



# VISUAL IDENTITY

UNIVERSITY OF SAN DIEGO  
BRAND GUIDELINES

# LOGOS AND MARKS

## Primary Master Logo

At the heart of the logo is a depiction of The Immaculata, a signature building on campus and arguably one of the most recognized features in the San Diego region. The Immaculata is a symbol of the Catholic foundation upon which the university was built.

It's also the crown jewel of the Spanish Renaissance architecture for which the university is so well-known. The logo also features the university's full and official name, University of San Diego, which helps distinguish it from surrounding universities.

This master logo is the central component of the university's visual identity and should be prominently positioned in all materials and communications.

The full-color and reversed full color versions of the master logo are the preferred color options. However, to support a variety of applications, the master logo is also offered in Founders Blue, as well as in black and white.

The horizontal master logo is available for download in the brand toolkit on the USD Gallery. Visit, [usd-gallery.sandiego.edu](https://usd-gallery.sandiego.edu).



### Clear Space

The red box indicates the minimum amount of clear space for the horizontal master logo.



### Minimum Size

The horizontal master logo cannot be smaller than 1.875" in width for print.



# LOGOS AND MARKS

## Secondary Configurations of the Master Logo

When it's more appropriate for the space, the vertical version of the master logo may be used. Please note that this version of the logo often looks best when positioned in the right-hand corner of a design.

The horizontal version of the master logo was specifically modified to enhance its readability and functionality on websites and in digital formats. The web and digital logo may not be used in print.

The vertical and web/digital master logos are available for download in the brand toolkit on the USD Gallery. Visit, [usd-gallery.sandiego.edu](https://usd-gallery.sandiego.edu).

To ensure the most optimized web logo is used in Cascade, create a web request at [sandiego.edu/web-requests](https://sandiego.edu/web-requests).

The graphic representation of the name University of San Diego is called the word mark. There are limited ways the word mark may be used. The word mark is reserved for use in on narrow banners, pens merchandise or giveaway items or in other rare instances when the size of an item prevents the use of the official university master logo. For more information or to receive approval to use the word mark, email [branding@sandiego.edu](mailto:branding@sandiego.edu).

### Vertical Master Logo

When space does not allow, the vertical master logo may be used for print and digital.



### Web and Digital Logo

The web master logo is a modified version of the horizontal master logo. It may also be used on digital banners. Do not use this logo in print.



### Minimum Size

The vertical master logo cannot be smaller than .75" in width for print.



### Word Mark

Usage of the word mark is limited and requires approval.



# LOGOS AND MARKS

## Academic Marks

The university's master logo should be the first choice for external communications. However, if an external communication is about a college or school, or a unit within the college or school, then the corresponding academic mark may be used. Schools that are named for a donor are formatted in a way that provides prominence and honors the donor, their generosity and the role their vision plays in the history of the institution.

The academic marks are available for download in the brand toolkit on the USD Gallery. Visit, [usd-gallery.sandiego.edu](https://www.usd-gallery.sandiego.edu).

### Named Schools Academic Marks



### Unnamed Schools Academic Marks



# LOGOS AND MARKS

## Custom Signatures

Custom signatures are created on an as-needed basis and only by the director of brand marketing and communications. They are sanctioned for use by schools, programs, departments and offices that are part of the university's formal organizational structure.

Custom signatures will not be created for use by individuals or for task forces, committees or other temporary groups that represent initiatives that could change as the university's priorities shift.

To request a custom signature, email [branding@sandiego.edu](mailto:branding@sandiego.edu).

