



# SAN JOSÉ STATE SPARTANS

Athletics Branding & Style Guide



All material printed or produced by San Jose State University Athletics or in the name of San Jose State University Athletics will adhere to the guidelines of the San Jose State University Athletics Visual Identity.

The graphic elements contained in this guide are not to be altered in any manner and are reserved for use by San Jose State University Athletics only. The Associate Athletics Director for Marketing, Digital Media and Licensing must approve any exceptions.

Individuals may not order any merchandise (clothing, stationary, etc.) that does not conform to these guidelines, including all items purchased/produced in house or by third party vendors. Apparel-related items may require additional guidelines.

San Jose State's athletic imagery is one of the most visible representations of the Athletic Department's visual identity. In order to strengthen and maintain this image, the Department has developed this guide to define specific acceptable uses of athletics logos.

For any questions or inquiries, please contact:

**Michael Smoose**  
Associate Athletics Director  
[michael.smoose@sjsu.edu](mailto:michael.smoose@sjsu.edu)



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# San José State Athletics Official Colors

## Primary Colors

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### SJSU Athletics Blue



**Web/HTML/RGB:** #0038A8  
**CMYK:** C=100, M=86, Y=0, K=0  
**Pantone:** PMS 286C

### SJSU Athletics Gold



**Web/HTML/RGB:** #FFB81A  
**CMYK:** C=0, M=33, Y=100, K=0  
**Pantone:** PMS 1235C

## Supporting Colors

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### Cool Gray



**Web/HTML/RGB:** #AAAAAA  
**CMYK:** C=35, M=28, Y=28, K=0  
**Pantone:** PMS 4C, 5C, 6C, 7C

### Black/White

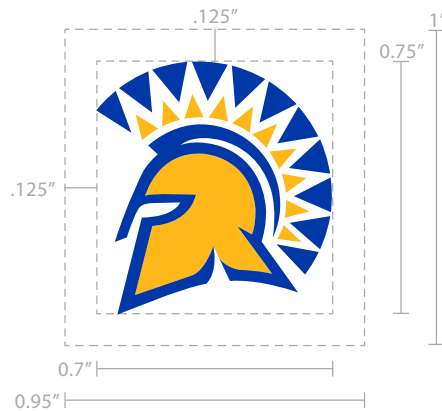


# San José State Athletics Primary Marks

## Full Color



SJS\_SpartanHead-BG  
SJS\_SpartanHead(Stroke)-BG

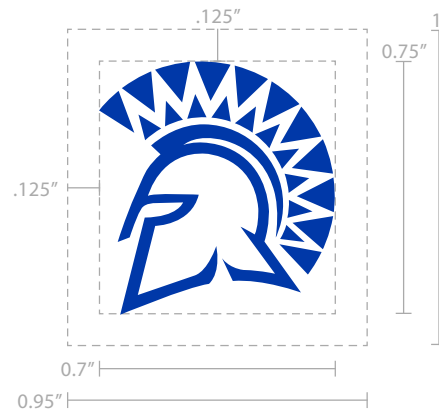


Minimum height: 0.75 inches

## Blue



SJS\_SpartanHead-B

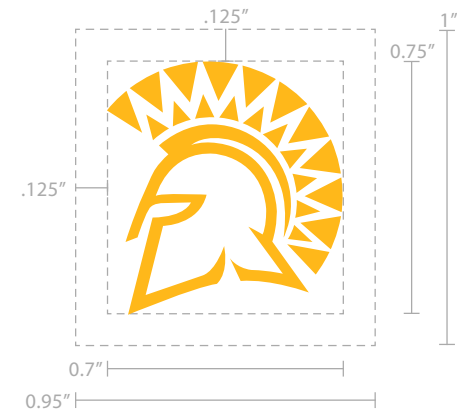


Minimum height: 0.75 inches

## Gold



SJS\_SpartanHead-G



Minimum height: 0.75 inches

Whenever possible, the logo should be used in one of the standard sizes as described in this manual. The logo must never be reproduced smaller than the minimum size. Reducing the logo further compromises the integrity of the icon and the impact of the mark.

