

Merchandise



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

In broad strokes, the following merchandise standards are meant to establish continuity in the use of USD's primary colors, logo and marks for on-campus events aimed at external audiences such as Homecoming, as well as provide flexibility when it comes to merchandise offered through national retail outlets.

For the former sorts of merchandise, campus entities should take care to adhere to these rules as they pertain to merchandise color as well as logo and mark usage. Greater flexibility for merchandise offered through national retail outlets may be allowed.

Examples of such flexibility in material colors include merchandise associated with causes such as breast cancer awareness (pink), sustainability (green) and veteran's issues (camouflage). All exceptions to the rules should be vetted by University Publications and/or Auxiliary Services.

At the discretion of Auxiliary Services, certain exceptions can be made for items produced by or at the direction of the Torero Store. This includes shirts produced by the direct-to-garment printer.

FOR FURTHER INFORMATION, EMAIL:

publications@sandiego.edu

Collegiate Licensing Company (CLC) Vendors

USD has appointed the Collegiate Licensing Company (CLC) to serve as its exclusive trademark licensing representative. It is important that all entities on campus use CLC-licensed vendors for production of any apparel or merchandise offered for sale, either on or off campus.

The purpose of the collaboration with the CLC is to protect both the university's brand and its copyrights, as well as to build awareness of the university on a national level through a brand presence at retail outlets. Another important reason to use only CLC-licensed vendors is to insure quality of merchandise, integrity of source of materials and ethical manufacturing processes, in support of the university's mission.

Vendors who already work with CLC need to add USD to their license. Vendors who do not already work through CLC should go to www.clc.com to find the information necessary to become a CLC licensee.

For further information about the CLC, contact Loryn Johnson at lorynj@sandiego.edu.

Find a PDF detailing the allowable approved marks for merchandise at www.sandiego.edu/clc.

Logo Guidelines

The following merchandise standards are in to be applied in accordance with USD's established graphic standards.

Product Colors

Your first choice in merchandise should always be the university's primary blue colors, white or gray. For select apparel and merchandise for the Torero Store, colors other than the university's primary blue colors may be used, with the exception of red.



FOUNDERS BLUE
PMS 281



IMMACULATA BLUE
PMS 300



TORERO BLUE
PMS 292

Master Logo and Word Mark Application

Consistent use of the logo builds recognition over time. Therefore, it is vital that the logo be used correctly and in accordance with these rules.

The master logo may be used on:

- Apparel
- Merchandise
- Promotional items

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.



STACKED 2-COLOR MASTER LOGO

University of San Diego®

WORD MARK



HORIZONTAL 2-COLOR MASTER LOGO



Seal Application

The university seal is the official, legal mark of the University of San Diego. It is vital that the seal be used correctly and in accordance with these rules.

The use of the seal is restricted. It may be used on:

- Merchandise for formal or commemorative events
- Graduation diplomas and diploma frames
- Commencement materials, announcements and regalia



UNIVERSITY SEAL



4-COLOR UNIVERSITY MEDALLION

Medallion Application

The university medallion serves as an alternative to the university seal for graphic design purposes. The medallion may be printed 1-color or 4-color, depending upon the product and cost.

The medallion may be used on:

- Apparel
- Merchandise
- Promotional materials



1-COLOR UNIVERSITY MEDALLION



Please note that all merchandise should include the TM or R marks. Express permission for items such as lapel pins must be granted to exclude these marks by contacting publications@sandiego.edu.

Monogram Application

The monogram is designed to be used for on-campus applications, including environmental signage, university vehicles and employee uniforms. The monogram also may be used on very specific pre-approved merchandise, such as decals and ornaments.

There are limited uses for the monogram. It may be used on:

- Employee uniforms
- Apparel
- Pre-approved merchandise
- Promotional items

Do not use the monogram in lieu of the official university master logo under any circumstance.

