPHIC ON THE WORDMARK.	 DO NOT COMBINE THE MASCOT LOGO WITH THE WORDMARK.	

Your style isn't the only one to pay attention to.

Mindful of other brands: NCAA, conferences, opponents

LOGOS



ICONS

Icons for each sport are contained within a horizontal/left-to-right banner shape. The banner should never appear vertically in regular-season rounds. The vertical orientation is reserved for championship rounds only. All regular-season icons are available as full-color, grayscale and one-color files.

Icons should be used for all branding, marketing and communications pertaining to the overall sport.



SECTION 2: DESIGN ELEMENTS

FONTS

NCAA Legacy is a custom font designed by Joe Bosack & Co. exclusively for NCAA Championships. It is available via NCAA's Digital Library located at NCAAlogos.com. New users will be required to create a login and password, and submit a request for access to the NCAA digital librarian. Once the digital librarian has granted access, font files may be downloaded and used.

Developed by House Industries, United Italic is both bold and recognizable. United is well suited for all types of NCAA signage and marketing applications.

To use the United fonts shown here, you must purchase a license from the copyright holder. To purchase this typeface, visit houseind.com/fonts/unitedcollection.

The NCAA Legacy font should be used for headline or top-line communications. The United font should be used for subhead applications or for additional communications.

NCAA Legacy

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

United Italic Semi Condensed Black

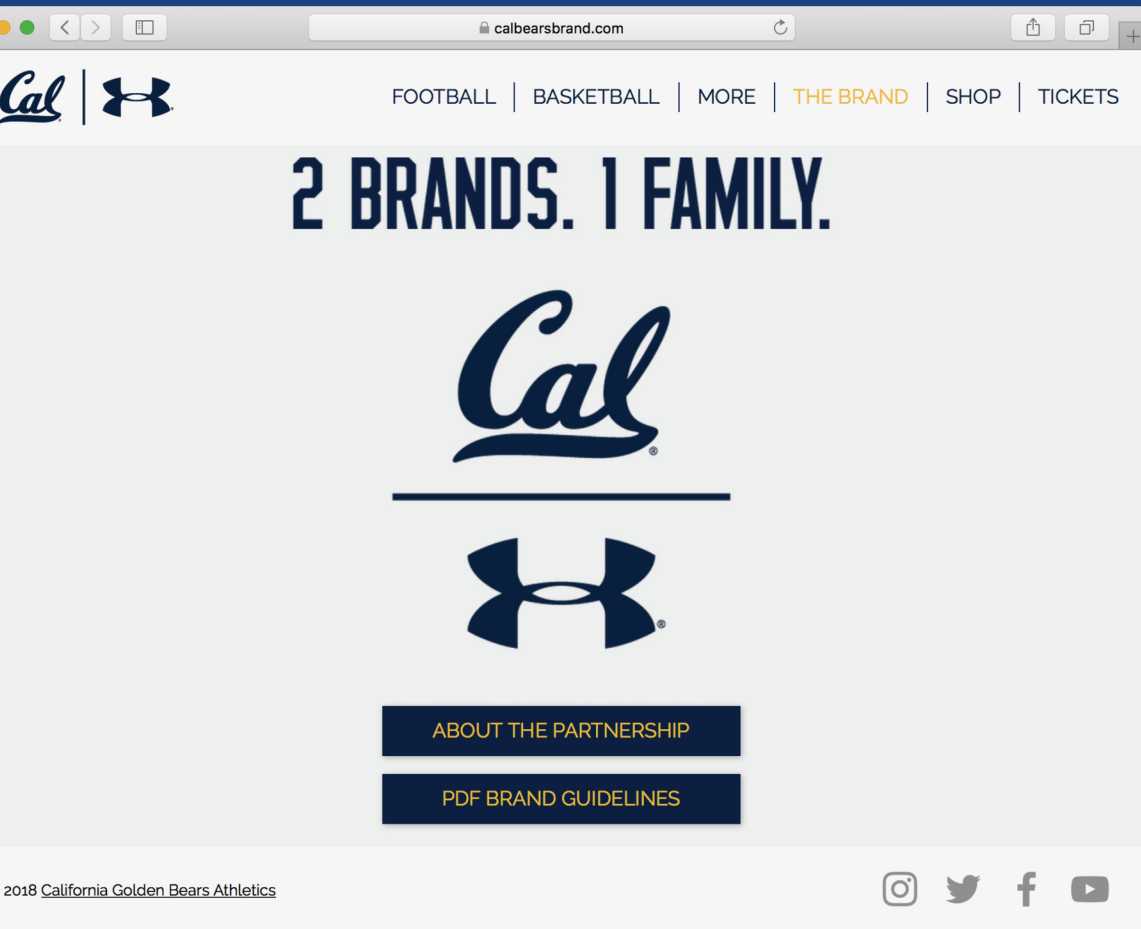
**ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

United Italic Semi Condensed Medium

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**



your style guide into the hands of the people who need it.
Websites, PDFs, shared folders with EPS files, etc.



SAN FRANCISCO STATE BRAND GUIDELINES JUNE 2018

SF MONOGRAM (ATHLETICS USE ONLY)

The following logos are approved for use against the following background colors. The SF monogram should always contain purple, the most identifiable color in the San Francisco State color palette. Monograms and wordmarks may be used without the "™" when used on facility signage, uniforms, and stationery.



