# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Athletics Brand Identity</td>
<td>3</td>
</tr>
<tr>
<td>Primary Mark</td>
<td>4</td>
</tr>
<tr>
<td>Secondary Mark</td>
<td>5</td>
</tr>
<tr>
<td>Other Athletics Marks</td>
<td>6</td>
</tr>
<tr>
<td>Fonts and Verbiage</td>
<td>7</td>
</tr>
<tr>
<td>Official Colors of CSUSM Athletics</td>
<td>8</td>
</tr>
<tr>
<td>Logo Violations</td>
<td>9</td>
</tr>
<tr>
<td>Sport Specific Marks</td>
<td>10-11</td>
</tr>
<tr>
<td>Photography Standards</td>
<td>12</td>
</tr>
<tr>
<td>Crash The Cougar</td>
<td>13</td>
</tr>
<tr>
<td>Safe zone/Minimum size</td>
<td>14</td>
</tr>
<tr>
<td>NCAA DII/CCAA/Non-Athletic Marks</td>
<td>15</td>
</tr>
</tbody>
</table>

All vendors using Cal State San Marcos Athletic identity must be licensed through Learfield Licensing Partners. No exceptions will be made.
CSUSM ATHLETICS BRAND IDENTITY

The marks of CSUSM Athletics were designed to create a consistent brand for the CSUSM Department of Athletics. These marks should not be changed or altered in any way and their use must adhere to the standards in this guide.

All the approved marks of CSUSM Athletics are shown below. These marks are intended for use only by the CSUSM Athletics department. Permission and prior approval by the CSUSM Department of Athletics is required for use by any other entity.

PRIMARY MARK (ALSO AVAILABLE IN B/W)

SECONDARY MARK (ALSO AVAILABLE IN B/W)

OTHER ATHLETICS MARKS (ALSO AVAILABLE IN B/W)
The CSUSM Athletics Primary Mark, the SM, shown below is the primary identifier of CSUSM Athletics. The preferred use of the CSUSM Athletics Primary Mark is the full color, dark spirit blue version, although it is available in light spirit blue, one color and in B/W. The light spirit blue logo is ONLY allowed on a blue background.

The SM logo comes to CSUSM via a grassroots effort to find a simplified, yet iconic athletic brand. The logo is the only brand to use the SM letters in stand-alone fashion representing CSUSM and the city in which the school resides. This mark should only be used by the CSUSM Department of Athletics or must be approved before use.

Please refer to page 8 for detailed color information.
The CSUSM Athletics Secondary Mark illustrates a custom text banner and is a more detailed mark that depicts the university’s name and mascot. The preferred use of the CSUSM Athletics Secondary Mark is the full color version, although it is available in one color and in B/W.

The primary identifying mark for CSUSM Athletics is and should always be the CSUSM Athletics Primary Mark.

FULL COLOR (also available in b/w)

ON WHITE

ON BLACK

ON COOL GRAY (5 C)

Please refer to page 8 for detailed color information
Other CSUSM Athletics Marks

Artwork has been created for a number of other marks utilizing the Cougar Head or the CSUSM initials. The preferred use of the marks is the full color version, although it is available in one color and in B/W. However, the primary identifying mark for CSUSM Athletics should always be the CSUSM Athletics primary mark in full color.

Full Color

On White

On Black

On Cool Gray (5 C)

Please refer to page 8 for detailed color information.
Fonts and Verbiage

Interval Sans Pro (Nike Font: Bureau)

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

The Interval Sans Pro font family is used primarily internally on many CSUSM Athletics documents and presentations. It is a clean and bold font that is readily available.

Bebas (Nike Font: Ithaca)

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
1234567890

The Bebas font is featured on many different materials that are distributed externally as a representation of CSUSM Athletics. It is used both digitally and in print form.

For embroidery and screen prints, please use Copperplate.
For numbers, please use Seattle

It is strongly encouraged by CSUSM Athletics that vendors use these fonts, or find something very similar, for retail application. Anything made with CSUSM Athletics marks should have prior approval.

Verbiage

Acceptable Brand Name
Cal State San Marcos (preferred mention)
California State University San Marcos
CSUSM
Cougars

Not Acceptable Brand Name
Cal State
San Marcos State
UC San Marcos
San Marcos University

The university has additional legal rights in all words, phrases, images, and letters that when used give the appearance of a university connection or endorsement including, but not limited to: California State University San Marcos, San Marcos, SM.
OFFICIAL COLORS OF CSUSM ATHLETICS

Dark Spirit Blue and Light Spirit Blue are the official colors for CSUSM Athletics. It is preferred that all CSUSM Athletics logos be used in the full color version whenever possible. In addition to the primary colors, CSUSM Athletics logos utilize black and white as important supports colors.

Note: Due to the inconsistent nature of computer monitors and printers, the colors depicted within this usage and style guide may not match actual Pantone or thread colors. When specifying colors, please refer to the appropriate standards for accurate color reproduction.