# Primary Marks: Correct Usage | Primary

## On Blue



SJS\_SpartanHead(Stroke)-BG



SJS\_SpartanHead-G



SJS\_SpartanHead-W

## On Gold



SJS\_SpartanHead(Stroke)-BG



SJS\_SpartanHead-B



SJS\_SpartanHead-W

## On White



SJS\_SpartanHead-BG



SJS\_SpartanHead-B



SJS\_SpartanHead-G

## On Black



SJS\_SpartanHead(Stroke)-BG



SJS\_SpartanHead-G



SJS\_SpartanHead-W

## On Gray



SJS\_SpartanHead(Stroke)-BG



SJS\_SpartanHead-B



SJS\_SpartanHead-W

## On Image | non-complex

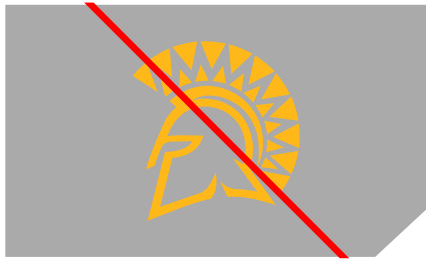


SJS\_SpartanHead(Stroke)-BG

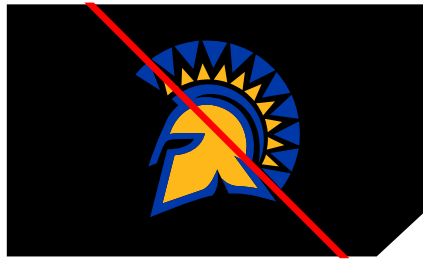
Only the mark using the white stroke may be used on simple, full-color images. Background image may not be too visually busy or overly complex, otherwise it will compromise the presence of the San José State University Athletics official mark.

(See pg. 7 for more info)

# Primary Marks: Incorrect Usage



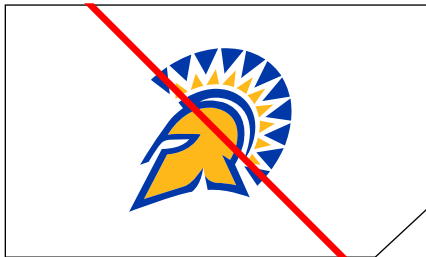
Never use any mark on a background that provides insufficient contrast



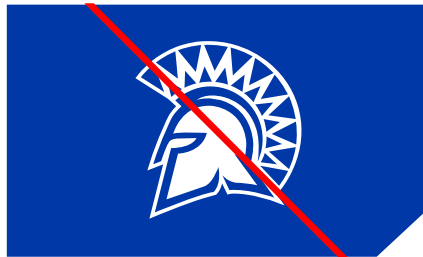
Primary mark must always have a white stroke on non-white background colors



Never use any primary mark on a background that is too visually complex/colorful



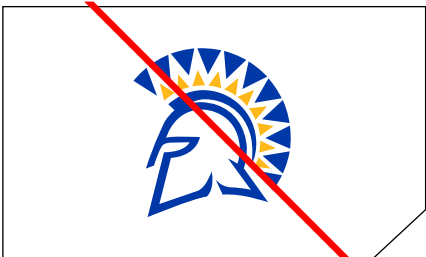
Never distort any mark



Primary mark colors must never be altered outside guidelines on any background color



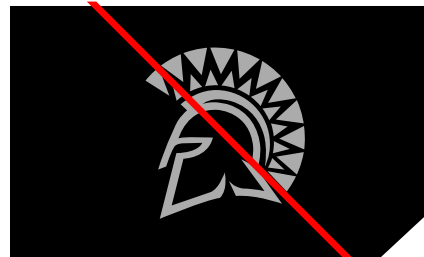
Never allow any photographic background to show through any single-color mark



Primary mark color must not be altered or deleted on any background color



No mark should ever be colored black on any background



No mark should ever be colored gray on any background

So that San José State University Athletics can the design integrity of its athletics brand, it is mandatory that all athletics marks be used as indicated in this guide without modification. The marks are not to be altered in any way or displayed in visual context that compromises their visibility.

