IDENTITY 101

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

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:

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 and linotype.com/1436/Sabon-family.html

Frutiger (san serif)  Sabon (serif)
Light
Light Italic
Roman
Italic
Bold

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)  Palatino Linotype (serif)
Regular
Italic
Bold
Bold Italic

Regular
Italic
Bold
Bold Italic

Do not feature the logo next to or part of any other internal “logos” created by parties outside University Communications.
IDENTITY 101

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. Find comprehensive identity guidelines at sfsu.edu/~logo

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

<table>
<thead>
<tr>
<th>PRIMARY</th>
<th>Print PANTONE</th>
<th>Print 4-COLOR PROCESS</th>
<th>Electronic WEB</th>
<th>Electronic VIDEO</th>
</tr>
</thead>
<tbody>
<tr>
<td>2755C</td>
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<td>HTML#231161</td>
<td>R35 G17 B97</td>
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</tr>
<tr>
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<td>R70 G48 B119</td>
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</tbody>
</table>

Secondary Palette

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<th>Print 4-COLOR PROCESS</th>
<th>Electronic WEB</th>
<th>Electronic VIDEO</th>
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<td>R154 G51 B36</td>
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<td>c44 m34 y22 k77</td>
<td>HTML#53565a</td>
<td>R83 G86 B90</td>
<td></td>
</tr>
</tbody>
</table>

* 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.