This manual was written and published by CSUDH Director of Athletic Communications Rick Hoskin with contributions from Athletic Communications Assistant Kaiber Takamiya.

This Style Guide is subject to change as the academic year progresses.
Policy & Usage

Our Mission
The Cal State Dominguez Hills Athletics Department supports the University mission by providing student-athletes with the opportunity to succeed in the classroom, in athletic competition and ultimately in LIFE.

We emphasize academic integrity, social responsibility, community engagement and athletic excellence while adhering to the philosophies and ethical standards of the National Collegiate Athletic Association (NCAA), California Collegiate Athletic Association (CCAA) and California State University, Dominguez Hills (CSUDH).

Our Vision
Our department will be a model of inclusion, engagement and excellence.

Goal
The goal is to use the Cal State Dominguez Hills Athletics’ logos, wordmark and colors to follow our mission statement. To accomplish this goal, the logos must be used in a consistent and uniform way. The coloring, the shading, alignment and proportions of all CSUDH Athletics must be consistent and conform to the rules within this Style Guide.

All athletic logos must always maintain approved colors, proportions and design integrity. No alterations may be made, nor shall design elements be placed inside any of the athletic logos.
# Our Brand

## REFERENCES TO THE UNIVERSITY

The following reference is to be used in press releases, recaps, social media, graphics and broadcasting.

<table>
<thead>
<tr>
<th>Acceptable</th>
<th>Not Acceptable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cal State Dominguez Hills</td>
<td>Cal State</td>
</tr>
<tr>
<td>Dominguez Hills</td>
<td>CS Dominguez Hills</td>
</tr>
<tr>
<td>CSU Dominguez Hills</td>
<td>Cal St. Dominguez Hills</td>
</tr>
<tr>
<td>CSUDH</td>
<td></td>
</tr>
</tbody>
</table>

## MAIN LOGOS

To remain consistent with the Cal State Dominguez Hills Athletics brand, the following Cal State Dominguez Hills Athletic logos may only be used. Distribution and commercial use is prohibited without permission from Cal State Dominguez Hills.

- **Primary Logo**
- **‘DH’ Logo**
- **DH Logo in Black & White**

## SOCCER LOGOS

To celebrate the soccer programs’ NCAA national championships, a star is placed above the DH logo.

- **Men’s Soccer Logo**
- **Women’s Soccer Logo**

## OTHER LOGOS

- **Bull Logo**
- **Wordmark Logo**
- **CSUDH on the CCAA Network Logo**
Color Palette

USE OF COLORS

The following colors are to be used for any athletic-related purposes. Certain exceptions can be made with approval from the Director of Athletic Communications.

AVOID:
- Using the white and gold combination on a gold background.
- Yellow, white and black are Cal State LA and Long Beach State branding colors.

PRIMARY COLORS

Cardinal
Red-Green-Blue (Digital Usage): 134-0-56
Four-Color Process (Printing): 32-100-63-31
Web: #860038
Pantone Matching System: 209

Gold
Red-Green-Blue (Digital Usage): 240-179-16
Four-Color Process (Printing): 6-31-100-0
Web: #f0b310
Pantone Matching System: 124

COLOR VARIATION

All logotype can be used in the following color variations:

Black
Red-Green-Blue (Digital Usage): 0-0-0
Four-Color Process (Printing): 32-100-63-31
Web: #01000
Pantone Matching System: Black 3 2X

White
Red-Green-Blue (Digital Usage): 255-255-255
Four-Color Process (Printing): 0-0-0-0
Web: #ffffff
Pantone Matching System: N/A

Gray
Red-Green-Blue (Digital Usage): 170-170-170
Four-Color Process (Printing): 32-31-0-0
Web: #aaaaaa
Pantone Matching System: N/A
Athletics Logos in Backgrounds

The following background colors (cardinal, gold, white, black, gray) are comprised of the University’s approved colors. Avoid using any other color elements unless a sport’s latest NCAA Rules & Regulations states - in writing - that a uniform must use a contrasting color. For example: NCAA Soccer Rule 4.1.9 states that ‘Goalkeepers shall wear jerseys that distinguish them from all field players and stockings that distinguish them from their opponent’s field players.’
Typography

Cal State Dominguez Hills Athletics shall use the following fonts below. (Note: the parenthesis feature is not available in the Freshman font. Contact the Athletic Communications department to request one of these fonts.

**Russo Font - Primary Headline**
Bold but easy to read, the Russo font is to be used for headlines and sport/department name below the ‘DH’ logo.

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
1 2 3 4 5 6 7 8 9 0
! @ # $ % ^ & * ( ) , . ? ; : /

**LEGACY FONT - SECONDARY HEADLINE**
The Legacy font is italicized and in all caps, it is to be used as an alternative font for the headline or for hashtags.

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
1 2 3 4 5 6 7 8 9 0
! @ # $ % ^ & * ( ) , . ? ; : /

**Verdana Font - Primary body text**
Common in all computers, the Verdana font shall be used for the body of stories and other word-processing documents.

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
1 2 3 4 5 6 7 8 9 0
! @ # $ % ^ & * ( ) , . ? ; : /

**Freshman Font - Alternate font**
A retiring font, Freshman is a block-type text that can be difficult to read at times.

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
1 2 3 4 5 6 7 8 9 0
! # $ % , . ? ; : /
Team/Department Sub-Brand

To remain consistent throughout the department, the Russo Font shall be used to identify the team/department below the primary and 'DH' Logo. Only black and white color fonts are to be used for the wording. Examples are below. No other font shall be used around the logo.
Logo Boundaries

In order to maximize the visual presence of our brand, the Primary and ‘DH’ logos require a surrounding area clear of any other graphic elements or text. The recommended clearance is to protect the logo and limit the distractions that would surround it.

