

# 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 [logo.sfsu.edu](http://logo.sfsu.edu)

## 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 at the following source:  
[linotype.com/1270238/frutiger-family.html](http://linotype.com/1270238/frutiger-family.html)  
[linotype.com/5598633/sabon-family.html](http://linotype.com/5598633/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.

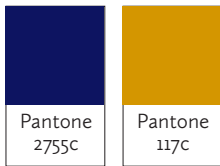
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## Signature Colors

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.

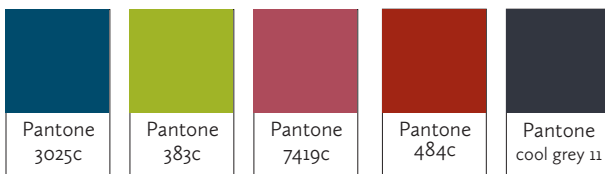
- ▶ For primary graphical elements use colors at their full value not as tints or less than 100% opacity
- ▶ Avoid using too many colors on the same piece. Pick a primary color and use additional colors for highlight or accent, if needed.






### 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.