

Merchandise Standards

Overview

This chapter outlines the standards for how to use the basic elements of our visual identity — the logo, seal, medallion, monogram, custom signatures, word marks, athletic marks and color palettes — when creating apparel, promotional items or other types of merchandise.

Merchandise Standards



How to Incorporate the Master Logo or Various Custom Signatures in Merchandise Applications

Consistent use of the logo builds recognition over time. Therefore, it is vital that the logo be used correctly and with the utmost respect.

The master logo or customized versions of the logo, called custom signatures, may be used on apparel, promotional items or other forms of merchandise. The logo may only be used in its sanctioned colors or color combinations. The logo must be used on the various clothing colors shown here. Exceptions to these colors must be approved by the Department of Marketing and Strategic Partnerships.

How to Incorporate the Word Mark in Merchandise Applications

The word mark is reserved for use on narrow banners and pens or in other rare instances when the size of materials prevents the use of the official university master logo.



Merchandise Standards

Official University Seal

The university seal is the official, legal mark of the University of San Diego. It is vital that the seal be used with the utmost respect.

How to Incorporate the Seal in Merchandise

It is appropriate to use the seal on medals or merchandise for formal or commemorative events. It also may be used on diplomas, materials, regalia or custom items connected to commencement. The seal also is appropriate to be used in permanent applications such as architectural elements produced in stone, metal, glass or other permanent materials.



Merchandise Standards



Official University Medallion

The university medallion serves as an alternative to the university seal for graphic design purposes.

How to Incorporate the Medallion in Merchandise Applications

It is appropriate to use the medallion on a wide range of merchandise and promotional items.

The medallion may only be used in its sanctioned colors or color combinations. The medallion must be used on the various clothing colors shown here. Exceptions to these colors must be approved by the Department of Marketing and Strategic Partnerships.



Merchandise Standards

One-color reverse

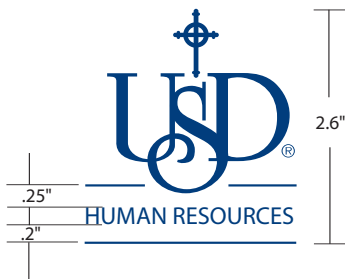


Reverse white

One-color



Founders Blue Pantone 281



Applying the Monogram

The monogram is designed to be used primarily for on-campus applications, including environmental signage, university vehicles or employee uniforms and clothing. The monogram also may be used on very specific pre-approved merchandise. The monogram cannot be used in print, on the web or in materials being distributed off campus.

Custom Monograms

The monogram may be combined with the names of individual academic or administrative departments to create custom monograms for use on employee uniforms and clothing. However, these units may not create their own custom monograms.

Monogram as a Substitute for the Official University Logo

The monogram should not be confused with the official university master logo. The monogram may

not be used in lieu of the official university master logo under any circumstance.

How to Incorporate the Monogram in Merchandise Applications

There are limited uses for the monogram. The monogram may be used on the following applications:

- *Employee Uniforms or Clothing:* The monogram and clothing color must be used as shown here. Employees working in Banquets and Catering may use black polo shirts or uniforms. Black clothing should be embroidered in white.

How to Incorporate the Monogram in Other Applications

For information regarding how to use the monogram in other applications, see the Graphics Standards chapter of this manual.





The primary spirit mark may appear on all forms of merchandise

Applying the Spirit Marks

The spirit marks can be used on a wide range of informal materials for student groups, intramural teams, alumni organizations, athletic events, merchandise and web applications to communicate and express school spirit. The spirit marks are not appropriate for use on academic materials.

How to Incorporate the Primary Spirit Mark in Merchandise Applications

There are limited uses for the primary spirit mark. The primary spirit mark may be used on the following applications:

- *Polo shirts:* The primary spirit mark may be used on polo shirts in the various color combinations shown here.