Please contact Michael Smoose with any questions.

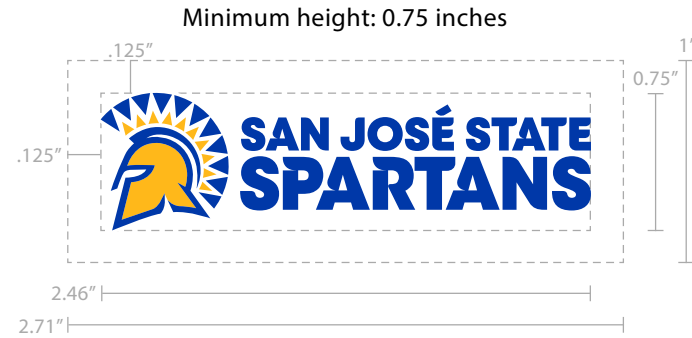


# Alternate Marks: Wordmark and Icon+Wordmark

## Full Color Icon+Wordmark



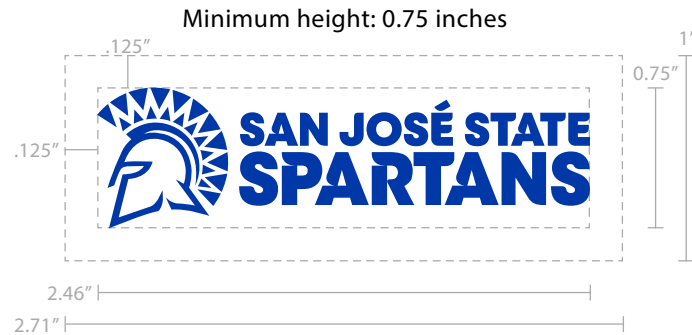
SJS\_Spartans\_IconWordmark-BG-B



## Single-Color Icon+Wordmark



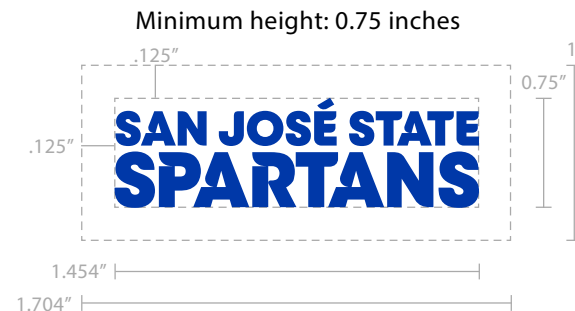
SJS\_Spartans\_IconWordmark-B



## Single-Color Wordmark



SJS\_Spartans\_Wordmark-B



# Icon+Wordmark: Correct Usage | Primary

## On Blue



SJS\_Spartans\_IconWordmark-BG-W



SJS\_Spartans\_IconWordmark-BG-G



SJS\_Spartans\_IconWordmark-G



SJS\_Spartans\_IconWordmark-W

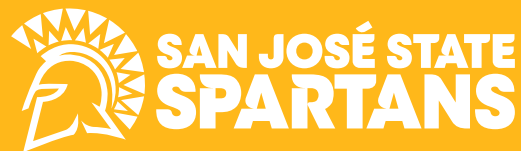
## On Gold



SJS\_Spartans\_IconWordmark-BG-B



SJS\_Spartans\_IconWordmark-BG-W



SJS\_Spartans\_IconWordmark-W



SJS\_Spartans\_IconWordmark-B

## On White



SJS\_Spartans\_IconWordmark-BG-B



SJS\_Spartans\_IconWordmark-BG-G



SJS\_Spartans\_IconWordmark-G



SJS\_Spartans\_IconWordmark-B

# Icon+Wordmark: Correct Usage | Supporting

## On Black



SJS\_Spartans\_IconWordmark-BG-W



SJS\_Spartans\_IconWordmark-BG-G



SJS\_Spartans\_IconWordmark-W



SJS\_Spartans\_IconWordmark-G

## On Gray



SJS\_Spartans\_IconWordmark-BG-B



SJS\_Spartans\_IconWordmark-BG-W



SJS\_Spartans\_IconWordmark-B



SJS\_Spartans\_IconWordmark-W

These marks must only be utilized on solid-color backgrounds with high contrast, otherwise it will compromise the presence of the San José State University Athletics official mark.