### Examples of Administrative Custom Signatures



### Examples of Academic Custom Signatures



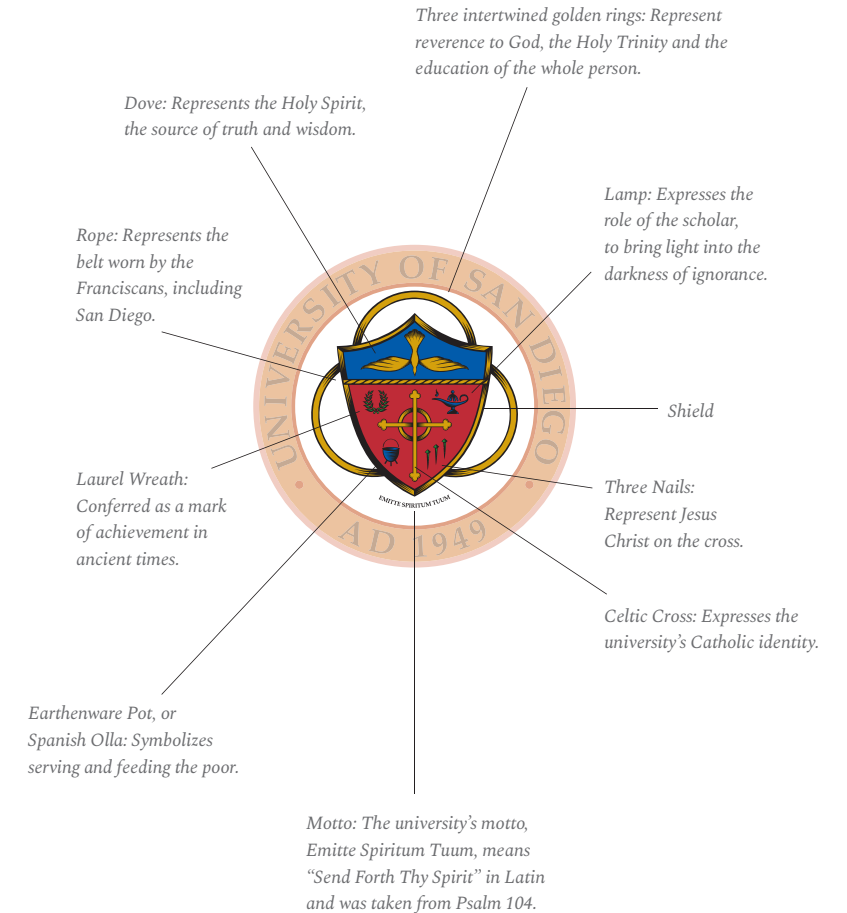
# LOGOS AND MARKS

## Seal

The seal is the official, legal mark of the University of San Diego. It represents the university’s history and is a symbol of its excellence. The seal combines features from the College for Women, the College for Men, School of Law and the Diocese of San Diego. The full-color version of the seal is the preferred color option. However, to support a variety of applications, the seal is also offered in Founders Blue, as well as in black and white.

The seal is restricted for use by the Office of the President, the Board of Trustees and for official institutional and historical documents. It may also be used on diplomas and other commencement-related materials. Other uses must be approved in advance by the director of brand marketing and communications.

To request the seal, email [branding@san Diego.edu](mailto:branding@san Diego.edu).



# LOGOS AND MARKS

## Medallion

Like the master logo, the medallion represents the University of San Diego and is a reflection of its Catholicity, architecture and mission. It also provides a sense of location by showcasing the university's proximity to the Pacific Ocean. The full-color version of the medallion is the preferred color option. However, to support a variety of applications, the medallion is also offered in Founders Blue, as well as in black and white. The medallion generally should not be used on documents related to the official business of the university. The medallion may be used more widely for promotional, merchandise and marketing materials.

The medallion is available for download in the brand toolkit on the USD Gallery. Visit, [usd-gallery.sandiego.edu](https://usd-gallery.sandiego.edu).



### Clear Space

The red box indicates the minimum amount of clear space for the medallion.



### Minimum Size

The medallion cannot be smaller than 1" in width for print. Minimum size exceptions may be granted based on legibility.



# LOGOS AND MARKS

## Monogram

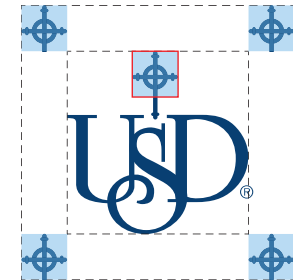
The monogram was created in 1979 by Therese Truitt Whitcomb '53, the university's first graduate, professor emerita of art, and inaugural director of institutional design. It was also a component of the university's master logo from 1979 to 2004. The monogram may be used for monument signage and employee uniforms. While the monogram is usually reserved for on-campus applications, it may also be used for major campus-wide initiatives or specialty items as approved by the director of brand marketing and communications.

For more information, email [branding@sandiego.edu](mailto:branding@sandiego.edu).



### Clear Space

The red box indicates the minimum amount of clear space for the monogram.



### Minimum Size

The monogram cannot be smaller than .625" in width for print. Minimum size exceptions may be granted based on legibility.