These are the preferred colors for all university polo shirts

- *Competition uniforms:* The primary spirit mark can be used on the competition uniforms for intramural teams or USD's collegiate teams or club teams.
- *Practice apparel:* The primary spirit mark can only be used on the practice apparel for intramural teams. It may not be used on practice apparel for USD's collegiate teams or club teams.
- *Merchandise:* The primary spirit mark may appear on all forms of merchandise.
- *Promotional materials:* The primary spirit mark may be used on promotional materials.

The primary spirit mark may not be used on the following applications:

- *Athletic equipment:* The primary spirit mark cannot be used on athletic equipment.
- *Athletic gear:* The primary spirit mark cannot be used on athletic gear or travel gear.

How to Incorporate the Primary Spirit Mark in Other Applications

For information regarding how to use the primary spirit mark in other applications, see the Graphics Standards chapter of this manual.



How to Incorporate the Secondary Spirit Mark in Merchandise Applications

There are limited uses for the secondary spirit mark. The secondary spirit mark may be used on the following applications:

- *Merchandise:* The secondary spirit mark may appear on merchandise. However, the University of San Diego, written in the approved Impact font, must appear elsewhere on the piece.

The secondary spirit mark may not be used on the following applications:

- *Competition uniforms:* The secondary spirit mark may not be used on competition uniforms.
- *Practice apparel:* The secondary spirit mark may not be used for practice apparel.
- *Athletic equipment:* The secondary spirit mark may not be used on athletic equipment.
- *Athletic gear:* The secondary spirit mark may not be used on athletic gear or travel gear.
- *Promotional materials:* The secondary spirit mark may not be used on promotional materials.

How to Incorporate the Secondary Spirit Mark in Other Applications

For information regarding how to use the secondary spirit mark in other applications, see the Graphics Standards chapter of this manual.



Front

Back

Merchandise Standards

Applying Athletic Marks

The use of all athletic marks is limited for uniforms, gear, marketing materials for collegiate and club sports programs and certain university trademark licensees. If you are unsure whether you are authorized to use the marks, contact the Department of Marketing and Strategic Partnerships.

How to Incorporate the Primary Athletic Word Mark in Various Applications

The primary athletic word mark is the preferred mark to use in most applications. The primary athletic word mark may be used on the following applications:

- *Polo shirts:* The primary athletic word mark may be used on polo shirts in the various color combinations shown here. See the polo shirt portion of the custom athletic signature section and the secondary athletic mark section of this manual for additional guidelines.
- *Athletic equipment:* The primary athletic word mark may appear on all athletic equipment. The athletic equipment manager is responsible for the production of all team uniforms and gear.
- *Athletic gear:* The primary athletic word mark may appear on athletic gear and travel gear. The athletic equipment manager is responsible for the production of all team uniforms and gear.

- *Merchandise:* The primary athletic word mark may appear on all forms of merchandise.
- *Promotional materials:* The primary athletic word mark may appear on all promotional materials.
- *Practice apparel:* The primary athletic word mark may be used for practice apparel. The athletic equipment manager is responsible for the production of all team uniforms and gear. See the practice apparel portion of the secondary athletic word marks section of this manual for additional guidelines.

The primary athletic word mark may not be used in the following applications:

- *Competition uniforms:* The primary athletic word mark is not appropriate for competition uniforms. The athletic equipment manager is responsible for the production of all team uniforms and gear. See the competition uniforms portion of the secondary athletic word marks section of this manual for additional guidelines.

How to Incorporate the Primary Athletic Word Mark in Other Applications

For information regarding how to use the primary athletic word mark in other applications, see the Graphics Standards chapter of this manual.



How to Incorporate the Secondary Athletic Word Marks in Merchandise Applications

There are strict guidelines for using the secondary athletic word marks in various applications. The secondary athletic word marks may be used in the following ways:

- *Competition uniforms:* The San Diego secondary word mark is allowed only for use on either home or away competition uniforms. The Toreros secondary word mark may be used only for home competition uniforms. The athletic equipment manager is responsible for the production of all team uniforms and gear.
- *Practice uniforms:* The Toreros, USD, SD or T secondary word marks may be used on practice uniforms. It is encouraged, but not required, that the word mark University of San Diego also appear, in the sanctioned Impact font and style, somewhere on the uniforms. The athletic equipment manager is responsible for the production of all team uniforms and gear.
- *Athletic equipment:* The Toreros, USD, SD or T secondary word marks may be used on athletic equipment. It is encouraged, but not required, that the word mark University of San Diego also appear, in the sanctioned Impact font and style, somewhere on the athletic equipment. The athletic equipment manager is responsible for the production of all team uniforms and gear.