It is highly recommended that internally and externally produced design collateral utilize the icon + wordmark Athletics official mark rather than the wordmark to ensure the strength of our brand with official San José State University Spartan helmet icon.

(See pg. 12 for wordmark usage)

## On Blue



## On Gold



## On White



It is highly recommended that internally and externally produced design collateral utilize this wordmark sparingly, or when the official San José State University primary mark is present elsewhere on the graphic, print, merchandise, etc. The icon + wordmark Athletics official mark should be used primarily in order to ensure the strength of our brand.

(See pg. 5–8 for primary mark information)

(See pg. 9–11 for icon + wordmark information)

## *On Black*



## *On Gray*



It is highly recommended that internally and externally produced design collateral utilize this wordmark sparingly, or when the official San José State University primary mark is present elsewhere on the graphic, print, merchandise, etc. The icon + wordmark Athletics official mark should be used primarily in order to ensure the strength of our brand.

(See pg. 5–8 for primary mark information)

(See pg. 9–11 for icon + wordmark information)

# Wordmarks: Alternate Marks

## Alternate Type Two-Color

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SJS\_Athletics\_IconWordmark-BG-B

## Alternate Type Single Color

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SJS\_Athletics\_IconWordmark-B

## Single-Color Wordmark

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SJS\_Athletics\_IconWordmark-BG-B

**Note:** the “Athletics” type can be used interchangeably with any of our San José State University Athletics programs, provided they stay within the primary bounding box of the wordmark and icon + wordmark :

### Usage Cases:

**ATHLETICS**  
**BASEBALL**  
**MEN’S BASKETBALL**  
**WOMEN’S BASKETBALL**  
**BEACH VOLLEYBALL**  
**CROSS-COUNTRY**  
**FOOTBALL**  
**MEN’S GOLF**  
**WOMEN’S GOLF**  
**GYMNASTICS**  
**MEN’S SOCCER**  
**WOMEN’S SOCCER**  
**SOFTBALL**  
**SWIMMING & DIVING**  
**TENNIS**  
**TRACK & FIELD**  
**VOLLEYBALL**  
**MEN’S WATER POLO**  
**WOMEN’S WATER POLO**

(See pg. 9–11 for icon + wordmark information)

## Vertical Icon + Wordmark Two-Color



SJS\_Athletics\_IconWordmark-BG-B



Minimum height: 0.75 inches

**Note:** the "Spartans" type can be used interchangeably with any of our San José State University Athletics programs, provided they stay within the primary bounding box of the wordmark and icon + wordmark :

### Usage Cases:

- ATHLETICS**
- BASEBALL**
- MEN'S BASKETBALL**
- WOMEN'S BASKETBALL**
- BEACH VOLLEYBALL**
- CROSS-COUNTRY**
- FOOTBALL**
- MEN'S GOLF**
- WOMEN'S GOLF**
- GYMNASTICS**
- MEN'S SOCCER**
- WOMEN'S SOCCER**
- SOFTBALL**
- SWIMMING & DIVING**
- TENNIS**
- TRACK & FIELD**
- VOLLEYBALL**
- MEN'S WATER POLO**
- WOMEN'S WATER POLO**

(See pg. 8–10 for icon + wordmark information)

# Wordmarks: Incorrect Usage



No additional stroke is to ever be added to the wordmark



Never use any mark on a background that provides insufficient contrast



Never rearrange the order of the mark elements



Never change the colors of any mark element outside the guidelines



Never exclude the accent mark over the 'e' of 'José' in any wordmark



No wordmark is to be used on any photographic or high-complexity background image



No wordmark should ever be colored gray on any background



Do not delete/omit any elements of the official marks or wordmarks



Never distort any element of the official wordmarks

So that San José State University Athletics can the design integrity of its athletics brand, it is mandatory that all athletics marks be used as indicated in this guide without modification. The marks are not to be altered in any way or displayed in visual context that compromises their visibility.

