



UNIVERSITY OF
SAN FRANCISCO ATHLETICS
BRAND STYLE GUIDE



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SAN FRANCISCO ATHLETICS POSITIONING STATEMENT

The University of San Francisco Dons are a diverse and talented group of students, coaches and staff representing the University of San Francisco, a Jesuit/Catholic university located in San Francisco and dedicated to providing a rigorous, world-class education to a new generation of leaders, who will work to create a more humane and just world. Successfully competing at NCAA Division 1 level and a charter member of the West Coast Conference, the University of San Francisco Dons represent and reflect the larger University of San Francisco while continuously striving to achieve across four distinct pillars of success - Excel in the Classroom; Win at the Highest Level of Competition; Engage in the Community; Become Leaders in the World.

An incubator of true student athletes, the University of San Francisco Dons serve as ambassadors to the larger collegiate athletic landscape, while honoring the college name through steadfast determination, uncompromising integrity and a sincere love of sports.

Whether on the field or in the classroom, on the court or in the community, the San Francisco Dons are a source of inspiration and pride for the larger university community and fans around the world.



PURPOSE OF OUR ATHLETICS MARK GUIDE

The University of San Francisco Athletics marks are crucial elements of the overall University of San Francisco brand universe. These marks not only represent the essence of the athletics brand, but also the entire university and wider San Francisco community. It is therefore essential that the University of San Francisco Athletics marks be handled in a stable manner and be upheld to the standards set forth herein. This guide will help all employees and partners properly utilize these marks across a range of media.



LEGAL NOTICE

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THE ONES THAT CAME BEFORE



Primary Mark 1982-2000



Secondary Mark 1982-2000



Primary Mark 2001-2012



Secondary Mark 2001-2012



Current Primary Mark 2012



Current Secondary Mark 2012

FONTS

USF DONS BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

USF DONS -BOLD (Logo font) Should be used only within logo/Team Applications to maintain the unique integrity of the brand identity. ie: Sub Divisions (see pg18), Court, Team Jersey, Etc.

Note: Do Not use with Advertising, Web headers or printed materials. See Secondary fonts below.

Din **Reg**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Alaska **Reg**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890



COLOR PALETTE

Primary colors used with relevant USF Athletics applications are presented in the chart below. Color chips are presented in Pantone, CMYK and RGB. Regardless of color, it is important that all marks and text remain legible.

Please note: The CMYK and RGB percentages and Pantone values should not be altered or modified from the specifications below.

PANTONE
554

CMYK
95
0
80
60

RGB
0
84
60



PANTONE
1235

CMYK
0
25
100
0

RGB
253
187
48



PRIMARY MARK FULL COLOR

The USF Athletics Primary Mark in full color is for applications where full color is desired. This logo should be used on most promotional materials: brochures, letterheads, website, secondary merchandise, court. Please note that the background shape is not part of the mark.



PRIMARY MARK FULL COLOR

The USF Athletics Primary Mark in full color is for applications where full color is desired. This logo should be used on most promotional materials: brochures, letterheads, website, secondary merchandise, court. Please note that the background shape is not part of the mark.



PRIMARY MARK GRAYSCALE

The USF Athletics Primary Mark in grayscale is for applications where full color is not available. Please that the black background shape is not part of the mark.



PRIMARY MARK BLACK & WHITE



PRIMARY MARK **ALTERNATE 1** FULL COLOR

The USF Athletics Primary Mark in full color is for applications where full color is desired. This logo should be used on Jersey/Uniform applications. Please note that the background shape is not part of the mark.



**SAN
FRANCISCO**



**SAN
FRANCISCO**



**SAN
FRANCISCO**



**SAN
FRANCISCO
DON'S**

PRIMARY MARK ALTERNATE 1 FULL COLOR

The USF Athletics Primary Mark in full color is for applications where full color is desired. This logo should be used on Jersey/Uniform applications. Please note that the background shape is not part of the mark.



PRIMARY MARK ALTERNATE 1 GRAYSCALE

The USF Athletics Primary Mark in grayscale is for applications where full color is not available. Please that the black background shape is not part of the mark.



