SDSU Research Foundation Graphic Identity System

SAN DIEGO STATE UNIVERSITY

Research Foundation

This is the primary and preferred version of the SDSU Research Foundation logo. The image depicts the entrance to Hepner Hall with its landmark bell tower. The text reflects our new name and more clearly communicates our research mission.

The centered format of the elements produces a classic design, with the horizontal typography functioning as a base for the vertical image.

Red and black, the university 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 requirements at small sizes, as well as emphasis on the "Research Foundation" portion of our name.

Color Variations

3-Color Version

SAN DIEGO STATE
UNIVERSITY
Research Foundation

2-Color Version

SAN DIEGO STATE
UNIVERSITY
Research Foundation

1-Color Halftone Version

SAN DIEGO STATE
UNIVERSITY
Research Foundation

1-Color Version

SAN DIEGO STATE
UNIVERSITY
Research Foundation

The vertical logo is available in several variations. The enhanced, 3-color version can be used in electronic and 4-color applications. In print applications, where cost is an issue, either the 2-color or 1-color variation will be appropriate.

For the most challenging printed applications, e.g. minimum size on newsprint, the solid 1-color version is the best choice. Clearly, the logo looks and "reads" better in 2 or 3 colors, which are the preferred versions, particularly since red and black together are the university colors.

Reverse Variations

3-Color Version

2-Color Version

1-Color Halftone Version

1-Color Version

Reversed versions of the logo are included when applying the logo to a darker background. In the 3-color version, the type is gold, which creates a warmer, richer impression.

"White Space" & Minimum Sizes

Required space allowance

Our logo needs "breathing room." No other elements — such as type or images — should be placed closer to the logo than this dotted border allows.

Minimum size requirement

Application will determine not only the color version but also the minimum size. These are minimum recommended sizes for 3-, 2- and 1-color logos in both print and electronic media. Make sure both images and type reproduce clearly and are legible in all applications by reviewing proofs or a test beforehand. Make sure a printer is able to hold registration on 2- and 3-color versions.

Minimum size requirement

1-1/2"

     There may be occasions when the SDSU Research Foundation logo needs to be more compact, e.g., on horizontal monument signs and mastheads. Most logos look their best when they are set off from other elements and have a bit of "breathing room" around them. Ours is no exception. That is why the vertical logo should be used more often than not, with plenty of space around it. This format has been made available to provide flexibility.

Color Variations

3-Color Version

SAN DIEGO STATE
UNIVERSITY
Research Foundation

2-Color Version

SAN DIEGO STATE
UNIVERSITY
Research Foundation

1-Color Halftone Version

SAN DIEGO STATE
UNIVERSITY
Research Foundation

1-Color Version

SAN DIEGO STATE
UNIVERSITY
Research Foundation

The horizontal logo is available in several variations. The enhanced, 3-color version can be used in electronic and 4-color applications. In print applications, where cost is an issue, either the 2-color or 1-color variation will be appropriate.

Reverse Variations

3-Color Version

2-Color Version

1-Color Halftone Version

1-Color Version

Reversed versions of the logo are appropriate for application to a darker background.
Please note the gold type in the 3-color version.

The proportions of the mark to
the typeface cannot be modified.

Color distribution 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.

Logotype cannot be removed.

The SDSU Research Foundation logos cannot be modified in any way. The above
manipulations and interpretations dilute the integrity of our graphic identity and are
expressly prohibited.

Red & Black + Enhanced Gold

Print - PMS 187
Print - 0c/100m/79y/20k
Web - A81933

SDSU RED

Web - 000000

SDSU BLACK

Print - PMS 4525
Print - 0c/7m/39y/17k
Web - D2C694
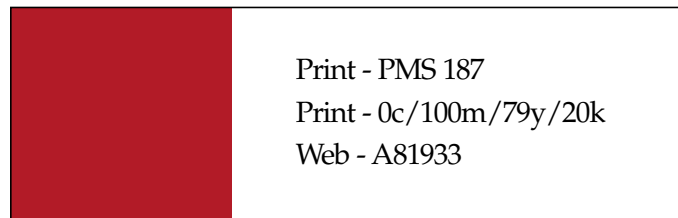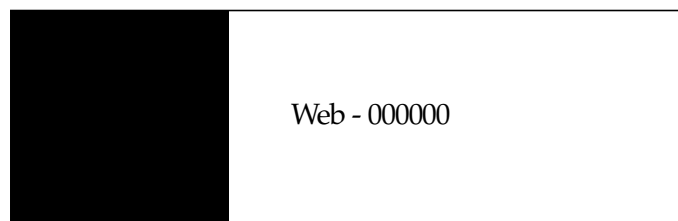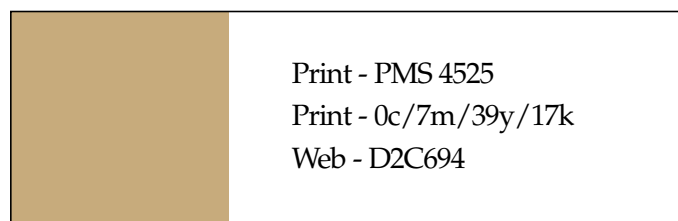
SDSU GOLD - ENHANCED VERSION ONLY

