

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

Anatomy of a Logo



Arial Bold
Arial Regular
Arial Italic

Times New Roman Bold
Times New Roman Regular
Times New Roman Italic

Sabon Bold
Sabon Roman
Sabon Italic

Frutiger Bold
Frutiger Roman
Frutiger Italic

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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 Signature Colors

	PMS: 2755 RGB: R=35 G=33 B=118 CMYK: C=100 M=100 Y=0 K=30 HEX: 232176
	PMS: 2755 (85%) RGB: R=67 G=66 B=138 CMYK: C=85 M=85 Y=0 K=25 HEX: 43428A
	PMS: 117 RGB: R=226 G=175 B=45 CMYK: C=0 M=20 Y=100 K=18 HEX: E2AF2D
	PMS: 117 (60%) RGB: R=236 G=205 B=127 CMYK: C=0 M=12 Y=60 K=6 HEX: ECCD7F

The Standard Palette

	PMS: 2755 CMYK: C=100 M=100 Y=0 K=30 RGB: R=22 G=13 B=89		PMS: 286 CMYK: C=100 M=66 Y=0 K=5 RGB: R=26 G=54 B=141
	PMS: 117 CMYK: C=10 M=20 Y=100 K=5 RGB: R=217 G=178 B=20		PMS: 7456 CMYK: C=60 M=40 Y=0 K=0 RGB: R=108 G=123 B=173
	PMS: 7427 CMYK: C=20 M=100 Y=100 K=10 RGB: R=180 G=6 B=32		PMS: 631 CMYK: C=65 M=0 Y=10 K=0 RGB: R=81 G=182 B=190
	PMS: 130 CMYK: C=0 M=25 Y=100 K=0 RGB: R=248 G=178 B=12		PMS: 7530 CMYK: C=0 M=10 Y=22 K=26 RGB: R=172 G=159 B=131
	PMS: 144 CMYK: C=0 M=45 Y=100 K=0 RGB: R=250 G=133 B=17		Black 60% RGB: R=102 G=102 B=102
	PMS: 383 CMYK: C=20 M=0 Y=100 K=10 RGB: R=166 G=189 B=27		Black 20% RGB: R=204 G=204 B=204

The Web Palette

	HEX: 330066		HEX: 999966
	HEX: 990000		HEX: CCCC99
	HEX: CC0000		HEX: 9999CC
	HEX: FFCC00		HEX: 669999
	HEX: FFFFCC		HEX: 663300
	HEX: FF9900		HEX: CCCCCC
	HEX: FFCC66		HEX: 999999

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