



***LONG BEACH STATE
ATHLETICS***

VISUAL IDENTITY - USAGE AND STYLE GUIDE

About the Visual Identity - Usage & Style Guide 3

Color Information 4

Primary Logo 5

Secondary Logo 6

Tertiary Logo7

Dirtbags Logo and Blair Field 8

Word Marks, Font, and Typography..... 9

Sport-Specific Beach Marks with Text - Linear 10-11

Sport-Specific Word Marks with LB - Linear 12

Sport-Specific Word Marks with Beach - Linear 13

Photoshop Effects on Logos 14

Incorrect Marks & Effects..... 15

Beach Athletic Club and Social Media..... 16

How to Refer to Long Beach State, Go Beach!, and Dirtbags 17

LONG BEACH STATE ATHLETICS

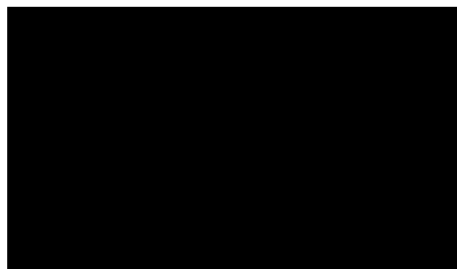
From our distinct colors and proud history to the unique Beach logo, Long Beach State Athletics is immediately identifiable. The brand is steeped in success, history, and growth and has always been accessible to our constituents.

As department successes, accolades, and pride continue to rise, it is imperative for us to protect our marks and visual identity; and as we continue to expand the reach of LBSU Athletics, it remains of vital importance to promote a standard brand and visual identity to ensure proper usage. We have created this guide to accomplish those goals and ensure consistency with the marks and fonts that are convenient to all internal and external entities.

The goal is to reinforce consistent application of our brand elements as we continue to build upon the strength of the Long Beach State brand. By providing the colors, logos, fonts and individual sport marks, we hope to make it more accessible and valuable to alumni, teams, and partners.



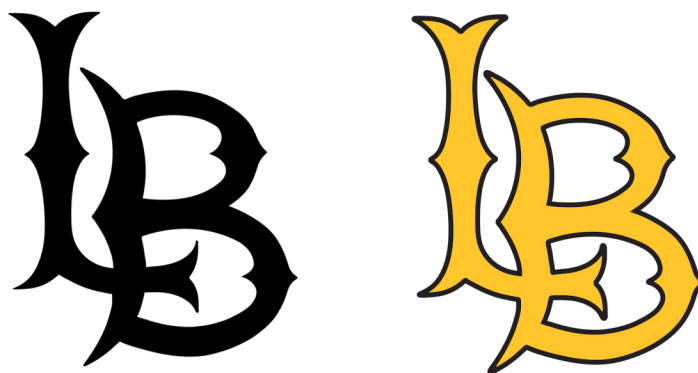
Consistent color usage is key to the LBSU Athletic program visual identity. Below are the color specifications for print and electronic applications.



COLORS	Championship Black	Go Beach Gold
PANTONE ®	Black	123C
CMYK	c 75 m 68 y 67 k 90	c 0 m 23 y 91 k 0
RGB	r 0 g 0 b 0	r 255 g 199 b 42

The color placement and specifications that apply to the Long Beach State Athletics should never be altered.

NOTE: Due to the inconsistent nature of computer monitors, the colors depicted within this usage and style guide may not match the actual PANTONE® colors. When specifying colors, please refer to the PANTONE® number for accurate color reproduction.



This page contains allowable color combinations for white, gold, and black backgrounds.



Full color on black and gold backgrounds. NOTE: color rotation



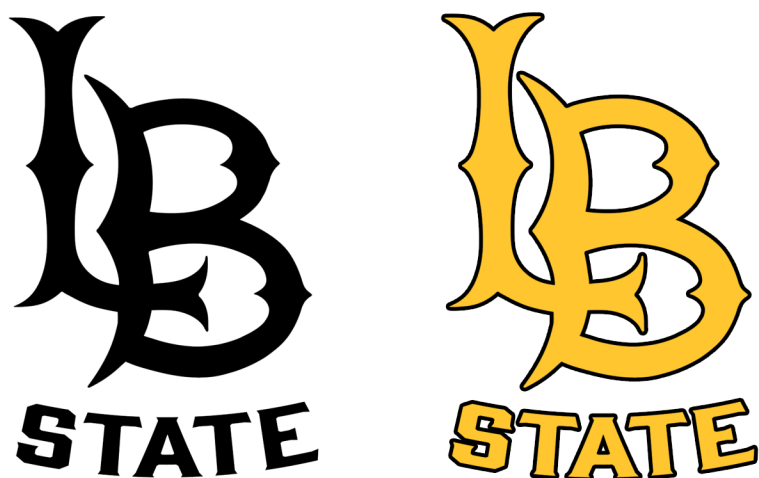
Beach
Beach

This page contains allowable color combinations for white, gold, and black backgrounds.