# LOGOS AND MARKS

## Spirit Marks

The spirit mark symbolizes, promotes and honors the Torero spirit. The Torero was chosen as a mascot by founder Bishop Charles Francis Buddy in 1961. The spirit mark showcases the Torero in both typeface and graphics. All students, alumni, faculty members and staff are part of the Torero community. The spirit mark may be used more widely for promotional, merchandise and marketing materials.

The full-color and reversed full color versions of the spirit mark are the preferred color options. To support a variety of applications, the spirit mark is also offered in Founders Blue, as well as in black and white.

When using the secondary spirit mark on merchandise, the name University of San Diego must be included elsewhere on the piece in the approved athletic Impact font that matches the primary version of the spirit mark. The secondary spirit mark is reserved primarily for use on merchandise and very select, pre-approved and sanctioned specialty print pieces. The secondary spirit mark is not appropriate for use on the web or on academic materials.

The primary spirit marks are available for download in the brand toolkit on the USD Gallery. Visit, [usd-gallery.sandiego.edu](https://usd-gallery.sandiego.edu).

To request secondary spirit marks, email [branding@sandiego.edu](mailto:branding@sandiego.edu).

### Primary Spirit Mark

The primary spirit mark is comprised of two components, the Torero symbol and the primary athletic wordmark.



### Secondary Spirit Mark

The words University of San Diego must accompany the mark on printed pieces.



### Minimum Sizes

The spirit marks cannot be smaller than .875" in width. Minimum size exceptions may be granted based on legibility.



# LOGOS AND MARKS

## Primary Athletics Mark

Athletics marks may be used in lieu of the official university master logo on only on athletics products or merchandise, or in athletics printed materials and on collegiate and club sports program stationery or in athletics and business cards. These marks are for use by the athletics department to ensure that materials are immediately recognizable as coming from the University of San Diego — home of the Toreros.

Athletics plays a significant role in building, strengthening and extending the brand to a national audience. Each USD student-athlete, like the Torero, represents a willingness to stand alone in the ring and accept a challenge.

The full-color and reversed full color versions of the primary athletics mark are the preferred color options. However, to support a variety of applications, the primary athletics mark is also offered in Founders Blue, as well as in black and white.

These marks may not be used on academic or administrative materials. If you are unsure whether you are authorized to use the marks, contact the director of brand marketing and communications.

To request primary athletic marks, email [branding@sandiego.edu](mailto:branding@sandiego.edu).

### Primary Athletics Mark

The primary athletics mark is comprised of the Toreros mark and the Athletics University of San Diego wordmark.



### Clear Space

The red box indicates the minimum amount of clear space for the primary athletics mark.



### Minimum Size

The primary athletics mark cannot be smaller than 1" in width. Minimum size exceptions may be granted based on legibility.



## LOGOS AND MARKS

### Secondary Athletics Marks

These are the only authorized configurations of the secondary athletic word marks. There are very limited and specific ways the secondary word marks can be used.

Use of all secondary athletic marks is limited for uniforms, gear and by certain university trademark licensees. If you are unsure whether you are authorized to use the marks, contact the director of brand marketing and communications.

To request secondary athletic marks, email [branding@saniego.edu](mailto:branding@saniego.edu).

#### Examples of Secondary Athletics Marks



UNIVERSITY OF SAN DIEGO



# LOGOS AND MARKS

## Specialty Marks

Specialty marks may be designed to support commemorative events — anniversaries, building dedications or capital campaigns or other institutional initiatives. Specialty marks also may be created for signature events — Alumni Honors, Homecoming and Family Weekend, Wine Classic or high-end donor recognition events. However, these specialty marks are reserved for the university's highest profile events which are hosted either by the president, the Board of Trustees or by the university as a whole.

Specialty marks are not appropriate for general events, such as annual lectures or programs hosted by individual schools, centers, institutes, departments, programs or other entities.

Specialty marks designed to commemorate the anniversaries of schools, centers, institutes, departments or programs are based on the design template shown and are only for anniversary years that are divisible by five.

Other specialty marks, unique identifiers or icons that are meant to represent USD or its programs must be approved and reviewed in advance by the director of brand marketing and communications.

For more information, email [branding@sandiego.edu](mailto:branding@sandiego.edu).

### Examples of Specialty Marks



### Example of an Anniversary Mark

Anniversary marks can be used in conjunction with the master logo, an academic mark or a custom signature.



