## **University of San Diego**

Current Revision Date: 07/24/18

**Established**: 1949 **Location**: San Diego, CA **Mascot**: Toreros

Mascot Name: Diego Torero Conference: West Cost Conference, Pioneer Football League

University of San Diego® University of San Diego Toreros® Toreros® USD™ SD™ Verbiage

Founders Blue	Torero Blue	Immaculata Blue	White
PANTONE 281 C	PANTONE 292 C	PANTONE 300 C	<b>White</b>
C:90 M:58 Y:0 K:46   R:0 G:59 B:112	C:50 M:10 Y:0 K:0   R:117 G:190 B:233	C:100 M:50 Y:0 K:0   R:0 G:116 B:200	MADEIRA: White
MADEIRA: 1242 Poly-Neon: 1843	MADEIRA: 1274 Poly-Neon: 1675	MADEIRA: 1297 Poly-Neon: 1797	RA: White

Approved University colors or the \*PANTONE® colors listed on this page must be used. The colors on this page are not intended to match PANTONE color standards, refer to the current editions of the PANTONE color publications. \*PANTONE® is a registered trademark of PANTONE, Inc.



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## **School Marks** School marks are available upon request in all five color versions 43 44 University of San Diego<sup>o</sup> PROFESSIONAL AND CONTINUING EDUCATION University of San Diego® **KROC SCHOOL** 45 46 University of San Diego® University of San Diego® SHILEY-MARCOS **SCHOOL OF BUSINESS SCHOOL OF ENGINEERING** 47 48 University of San Diego<sup>o</sup> SCHOOL OF LEADERSHIP University of San Diego® 49

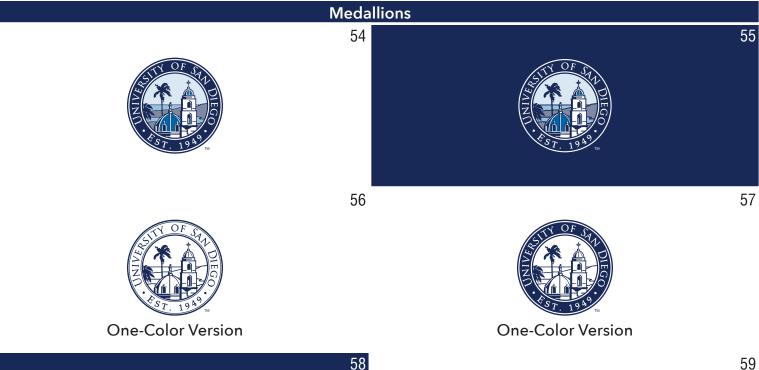


**Monogram Marks** 

## 50 52

Use of the Monogram for on-campus application only:

- signage
- employee firms
- pre-approved merchandise
- certain sanctioned campus-wide initiatives



**School Seal** 

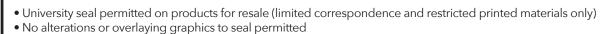
60







61



- University licenses consumables (must have expiration date on packaging)
- University licenses health and beauty products
- University permits numbers on products for resale (no current player's number can be used)
- Mascot caricatures permitted
- Cross licensing with other marks may be permitted with an additional agreement

- No use of current players' name, image, or likeness is permitted on commercial products in violation of NCAA rules
- No references to alcohol, drugs, or tobacco related products may be used in conjunction with University marks

**ADDITIONAL PERTINENT** 

**INFORMATION**