



***CSU BAKERSFIELD ATHLETICS
BRAND AND GRAPHICS GUIDELINES***

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INTRODUCTION

The CSU Bakersfield Athletics visual identity guide was created with input from University stakeholders. These guidelines are more than just a list of rules about colors, fonts, and logos – they effectively create a strong, unified identity.

Critical to our visual identity guide is its consistent application. It is a requirement to meet this manual’s specifications when applying the identity to athletics department assets (apparel, signage, promotional materials, equipment, etc.). Written sign-off (identity use approval form) is required before any vendors are given authorization to use identity on any asset.

Licensed logos should be used when producing anything for public display or use. Contact the CSUB Printshop for a list of providers at (661) 654-2272 or email at printshop@csub.edu.

Thank you for reviewing and abiding by our visual identity guide. If you have any additional questions regarding the CSU Bakersfield Athletics brand, please contact the athletics department.

For more information, please contact:
Senior Associate Athletics Director for External Affairs & Capital Projects
CSU Bakersfield, 9001 Stockdale Highway – 8 Gym, Bakersfield, CA 93311
661-654-6226 | klangston@csub.edu

TRADEMARK NOTICE

Images, logos, marks, designs, and other branded items included in this guide are trademarks owned by of CSU Bakersfield.

The images, logos, marks, designs, and other branded items included in this guide may not be used without a written contract from or express consent of an authorized University representative.



ONE TIME USE OF TRADEMARKED LOGOS

By signing this agreement as "Vendor" below, _____ agrees it will not, under any circumstance, use California State University, Bakersfield (CSU Bakersfield) Athletics Department logos provided to it for any purpose other than the internal needs of the University and will not be used on any items intended for resale. California State University, Bakersfield remains the sole owner of any logos and word marks submitted to _____ for production or application purposes.

_____ further agrees that a proof of all artwork or layout for the project as described below bearing CSU Bakersfield Athletics logos will be submitted to the University for final approval. Artwork proofs may be submitted via email at klangston@csub.edu.

Violation of this agreement will be deemed a trademark infringement, subject to fines and penalties by the University and/or United States trademark laws.

In the event _____ wishes to become a licensed vendor through *Collegiate Licensing Company (CLC)*, the CSU Bakersfield licensing agent, please contact klangston@csub.edu. Licensed vendors may produce merchandise displaying CSU Bakersfield logos without a penalty.

ENTER DESCRIPTION OF PROJECT AND INTENDED USE
--

Requested By: _____
Requester please attach project quote or samples to this form

Date: _____

Approved By: _____
Karen Langston, Sr. Associate Director of Athletics - External Affairs & Capital Projects, CSU Bakersfield

Date: _____

Agreed to By: _____

Date: _____



CSU BAKERSFIELD ATHLETICS
GRAPHIC ELEMENTS

NOMENCLATURE

OVERVIEW

CSUB has entered into a partnership with Collegiate Licensing Company (CLC) to help:

- 1. Protect the university’s trademarks,
- 2. Promote the university’s brand through merchandise sales and product placement, and
- 3. Allow the university to profit from the sales of merchandise.

For more information about CLC, please visit their website at www.clc.com.

AUTHORIZED BRAND NAME

When describing, referring to, listing or referencing CSU Bakersfield Athletics, only the following names are authorized:

- CSU Bakersfield
- CSUB
- CSU Bakersfield Roadrunners
- CSUB Roadrunners

Formal Name: California State University, Bakersfield

UNAUTHORIZED OR IMPROPER BRAND NAMES

Presented below is a list of incorrect names that have been used for CSU Bakersfield. These names are not authorized or recognized by the University or the NCAA when listing, referring to, or describing our athletic teams.

- Cal State
- Cal State Bakersfield
- California State University at Bakersfield
- C-SUB (do not use dashes)

USE OF THE WORD “ROADRUNNER”

The word roadrunner, when referring to the university mascot, should always be one word and capitalized. The singular usage is correct when describing a particular team. However, the plural usage is correct when describing a group.

Roadrunner baseball

Not - Roadrunners baseball

We are the Roadrunners.