SAN FRANCISCO STATE/SF STATE/GATORS WORDMARKS AND GATOR HEAD



TYPOGRAPHY

LOGO TYPEFACE: SFSU Gator – THIS FONT SHOULD ONLY BE USED WHEN OUTLINED.

ABCDEFGHIJKLMN OPQRSTUVWXYZ

PRIMARY/DISPLAY TYPEFACE: Gotham Ultra (use optical kerning)

**ABCDEFGHIJKLMN OPQRSTUVWXYZ
 1234567890 @!#\$%&*()?!]**

SECONDARY/BODY COPY TYPEFACE: Gotham

Book
 Thin
 Light
 Light Italic
 Medium
 Regular
 Italic

Bold
Bold Italic
 Condensed Thin Italic
 Condensed Light
 Condensed Book
 Condensed Medium
 Condensed Bold

NUMBER TYPEFACE: NCAA Michigan State Spartans

1234567890

SF STATE ATHLETICS COLORS

PURPLE PMS 287P C CMYK 100/0/10/15 RGB 63/0/127 #52247F	GOLD PMS 7415 C CMYK 100/100/0/0 RGB 255/255/0 #FFD700	WHITE PMS N/A CMYK 0/0/0/0 RGB 255/255/255 #FFFFFF
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GRAYS AND BLACKS ARE RESTRICTED BASED ON CREATIVE OR LICENSING APPROVAL

VERBIAGE

San Francisco State University
 SF State
 Gators

San Francisco State (first reference, preferred)
 San Francisco State Gators
 Do not use SFSU when referring to Athletics

CONTACT

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 brandondavis@sfsu.edu

number, the end result isn't the guide, it's the implementation



GENERAL SEATING



number, the end result isn't the guide, it's the implementation



California

CLASSIC

 NOV 24 MANHATTAN	 NOV 25 SEATTLE U <small>© 2017 MLB AMERICAN LEAGUE</small>	 NOV 25 SAN DIEGO	 DEC 7 BYU	 DEC 23 USC	 DEC 21 UCLA	 JAN 12 WASHINGTON	 JAN 14 WASHINGTON STATE	 JAN 26 ARIZONA	 JAN 28 ARIZONA STATE <small>© 2017 Sun Devil Athletics</small>	 FEB 16 COLORADO	 FEB 11 U UTAH	 FEB 17 STANFORD <small>© 2017 Stanford Athletics</small>
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  **2017-18 HOME SCHEDULE** www.thisiscalbasketball.com @CalWBBall    For tickets: CALBEARS.COM (800) GO BEARS



number, the end result isn't the guide, it's the implementation



SF vs. **MB**

CCAA BASEBALL CHAMPIONSHIPS
May 9 vs. #16 CSUMB

- 2B JACKSON KRITSCH
- DH CHRIS SMUTNY
- LF HARLEY LOPEZ
- SS BRADY DORN
- 1B TREVOR ROGERS
- CF JACK HARRIS
- RF JORDAN ABERNATHY
- C JASON HARE
- 3B ANTONE SELF
- ◀ P JEFF PIVER

1000

SAN FRANCISCO STATE

WARREN JACKSON

1,000 CAREER POINTS
January 5, 2018 vs. Cal Poly Pomona

“

There's a part of us that will always be a part of you in each other because of your years at San Francisco State, teamwork, and all of the things that you cherish the moment.

— Aug

NCAA Division II

MAKE **SF** YOURS

sfstategators.com @sfstate_gators /sanfranciscostategators #chompcity

SAN FRANCISCO STATE

2017-18 MEN'S BASKETBALL UNIFORM TRACKER

8-4

8-4

3-2

number, the end result isn't the guide, it's the implementation



SAN FRANCISCO STATE

2018 BASEBALL

Date _____ vs. _____ G _____

Head Coach: Tony Schifano Assistant Coach: Eric _____

#	STARTER	POS	SUBSTITUTE
1			
2			
3			
4			
5			
6			
7			
8			
9			
P			

- | | | | |
|--------------------|---------------------|-------------------|---------------|
| # Name | # Name | # Name | # Name |
| 1 Connor Fidone | 10 Jordan Abernathy | 21 Jason Hare | 31 Cy V... |
| 2 Zac Neumann | 11 Jack Harris | 22 Jeff Piver | 32 Matt... |
| 3 Tyler Crone | 12 Tyler Franks | 23 Dillon Houser | 33 Gran... |
| 4 Jackson Kritsch | 13 Kyle Smith | 24 Chris Smutny | 35 Jordy... |
| 5 Chris Hayman | 14 Brady Dorn | 25 Ethan Lageson | 36 Jorda... |
| 6 Johnny Juarez | 15 Cameron Crone | 26 Daniel Jimenez | 38 Brett... |
| 7 David Mansell | 17 Kurt Piitha | 27 Jack Higgins | 39 Treve... |
| 8 Harley Lopez | 19 Jack Cornish | 28 Joshua Romero | 41 Nath... |
| 9 Damon DeVirgilio | 20 Antone Self | 29 Collin Gabel | |

Head Coach Signature _____

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