Like San Diego State University, we use red and black as our primary colors.
Most versions of the logo will appear in those two colors. This gold, available in both
non-metallic and metallic versions, is used in the enhanced 3-color version of the logo.

Palatino Light   *Palatino Light Italic*
Palatino   *Palatino Italic*
Palatino Medium   *Palatino Medium Italic*
Palatino Bold   ***Palatino Bold Italic***
Palatino Black   ***Palatino Black Italic***

PALATINO SMALL CAPS
PALATINO LARGE & SMALL CAPS

REGULAR NUMBERS   OLDSTYLE NUMBERS
123456789   123456789

Palatino has been selected as our official typeface. Its formal appearance, timeless design and clean, legible style make it a capable imagesetter and versatile workhorse. Tight letterspacing is recommended for most applications.

While other typefaces may be suitable for specific applications that demand a more individualistic approach, SDSU Research Foundation will benefit from an overall organizational appearance that is both familiar and consistent. Therefore, letterhead, catalogs, signage and brochure materials across all divisions, departments and projects should use official marks and fonts to create a coherent identity for our auxiliary.

Note: the Palatino type family includes small capitals and oldstyle numbers (shown) for added finesse and flexibility.

Connected Formats

Departments

SAN DIEGO STATE UNIVERSITY
Research Foundation

Human Resources

Programs, Centers and Institutes

SAN DIEGO STATE UNIVERSITY
Research Foundation

June Burnett Institute
The PARENT Center

Departments

SAN DIEGO STATE UNIVERSITY
Research Foundation

Human Resources

Centers

SAN DIEGO STATE UNIVERSITY
Research Foundation

June Burnett Institute
The PARENT Center

Creating a coherent institutional identity for the university demands a consistent approach to layout and design across many university entities. The four formats shown here indicate how the SDSU logo can be used clearly and consistently by a wide variety of groups around campus. The connected formats should be considered when, for layout reasons, the university and the "subgroup" need to be connected in a compact way. Two formats are offered to accommodate different space requirements. SDSU Research Foundation programs, centers, and institutes are encouraged, but not required, to use the above format for identity purposes

Letterhead and 10# Envelope

.395"

2"

**SAN DIEGO STATE
UNIVERSITY
Research Foundation**

1.56"

1.375"

January 26, 2004

Scott Fords
CSO
Aztec Shops

Dear Scott,

On behalf of University Advancement and the SDSU Month Organizing Committee, thank you for Aztec Shops' sponsorship of SDSU Month 2004.

Attached is a list including some of the benefits Aztec Shops will receive as part of your Marquee Sponsorship (this list is abbreviated from our sponsorship package). We can, of course, customize this package around your specific marketing objectives. The promotional value of your sponsorship has increased significantly in the past few weeks with the addition of Time Warner Cable as an additional media sponsor. We estimate the total value of the media campaign you will be included in to be well in excess of $1 million.

1.25"

An important component of our media campaign is a special SDSU Month tabloid that will run in the San Diego Union-Tribune on Thursday, Feb. 26. While your logo will be featured on the cover of the tabloid – along with other SDSU Month sponsors – we encourage you to consider purchasing an ad as well to maximize the value of your sponsorship. Attached is additional information – the deadline for space is Feb. 2, artwork deadline on Feb. 9. A percentage of the proceeds from the tabloid will go to the SDSU Month Scholarship Challenge so we sincerely appreciate your support!

We hope you will be able to join us at some of the many exciting and thought-provoking SDSU Month events in March. In the next week, I will be sending you additional information on the free tickets and invitations that are included as part of your sponsorship. SDSU Month is shaping up to be another huge success and, again, we wholeheartedly thank you for your sponsorship.

Please let me know if you have any questions.

