



# SAN DIEGO STATE UNIVERSITY

---

*Leadership Starts Here*

## Graphic Identity System

Download logos and learn more about the university  
identity system and branding policies at:  
[sdsu.edu/brandcentral](https://sdsu.edu/brandcentral)

Use only original logos downloaded from the official website above.

<b>Message From the President</b>	<b>3</b>
<b>The Primary Logo</b>	<b>4-7</b>
Color Applications	5
Reverse Applications	6
White Space and Minimum Sizes	7
<b>The Horizontal Logo</b>	<b>8-10</b>
Color Applications	9
Reverse Applications	10
<b>University-Wide Applications</b>	<b>11-12</b>
Unit Logos	11
Support Logos	12
<b>Improper Alterations</b>	<b>13</b>
<b>Embossing</b>	<b>14</b>
<b>The University Brand</b>	<b>15-16</b>
Color and Reverse Applications	16
<b>The Campaign Brand</b>	<b>17-19</b>
Color and Reverse Applications	18
White Space and Minimum Sizes	19
<b>The Initials Logo</b>	<b>20</b>
<b>The Banner Logo</b>	<b>21</b>
<b>The University Seal</b>	<b>22</b>
<b>The Athletics Logos</b>	<b>23</b>
<b>The Official University Colors</b>	<b>24</b>
<b>Primary Font</b>	<b>25</b>
<b>Stationery System</b>	<b>26-28</b>
Long-List Version	27
Business Card & Mailing Label	28



SDSU Faculty and Staff,

Just as the name San Diego State University stirs pride among our students, faculty, staff and alumni, our university logo is designed to identify university programs and enhance our reputation. Using the university identity system will better integrate our communications and strengthen recognition of our efforts nationally and in the San Diego region. Our Marketing and Communications team is available to help you incorporate our logo into your communications materials.

Thank you for your cooperation and support.

A handwritten signature in black ink, reading "Elliot Hirshman".

Elliot Hirshman  
President



# SAN DIEGO STATE UNIVERSITY

This is the primary version of the university logo. The image depicts the entrance to Hepner Hall with its landmark bell tower. We encourage you to use this logo with the Leadership Starts Here tagline displayed on page 15.

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.

University symbols and marks are owned and licensed by the university. To download and learn more about the SDSU logos, visit [sdsu.edu/logos](https://sdsu.edu/logos).

## Color Applications

3-Color Version



SAN DIEGO STATE  
UNIVERSITY

2-Color Version



SAN DIEGO STATE  
UNIVERSITY

1-Color Grayscale Version



SAN DIEGO STATE  
UNIVERSITY

1-Color Version



SAN DIEGO STATE  
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.

## Reverse Applications

3-Color Version



2-Color Version



1-Color Grayscale Version



1-Color Version



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. Ensure both images and type reproduce clearly and are legible in all applications by reviewing proofs or a test beforehand. Ensure a printer is able to hold registration on 2- and 3-color versions.

## Application & Minimum Size



### Minimum size requirement



There may be occasions when a more compact format is necessary for use in web banners, horizontal 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.



## Color Applications

3-Color Version



2-Color Version



1-Color Grayscale Version



1-Color Version



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 Applications

3-Color Version



2-Color Version



1-Color Grayscale 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.

## Unit Logos/Colleges, Schools, Departments, Divisions and Academic Programs

Colleges



**SAN DIEGO STATE  
UNIVERSITY**

---

**College of Health &  
Human Services**

Departments



**SAN DIEGO STATE  
UNIVERSITY**

---

**School of Exercise  
and Nutritional Sciences**

*College of Health &  
Human Services*

Colleges



**SAN DIEGO STATE  
UNIVERSITY**

---

**College of Health & Human Services**

Departments



**SAN DIEGO STATE  
UNIVERSITY**

---

**School of Exercise and Nutritional Sciences**

*College of Health & Human Services*

Creating a strong institutional identity for the university requires a consistent approach to layout and design across many SDSU entities. The formats displayed here are examples of how the Unit Logo can be used clearly and consistently by a wide variety of groups across campus.

