

The New SDSU
Research Foundation
Graphic Identity
System

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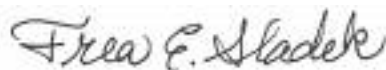
 Mailing Label19

As we embrace a new name – San Diego State University Research Foundation – we celebrate a new, enhanced identity for our auxiliary organization. Our graphic identity reflects who we are, what we do and the excellent service and benefit we provide to the university and our world through research projects and community programs.

Our new identity has been designed to reflect our association with San Diego State University, and to more clearly communicate our research mission.

Every form of communication developed and delivered impacts public perception of our work and our organization. A clear, consistent identity projects strength, purpose and professionalism. With your help, our graphic identity system will achieve these objectives.

I ask every member of the San Diego State University Research Foundation family – whether central or project staff member – to support this effort and work within these guidelines to ensure the successful application of our new graphic identity system. The formal responsibility for implementing the identity rests with Theresa Nakata, Director of Communications. Thank you in advance for your cooperation and participation!



Freya E. Sladek

Chief Executive Officer



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



2-Color Version



1-Color Halftone Version



1-Color Version



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.



The logo features the SDSU crest on the left, which depicts a building with a red roof and a white tower. To the right of the crest, the words "SAN DIEGO STATE UNIVERSITY" are stacked in a large, black, serif font. A thin red horizontal line is positioned below the university name. Below this line, the words "Research Foundation" are written in a large, bold, black, serif font.

Minimum size requirement



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



2-Color Version



1-Color Halftone Version



1-Color Version



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.



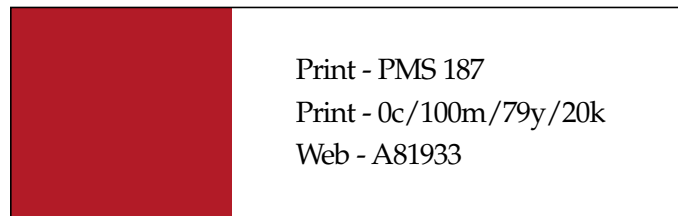
Logo cannot be printed over an image.



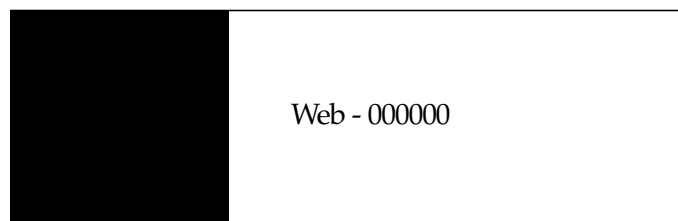
Logotype cannot be removed.

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.

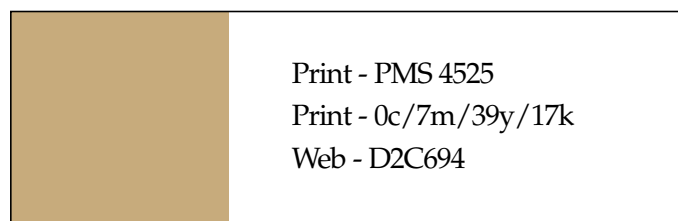
Red & Black + Enhanced Gold



SDSU RED



SDSU BLACK



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	<i>Palatino Light Italic</i>
Palatino	<i>Palatino Italic</i>
Palatino Medium	<i>Palatino Medium Italic</i>
Palatino Bold	<i>Palatino Bold Italic</i>
Palatino Black	<i>Palatino Black Italic</i>