Cordially,

John Smith
Interim Associate Vice President, Marketing & Communications

Attachments

cc:

Stephen Jones, University Advancement

**Sponsored Research Services
Information · Development · Administration**
5250 Campanile Drive
San Diego, CA 92182 · 1934
Tel: 619 · 594 · 1900
Fax: 619 · 582 · 9164
www.foundation.sdsu.edu

FURTHERING THE EDUCATIONAL,
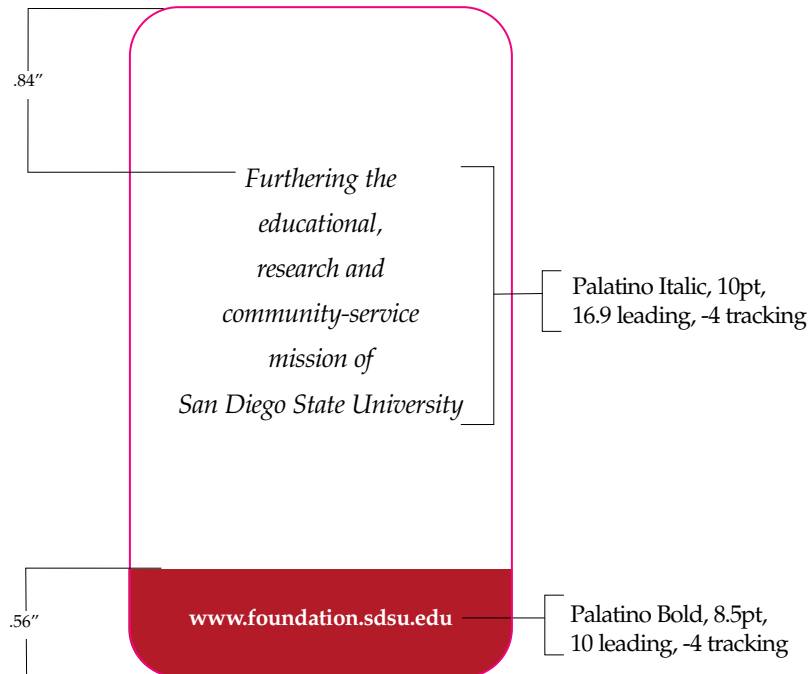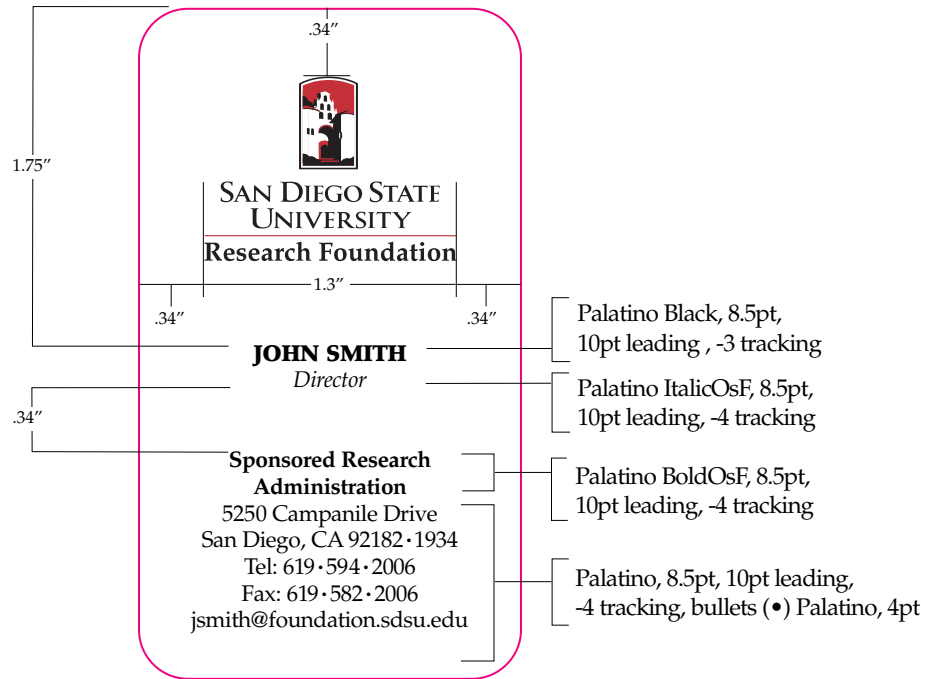RESEARCH AND COMMUNITY-SERVICE
MISSION OF SAN DIEGO STATE UNIVERSITY

.395"

Palatino Bold, 7.5 pt, align right, 9pt leading, -4 tracking, bullets (•) Palatino Bold, 3pt

Palatino, 7.5 pt, align right, 9pt leading, -4 tracking, bullets (•) Palatino, 3pt

Palatino BoldOsF, 7pt, all caps, 8pt leading, -4 tracking

Letterhead   Lineweight .75

Base of address to align with base of "San Diego State"

.75"