Please contact Michael Smoose with any questions.

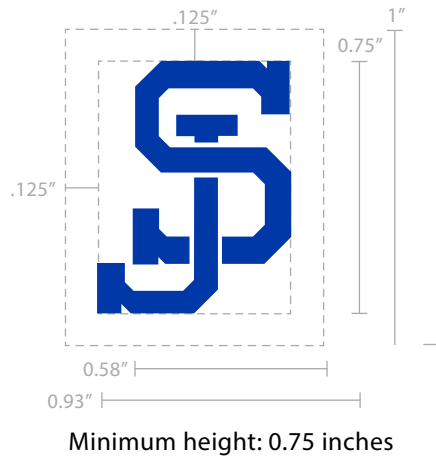


# Alternate Marks: SJ Interlocking Letters

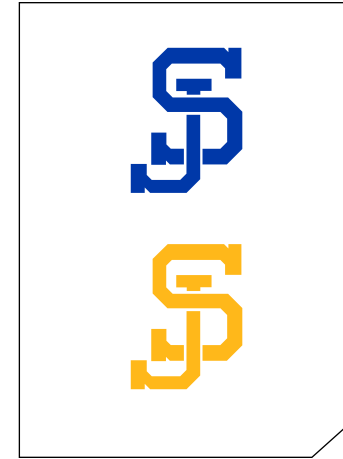
## SJ Interlocking



SJ\_Interlock-Letters-B



## Correct Usage



This mark is primarily designed for apparel and other various form of merchandise. It is historically used in Baseball and Football. The San José State University Athletics interlocking letters should never be used in place of the primary mark, and is best utilized in conjunction with the primary mark or wordmarks.

Please contact Michael Smoose for questions on mark usage.

See pg. 5–8 for primary mark usage

# Typefaces: SJSU Pride AP

XLight 100

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  
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 - = , . / ; ' [ ] \ ` ~  
! @ # \$ % ^ & \* ( ) < > ? : " { } | \_ + ~

Light 170

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  
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 - = , . / ; ' [ ] \ ` ~  
! @ # \$ % ^ & \* ( ) < > ? : " { } | \_ + ~

Regular 255

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  
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 - = , . / ; ' [ ] \ ` ~  
! @ # \$ % ^ & \* ( ) < > ? : " { } | \_ + ~

Bold 370

**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**  
**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 - = , . / ; ' [ ] \ ` ~**  
**! @ # \$ % ^ & \* ( ) < > ? : " { } | \_ + ~**

XBold 480

**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**  
**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 - = , . / ; ' [ ] \ ` ~**  
**! @ # \$ % ^ & \* ( ) < > ? : " { } | \_ + ~**

SJSU Pride AP is an official typeface of San José State University Athletics and is used in all official wordmarks and select applications in digital media, web design, typography, print collateral and any other use as directed/permitted by the Assistant Athletics Director for Marketing, Digital Media and Licensing and Digital Media/Graphic Design Coordinator. It is compatible in all forms of type use in San José State Athletics branding and visual design.