Not - We are the Roadrunner.

The same usage holds true for the informal and shortened use of the mascot, `runner and `runners. (Note the correct curvature of the back tick.)

`Runner hoops

Not – `Runners hoops

Go `Runners!

Not – Go `Runner!



PRIMARY LOGO MARK USAGE DON'TS:

It is extremely important for brand success that the CSU Bakersfield Athletic's trademarks be used correctly. This includes always using the correct relative positioning and size of all elements.

Without specific written approval,

1. Do not reverse logos on non-white backgrounds
2. Do not distress logos for merchandising or for any use
3. Do not alter colors
4. Do not modify the logos. In this example, the Roadrunner's neck has been removed and the "TM" has been removed. The eyes must be colored white.
5. Do not reproduce the one-color logo in colors other than approved/official colors.
6. Do not take off white outline.
7. Do not increase the white border around trademarks.
8. Do not modify the border colors.
9. Do not move "TM"



CSUB SINGLE COLOR ROADRUNNER HEAD USAGE

CSUB SINGLE COLOR ROADRUNNER HEAD

INCORRECT

CORRECT

INCORRECT

CORRECT



CORRECT

INCORRECT

CORRECT

INCORRECT



INCORRECT

CORRECT

GRAPHIC ELEMENTS

COLOR/LOGOS

USE OF THE DEPARTMENT NAME

When referring to the department, use the word "athletics" (with an 's')

- Athletics Department
- Roadrunner Athletics
- Athletics Director

APPROVED COLORS



PANTONE
123C



PANTONE
661C

PRIMARY LOGOS



LOGOS NO LONGER IN USE



LOGOS

LOGO VARIATIONS

Below are some samples of logos on different backgrounds.



PRIMARY LOGO MARK USAGE



If the Primary Logo Mark will be shown on a dark background, a keyline must be drawn around the logo.



PROMOTIONAL LOGOS

WWW.GORUNNERS.COM™

WWW.GORUNNERS.COM™

TYPOGRAPHY

Primary – Display

FUTANA ITL
ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmno pqrstuvwxyz
0123456789

FUTANA
ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmno pqrstuvwxyz
0123456789

Preferred Treatment Example: **CHAMPIONS MADE HERE**

Text – Used on Stationery

EXO SOFT - Regular
ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmno pqrstuvwxyz
0123456789

EXO SOFT - Italic
ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmno pqrstuvwxyz
0123456789

EXO SOFT - Bold
ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmno pqrstuvwxyz
0123456789

EXO Soft - Bold Italic
ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmno pqrstuvwxyz
0123456789

Text – Accent

AVALLON
ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmno pqrstuvwxyz
0123456789



CSU BAKERSFIELD ATHLETICS
ALTERNATE LOGOS

CSU BAKERSFIELD SPORTS SPECIFIC LOGOS



LOGOS

CSUB SPORTS SPECIFIC LOGOS



CSUB SPORTS SPECIFIC MASCOTHEAD LOGOS



CSU BAKERSFIELD SPIRIT SQUAD LOGOS

CSU
BAKERSFIELD
SPIRIT SQUAD

CSU
BAKERSFIELD
DANCE TEAM

CSU
BAKERSFIELD
PEP BAND

LOGOS

CSU BAKERSFIELD DEPARTMENT/PROGRAM SPECIFIC LOGOS



Runner Ambassador Program R.A.P.
California State University, Bakersfield





CSU BAKERSFIELD ATHLETICS
IDENTITY ON APPAREL

IDENTITY ON

COACHES/PLAYERS POLOS

The options presented below are approved for application to polos.

No matter what option is used, the identity must be staged in the left breast area of the shirt and be staged on an approved polo color.

Option 1



Option 2



Option 3



For questions or additional information, contact the Equipment Department.

IDENTITY ON

HATS AND VISORS

Headwear must have the “B” or Roadrunner logos. Sport name can be used under the Roadrunner logo for non-competition use only.



UNIFORMS

Uniforms are dependent on sports guidelines and must meet NCAA design standards.

Home uniforms must say Roadrunners or `Runners.

Away uniforms are the only place where Bakersfield by itself may be used. CSUB is also an option for home or away uniforms.

