

# SF State Identity Guidelines at a Glance

This tip sheet will help you apply the SF State identity guidelines in a consistent and conscientious manner to present a coherent, distinctive and memorable image of our University. Find comprehensive identity guidelines at [sfsu.edu/~logo](http://sfsu.edu/~logo)

## The SF State Logo

### Horizontal Logo

Try to use this version, especially for collateral aimed at audiences off campus.



### Vertical Logo

Use this logo when you have restricted horizontal spacing and for all on-campus uses.



## Size & Clear Space

### Minimum Sizes

Horizontal logo is .5 inches high

Vertical logo is 1 inch high

### Clear Space

The logos need an amount of white or clear space surrounding it, as defined by the "x" in following examples:



Do not feature the logo next to or part of any other internal "logos" created by parties outside University Communications.

## A Few Unacceptable Uses



DO NOT skew, stretch or distort



DO NOT alter, rearrange, add text or remove elements



DO NOT fill with textures or images



DO NOT place on a background of a similar hue/color



DO NOT change the colors



DO NOT outline or place in a shape that could be thought of as part of the logotype

## Typography

The Frutiger and Sabon font families are the University's primary typefaces and should be used whenever possible. They may be purchased from the following source: [linotype.com/en/469/Frutiger-family.html](http://linotype.com/en/469/Frutiger-family.html) and [linotype.com/1436/Sabon-family.html](http://linotype.com/1436/Sabon-family.html)

### Frutiger (san serif)

Light  
Light Italic  
Roman  
Italic  
Bold

### Sabon (serif)

Roman  
Roman Oldstyle Figures  
SMALL CAPS  
Italic  
Bold

If the primary typefaces are not available, the fonts Corbel and Palatino Linotype, common to both Windows and Macintosh operating systems, may be substituted.

### Corbel (san serif)

Regular  
Italic  
Bold  
Bold Italic

### Palatino Linotype (serif)

Regular  
Italic  
Bold  
Bold Italic

# SF State Color System

Colors in this palette are recommendations for use in San Francisco State University publications, promotional materials and Web pages. Consistent use of these colors will contribute to a cohesive and unified look.

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## Signature Colors

The primary color palette is extended by using the secondary colors. These palettes were designed to allow individual departments to choose a variety of colors while maintaining a uniform palette across the SF State campus. The primary colors should be used whenever possible and should always be the dominant scheme to the secondary palette.

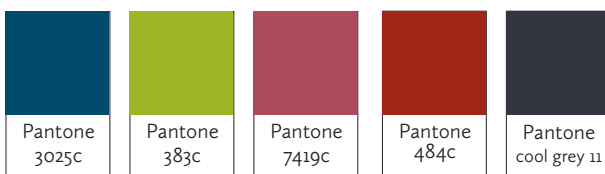
- ▶ For primary graphical elements use colors at their full value not as tints or less than 100% opacity
- ▶ Avoid using too many colors on the same piece. Pick a primary color and use additional colors for highlight or accent, if needed.

### Primary Palette



PRIMARY	Print PANTONE	Print 4-COLOR PROCESS*	Electronic WEB	Electronic VIDEO
	2755C	C97 M100 Y0 K30	HTML#231161	R35 G17 B97
	2755C 85% TINT	C82 M85 Y0 K26	HTML#463077	R70 G48 B119
	117C	C6 M27 Y100 K12	HTML#C99700	R201 G151 B0
	117C 60% TINT	C4 M16 Y60 K7	HTML#E9D597	R232 G191 B106

### Secondary Palette



SECONDARY	Print PANTONE	Print 4-COLOR PROCESS*	Electronic WEB	Electronic VIDEO
	3025C	C100 M27 Y10 K56	HTML#004F71	R0 G79 B113
	383C	C29 M1 Y100 K18	HTML#A8AD00	R168 G173 B0
	7419C	C9 M76 Y40 K26	HTML#B04A5A	R176 G74 B90
	484C	C8 M92 Y100 K33	HTML#9A3324	R154 G51 B36
	COOL GRAY 11	C44 M34 Y22 K77	HTML#53565A	R83 G86 B90

\* NOTE: the Pantone Color Specifier Systems are available in three paper finishes: uncoated, matte and coated. Please consult with your print vendor to match the Pantone chips as accurately as possible. This is especially crucial when dealing with media other than paper.