# LOGOS AND MARKS

## Donor Recognition Marks

Marks may be designed for collateral materials, websites or promotional pieces created to support a select few donor recognition clubs. These marks must be approved by the vice president for university advancement and must be created only by the Department of University Marketing and Communications. University employees are prohibited from hiring outside designers to create donor recognition marks. Specific guidelines and processes will be used when creating these marks.

Donor recognition marks cannot be used as a substitute for the official master logo. The master logo must always accompany a donor recognition mark.

For more information, email [branding@san Diego.edu](mailto:branding@san Diego.edu).

### Examples of Donor Recognition Marks



PRESIDENT'S CLUB  
UNIVERSITY *of* SAN DIEGO

# LOGOS AND MARKS

## Improper Usage

A consistent and reliable approach to the University of San Diego’s visual identity will build and protect our brand. The components — master logo, academic marks, seal, medallion, monogram, spirit mark and athletics marks — are “locked” together and may only be reproduced from official artwork. For questions regarding the use of university logos and marks, contact the director of brand marketing and communications.

Do not rotate, distort or change the proportions.



Do not reposition or add elements.



Do not remove elements.



Do not use low-resolution raster files.



Do not “lock” type into the clear space area.



Do not change the colors.



# COLOR

## Primary Palette

The blues and white of the University of San Diego's primary color palette are an important feature and are central to the brand. These colors chosen by USD's founders as school colors because of their connection to the Virgin Mary. Her statue sits atop the blue dome of The Immaculata, one of the most recognized landmarks in the region.

The primary colors should be the foundation of all work — print and digital — so that our communications are focused and unified. By maintaining hierarchy of color usage, we elevate our global brand equity through consistent and recognizable elements.

In addition to using primary colors consistently in printed and digital materials, they should also be used intentionally at USD events to reinforce the brand, promote school spirit and enhance photography to make promotional materials look even more cohesive.

Adobe Swatch Exchange files and a swatch reference sheet are available for download in the brand toolkit on the USD Gallery. Visit, [usd-gallery.sandiego.edu](https://www.usd-gallery.sandiego.edu).



### Founders Blue

PMS 281  
C 90, M 58, Y 0, K 46  
R 0, G 59, B 112  
#003b70



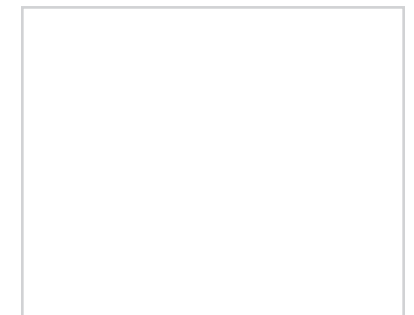
### Immaculata Blue

PMS 300  
C 100, M 50, Y 0, K 0  
R 0, G 116, B 200  
#0074c8



### Torero Blue

PMS 292  
C 50, M 10, Y 0, K 0  
R 117, G 190, B 233  
#75bee9



### White

C 0, M 0, Y 0, K 0  
R 255, G 255, B 255  
#ffffff

# COLOR

## Accent Palette

The University of Alcalá, founded in 1499 just as the 16th century was about to dawn, is located in Alcalá de Henares, in Spain, where St. Didacus, known here as San Diego, spent much of his life. To honor the vision of our founders, we call our neutral warm gray Terraza and our neutral cool gray Plaza. The neutral colors may be used screened in the background of a design.

The University of San Diego is often ranked as the most beautiful campus in the nation. The beauty is due, not only to its 16th century Spanish Renaissance architecture, but also to its landscaping. To acknowledge the hard work of USD's groundskeepers who take great pride in how they care for God's green earth, the university has chosen to name its accent colors after plants and flowers that either represent the State of California, are native to the San Diego region or may even bloom on our campus and help to make it beautiful for all who venture here.

USD takes great care to limit how and when accent colors are used to keep the focus on the primary palette of Founders Blue, Immaculata Blue and Torero Blue. The thoughtful use of photography may be all that's needed to bring color to a design.

The accent palette may be used for items such as charts and tables. It may be used on elements, such as legends to help a reader navigate through printed or digital communications.

**The accent palette may not be used in the design of logos, athletic marks or specialty marks.** Accent colors may not be used in text, on headlines or subheads, or as blocks of color behind copy in marketing material and collateral. All other uses are subject to advance review by the director of brand marketing and communications.



