



# ATHLETICS BRAND GUIDE

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All vendors using Cal State San Marcos Athletic identity must be licensed through Learfield Licensing Partners. No exceptions will be made.



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# OFFICIAL CSUSM ATHLETICS LOGOS

## PRIMARY



## SECONDARY LOGOS (ALSO AVAILABLE IN WHITE)



## WORDMARK



## OTHER ATHLETICS MARKS



## COUGARS VS. ATHLETICS

The Primary Logo with Cougars in the banner should be used *off* campus and internally.

The Primary Logo with Athletics in the banner should be used *on* campus.



# PRIMARY LOGOS

The Cougar Spirit Logo functions as the classic and timeless identity of CSUSM related to athletics, student life, alumni relations, and merchandising.

Creation, application or any use of the Cal State San Marcos trademarks must conform to approved standards as authorized by the CSUSM Department of Athletics. Additionally, it is imperative that Cal State San Marcos trademarks are used properly on all merchandise and in a quality manner. When using the trademarks, whether the item on which the trademark is applied is for internal use, departmental use, being sold or otherwise distributed in commerce, one must include the registered trademark symbol ® or ™ designation depending on the trademark being used and the item on which it will appear.

## FULL COLOR

## BLACK & WHITE



ON WHITE



ON WHITE



ON BLACK



ON BLACK



ON GRAY



ON GRAY



ON BLUE



ON BLUE



# SECONDARY LOGO

The SM logo comes to CSUSM via a grassroots effort to find a simplified, yet iconic athletic brand. The logo is the only brand to use the SM letters in stand-alone fashion representing CSUSM and the city in which the school resides. This mark should only be used by the CSUSM Department of Athletics and must stand on its own for all CSUSM teams.

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## FULL COLOR

## BLACK & WHITE

## ONE COLOR



DARK SPIRIT BLUE  
ON WHITE



LIGHT SPIRIT BLUE  
ON WHITE



BLACK ON WHITE



DARK SPIRIT BLUE  
ON WHITE



DARK SPIRIT BLUE  
ON BLACK



LIGHT SPIRIT BLUE  
ON BLACK



WHITE ON BLACK



DARK SPIRIT BLUE  
ON BLACK



DARK SPIRIT BLUE  
ON GRAY



LIGHT SPIRIT BLUE  
ON GRAY



BLACK ON GRAY



WHITE ON GRAY



DARK SPIRIT BLUE  
ON GRAY



LIGHT SPIRIT BLUE  
ON BLUE



BLACK ON BLUE



WHITE ON BLUE



# WORDMARK

The CSUSM wordmark presents Cal State San Marcos and the Cougars descriptors with the use of a character or logo. The wordmark may be used alone, with a specific sports team in the banner or inconjunction with a Cougar Head logo as an accent treatment.

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## FULL COLOR

## BLACK & WHITE



ON WHITE

ON WHITE



ON BLACK

ON BLACK



ON GRAY

ON GRAY



ON BLUE

ON BLUE



# FONTS AND VERBIAGE

Primary font - Interval Sans Pro Bold (Nike Font: Bureau)

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**1 2 3 4 5 6 7 8 9 0**

Secondary font - Bebas (Nike Font: Ithaca)

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**1 2 3 4 5 6 7 8 9 0**

Tertiary font - Corbel

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**1 2 3 4 5 6 7 8 9 0**

Screen Print font - Roman Beta

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**1 2 3 4 5 6 7 8 9 0**

Embroidery font - Block (Arial Bold)

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**1 2 3 4 5 6 7 8 9 0**

## VERBIAGE

### Acceptable Brand Name

Cal State San Marcos (on first mention)  
CSUSM  
Cougars

### Not Acceptable Brand Name

CSU San Marcos  
San Marcos State  
San Marcos University

The university has additional legal rights in all words, phrases, images, and letters that when used give the appearance of a university connection or endorsement including, but not limited to: California State University San Marcos, San Marcos, SM.



# OFFICIAL COLORS OF CSUSM ATHLETICS

Dark Spirit Blue and Light Spirit Blue are the official colors for CSUSM Athletics. It is preferred that all CSUSM Athletics logos be used in the full color version whenever possible. In addition to the primary colors, CSUSM Athletics logos utilize black and white as important supports colors.

Note: Due to the inconsistent nature of computer monitors and printers, the colors depicted within this usage and style guide may not match actual Pantone or thread colors. When specifying colors, please refer to the appropriate standards for accurate color reproduction.

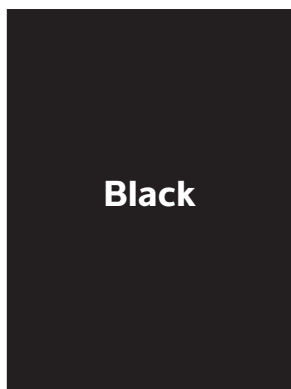
## OFFICIAL COLORS



|               |                  |
|---------------|------------------|
| <b>C:</b> 100 | <b>Hex code:</b> |
| <b>M:</b> 62  | #007AC3          |
| <b>Y:</b> 7   |                  |
| <b>K:</b> 0   |                  |
| <b>R:</b> 0   |                  |
| <b>G:</b> 122 |                  |
| <b>B:</b> 195 |                  |



|               |                  |
|---------------|------------------|
| <b>C:</b> 65  | <b>Hex code:</b> |
| <b>M:</b> 0   | #35B7E9          |
| <b>Y:</b> 7   |                  |
| <b>K:</b> 0   |                  |
| <b>R:</b> 53  |                  |
| <b>G:</b> 183 |                  |
| <b>B:</b> 233 |                  |