PRIMARY MARK ALTERNATE 1 BLACK & WHITE



PRIMARY MARK **ALTERNATE 2** FULL COLOR

The USF Athletics Primary Mark (Alternate) in full color is for applications where full color is desired. This alternate mark with the Bridge graphic and Dons word mark should be used on secondary merchandising applications. Please note that the background shape is not part of the mark.



PRIMARY MARK **ALTERNATE 2** FULL COLOR

The USF Athletics Primary Mark (Alternate) in full color is for applications where full color is desired. This alternate mark with the Bridge graphic and Dons word mark should be used on secondary merchandising applications. Please note that the background shape is not part of the mark.



PRIMARY MARK **ALTERNATE 2** GRAYSCALE

The USF Athletics Primary Mark in grayscale is for applications where full color is not available. Please that the black background shape is not part of the mark.



PRIMARY MARK ALTERNATE 2 BLACK & WHITE



LIGATURE MARK FULL COLOR

The USF Athletics Ligature Mark in full color is for applications where full color is desired. This mark can be used as a substitution or in combination with the Primary or Secondary Mark. Please note that the background shape is not part of the mark.



LIGATURE MARK FULL COLOR

The USF Athletics Ligature Mark in full color is for applications where full color is desired. This mark can be used as a substitution or in combination with the Primary or Secondary Mark. Please note that the background shape is not part of the mark.



LIGATURE MARK GRAYSCALE

The USF Athletics Ligature Mark in grayscale is for applications where full color is not available. This mark can be used as a substitution or in combination with the Primary or Secondary Mark. Please note that the background shape is not part of the mark.



LIGATURE MARK **BLACK & WHITE**

The USF Athletics Ligature Mark in black and white is for applications where full color and grayscale are not available or desired. This mark can be used as a substitution or in combination with the Primary or Secondary Mark. Please note that the background shape is not part of the mark.



CLEAR SPACE

In order to remain clean, consistent and prominent, all USF Athletics Marks should always be surrounded by a Clear Zone.

To determine the minimum distance between the USF Athletics Mark and all other graphic elements:

- Draw parallel lines across the top, bottom and both sides of the USF Athletics Mark, as shown by the dashed lines below.
- The radius of the Clear Zone must equal the size of the bright blue box highlighting the height of the letter “A” in “SAN”. This box is then used to measure the space surrounding the mark (above, below and on both sides), represented by the light blue boxes.
- Create a rectangular border around the light blue boxes for the complete area of the Clear Zone (represented by the gray rectangle surrounding the mark). This is the Clear Zone for the USF Athletics Mark.

Note: While only one version of the USF Athletics Mark is shown below, ALL versions of the USF Athletics Marks must follow the same formula when creating the Clear Zone. Clear Zone adherence does not apply when using a division or sub-division tag as specified on pg. 25.



UNACCEPTABLE MARK USAGE

Here are some examples of unacceptable usage of the USF Athletics Mark. While only the full color mark is shown here, the rules apply to all USF Athletics Marks.



Do not change colors



Do not Scale elements



Do not change proportion



Do not rotate



Do not invade clear space



Do not add drop shadow



Do not blur



Do not distort



SUB-DIVISIONS

When adding a division or sub-division to a Primary Mark the division name should not exceed half the the size of the Primary Word Mark in height. Although only the horizontal lockup is shown below ALL versions must follow the same formula.