Custom Monograms

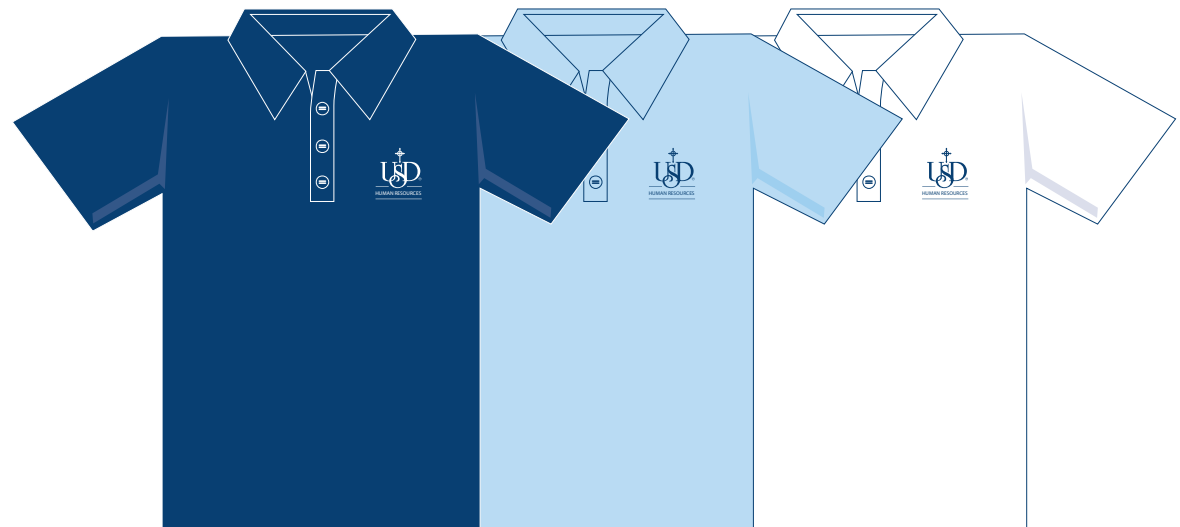
The monogram may be combined with the names of individual academic or administrative departments to create custom monograms for use on employee uniforms and clothing such as uniform hats and jackets.. However, these units may not create their own custom monograms. For a custom monogram, contact University Publications.



1-COLOR MONOGRAM



CUSTOM MONOGRAM



Spirit Mark Application

The spirit marks can be used on a wide range of informal materials for student groups, intramural teams, alumni organizations and athletic events to communicate and express school spirit.

Primary Spirit Mark

The primary spirit mark may be used on:

- Polo shirts
- Competition uniforms for USD's intramural teams
- Competition uniforms for USD's collegiate or club teams
- Practice apparel for USD's intramural teams
- Merchandise
- Promotional items

Do not use the primary spirit mark on:

- Athletic gear
- Practice apparel for USD's collegiate teams or club teams
- Academic materials



PRIMARY 2-COLOR SPIRIT MARK

Secondary Spirit Mark

The secondary spirit mark must have "University of San Diego," typed in the approved Impact font, appear elsewhere on the piece.

The secondary spirit mark may be used on:

- Apparel
- Merchandise
- Promotional items

Do not use the secondary spirit mark on:

- Competition uniforms
- Practice apparel
- Athletic gear



SECONDARY 2-COLOR SPIRIT MARK



Athletic Mark Applications

To use athletic marks for any item not mentioned on this page, permission must be granted by contacting Donté Carty at dcarty@sandieog.edu.

Primary Athletic Mark

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

- Polo shirts
- Athletic gear*
- Practice apparel*
- Merchandise
- Promotional materials

Do not use the primary athletic word mark on:

- Competition uniforms*

San Diego Secondary Athletic Mark

There are strict guidelines for using the San Diego secondary athletic mark in various applications.

The San Diego secondary athletic mark may be used on:

- Competition uniforms for home and away*
- Practice uniforms*
- Polo shirts
- Promotional materials

*The athletic equipment manager is responsible for the production of all team uniforms and gear.



STANDARD 2-COLOR VERSION FOR USE ON A WHITE BACKGROUND



SAN DIEGO SECONDARY ATHLETIC MARK



Toreros, USD, SD or T Secondary Athletic Marks

For uniforms and athletic gear, it is encouraged, but not required, that the University of San Diego athletic word mark also appear, in the sanctioned Impact font and style, somewhere on the uniforms. University Communications reserves the right to review these designs.

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 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. University Communications 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.

The Toreros secondary athletic mark may be used on:

- Competition uniforms for home*
- Practice uniforms*
- Athletic gear*
- Polo shirts
- Promotional materials

Do not use the Toreros secondary athletic mark on:

- Competition uniforms for away*

The USD, SD or T secondary athletic marks may be used on:

- Practice uniforms*
- Athletic gear*
- Polo shirts
- Promotional materials

Do not use the Toreros secondary athletic mark on:

- Competition uniforms for home and away*

*The athletic equipment manager is responsible for the production of all team uniforms and gear.



ADDITIONAL SECONDARY ATHLETIC MARKS

UNIVERSITY OF SAN DIEGO

ATHLETIC WORD MARK



Custom Athletic Signature Application

The custom athletic signature may be used on:

- Polo shirts
- Practice apparel
- Promotional materials
- Athletic gear

Do not the custom athletic signature on:

- Competition uniforms

Direct-to-Garment Printing

The Torero Store works with preferred vendors to help various campus entities — such as sororities, fraternities, alumni, staff and student groups — to produce shirts and merchandise that meet their needs while remaining brand compliant.

For small quantities of custom shirts, departments may want to consider using the Torero Store's direct-to-garment printer. This device allows customers to print full-color photos and text on shirts.

There are a number of reasons to have shirts printed by preferred vendors or by utilizing the expertise of the University Communications and Torero Store teams:

- Protect the University of San Diego brand
- Make sure USD's culture is appropriately promoted
- Ascertain that the Student Code of Conduct is being followed