**SAN DIEGO STATE
UNIVERSITY
Research Foundation**

**Sponsored Research Services
Information · Development · Administration**
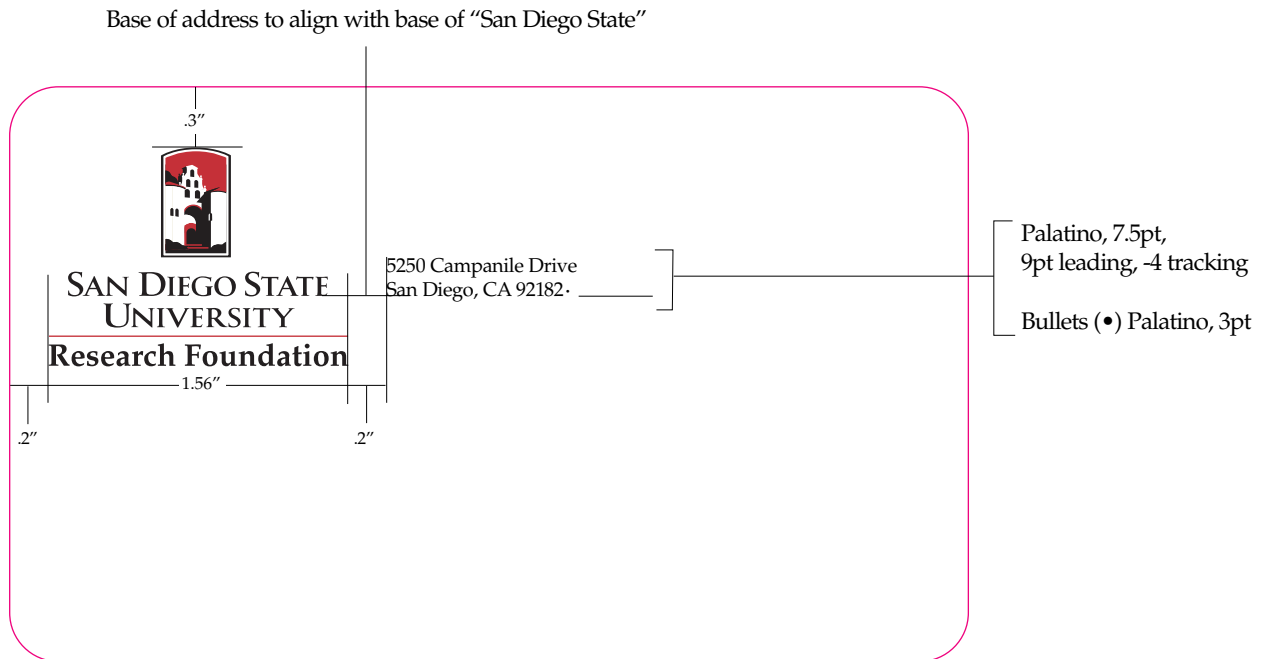5250 Campanile Drive
San Diego, CA 92182 · 1934

1.55"

.25"   .25"

Palatino BoldOsF, 7.5pt, 9pt leading, -4 tracking, bullets (•) Palatino, 3pt

Palatino, 7.5pt, 9pt leading, -4 tracking, bullets (•) Palatino, 3pt

10# Envelope

Business Card

.34″

**SAN DIEGO STATE
UNIVERSITY
Research Foundation**

1.75″

1.3″

.34″   .34″

JOHN SMITH ——— Palatino Black, 8.5pt,
10pt leading , -3 tracking

Director ——— Palatino ItalicOsF, 8.5pt,
10pt leading, -4 tracking

.34″

**Sponsored Research
Administration** ——— Palatino BoldOsF, 8.5pt,
10pt leading, -4 tracking

5250 Campanile Drive
San Diego, CA 92182·1934
Tel: 619·594·2006
Fax: 619·582·2006
jsmith@foundation.sdsu.edu ——— Palatino, 8.5pt, 10pt leading,
-4 tracking, bullets (•) Palatino, 4pt

.84″

*Furthering the
educational,
research and
community-service
mission of
San Diego State University* ——— Palatino Italic, 10pt,
16.9 leading, -4 tracking

www.foundation.sdsu.edu ——— Palatino Bold, 8.5pt,
10 leading, -4 tracking

.56″

Mailing Label

Base of address to align with base of "San Diego State"

.3"

SAN DIEGO STATE
UNIVERSITY
Research Foundation

1.56"

.2"   .2"

5250 Campanile Drive
San Diego, CA 92182·

Palatino, 7.5pt,
9pt leading, -4 tracking

Bullets (•) Palatino, 3pt

Mailing Label