PALATINO SMALL CAPS

PALATINO LARGE & SMALL CAPS

REGULAR NUMBERS

123456789

OLDSTYLE NUMBERS

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



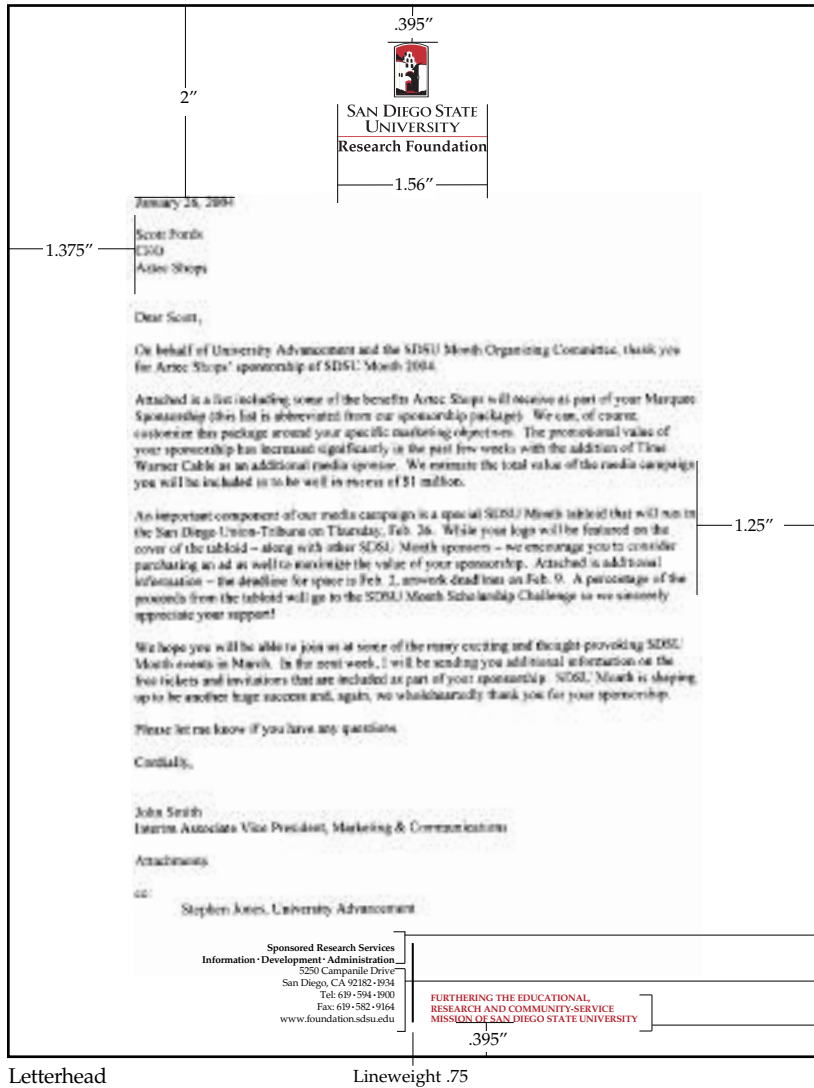
**SAN DIEGO STATE
UNIVERSITY**

Research Foundation

June Burnett Institute
The PARENT Center

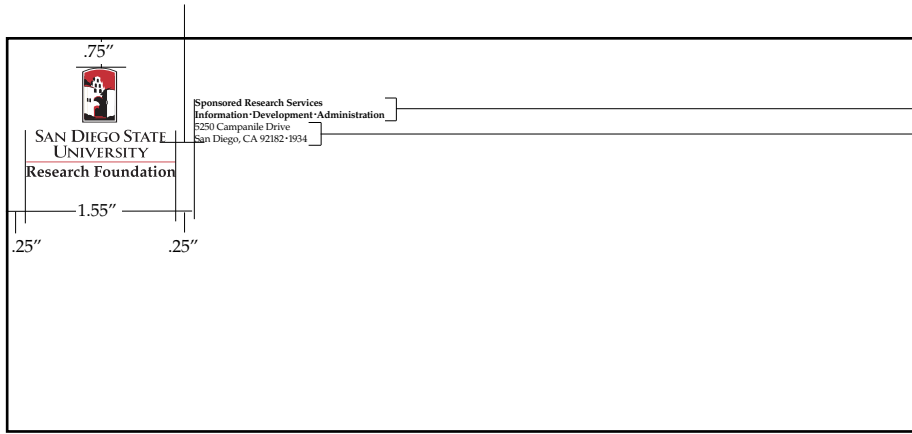
Creating a coherent institutional identity for the university demands a consistent approach to layout and design across many university entities. The four formats shown here indicate how the SDSU logo can be used clearly and consistently by a wide variety of groups around campus. The connected formats 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



