

**UC SAN DIEGO ATHLETICS**  
**LICENSING AND TRADEMARKS STYLE GUIDE**  
August 23, 2018

UNIVERSITY  
OF  
CALIFORNIA  
SAN DIEGO

UC San Diego

# UC SAN DIEGO ATHLETICS

## **AN INTRODUCTION**

UC San Diego Athletics is embarking upon an exciting new era as it moves to NCAA Division I athletics in 2020. The success of our twenty-three-sport program demonstrates UC San Diego's continued growth and trajectory as one of the world's most influential universities.

With a proud tradition of academic and athletic excellence, UC San Diego Athletics plays an important role in increasing our visibility on a local, regional, national, and global scale. A consistent brand is therefore essential to help define and reinforce who we are.

Following are the approved marks and colors for UC San Diego Athletics. These marks are not to be used in place of the UC San Diego logo as an official identifier of the campus.

# ATHLETICS MARKS

## OVERVIEW

The UC San Diego Athletics marks are intended for use on all athletics publications, uniforms, and retail products. The logos in this guide should not be altered in any way.

- **Do not** change the typeface.
- **Do not** attach other graphic elements to the logos.
- **Do not** stretch or change the proportions of the logos.
- **Do not** rearrange or overlap components of the logos.
- **Do not** tilt or rotate the logos.
- **Do not** stylize the logos with drop shadows or other effects.
- **Do not** alter the weight of the logos.

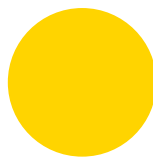
### Logo Color

The official colors for the UC San Diego Athletics marks are **PMS 2767** (blue) and **PMS 116** (gold). Logos may also appear in all black or all white as needed. No other colors may be used for production of commercial or promotional goods.

- **Use only** specified colors.
- **Do not** tint the logos.



**Pantone 2767**  
C100 M86 Y42 K42  
R24 G43 B73  
#182B49



**Pantone 116**  
C0 M14 Y100 K0  
R255 G205 B0  
#FFCD00

# PRIMARY MARK

## UC SAN DIEGO ATHLETICS LOGO

The primary logo for UC San Diego Athletics is the UC San Diego block logotype, custom designed and based on the City BQ font, with the trident mark. This is the logo that should be used to represent athletics in most cases.



### TWO COLOR



### ONE COLOR



# SECONDARY MARKS

## UC SAN DIEGO TRITONS LOGOTYPE

The UC San Diego Tritons logotype is a secondary mark and can be used in appropriate and approved instances.

TWO COLOR

***UCSanDiego***  
***TRITONS***

ONE COLOR

***UCSanDiego***  
***TRITONS***

***UCSanDiego***  
***TRITONS***

***UCSanDiego***  
***TRITONS***

***UCSanDiego***  
***TRITONS***

***UCSanDiego***  
***TRITONS***

# SECONDARY MARKS

## TRITONS LOGOTYPE

The Tritons logotype is a secondary mark and can be used in appropriate and approved instances. In instances where the Tritons logotype is used, UC San Diego must be identified in some way on the item.

TWO COLOR

***TRITONS***

ONE COLOR

***TRITONS***

***TRITONS***

***TRITONS***

***TRITONS***

# SECONDARY MARKS

## UC SAN DIEGO BLOCK LOGOTYPE

The UC San Diego block logotype may be used without the trident mark in appropriate and approved instances.

TWO COLOR

***UCSanDiego***

ONE COLOR

***UCSanDiego***

***UCSanDiego***

***UCSanDiego***

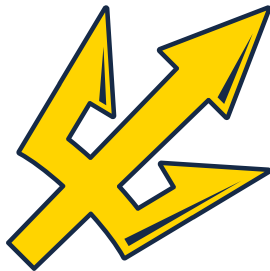
***UCSanDiego***

# SECONDARY MARKS

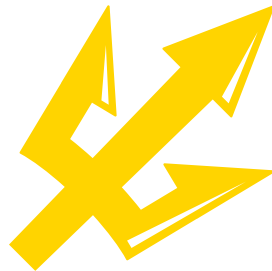
## TRIDENT MARK

The trident mark is a secondary graphic for UC San Diego Athletics. In instances where the trident mark is used, UC San Diego must be identified in some way on the item.

**TWO COLOR**



**ONE COLOR**





# LIMITED USE MARKS

## TRITON MASCOT

The Triton mascot is a spirit symbol for UC San Diego Athletics and campus. It is intended for limited use on apparel and other retail and promotional products. In instances where the Triton mascot is used, UC San Diego must be identified in some way on the item.

TWO COLOR



ONE COLOR



# ATHLETICS MARKS

## OLDER TRADEMARKS

The logos and marks listed below have been phased out and are not authorized for use on commercial or promotional materials.



***UC San Diego***



***TRITONS***

# ATHLETICS MARKS USAGE

## Logo Size

The logotype and trident mark must always maintain the same size relation. The minimum size for the logo on most printed items is 1.375 inches wide. The preferred logo width for use on the front of a typical printed piece is 2.5 inches, but will vary when used on especially small or large formats. The logo may appear smaller in secondary applications, as on the back of the piece.

PRINT: 1.375" wide



## Clear Space

The logo requires an appropriate amount of space around it. In the case of the primary UC San Diego Athletics logo, the clear space around the logo should be a minimum of one cap height (the height of the "U"). No text, graphics, or other elements should appear in this space.



# ATHLETICS MARKS

## BLACK AND WHITE

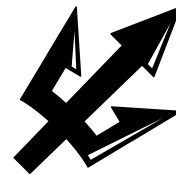
Although applying the UC San Diego Athletics marks in our brand colors is preferred, some applications may require black and white only.

### BLACK

 ***UCSanDiego***

***TRITONS***

***UCSanDiego***  
***TRITONS***

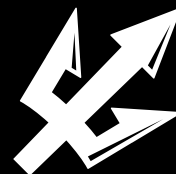


### WHITE

 ***UCSanDiego***

***TRITONS***

***UCSanDiego***  
***TRITONS***



# CONTACTS

For questions about UC San Diego Athletics branding not answered in this guide, contact the following:

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