- *Athletic gear:* The Toreros, USD, SD or T word marks may be used on athletic gear. It is encouraged, but not required, that the word mark University of San Diego also appear, in the sanctioned Impact font and style, somewhere on the athletic gear. The athletic equipment manager is responsible for the production of all team uniforms and gear.
- *Merchandise:* The SD and Toreros marks are perhaps the most recognized among the secondary athletic marks and, in very rare circumstances, may be used without the University of San Diego word mark on athletic merchandise. This practice should be consid-

ered the exception, not the rule, and is reserved for situations where space prohibits the use of the word mark or other applications that require special dispensation. The Department of Marketing and Strategic Partnerships reserves the right to review these designs. However, when the USD or T secondary word marks are used on athletic merchandise, the word mark University of San Diego must appear — without exception — in the sanctioned Impact font and style, somewhere on the materials. Athletic merchandise must be produced using the university's affiliated athletic supplier.





- *Polo shirts:* The secondary athletic word marks may be used on polo shirts. The SD and Toreros marks are perhaps the most recognized among the secondary athletic marks and, in very rare circumstances, may be used without the University of San Diego word mark on polo shirts. This practice should be considered the exception, not the rule, and is reserved for situations where space prohibits the use of the word mark or other applications that require special dispensation. The Department of Marketing and Strategic Partnerships reserves the right to review these designs. However, when the USD or T secondary word marks are used on polo shirts, the word mark University of San Diego must appear — without exception — in the sanctioned Impact font and style, somewhere on the shirt. See the polo shirts portion of either the primary athletic word mark section or the custom athletic signature section of this manual for additional guidelines.
- *Promotional materials:* The SD and Toreros marks are perhaps the most recognized among the secondary athletic marks and, in very rare circumstances, may be used without the University of San Diego word mark on athletic promotional materials. This practice should be considered the exception, not the rule, and is reserved for situations where space prohibits the use of the word mark or other applications that require special dispensation. The Department of Marketing and Strategic Partnerships reserves the right to review these designs. However, when the USD or T secondary word marks are used on athletic promotional materials, the word mark University

of San Diego must appear — without exception — in the sanctioned Impact font and style, somewhere on the materials.

How to Incorporate Secondary Athletic Word Marks in Other Applications

For information regarding how to use the secondary athletic word marks in other applications, see the Graphics Standards chapter of this manual.

Merchandise Standards

How to Incorporate Custom Athletic Signatures in Merchandise Applications

The custom athletic signature may be used on the following applications:

- *Polo shirts:* Custom athletic signatures may be used on polo shirts in the various color combinations shown here. See the polo shirt portion of the primary word mark section of this manual for additional guidelines.
- *Practice apparel:* Custom athletic signatures may be used on practice apparel.

- *Promotional materials:* Custom athletic signatures may be used on promotional materials.
- *Print:* Custom athletic signatures may be used in printed materials. See the print portion of the primary athletic word mark section of this manual for additional guidelines.
- *Athletic equipment:* Custom athletic signatures may be used on athletic equipment.
- *Athletic gear:* Custom athletic signatures may be used on athletic gear.

The custom athletic signature may not be used on the following applications:

- *Competition uniforms:* Custom athletic signatures may not be used on competition uniforms. See the competition uniforms portion of the secondary athletic word marks section of this manual for additional guidelines.

How to Incorporate Custom Athletic Signatures in Other Applications

For information regarding how to use custom athletic signatures in other applications, see the Graphics Standards chapter of this manual.