Uniform colors are Blue, Gold or White (Grey or black are optional only after uniforms in primary colors). Alternate colors, including black or grey (outside of baseball) require approval from the executive committee.

Numbers & Wordmarks must be distinguishable and readable and adhere to the Athletics Department branding standards and NCAA rules.



APPAREL FOR FANS

The CSU Bakersfield Athletics brand standards regarding apparel are outlined in order to successfully create awareness for the department and its athletic teams. Ensuring our brand identity is available to students, donors, alumni, and fans is essential.

It is necessary to closely monitor and approve the department’s brand identity. The Athletics Equipment and Marketing departments are responsible for making sure that the identity’s application on apparel is not left up to vendors’ creative interpretation. Therefore, collaboration with the University Bookstore, our online apparel store (ShopRunnerGear.com), apparel partner Adidas, and the CSUB Printshop and related distribution channels are necessary.

Fashion depends on individuals tastes, some liberties may be taken with our identity in the case of fashion apparel. These garments are the exception, not the rule. A few designs will be selected yearly. In order to qualify, you must have written approval from the Athletics department.

Example 1 – “Splatter” version



Example 2 – “Distressed” version



Example 3 – “Glitter” version



Example 4 – “Metalic” version



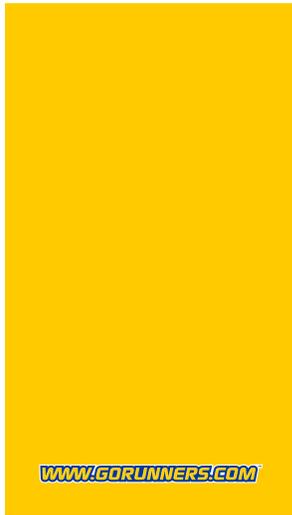


CSU BAKERSFIELD ATHLETICS
IDENTITY ON COMMUNICATION ASSETS

BUSINESS CARDS SETUP

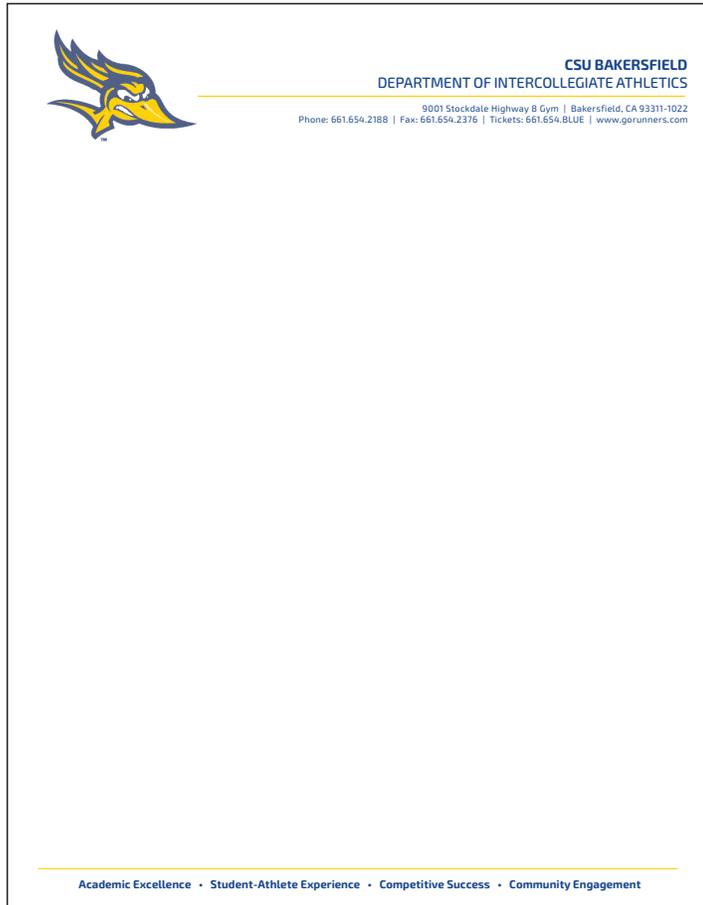


FRONT

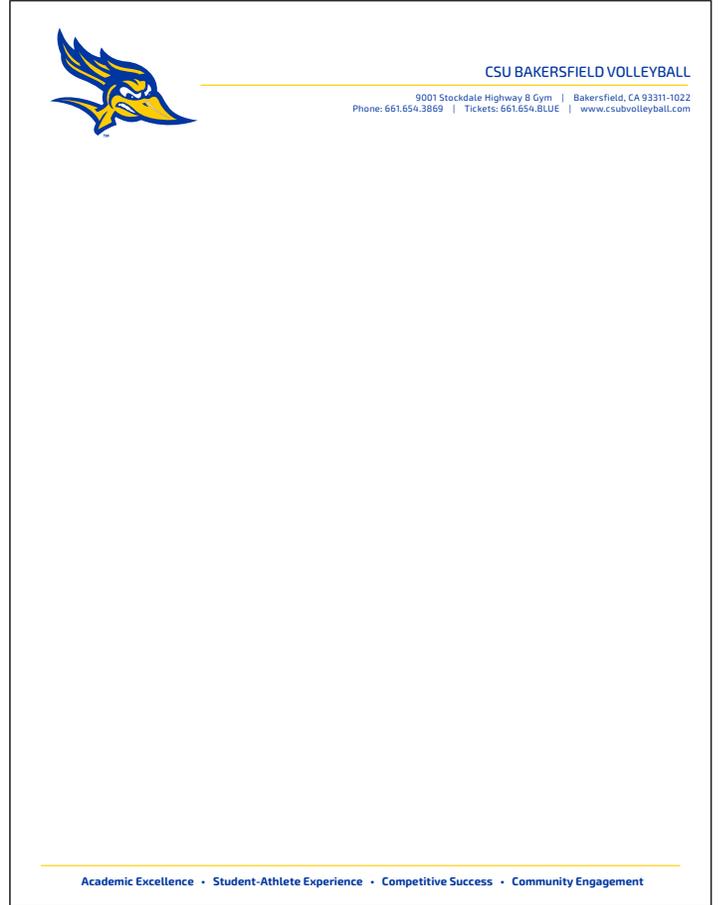


BACK

LETTERHEAD



GENERIC



SPORT-SPECIFIC

ENVELOPE



Envelopes will have to be marked with a four digit mail code, specific to the Athletics division.

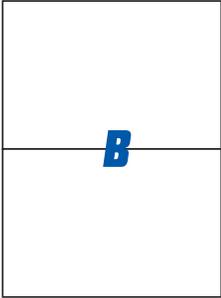
CUSTOM NOTE CARDS AND ORDER FORM

Thank you/Note Card Order Form

1. CHOOSE A FORMAT:



**DOUBLE SIDED CARD
(NO FOLD)**



**DOUBLE SIDED CARD
FOLDOVER**

ORDER INFORMATION

Name: _____

Title: _____

Direct Line: _____

Email: _____

Twitter: _____

Logo (other): _____

Quantity: _____

with Envelopes - Mail Code _____

2. CHOOSE A FRONT:

#1
 

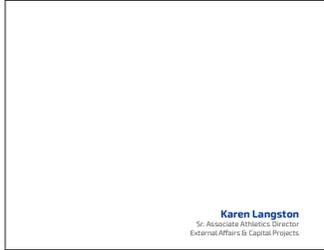
#2
 

#3
 

3. CHOOSE A BACK/INSIDE:

#1
 

#2
 

#3
 

#4
Blank
 

4. CHOOSE A BACK (FOR FOLDOVER):

#1
 

#2
 

#3
Blank
 

This form must be accompanied by an approved reprographics form.
Please email to klangston@csub.edu or mwinton@csub.edu for ordering and proofs.

Please Note:
Cards are not to size. Once the order is placed, there will be a chance to review your proof at actual size. Final dimensions of the cards measure to 4.25"x5.5" and are sized to fit an A2 Envelope.

Please contact Karen Langston or CSUB Reprographics for a copy of the order form.



CSU
BAKERSFIELD
ROADRUNNERS™