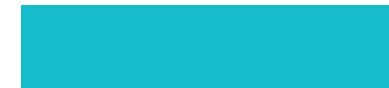
### Terraza

PMS Warm Gray 3  
C 28, M 22, Y 31, K 0  
R 186, G 185, B 173  
#bab9ad (on dark background)  
#aead9e (on light background)



### Plaza

PMS Cool Gray 5  
C 46, M 38, Y 37, K 2  
R 144, G 144, B 146  
#909092 (on dark background)  
#7e7e81 (on light background)



### Agave

PMS 631  
C 72, M 0, Y 21, K 0  
R 0, G 189, B 205  
#00bdcd (on dark background)  
#00a4b3 (on light background)



### Sagebrush

PMS 2301  
C 50, M 0, Y 80, K 11  
R 123, G 180, B 91  
#7bb45b (on dark background)  
#6aa14a (on light background)



### Poppy

PMS 158  
C 0, M 60, Y 87, K 0  
R 245, G 130, B 56  
#f58238 (on dark background)  
#f2650d (on light background)



### Yarrow

PMS 128  
C 0, M 15, Y 81, K 0  
R 255, G 213, B 76  
#ffd54c (on dark background)  
#f1bb55 (on light background)

# COLOR

## Examples of Proper Use of the Accent Colors

Small, intentional uses of accent colors can help draw the eye to a focal point or separate information.

Email Illustration



Inside Spread of Marketing Material



# TYPOGRAPHY

## Headline or Subhead Font

Sofia Sans is the preferred font for headlines and subheads. It also works well for infographics. Originally designed as a typeface for the capital city of Bulgaria, Sofia Sans is a versatile sans serif font family that combines the efficiency of a sans serif font with humanistic touches and rounded corners. With narrow proportions and a generous x-height, this font is a space-saving workhorse that works well in diverse environments, on both the screen and in print.

## Body Copy Font

Spectral is a good choice for body copy if you want your materials to feel traditional and serious or scholarly in nature. Characterized by its distinctive heavy and triangular serifs, Spectral is a balanced serif typeface with a structured look that blends professionalism with a touch of vintage charm. It's considered contemporary, yet classic and is friendly and readable.

Sofia Sans and Spectral are Google fonts and do not require substitutes. They can be downloaded at [fonts.google.com](https://fonts.google.com) and are also available for download in the brand toolkit on the USD Gallery. Visit, [usd-gallery.sandiego.edu](https://usd-gallery.sandiego.edu).

### Sofia Sans

*Sofia Sans Extra Condensed SemiBold*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890( )&%@!?\$

*Sofia Sans Regular*

We are a contemporary Catholic university, grounded in the liberal arts and anchored along an international border, advancing academic excellence to create a more inclusive, sustainable and hopeful world.

### Spectral

*Spectral SemiBold*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890( )&%@!?\$

*Spectral Regular*

We are a contemporary Catholic university, grounded in the liberal arts and anchored along an international border, advancing academic excellence to create a more inclusive, sustainable and hopeful world.

# TYPOGRAPHY

**Examples of Type Pairing in Print and Digital**  
 Sofia Sans Extra Condensed, all caps with increased tracking creates a prominent headline and pairs well with an easy-to-read Spectral body copy.

