



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

Verbiage

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

Founders Blue

PANTONE 281 C
C:90 M:58 Y:0 K:46 | R:0 G:59 B:112
MADEIRA: 1242 Poly-Neon: 1843

Torero Blue

PANTONE 292 C
C:50 M:10 Y:0 K:0 | R:117 G:190 B:233
MADEIRA: 1274 Poly-Neon: 1675

Immaculata Blue

PANTONE 300 C
C:100 M:50 Y:0 K:0 | R:0 G:116 B:200
MADEIRA: 1297 Poly-Neon: 1797

White

White
MADEIRA: White
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. For PANTONE color standards, refer to the current editions of the PANTONE color publications. *PANTONE® is a registered trademark of PANTONE, Inc.

Primary Athletics Marks

1	2	3	4	5	When using SD (1-5) or Spirit Mark (27-28), the text "University of San Diego" must be used as a second hit somewhere on the product.
6	7	8	9	10	

Spirit Marks

25	26	27	28
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Master Marks

29	30	31	32
33	34	35	36

Secondary Athletics Marks

11	12	13	14
15	16	17	18
19	20	21	22
23	24		

School Marks

37	38	39
40	41	42



School Marks

School marks are available upon request in all five color versions

43	44
45	46
47	48
49	

Monogram Marks

50	51
52	53

Use of the Monogram for on-campus application only:

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

Medallions

54	55
56	57
58	59

One-Color Version

One-Color Version

Two -Color Version

Two -Color Version

School Seal

60	61

ADDITIONAL PERTINENT INFORMATION

- University seal permitted on products for resale (limited correspondence and restricted printed materials only)
- No alterations or overlaying graphics to seal permitted
- 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 and regulations
- No references to alcohol, drugs, or tobacco related products may be used in conjunction with University marks