Unique logos are not permitted for any academic, administrative or research units, including colleges, departments, divisions and offices within divisions or academic programs. There can be no exceptions. The use of unique logos undermines efforts to build a unified brand.

However, units may create campus-specific identity marks by adding their unit name to the Primary Logo or Horizontal Logo.

Final designs must be created or approved by SDSU Marketing & Communications.

## Support Logos/Centers and Institutes

Centers and Institutes



---

SAN DIEGO STATE UNIVERSITY  
**The Joan and Art Barron Veterans Center**

Centers and Institutes



---

SAN DIEGO STATE UNIVERSITY  
**The Joan and Art Barron Veterans Center**

SDSU Marketing & Communications strongly encourages centers and institutes to use official university symbols and stationery. Doing so establishes a consistent identity that projects unity and strength.

Marketing & Communications has created a logo for centers and institutes affiliated with the university, but not defined as colleges, schools, departments, academic programs or divisions.

Support units may choose to use the Unit Logo or the Support Logo, but they must choose one logo for the entire program in order to maintain a consistent brand. The Unit Logo shown on page 11 is always the preferred brand.

Final designs must be created or approved by SDSU Marketing & Communications.



Logotype cannot be removed.



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.



The proportions of the mark to the typeface cannot be modified.

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. University symbols are owned and licensed by the university. They may not be incorporated into another design to create a new symbol.



# SAN DIEGO STATE UNIVERSITY

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 that every pictorial detail of the logo's image remains intact.

## Tagline



# SAN DIEGO STATE UNIVERSITY

---

## *Leadership Starts Here*

San Diego State University—through its outstanding people and nationally recognized programs—is propelling the San Diego region into the future. This idea is the essence of our Brand Position and should be reflected in all official communications. To learn more about the university brand, visit [sdsu.edu/brandcentral](https://sdsu.edu/brandcentral).

Leadership Starts Here, the tagline for the new brand, is a bold statement of San Diego State's impact and commitment. Leadership Starts Here speaks to the special relationship between SDSU and San Diego. The tagline should be used with the Primary Logo in most instances.

The tagline Leadership Starts Here is designed to be placed beneath the official logo or the unit-specific name shown on page 11. Required space allowance is shown on page 7.

In special circumstances, and with the express permission of SDSU Marketing & Communications, the tagline may be used freestanding. The university prohibits creation of new taglines as well as modification of the Leadership Starts Here tagline. To download and learn more about the SDSU logos, visit [sdsu.edu/logos](https://sdsu.edu/logos).



The Leadership Starts Here Logo above was created for use in the SDSU branding campaign. Use of the Leadership Starts Here Logo requires prior approval from SDSU Marketing & Communications. To secure the Leadership Starts Here Logo files, contact [SDSUlogo@mail.sdsu.edu](mailto:SDSUlogo@mail.sdsu.edu).

## Color and Reverse Applications

### Primary Logo



SAN DIEGO STATE  
UNIVERSITY

*Leadership Starts Here*



SAN DIEGO STATE  
UNIVERSITY

*Leadership Starts Here*



SAN DIEGO STATE  
UNIVERSITY

*Leadership Starts Here*



SAN DIEGO STATE  
UNIVERSITY

*Leadership Starts Here*



SAN DIEGO STATE  
UNIVERSITY

*Leadership Starts Here*



SAN DIEGO STATE  
UNIVERSITY

*Leadership Starts Here*



SAN DIEGO STATE  
UNIVERSITY

*Leadership Starts Here*



SAN DIEGO STATE  
UNIVERSITY

*Leadership Starts Here*

### Horizontal Logo



SAN DIEGO STATE  
UNIVERSITY

*Leadership Starts Here*



SAN DIEGO STATE  
UNIVERSITY

*Leadership Starts Here*



SAN DIEGO STATE  
UNIVERSITY

*Leadership Starts Here*



SAN DIEGO STATE  
UNIVERSITY

*Leadership Starts Here*



SAN DIEGO STATE  
UNIVERSITY

*Leadership Starts Here*



SAN DIEGO STATE  
UNIVERSITY

*Leadership Starts Here*



SAN DIEGO STATE  
UNIVERSITY

*Leadership Starts Here*



SAN DIEGO STATE  
UNIVERSITY

*Leadership Starts Here*

If the tagline is used with the Primary Logo or the Horizontal Logo, it should be formatted in the exact proportion and placement as shown above.