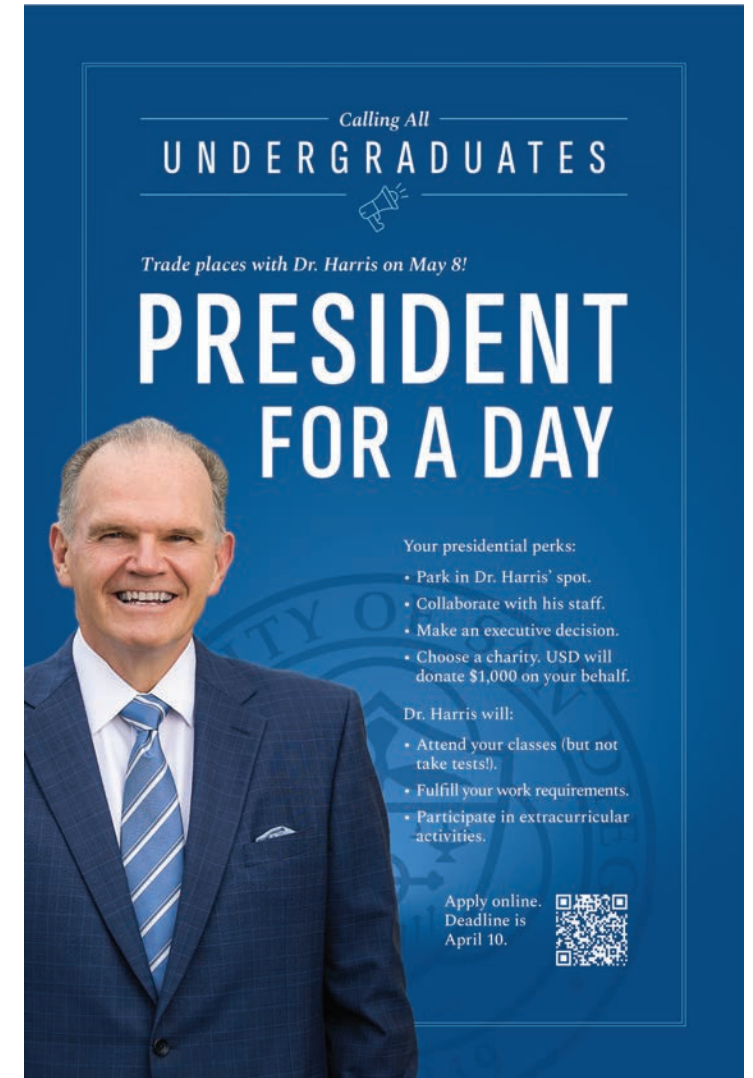
Digital Display Ad



Magazine Print Ad



On-Campus A-Frame Poster



# ICONOGRAPHY

The University of San Diego has created a family of branded icons that complement USD's look and feel and voice, when used with branded trademarks and official colors and fonts in marketing materials. These icons are just a small sample from of a larger, more comprehensive collection that represent the areas of study and level of academic excellence for which USD is so well known. The icons, which are simple, clean and contemporary, also complement USD's messaging about our Catholic identity, our academic and scholarly endeavors, or our mission, vision and strategic plans for the future.

Icons may be used to enhance copy about USD's academic programs or about institutional endeavors, such as health and wellness or sustainability. They may also be used to promote messaging about USD's unique environment, climate and location. Finally, they may be used to showcase USD's rankings, accolades or other points of distinction.

USD's collection of branded icons were created with a consistent look, style and stroke weight. If they are resized from their original format, care must be taken to ensure they continue to maintain the same visual stroke weight.

A collection of icons is available for download in the brand toolkit on the USD Gallery. Visit, [usd-gallery.sandiego.edu](https://www.usd.edu/gallery).



## STATS AND NUMBERS

At the University of San Diego, we present a lot of facts and figures — including varying types of statistics, research data, infographics and rankings. It is important to maintain visual consistency in how this information is displayed.

These elements may be combined with USD's official iconography when appropriate. They may be used only in approved fonts and in USD's primary color palette — Founders Blue, Immaculata Blue and Torero Blue.

A sampler of stats and numbers is available for download in the brand toolkit on the USD Gallery. Visit, [usd-gallery.sandiego.edu](https://www.usd-gallery.sandiego.edu).

**Examples of Styling Stats and Numbers**  
Sofia Sans Extra Condensed SemiBold works well as a contemporary style of statistical information.

**70°**  
AVERAGE  
TEMPERATURE

**94.8%**  
*positions align with  
career goals*

**TOP 15**  
BEST QUALITY  
OF LIFE  
*The Princeton Review*

**40%**  
OUT-OF-STATE  
STUDENTS

**TOP 5**  
*Most Beautiful Campus*  
The Princeton Review

**13:1** STUDENT-TO-  
FACULTY RATIO

**100+** PROGRAMS  
OF STUDY

**#8**  
*Best Catholic Colleges*  
Niche

**600+**  
*alumni positively  
impacting the world*

**\$80,650** *2025-26 cost of attendance for  
undergraduates living on campus*

**\$43,554** *average amount of  
student aid awarded*

# PHOTOGRAPHY

## Style Considerations

Our campus is distinguished by its incredible beauty. Using photography that features the sea and the sky not only showcases the unmatched lifestyle that comes with living in San Diego, but also enhances branding efforts.