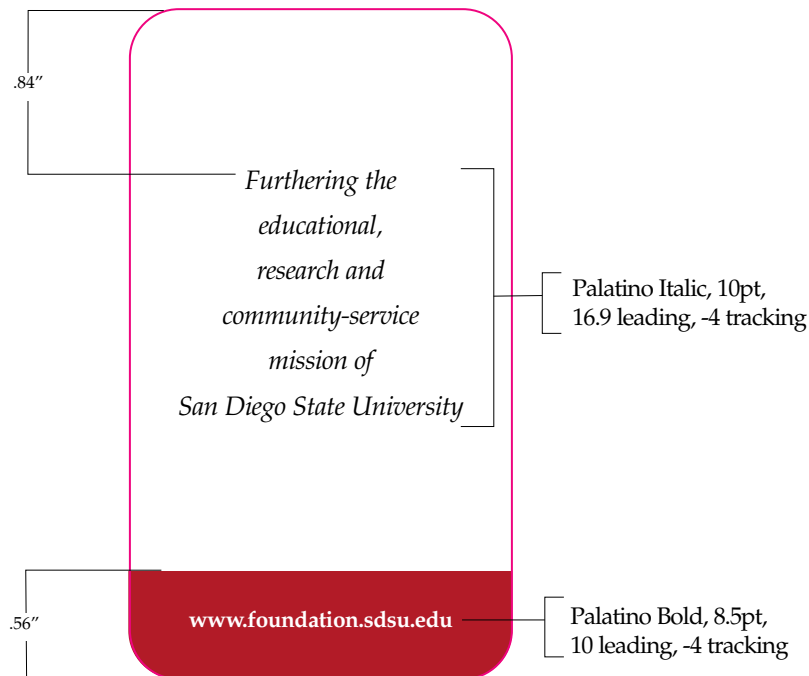
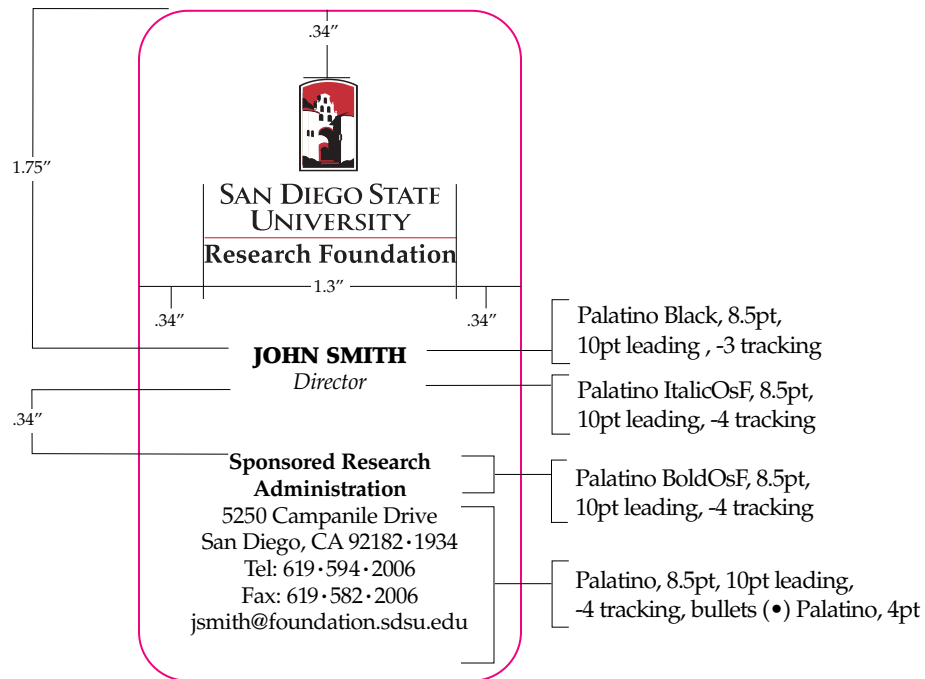
- Palatino Bold, 7.5 pt, align right, 9pt leading, -4 tracking, bullets (•) Palatino Bold, 3pt
- Palatino, 7.5 pt, align right, 9pt leading, -4 tracking, bullets (•) Palatino, 3pt
- Palatino BoldOsF, 7pt, all caps, 8pt leading, -4 tracking

