125th Anniversary Graphic Identity Manual

Download logos and learn more about the university identity system and branding policies at: 125.sdsu.edu

Use only original logos downloaded from the official website above.
A unique set of logos is available for use when promoting San Diego State University’s 125th anniversary. These temporary logos have been created to align with SDSU’s visual identity and are limited for usage connected with the university’s 125th year anniversary. The logos and style variations provide a consistent method of recognizing SDSU’s milestone year when promoting events and sharing stories that coincide with anniversary celebrations in 2022 and 2023.

Logos should be selected in context to the space where they are placed, scaling back the details as they scale down in size. Primary consideration should be given to brand recognition, readability and reproducibility.
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Large Applications - When the university name is not present in supporting text, use the Primary Mark.

This is the primary version of SDSU’s 125th anniversary logo. The centered format of the elements produce a classic design, with the horizontal typography functioning as a base for the vertical image. Red and black, the university’s official 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. See size requirements on page 16.
Large Applications - When the university name is present in supporting text, use the Founded Mark.

Small Applications - When the university name is present in supporting text, use the 1897 Mark. When the university name is not present in supporting text, use the SDSU Mark.
Spanish and Russian Marks - When the university name is present in supporting text, use the 1897 Mark. When the university name is not present in supporting text, use the SDSU Mark.
This is the primary version of SDSU’s 125th anniversary logo for vertical formats. The centered format of the elements produce a classic design, with the horizontal typography functioning as a base for the vertical image. Red and black, the university’s official 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. See size requirements on page 15.
The logo looks best in the 2-color version. For the most challenging applications concerning clarity and cost, the 1-color version is appropriate.

Reversed versions of the logo are appropriate for application to a darker background.
There may be occasions when a horizontal format is necessary for use in web banners, horizontal signs and mastheads. This format has been made available for inflexible applications when a horizontal shape is needed. See size requirements on page 15.
The logo looks best in the 2-color version. For the most challenging applications concerning clarity and cost, the 1-color version is appropriate.

Reversed versions of the logo are appropriate for application to a darker background.
This is the primary version of SDSU’s 125th anniversary logo for smaller applications. The centered format of the elements produce a classic design, with the horizontal typography functioning as a base for the vertical image. Red and black, the university’s official 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. See size requirements on page 15.
The logo looks best in the 2-color version. For the most challenging applications concerning clarity and cost, the 1-color version is appropriate.

Reversed versions of the logo are appropriate for application to a darker background.
There may be occasions when a horizontal format is necessary for use in web banners, horizontal signs and mastheads. This format has been made available for inflexible applications when a horizontal shape is needed. See size requirements on page 15.
The logo looks best in the 2-color version. For the most challenging applications concerning clarity and cost, the 1-color version is appropriate.

Reversed versions of the logo are appropriate for application to a darker background.
Minimum Sizes and White Space

Minimum Size Requirements and White Space

These are minimum recommended sizes for all applications. Ensure that both images and type reproduce clearly and are legible by reviewing proofs. Our logo needs “breathing room.” No elements—such as type and images should be placed too close to the logo.

Large Applications

VERTICAL FOUNDED LOGO

SAN DIEGO STATE UNIVERSITY

2-3/8”

HORIZONTAL FOUNDED LOGO

SAN DIEGO STATE UNIVERSITY

4-3/4”

Small Applications

VERTICAL 1897 LOGO

SAN DIEGO STATE UNIVERSITY

1-1/8”

HORIZONTAL 1897 LOGO

SAN DIEGO STATE UNIVERSITY

24/8”
Minimum Size Requirements and White Space

These are minimum recommended sizes for all applications. Ensure that both images and type reproduce clearly and are legible by reviewing proofs. Our logo needs “breathing room.” No elements—such as type and images should be placed too close to the logo.

**LARGE MARKS**

![Large Marks Example](image1)

5/8”

**SMALL MARKS**

![Small Marks Example](image2)

3/8”
Improper Alterations

Marks, Vertical and Horizontal Logos

Logotype cannot be removed.

Color distribution cannot be modified.
Typeface 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 125th anniversary 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 may not be incorporated into another design to create a new symbol.
Colors

Red and black are our primary university colors.

SDSU Red

SDSU Black

Fonts

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.

While other typefaces 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.
Background

To create additional visual interest in spaces such as web, digital and print, the official 125th anniversary background motif can be utilized. Background images are available online at 125.sdsu.edu.

Photography

SDSU has a photo library of images licensed for use by the university, available online at brand.sdsu.edu/photograph. Historic images are curated and accessible through the university’s Special Collections at digital.sdsu.edu.