The University of San Diego brand uses photography to tell a story about an experience on campus, in the community or internationally. Candid photography of people learning and faculty and staff interacting feels genuine. Photography of people in USD-branded apparel adds an element of school spirit. Use of natural light should be considered as often as possible especially when highlighting USD's theme of Lighting the Way Forward.

## Inclusive Excellence

The University of San Diego aims to celebrate the many cultures, traditions and perspective that our students, faculty, alumni and employees bring to this campus. This fosters intellectual and institutional excellence and it's our goal to accurately and authentically reflect campus demographics in our photography and in all materials produced on behalf of USD.



# PHOTOGRAPHY

## USD Gallery

The University of San Diego recently implemented a new Digital Asset Management (DAM), powered by Bynder. The USD Gallery houses photos, brand assets, a collection of finished video and content, as well as several new featured galleries, carefully curated based on popular topics for quick browsing and downloading. The USD Gallery also offers multiple search options including through: 1) an updated taxonomy; 2) keyword searches; 3) AI natural language searches; and 4) image similarity searches.

The USD Gallery may be accessed through Single Sign-On at [usd-gallery.sandiego.edu](https://usd-gallery.sandiego.edu). For governance information about the new system and FAQs, please refer to the documentation linked on the bottom of the USD Gallery homepage.

## Photographers

When a photo shoot is necessary, use photographers who are approved by the University of San Diego's procurement department and who are conversant with the USD brand. To find approved vendors, login to Workday and click the menu at the top left. Select Connect to Supplier Website. On the next page, put the Requisition Type as Unimarket. Click the Connect button and type "photography" in the Find Supplier search field. If you need assistance in choosing a photographer, the director of brand marketing and communications maintains a list of preferred vendors. Email [branding@sandiego.edu](mailto:branding@sandiego.edu).

# VIDEOGRAPHY

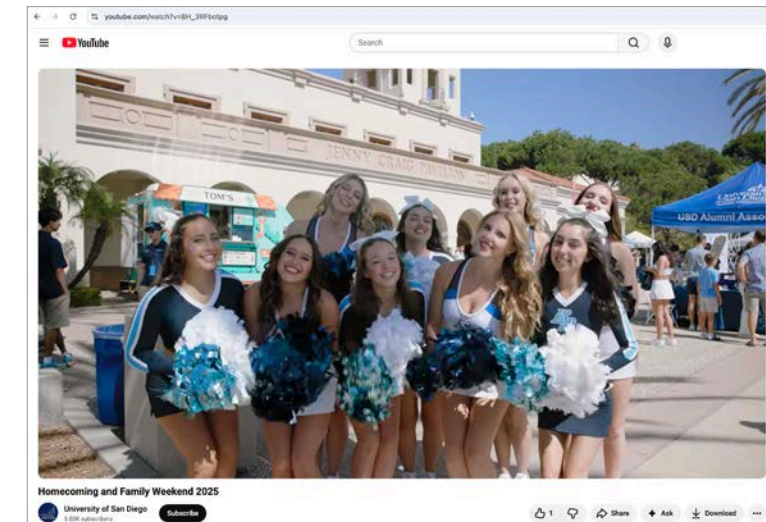
Video is a powerful medium for communication and storytelling regardless of audience, message, purpose or platform. These guidelines can help you optimize your video communications while amplifying the recognition and affinity of the University of San Diego brand:

- **Define your goal** – Before starting a video project, think about developing a creative brief to define your objective, identify your audience, and build a solid foundation to keep your project strategically focused.
- **Be concise** – Unless your content is a lecture or performance, shorter videos will have a better chance of being viewed all the way through. Tell your story with precision to keep your audience watching and interested in what you have to say. Use footage to say what you can't say in words; use text to communicate what your footage can't show. You rarely have to do both at once.
- **Clarity is critical** – Making sure your video is easy to see and hear will ensure a more successful and effective piece. If you have access to equipment like a tripod, external microphone, and lighting kit, that will certainly help, but even if you are shooting your video on a smartphone, seek out simple techniques to optimize your work.

## Video Platform

You are encouraged to post your video content to the USD YouTube channel (or your school/college channel). Best practice is to embed your YouTube video on a USD website page, and share that page in order to drive traffic to USD's website in addition to posting it to YouTube. For additional information and support on best practices for uploading video content, email the Office of Content and Development Strategy at [cds@sandiego.edu](mailto:cds@sandiego.edu). To view a collection of videos by various entities on campus, visit [youtube.com/user/uofsandiego](https://youtube.com/user/uofsandiego).