**SAN
FRANCISCO**
BASEBALL



**SAN
FRANCISCO**
BASEBALL



**SAN
FRANCISCO**
BASEBALL



**SAN
FRANCISCO**
BASKETBALL



**SAN
FRANCISCO**
BASKETBALL



**SAN
FRANCISCO**
BASKETBALL



**SAN
FRANCISCO**
DONS

SAMPLE APPLICATIONS



HATS



SAN FRANCISCO

SAN FRANCISCO

usfdons.com

usfdons.com

WEST COAST
CONFERENCE

SAN
FRANCISCO
DONS

WEST COAST
CONFERENCE



SAN FRANCISCO

SAN FRANCISCO

usfdons.com

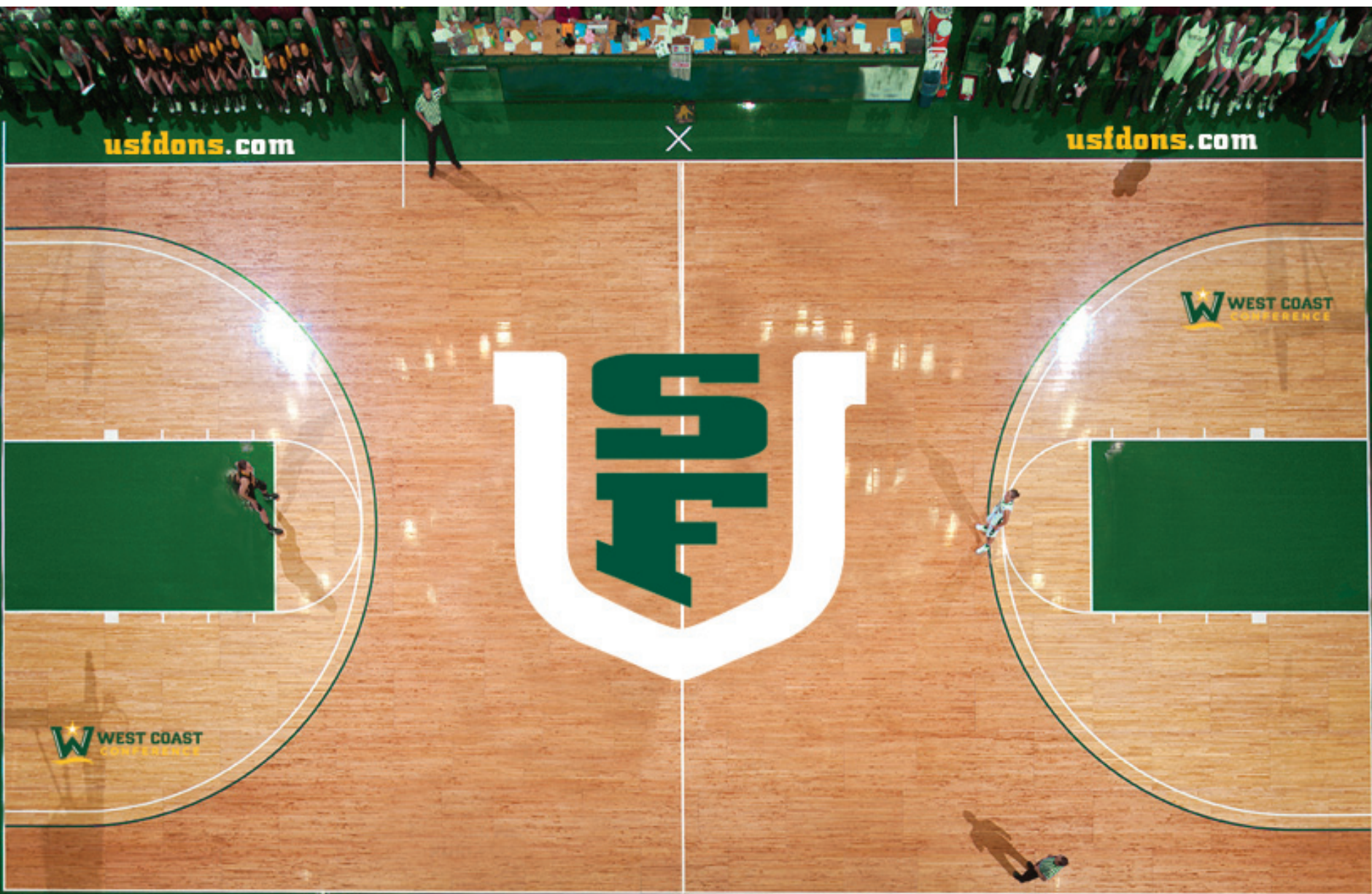
usfdons.com

WEST COAST
CONFERENCE

WEST COAST
CONFERENCE



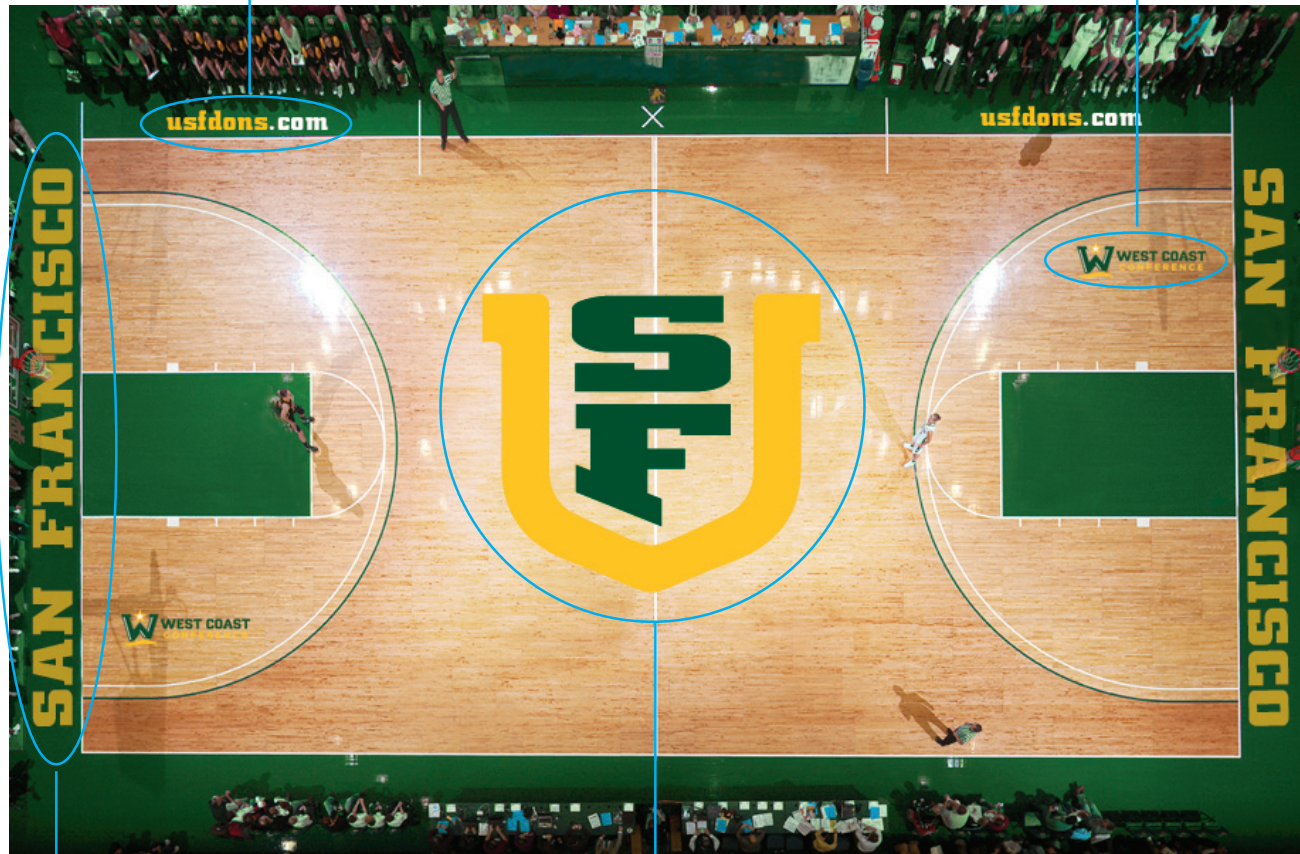
SAN FRANCISCO



SAN FRANCISCO

usfdons.com
Font: (CivicBlack)

West Coast
Conference Logo



Center Court logo
• Ligature or Wordmark

End Court Word Mark
Font: (CivicBlack)



DONS YOUTH MARK

DONS



**SAN
FRANCISCO
DONS**



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