## SDSU Flag Logo



The SDSU Flag is the logo for The Campaign for SDSU. It should be used only on material related to San Diego State's comprehensive fundraising campaign.

In most situations, the flag should be printed with the Leadership Starts Here tagline as shown above.

Use of the SDSU Flag Logo requires prior approval from SDSU Marketing & Communications. To secure the SDSU Flag Logo files, contact [SDSUlogo@mail.sdsu.edu](mailto:SDSUlogo@mail.sdsu.edu).

To learn more about The Campaign for SDSU, visit [sdsu.edu/campaign](http://sdsu.edu/campaign).

## Color and Reverse Applications

SDSU Flag Logo, primary application



SDSU Flag Logo, secondary application



The SDSU Flag Logo should be reproduced in 4-color process or grayscale for 3-, 2- and 1-color print applications. Spot colors cannot be used to print the SDSU Flag Logo.

Reversed versions of the logo are appropriate for application to a darker background. Additional versions include grayscale, black & white, and with or without dropshadows.

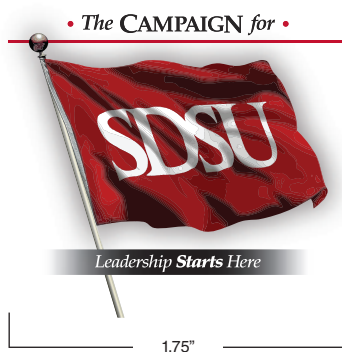
## White Space & Minimum Sizes

### Required space allowance



The SDSU Flag Logos (both primary and secondary versions) need “breathing room.” No other elements—type, images, etc.—should be placed closer to the logo than these dotted borders allow.

### 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. Ensure both images and type reproduce clearly and are legible in all applications by reviewing proofs or a test beforehand. Ensure a printer is able to hold registration on 2- and 3-color versions.

## Application & Minimum Size

A large, bold, red serif font representing the initials 'SDSU'.

Minimum size requirement



The red SDSU initials play a supporting role in university identification. Small directional signs and window decals are examples in which legibility from a great distance is critical. This 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. The Initials Logo conveys an abbreviated and more casual image of the university. Use of the Initials Logo requires prior approval from SDSU Marketing & Communications. To secure the Initials Logo files, contact [SDSUlogo@mail.sdsu.edu](mailto:SDSUlogo@mail.sdsu.edu).

## Application & Minimum Size



Minimum size requirement



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. To secure the Banner Logo files, contact [SDSUlogo@mail.sdsu.edu](mailto:SDSUlogo@mail.sdsu.edu).

## Specification, Application & Minimum Sizes



Minimum size requirement



### 3-Color Version

PMS

Red - PMS 187

Gold - PMS 4525

Black

CMYK

Red - 0c/100m/79y/20k

Gold - 0c/7m/39y/17k

Black - 100k

WEB COLORS

Red - A81933

Gold - D2C694

Black - 000000



Minimum size requirement



### 1-Color Non-Metallic Version

PMS

Gold - PMS 132

CMYK

Gold - 0c/28m/100y/30k

WEB COLOR

Gold - BC8F21

### 1-Color Metallic Version

PMS

Metallic - PMS 873

WEB COLOR

Gold - 9C896D

This seal signifies endorsement by the SDSU President's Office, and can be used only in materials and functions appropriate to that role.

It usually appears with the signature of the university president or 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. To secure the University Seal logo files, contact [SDSUlogo@mail.sdsu.edu](mailto:SDSUlogo@mail.sdsu.edu).