Example of a YouTube Video



# VIDEOGRAPHY

## Incorporating Light

At USD, we are intentionally weaving our Lighting the Way Forward theme into everything we do — including how we tell our stories, how we write our content, how we shoot our photos and even how we brand our institutional videos. The lower third element, also known as a chyron, and the end plate incorporate a flare of light that celebrates that unique spirit of the Lighting the Way Forward theme. A lower third should run at a length of five to seven seconds. If B-roll is being used, the timing can be shorter.

Adobe Premiere Pro packages for lower thirds and endplates are available for download in the brand toolkit on the USD Gallery. Visit, [usd-gallery.sandiego.edu](https://www.usd-gallery.sandiego.edu).

## Video Repository/B-Roll

University Marketing and Communications maintains a video repository that serves the USD community and approved campus vendors. To request files or inquire about available footage, contact [cds@sandiego.edu](mailto:cds@sandiego.edu).

## Videographers

When a video shoot is necessary, use videographers who are approved by the University of San Diego's procurement department and who are conversant with the USD brand. If you need assistance in choosing a videographer, the director of brand marketing and communications maintains a list of preferred vendors. Email [branding@sandiego.edu](mailto:branding@sandiego.edu).

Example of a Lower Third and End Plate



# REPRESENTING USD

## Wardrobe Guidelines

Students, faculty members and employees who are chosen to represent USD in photo shoots or video shoots, should take great care in how they come across on camera. The goal is to capture authentic moments and to genuinely represent or truthfully mirror the University of San Diego experience.

Those on camera are encouraged to dress in what they would wear to campus for work or school. School colors or USD apparel is encouraged and ensure that photography and videography complement USD's brand. Subjects should not wear busy patterns and prominent graphics. They should also avoid wearing the color combinations of local universities (e.g. red and black). Neutral, solid colors are preferred. Clothing should be modest and ensure appropriate coverage.

## Permissions

Students grant the university the right to use their photographs, quotes and comments for use in publicity, advertising, fundraising and marketing purposes upon enrolling at the university. Releases should be obtained from faculty and staff. Particular care should be taken in obtaining releases from minors. The Consent and Release form is available for download. Visit [sandiego.edu/brand/documents/consent-form.pdf](https://sandiego.edu/brand/documents/consent-form.pdf).

For questions, email [branding@sandiego.edu](mailto:branding@sandiego.edu).

# MERCHANDISE AND APPAREL

## Procurement Guidelines

The following merchandise and apparel graphic standards are meant to establish continuity in the use of USD's primary colors, master logo and other university marks for on-campus events aimed at external audiences. Campus entities are required to adhere to these rules as they pertain to merchandise color and logo/mark usage. Branding guidelines and protocols must be followed before procurement will pay for goods or services. **University funding will not be authorized to pay for goods or services that are not branded to USD's standards.**

## Product Colors

Your first choice in merchandise color should always be the university's primary blue colors, or white. Gray is a secondary option.

## Logo and University Marks Applications

The master logo, medallion, spirit mark, academic marks and custom signatures may be used on apparel and on many merchandise items. Use of the monogram or seal must be approved by the director of brand marketing and communications. The trademark™ or registration® mark should always be used with the above-mentioned logo or marks. When using any secondary marks, including the secondary spirit mark or any of the secondary athletic marks, the words University of San Diego, in the Impact font and styling, must appear elsewhere on the piece.

For more information, email [branding@sandiego.edu](mailto:branding@sandiego.edu).

### Examples of Proper Logo Application on Merchandise and Apparel



# MERCHANDISE AND APPAREL

## Licensing

The University of San Diego has appointed CLC (Powered by Learfield) to serve as its exclusive trademark–licensing representative. It is important that all entities on campus use USD–licensed vendors for production of any apparel or merchandise offered as a giveaway, or for sale, either on or off campus.

The purpose of the collaboration with 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 ensure the quality of merchandise, the integrity of source of materials and the 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 visit [clc.com](https://clc.com) to find the information necessary to become a USD licensee.

For additional details about the campus licensing program, and to find a licensed vendor, visit [sandiego.edu/auxiliary/about/licensing.php](https://sandiego.edu/auxiliary/about/licensing.php).