Full color on black and gold backgrounds. NOTE: color rotation





This page contains allowable color combinations for white, gold, and black backgrounds.



Full color on black and gold backgrounds. NOTE: color rotation



The Dirtbags name and script should only be used for Baseball print, electronic, or apparel design. The Dirtbags mark is not to be used without prior permission from the Long Beach State Athletic Marketing or Media offices or the Dirtbags Baseball program.

LONG BEACH STATE DIRTBAGS
LBSU DIRTBAGS
DIRTBAGS



BLAIR FIELD

One of America's best amateur baseball facilities, Blair Field in Long Beach is the home of Dirtbags Baseball and is located in Recreation Park at the corner of 10th Street and Park Avenue. Blair Field has been honored by Baseball America as one of the top 15 collegiate ballparks in the nation. The Blair Field logo should be used when referring to the ballpark in a graphic layout.

Blair Field

The Long Beach State Athletics official Go Beach font should ONLY be used for the words below. Each sport, department, and facility will have its own wordmark to be used as a logotype. These wordmarks are in graphic file form and should always be placed as a graphic to ensure uniformity. These words can be combined, if desired. ie. Women's Soccer, Long Beach State Athletics.

1 2 3 4 5 6 7 8 9 0

**GO
BEACH
ATHLETICS
DIRTBAGS
MEN'S
WOMEN'S**

**SPIRIT PROGRAM
CROSS COUNTRY
BASKETBALL
BASEBALL
GOLF
SAND VOLLEYBALL
SOCCER**

**SOFTBALL
TENNIS
THROWS SQUAD
TRACK & FIELD
VOLLEYBALL
WATER POLO**

TYPOGRAPHY

These other font families comprise the remaining foundation of the LBSU Athletic Department's visual identity. Only use the weights specified here, in their recommended applications.

Application examples include (but are not limited to): memos, meeting agendas, letters, press releases

Garamond

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Minion Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Calibri

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

This page contains allowable color combinations for white, gold, and black backgrounds.

BEACH
ATHLETICS

BEACH
SAND VOLLEYBALL

BEACH
MEN'S VOLLEYBALL

BEACH
TRACK & FIELD

BEACH
WOMEN'S SOCCER

BEACH
WOMEN'S SOCCER

BEACH
WOMEN'S SOCCER

Full color on gold and black backgrounds. NOTE: color rotation

BEACH
TENNIS

BEACH
MEN'S VOLLEYBALL

BEACH
MEN'S VOLLEYBALL

For sports with multiple words, placing all words on one line when using LONG BEACH STATE in text is permitted.

LONG BEACH STATE
WOMEN'S BASKETBALL

LONG BEACH STATE
WOMEN'S BASKETBALL

LONG BEACH STATE
SOFTBALL

LONG BEACH STATE
WOMEN'S SOCCER

LONG BEACH STATE
SAND VOLLEYBALL

Full color on gold and black backgrounds. NOTE: color rotation

LONG BEACH STATE
TRACK & FIELD

LONG BEACH STATE
TENNIS

LONG BEACH STATE
CROSS COUNTRY



ATHLETICS



BASKETBALL



VOLLEYBALL



TENNIS



SOCCER



SOFTBALL



***STRENGTH
& CONDITIONING***



***WOMEN'S
WATER POLO***



***THROWS
SQUAD***

Full color on gold and black backgrounds. NOTE: color rotation
For sports with multiple words, use two lines for the work mark as
shown above and below.



***STRENGTH
& CONDITIONING***



***WOMEN'S
WATER POLO***



***THROWS
SQUAD***

This page contains allowable color combinations for white, gold, and black backgrounds.

Beach
GOLF

Beach
CROSS COUNTRY

Beach
SPIRIT PROGRAMS

Beach
SOFTBALL

Beach
TRACK & FIELD

Beach
WATER POLO

Beach
BASKETBALL

For sports with multiple words, placing all words on one line when using the BEACH logo in text is permitted.

Full color on gold and black backgrounds. NOTE: color rotation

Beach
TRACK & FIELD

Beach
WATER POLO

Beach
BASKETBALL

The chart below deliniates acceptable Photoshop effects that may be applied to the logo only in electronic or print design. All conditional effect uses must be approved by the Long Beach State Athletic Marketing office.