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

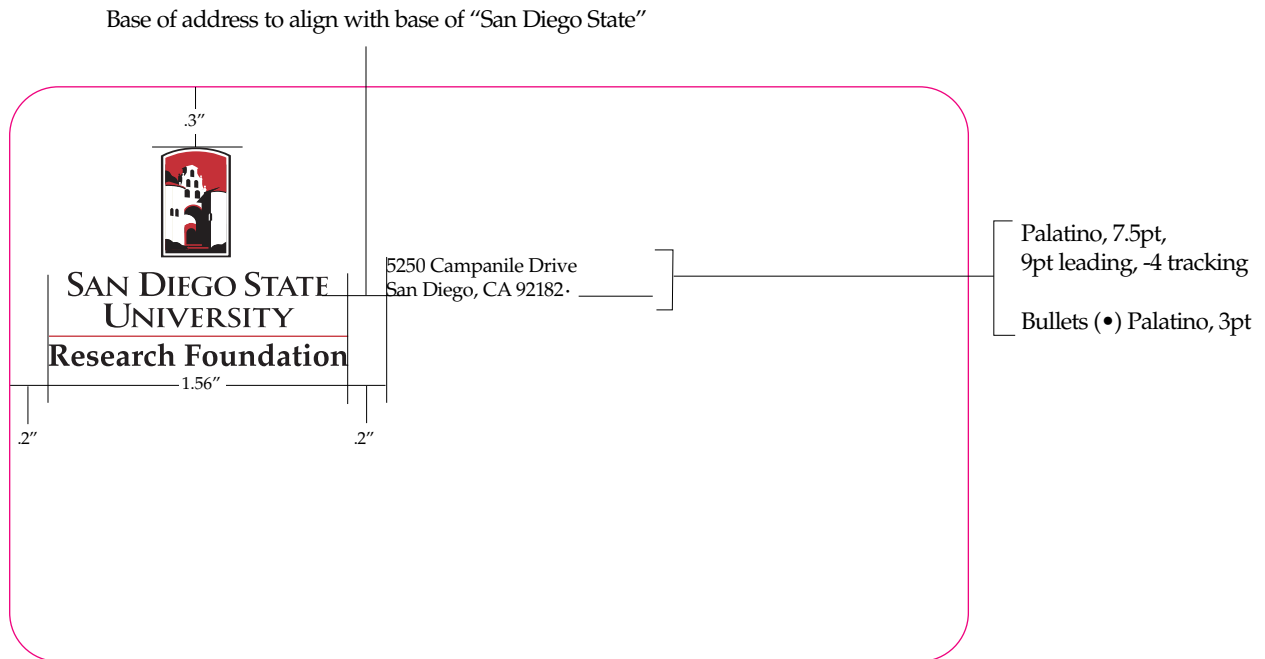


- Palatino BoldOsF, 7.5pt, 9pt leading, -4 tracking, bullets (•) Palatino, 3pt
- Palatino, 7.5pt, 9pt leading, -4 tracking, bullets (•) Palatino, 3pt

Business Card



Mailing Label



Mailing Label