OFFICIAL COLORS

PANTONE 300
“DARK SPIRIT BLUE”

C: 100
M: 62
Y: 7
K: 0
R: 0
G: 122
B: 195

PANTONE 2915
“LIGHT SPIRIT BLUE”

C: 65
M: 0
Y: 7
K: 0
R: 53
G: 183
B: 233

BLACK

WHITE

DO NOT USE the logo over same color as border
LOGO VIOLATIONS

Never use colors outside of the approved color pallete

Never change the typography in the mark

Never allow any pattern, color or complex background to show through the mark

Never combine or overlap the marks

Never distort any mark

Never reproportion any mark

Never rotate any mark

Never use unapproved wording in any mark

Never add additional graphic components
SPORT SPECIFIC MARKS

The CSUSM Sport Specific Marks are approved to represent the CSUSM Department of Athletics and its teams including: Baseball, Basketball, Cross Country, Golf, Soccer, Softball, Track & Field and Volleyball.

The preferred use of any of the CSUSM Sport Specific marks are in full color shown below, although a B/W option is available.

PRIMARY MARK

OUR PRIMARY MARK IS AVAILABLE IN LIGHT SPIRIT BLUE WITH SPORT SPECIFIC BANNERS (LIKE ABOVE), BUT CAN ONLY BE USED ON A BLUE BACKGROUND.
The CSUSM Sport Specific Marks are approved to represent the CSUSM Department of Athletics and its teams including: Baseball, Basketball, Cross Country, Golf, Soccer, Softball, Track & Field and Volleyball.

The preferred use of any of the CSUSM Sport Specific marks are in full color shown below, although a B/W option is available.
PHOTOGRAPHY STANDARDS

Media and Imagery Releases
CSUSM maintains a general campus photography and video release for all its students, student athletes and employees, which is published in the University Catalog. Students attending CSUSM may be filmed, videotaped, or photographed by the University or approved contract service personnel without an additional signed release. The resulting images may be used in publications, digital media, or promotional materials produced for the campus or the California State University system. Contact the Office of Athletics for approval to photograph or film a CSUSM athletic event or venue for commercial purposes.

Photo reproduction
Photos must have a resolution of 300 dpi* to be reproduced in printed materials. Website images have a low resolution of 72 dpi and must not be downloaded for use in printed materials. The image size cannot exceed 800 x 600 pixels.

* Resolution refers to the number of small squares known as pixels that make an image and establish its detail. An image with a high resolution has more pixels than an image of the same dimension with a lower resolution and therefore a higher quality.

LOGO USE ON PHOTOS

BEST PRACTICES

USE the logo over simple backgrounds

USE the logo over a darker background

USE the logo over an area of contrast on a busy image
Hi, my name is Crash and I am the official mascot for Cal State University San Marcos! I’m passionate about my school and fellow colleagues, but most of all, I love to #BleedBlue and support all of our student-athletes year round. You can usually find me roaming around campus, running through our athletic fields, hyping up the crowd at The Sports Center or resting near the beautiful mountains that surround us. With 13 sports-programs to support, you could say I’m usually very busy, but I’m always up for making new friends and having a good time! Be sure to visit my page at www.CSUSMCougars.com and submit a request for us to meet and have me hang out with you at any of your events!

Fun Facts About Me:

• I’m spirit blue and resemble the Cougar Athletics official primary logo
• I wear the number 89 to represent the year my home, Cal State San Marcos, was founded in the CSU System.
• I was custom made for CSUSM by Alinco, a renowned design agency responsible for many NBA, NHL and NCAA DI schools’ mascots
• I remain gender non-conforming because I represent everyone!

My History: Crash was first brought to life by Associated Students, Inc. in 2004 with a student vote and has served CSUSM as the campus life mascot for 13 years. 2017 was the inaugural season as a full NCAA member and CSUSM officially moved Crash within Cougar Athletics. As part of that transition, students were consulted to create a design that embodies the athletics brand, unifies fan support and elevates the athleticism of the mascot.
SAFE ZONE/MINIMUM SIZE

The safe zone is intended to maintain the mark’s integrity and to avoid visual confusion. The safe zone for all CSUSM Athletic marks is .25in around the entire mark.

The minimum size is intended to ensure clear reproduction and legibility, the marks must not be smaller than what is shown below. It is preferred that when possible the marks be used larger than their minimum size.
**NCAA DIVISION II / CCAA MARKS**

All CSUSM logos need to be larger than any NCAA Division II and/or CCAA logo in print or on website.

**APPROVED NCAA DIVISION II LOGOS**

![APPROVED NCAA DIVISION II LOGOS](image)

For NCAA Brand Standards, visit: [https://www.ncaa.org/sites/default/files/NCAADivisionII_MakeItYours_DesignBook_v1.pdf](https://www.ncaa.org/sites/default/files/NCAADivisionII_MakeItYours_DesignBook_v1.pdf)

**APPROVED CCAA LOGO**

![APPROVED CCAA LOGO](image)

**NON-ATHLETICS MARKS**

![NON-ATHLETICS MARKS](image)

The Cougar Head logo (top-center) has been redesignated for use by CSUSM Campus Recreation and the CSUSM University Student Union, as seen in the upper two logos.

Creation, application or any use of the Cal State San Marcos trademarks must conform to approved standards as authorized by the CSUSM Department of Athletics. Additionally, it is imperative that Cal State San Marcos trademarks are used properly on all merchandise and in a quality manner. When using the trademarks, whether the item on which the trademark is applied is for internal use, departmental use, being sold or otherwise distributed in commerce, one must include the registered trademark symbol ® or ™ designation depending on the trademark being used and the item on which it will appear. Further, Cal State San Marcos Assistant Director of Athletics, Communications must be contacted to verify and approve correct usage and standards before any visual identity or new design incorporating a Cal State San Marcos Athletics Symbol is used by either the public or the University community on merchandise.