	ACCEPTABLE LAYER EFFECT	UNACCEPTABLE LAYER EFFECT	CONDITIONAL LAYER EFFECT
OPACITY	●		
DROP SHADOW	●		
INNER SHADOW		●	
OUTER GLOW	●		
INNER GLOW		●	
BEVEL & EMBOSS			●
SATIN		●	
COLOR OVERLAY		●	
GRADIENT OVERLAY			●
PATTERN OVERLAY			●
STROKE			●
LIGHTING EFFECTS			●
GRADIENT EFFECTS			●
3-D EFFECTS			●

Below are a few examples of acceptable Photoshop effects on the logo. These effects do not alter the two-dimensional standard of the logo and are therefore acceptable.



Drop Shadow



Outer Glow

Below are a few examples of conditional Photoshop effects on the logo. These effects (if properly executed) can give an added dimension of cast light or metallic effects to the logo. Please consult the Marketing Department prior to using these applications.



Gradient Effect



Spotlight Effect

Below are a few examples of common mistakes in implementing the *visual* identity of the Long Beach State Athletic Department.



Use Correct Colors



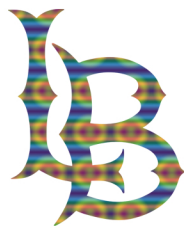
*Do Not Stretch
or Distort*

**LONG BEACH
STATE
ATHLETICS**

*Use Correct
Typography*



*Do Not Overlay
Logo*



*Do Not Use
Patterns*



*Do Not Use
Inner Glow*



*Do Not
Texture*



49ers

Do Not Use Old Logos (nicknames will remain)



ADDITIONAL INFORMATION

If questions arise in applying the identity standards, please contact the Long Beach State Athletic Department at (562)985-7441.

OFFICIAL LOGOS AND FONTS

All official logos and fonts can be found in the 'LBSU Logos' folder on the Share (S:) drive.

COMMERCIAL USAGE

For information on commercial use of these marks, please contact Long Beach State Athletics at (562)985-7441 to be connected to the licensing department.

The Beach Athletic Club is the fundraising arm of Long Beach State Athletics that is responsible for raising the necessary resources for scholarships and operational expenses in support of student-athletes. The Beach Athletic Club mark is not to be used without prior permission from the Beach Athletic Club staff.



Two logo options are available for use for full color or black and white application.

THE AGE OF SOCIAL AND DIGITAL MEDIA

Long Beach State Athletics' social media accounts boast tens of thousands of world-wide alumni and fans, creating an instantaneous connection between the University's athletic accomplishments and Beach Pride.

We encourage all fans to follow Long Beach State's dedicated social mediums and use the hashtags below to better interact with The Beach.



@LBSUathletics



/LBSUathletics



@LBSU



/LBSUathletics

#GOBEACH

#LBSU

Each of Long Beach State's sports programs and some coaches also have individual social media accounts, including Facebook, Twitter, and other platforms. Fans and other followers are encouraged to connect with the programs and coaches for further news and updates. For a complete listing of all Long Beach State social media accounts, visit LBSU's Social Media Directory at:

<http://www.longbeachstate.com/ot/lbst-social-media.html>

HOW TO REFER TO LONG BEACH STATE ATHLETICS 17

When referring to the Department of Athletics at Long Beach State, all journalists, media outlets, and other public mediums are recommended to use the following monikers to describe its student-athletes, coaches, programs, history, and the overall department.

LONG BEACH STATE
LBSU

THE BEACH
DIRTBAGS*

**baseball only*

GO BEACH! A RALLY CRY

Former University President Robert Maxson, a four-time President of the Year in the CSU system, believed in the marketability of Long Beach State University as the only campus out of 340 NCAA Division I schools to have 'Beach' in its name. Maxson, who ended every public speech with 'Go Beach!', used this as a promotional vehicle during his time on campus. The saying was later carried forward by former President F. King Alexander and remains the University's main rallying cry.

WHAT IS A DIRTBAG?

The nickname of Long Beach State baseball team refers to the program's style of play and success against higher profile programs. The moniker was first coined for Coach Snow's first team in 1989 which was comprised of nearly all new players. Playing without a home field (LBCC, Cerritos JC and Blair Field), and practicing at a local all-dirt Pony Field, that team won its first 18 games and advanced to the program's first College World Series appearance. Then-infield coach Dave Malpass would take his infielders to the all-dirt field for their rigorous workout. The infielders would return to the regular practice field after their sessions covered in dirt. Thus the name Dirtbags was born. The name resurfaced again in 1993 when the 12-12 49ers rallied to win 34 of their next 41 games and finish three outs short of the National Championship game. The Dirtbags were once again a fan favorite at the 1998 College World Series as the country received a lesson in Dirtbag baseball.