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.

The SF State Logo
The SF State logo is a key factor in shaping public perception of our University. Please observe the following guidelines:

- The graphical and logotype components of the logo should NEVER be separated from each other.
- Use the vertical logo (the “SF State” version) in materials designed for local or regional audiences only.
- Use the horizontal logo (the “San Francisco State” version) in materials designed for regional, national and worldwide audiences.
- Use only original source versions of the SF State logo, available on the SF State Identity Guidelines Web site.
- Do not skew, scale, stretch, extrude, emboss, colorize, reverse, add type to or otherwise distort and modify the logo.
- The logo should be surrounded by a cushion of clear space, minimum size: one-half the width of the graphical component, or at least ¼”.
- The color logo should appear on a white background only.
- The black and white logo should appear on a white or light-colored background only.

Typography

- Arial and Times New Roman are the official recommended fonts for: all materials that will be distributed electronically or edited by multiple contributors; HTML text, including CSS styles; presentations; basic business documents; internal flyers and other announcements.
- Frutiger and Sabon are the official signature fonts for materials that will be designed by a professional design firm or trained in-house resources; Web site graphics; signage; promotional materials.
- The sans-serif typefaces (Frutiger and Arial) should be used for headlines, subheads, pull-quotes, captions, and callouts.
- The serif typefaces (Sabon and Times New Roman) should be used for body copy, but can also be used in headlines, subheads, pull-quotes, captions, and call-outs.
- Alignment should always be flush left.
- Body copy should never be vertically or horizontally scaled.
- Body copy should be black.
- Separate paragraphs with one line of space; do not indent first lines.
- Type should never be drop-shadowed or distorted.

► Find comprehensive identity guidelines at: www.sfsu.edu/~logo
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Color
Strategic and consistent use of color can be a significant factor in the creation a powerful and cohesive visual identity.

- Select a palette that is appropriate for your project.
- On any specific project, use color from one palette only.
- For primary graphical elements use colors at their full value, not as tints or percentages. Percentages should be used in secondary elements (small accents, backgrounds in call-out boxes, etc.).
- Avoid using too many different colors on the same piece. Pick a primary color and use additional colors for highlight or accent, if needed.
- Avoid using color on materials that have a high probability of being photocopied or faxed.
- Do not set body type in color (in both printed and electronic materials).

The Standard Palette

PMS: 2755
CMYK: C=100 M=100 Y=0 K=30
RGB: R=22 G=13 B=89

PMS: 117
CMYK: C=0 M=20 Y=100 K=5
RGB: R=217 G=178 B=20

PMS: 7427
CMYK: C=20 M=100 Y=100 K=10
RGB: R=180 G=6 B=32

PMS: 130
CMYK: C=0 M=25 Y=100 K=0
RGB: R=248 G=178 B=12

PMS: 144
CMYK: C=0 M=45 Y=100 K=0
RGB: R=250 G=133 B=17

PMS: 383
CMYK: C=26 M=0 Y=100 K=10
RGB: R=156 G=189 B=27

The Web Palette

HEX: #339966
HEX: #FF9900
HEX: #cccccc
HEX: #669999
HEX: #000000
HEX: #ff0000
HEX: #999999
HEX: #cccccc

Black 60%
RGB: R=102 G=102 B=102

Black 20%
RGB: R=204 G=204 B=204

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