**DO NOT USE** the logo over same color as border



# LOGO VIOLATIONS



Never use colors outside of the approved color palette



Never inverse or transpose colors



Never rotate the logos more than 30 degrees



Never re-proportion any logo



Never distort or skew the logo



Never add additional graphic components



Never combine or overlap logos



Never alter the typography



Never add unapproved typography to any logos

**TIP:** When attempting to resize a logo, hold down the shift key and drag from the corner to prevent from skewing the logo.



# ATHLETICS CUSTOM TEAM BANNER

The CSUSM Athletics Custom Team Banner artwork is available in full color, one color, black & white and all white version for Athletics, Baseball, Basketball, Cross Country, Golf, Soccer, Softball, Track & Field and Volleyball. Banner text must represent varsity sports and athletic activities at CSUSM. In certain circumstances, exceptions may be made—club sports or intramural sports may have custom banners—but only with prior approval. Please adhere to the same guidelines and restrictions as described on page 9.

## PRIMARY FULL COLOR EXAMPLES



## SECONDARY FULL COLOR EXAMPLES



## WORDMARK FULL COLOR EXAMPLES





# RETAIL APPLICATIONS

The CSUSM Athletics Custom Team Banner logos represent each individual sports team recognized under the official Department of Athletics for Cal State University San Marcos. These logos should only be used to solely represent the team it describes in the banner both internally and externally. Please adhere to the same guidelines and restrictions as described on page 9.





# PHOTOGRAPHY STANDARDS

## Photo release forms

A signed and dated photo release form must be obtained when photographing any student, faculty member, employee, or member of the public for use in College publications. There are no exceptions to this rule. Publishing photos without first securing a signed and dated release form leaves the University open to potential litigation.

Verbal consent is not acceptable. A parent or legal guardian must sign the Photo Release Form if the person photographed is under the age of 18.

## Photo reproduction

Photos must have a resolution of 300 dpi\* to be reproduced in printed materials. Website images have a low resolution of 72 dpi and must not be downloaded for use in printed materials. The image size can not exceed 800 x 600 pixels.

\* Resolution refers to the number of small squares known as pixels that make an image and establish its detail. An image with a high resolution has more pixels than an image of the same dimension with a lower resolution and therefore a higher quality.

## LOGO USE ON PHOTOS

### AUTHORIZED USES OF LOGO



USE the logo over simple backgrounds



USE the logo over a darker background



USE the logo over an area of contrast on a busy image

### NON-AUTHORIZED USES OF LOGO



DO NOT USE the logo over busy backgrounds



DO NOT USE the logo over same color as border



DO NOT USE the logo over busy background

# CRASH THE COUGAR



Hi, my name is Crash and I am the official mascot for Cal State University San Marcos! I'm passionate about my school and fellow colleagues, but most of all, I love to #BleedBlue and support all of our student-athletes year round. You can usually find me roaming around campus, running through our athletic fields, hyping up the crowd at The Sports Center or resting near the beautiful mountains that surround us. With 13 sports-programs to support, you could say I'm usually very busy, but I'm always up for making new friends and having a good time! Be sure to visit my page at [www.CSUSMCougars.com](http://www.CSUSMCougars.com) and submit a request for us to meet and have me hang out with you at any of your events!



## Fun Facts About Me:

- I'm spirit blue and resemble the Cougar Athletics official primary logo
- I wear the number 89 to represent the year my home, Cal State San Marcos, became the 20th campus in the CSU System.
- I was custom made for CSUSM by Alinco, a renowned design agency responsible for many NBA, NHL and NCAA DI schools' mascots
- I remain gender non-conforming because I represent everyone!

**My History:** Crash was first brought to life by Associated Students, Inc. in 2004 with a student vote and has served CSUSM as the campus life mascot for 13 years. 2017 was the inaugural season as a full NCAA member and CSUSM officially moved Crash within Cougar Athletics. As part of that transition, students were consulted to create a design that embodies the athletics brand, unifies fan support and elevates the athleticism of the mascot.



# NCAA DIVISION II / CCAA LOGOS

All CSUSM logos need to be larger than any NCAA Division II and/or CCAA logo in print or on website.

## APPROVED NCAA DIVISION II LOGOS



## APPROVED CCAA LOGO



## RETIRED CCAA LOGOS





## REDESIGNATED LOGOS

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The Cougar Head logo (top-center) has been redesignated for use by CSUSM Campus Recreation and the CSUSM University Student Union, as seen in the upper two logos.

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## RETIRED LOGOS

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The above CSUSM logos have been retired/decommissioned and should not be used under any circumstances.

Please always use the official renditions of the CSUSM Department of Athletics logos and replace any older iterations of the Athletic logo where they exist. Abiding by these standards will ensure a unified, professional appearance across all communications mediums. We encourage all those who use the logo to read through the style guide pages and if you have any questions please do not hesitate to contact the Office of Athletics Communications.



Division II

# MAKE **SM** YOURS™