## Primary Logo & Logotype

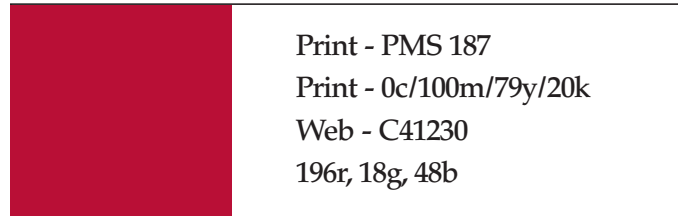


## Logotype with spear

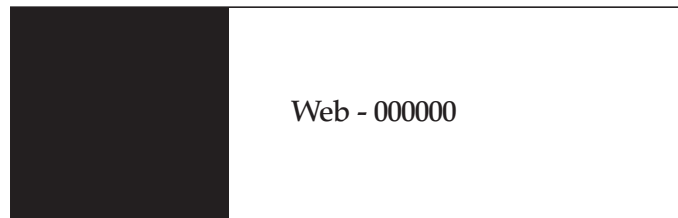


These logos are for the exclusive use of the SDSU Athletics Department. They are not to be confused with, or substituted for, the logos of the university. For permission to use the Athletics logos contact Steve Schnall at [sschnall@mail.sdsu.edu](mailto:sschnall@mail.sdsu.edu) or 619-594-3210.

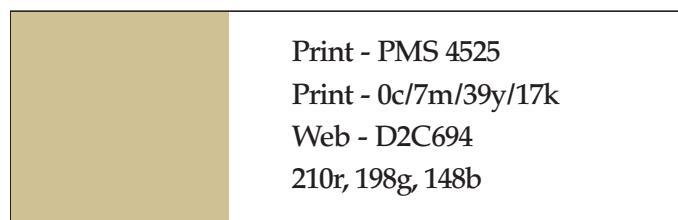
## Red & Black + Enhanced Gold



SDSU RED



SDSU BLACK



SDSU GOLD - ENHANCED VERSION ONLY

Red and black are our primary university colors. Most versions of the logo will feature those two colors. The gold shown above is available in both non-metallic and metallic versions and is used in the enhanced 3-color version of the logo.



Palatino Light

*Palatino Light Italic*

Palatino

*Palatino Italic*

Palatino Medium

*Palatino Medium Italic*

Palatino Bold

*Palatino Bold Italic***Palatino Black*****Palatino Black Italic***

PALATINO SMALL CAPS

PALATINO LARGE &amp; SMALL CAPS

REGULAR NUMBERS

123456789

OLDSTYLE NUMBERS


123456789

Palatino is 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, schools, departments and enterprises should 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.

Base of address to align with base of "San Diego State"



SAN DIEGO STATE  
UNIVERSITY

College of Sciences  
San Diego State University  
5500 Campanile Drive  
San Diego CA 92182-8030  
Tel: 619-594-3627  
Fax: 619-594-0832  
www.sdsu.edu

January 26, 2004

Scott Forde  
CSO  
Artec Shops

Dear Scott,

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

Attached is a list including some of the benefits Artec Shops will receive as part of your Marquette Sponsorship (this list is abbreviated from our sponsorship packages). We can, of course, customize 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 media 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 tabled that will run in the San Diego Union-Tribune on Thursday, Feb. 26. While your logo will be featured on the cover of the tabled - along with other SDSU Month sponsors - we encourage you to consider purchasing an ad as well to maximize the value of your sponsorship. Attached is additional information - the deadline for space is Feb. 2, answer deadline on Feb. 9. A percentage of the proceeds from the tabled 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 in March. In the next week, I will be sending you additional information on the free tickets and invitations that are included as part of your sponsorship. SDSU Month is shaping up to be another huge success and, again, we wholeheartedly thank you for your sponsorship.

Please let me know if you have any questions.

Cordially,

John Smith  
Interim Associate Vice President, Marketing & Communications

Attachments:

cc: Stephen Jones, University Advancement

THE CALIFORNIA STATE UNIVERSITY • BAKERSFIELD • CHANNEL ISLANDS • CHICO • DOMINGUEZ HILLS • FRESNO • FULLERTON • HAYWARD • HUMBOLDT • LONG BEACH • LOS ANGELES  
MARITIME ACADEMY • MONTEREY BAY • NORTHRIDGE • POMONA • SACRAMENTO • SAN BERNARDINO • SAN DIEGO • SAN FRANCISCO • SAN JOSE • SAN LUIS OBISPO • SAN MARCOS • SONOMA • STANISLAUS