# Typefaces: Tungsten

## Light

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  
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 - = , . / ; ' [ ] \ ` ~  
! @ # \$ % ^ & \* ( ) < > ? : " { } | \_ + ~

## Book

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  
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 - = , . / ; ' [ ] \ ` ~  
! @ # \$ % ^ & \* ( ) < > ? : " { } | \_ + ~

## Medium

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  
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 - = , . / ; ' [ ] \ ` ~  
! @ # \$ % ^ & \* ( ) < > ? : " { } | \_ + ~

## Semibold

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  
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 - = , . / ; ' [ ] \ ` ~  
! @ # \$ % ^ & \* ( ) < > ? : " { } | \_ + ~

## 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  
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 - = , . / ; ' [ ] \ ` ~  
! @ # \$ % ^ & \* ( ) < > ? : " { } | \_ + ~

Tungsten is licensed and utilized by San José State University Athletics and is used in all official wordmarks and select applications in digital media, web design, typography, print collateral and any other use as directed/permitted by the Assistant Athletics Director for Marketing, Digital Media and Licensing and Digital Media/Graphic Design Coordinator. It is compatible in all forms of type use in San José State Athletics branding and visual design.

# Typefaces: SJSU Pride D

## XLight

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  
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 - = , . / ; ' [ ] \ ` ~  
! @ # \$ % ^ & \* ( ) < > ? : " { } | \_ + ~

## XLight Italic

*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*  
*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 - = , . / ; ' [ ] \ ` ~*  
*! @ # \$ % ^ & \* ( ) < > ? : " { } | \_ + ~*

## Light

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  
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 - = , . / ; ' [ ] \ ` ~  
! @ # \$ % ^ & \* ( ) < > ? : " { } | \_ + ~

## Light Italic

*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*  
*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 - = , . / ; ' [ ] \ ` ~*  
*! @ # \$ % ^ & \* ( ) < > ? : " { } | \_ + ~*

## Regular

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  
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 - = , . / ; ' [ ] \ ` ~  
! @ # \$ % ^ & \* ( ) < > ? : " { } | \_ + ~

## Regular Italic

*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*  
*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 - = , . / ; ' [ ] \ ` ~*  
*! @ # \$ % ^ & \* ( ) < > ? : " { } | \_ + ~*

## 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**  
**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 - = , . / ; ' [ ] \ ` ~**  
**! @ # \$ % ^ & \* ( ) < > ? : " { } | \_ + ~**

## Bold Italic

***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***  
***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 - = , . / ; ' [ ] \ ` ~***  
***! @ # \$ % ^ & \* ( ) < > ? : " { } | \_ + ~***

SJSU Pride D is selectively used by Athletics in conjunction with San José State University Advancement and is used in all official wordmarks and select applications in digital media, web design, typography, print collateral and any other use as directed/permitted by the Assistant Athletics Director for Marketing, Digital Media and Licensing and Digital Media/Graphic Design Coordinator. It is compatible in all forms of type use in San José State Athletics branding and visual design.

# Typefaces: SJSU Pride D (continued)

## XBold

**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**  
**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 - = , . / ; ' [ ] \ `**  
**! @ # \$ % ^ & \* ( ) < > ? : " { } | \_ + ~**

## XBold Italic

**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**  
**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 - = , . / ; ' [ ] \ `**  
**! @ # \$ % ^ & \* ( ) < > ? : " { } | \_ + ~**

## Outline One

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  
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 - = , . / ; ' [ ] \ `  
! @ # \$ % ^ & \* ( ) < > ? : " { } | \_ + ~

## Outline Two

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  
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 - = , . / ; ' [ ] \ `  
! @ # \$ % ^ & \* ( ) < > ? : " { } | \_ + ~

## Rounded

**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**  
**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 - = , . / ; ' [ ] \ `**  
**! @ # \$ % ^ & \* ( ) < > ? : " { } | \_ + ~**

## Relief

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  
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 - = , . / ; ' [ ] \ `  
! @ # \$ % ^ & \* ( ) < > ? : " { } | \_ + ~

## Spur

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  
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 - = , . / ; ' [ ] \ `  
! @ # \$ % ^ & \* ( ) < > ? : " { } | \_ + ~

SJSU Pride D is selectively used by Athletics in conjunction with San José State University Advancement and is used in all official wordmarks and select applications in digital media, web design, typography, print collateral and any other use as directed/permitted by the Assistant Athletics Director for Marketing, Digital Media and Licensing and Digital Media/Graphic Design Coordinator. It is compatible in all forms of type use in San José State Athletics branding and visual design.