0.5 inches of minimum clear space around the logo
Logo Misuse

To maintain the integrity of the Cal State Dominguez Hills Athletics visual brand, the official logos should never be altered in any way. Shown on this page are unacceptable uses of Cal State Dominguez Hills’ Athletics Logos.

- No stretching the logos
- No ‘foreign’ objects behind the logo
- No removing one of the colors off the logo
- No overlapping the logos
- Do not place logo in front of busy photographic marks
- EXCEPTION: Shade the background so logo appears
- No unapproved typography
- No cutting off the logo
- No other colors used as strokes
- Avoid pixelating the logo
- No altering the logo colors
Retired Logos

The following logos are retired and not to be used for external and internal purposes, with the exception of a ‘retro’ event approved by the director of athletic communications or athletics director.
Uniforms

Uniforms are more than just about how our student-athletes appear when competing, it is a representation. The most important part of that representation are the logo(s) and how we use our official school colors (cardinal and gold). Uniforms continuously change every other year, therefore an unaltered version of either the Primary or DH Logo needs to be placed somewhere visible in all competing uniforms.

Keep in mind that WE (student-athletes, coaches and support staff) represent Cal State Dominguez Hills on- and off-campus against other institutions. Always assume that opposing team and its spectators (including in the CCAA) have never heard of us. The goal is for everyone, including our spectators, to identify us with our logos and the use of our school colors.

When working with the apparel vendor, ask yourself the following questions:

- **Is our logo unaltered and clearly visible?** 
  Remember the logo is our brand and representation, regardless of the size. Make sure you adhere to the boundaries section of this Style Guide. Keep in mind of student-athletes with long hair could cover the logo in the back.
  
  Suggestions on where to put the logo:
  Volleyball/Soccer: Front or sleeve
  Basketball: Front of jersey or on the shorts
  Golf/Polo shirts: Front or sleeve
  Baseball/Softball: Sleeve
  Track & Field: Front of jersey or shorts

- **Are the numbers clear and easy to read?** 
  Statisticians (home and away) and scorekeepers look at the student-athlete’s number when inputting the stats software or scorebook. Never assume they know who your student-athletes are and can tie faces to names/numbers.
  Suggestion: When using a cardinal or black uniform, go with either white or gold (when using cardinal only) numbers. When using a white uniform, use either cardinal or black. Gold on white uniforms makes it more difficult to see, even if you have a stroke/trim around it.

- **Am I balancing our colors so I don’t look like another CCAA member or a CSU institution in our region?**
  Remember that there are schools in the conference and fellow California State University institutions in our region who share a piece of our school colors (example: Chico State’s cardinal, Cal State LA and Long Beach State’s gold), or we use a piece of their’s to make it flow with our uniform (example: Cal State LA and Long Beach State’s black, Stanislaus State’s white).
  Suggestion: The goal is to balance our colors to avoid confusion with other CCAA members and other CSUs in our region. Just because Long Beach State is an NCAA Division I member doesn’t mean that we can ignore it, the two of us are in the same region.
  - Try and incorporate both cardinal and gold into either black or white jerseys.
  - Do not utilize only gold and black without a piece of cardinal (otherwise we’ll look like Cal State LA) or cardinal only on white without a hint of gold (we would look like Stanislaus State).
  - It is permissible to focus on a cardinal-theme uniform as long as there is a hint of gold.
  - It is also permissible to have a gold jersey as long as a hint of cardinal is included to make sure it is not Cal State LA or Long Beach State’s colors.
  - A cardinal or black-themed jersey with white numerals are acceptable since you are making it readable to statisticians and fans. Incorporating both black and white to a cardinal-focused uniform is also acceptable.

- **Am I in compliant with the latest NCAA Rulebook and the CCAA Manual?**
  Each sport is different when it comes to uniform rules and regulations, such as soccer’s goalkeeper uniforms and volleyball’s libero jersey. In addition, the CCAA may have added modifications on how uniforms need to look. Avoid looking at other program’s style. Things to look for when browsing your sport’s NCAA Rulebook. Failure to comply could result an NCAA infraction.
  - Numeral size on the uniform and if it is required on both the front and back.
  - Where is it permissible to have our CSUDH name, nickname or mascot on any part of the uniform.
  - The size and location of the manufacturer’s logo or trademark.

**All proposed athletic attire must be submitted through ARMS for approval by the Director of Athletic Communications.**
Uniform Examples

Below are current/previous uniforms used as example to how the logo and numbers look.

Uniforms with altered logos and colors prior to June 2020 have been grandfathered.

**CARDINAL THEME**

Although there is less gold on the jersey/poloshirt, the gold portion on the logo makes it clearly visible. The use of black and white not only goes well with the cardinal jersey, but the examples above show how well-balanced two colors are with the cardinal.

**WHITE THEME**

The logo is perfectly sized and visible. The number is clear and bold enough to make it easy to read, even with a hint of black on the soccer jersey. The softball jersey focuses on cardinal for the name and number but gives a hint of gold trimmed around it.

**CARDINAL & GOLD THEME**

The use of cardinal and gold can be balanced. Do not place the DH logo on a gold background. The primary logo is recommended if wishing to use gold as a uniform color.

**BLACK THEME**

Black goes well if using both cardinal and gold. Avoid using only gold on black to look like Cal State LA and cardinal lettering and numbers on black can be difficult to see.

**SOCCER GOALKEEPERS**

Per NCAA rules, goalkeepers must wear a contrasting color than their field-player counterparts. Therefore, it is permissible to place the logo on a contrasting color for that reason, as long as it does not ‘disappear.’