2"

.394"

1.35"

1.685"

1.375"

1.25"

.559"

.559"

Palatino Bold, 7.5 pt,  
9pt leading, -4 tracking

Palatino, 7.5 pt,  
9pt leading, -4 tracking

Bullets (•) are Palatino, 3pt

Palatino, All Caps, 5pt,  
8pt leading, 6 tracking, justified

"The California State University"  
is Palatino Bold, All Caps, 5pt,  
8pt leading, 6 tracking, justified

Bullets (•) are Palatino, 3pt

Letterhead

Base of address to align with base of "San Diego State"



SAN DIEGO STATE  
UNIVERSITY

College of Sciences  
Office of the Dean  
San Diego State University  
5500 Campanile Drive  
San Diego CA 92182-8030

Palatino Bold, 7.5pt,  
9pt leading, -4 tracking

Palatino, 7.5pt, 9pt leading,  
-4 tracking

Bullets (•) are Palatino, 3pt

.319"

1.35"

.305"

.305"

10# Envelope

All letterhead must be formatted as shown above by ReproGraphic Services. Electronic stationery is available upon request.

## Long-List Version

Top of list aligns with x-height in "San Diego State"

Palatino Bold, 7.5pt,  
9pt leading, -4 tracking

Palatino, 7.5pt,  
9pt leading, -4 tracking  
.12" space after address  
Bullets (•) are 3pt

Name is Palatino Bold,  
Title is Palatino Bold Italic,  
6.25pt, 9pt leading,  
-4 tracking, .06" space after  
each paragraph

Palatino Medium,  
All Caps, 6.25pt,  
9pt leading, -4 tracking  
.06" space after  
each paragraph

Palatino, 6.25pt,  
9pt leading, -4 tracking,  
.06" space after  
each paragraph



SAN DIEGO STATE  
UNIVERSITY

Rehabilitation  
Counselor Program

Department of  
Administration,  
Rehabilitation &  
Postsecondary Education  
San Diego State University  
5500 Campanile Drive  
San Diego CA 92182-8030  
Tel: 619-594-5627  
Fax: 619-594-0832  
www.sdsu.edu

February 18, 2004

Tucker Stine  
Client Services  
Greenhaus  
3861 Front Street  
San Diego, 92120

Dear Alumni,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy  
nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim  
ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut  
aliquip ex eacommodo consequat.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie  
consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et  
iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore  
te feugait nulla facilisi.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy  
nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim  
ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut  
aliquip ex eacommodo consequat.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie  
consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et  
iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore  
te feugait nulla facilisi.

Best Regards,  


Joseph Smith  
Director of Marketing & Communications

THE CALIFORNIA STATE UNIVERSITY • BAKERSFIELD • CHANNEL ISLANDS • CHICO • DOMINGUES HILLS • FRESNO • FULLERTON • HAYWARD • HUMBOLDT • LONG BEACH • LOS ANGELES  
MARITIME ACADEMY • MONTEREY BAY • NORTHBRIDGE • POMONA • SACRAMENTO • SAN BERNARDINO • SAN DIEGO • SAN FRANCISCO • SAN JOSE • SAN LUIS OBISPO • SAN MARCOS • SONOMA • STANISLAUS

When the return address information on the letterhead exceeds 7 lines, it shifts to this configuration along the left hand margin. All type is 7.5pt on 9pt leading, except in the case of a very long list (as in this sample), in which type is reduced to 6.25pt on 9pt leading.

The typed letterform moves over to a margin of 1.75" to accommodate the list of copy. Only the Primary Logo may be used on official university stationery. All letterhead must be formatted by ReproGraphic Services as shown above.

## Business Card & Mailing Label



The function of a business card is to provide contact information. Additional contact information may be printed on the backside if it relates to the front of the card. QR codes may be printed on the back if they link to official university websites.

Only the Primary Logo may be used on official university business cards. Exceptions for partnering programs require prior approval from SDSU Marketing & Communications.

All business cards must be formatted by ReproGraphic Services as shown above.

