SONOMA STATE SEAWOLVES BRAND STANDARDS GUIDE



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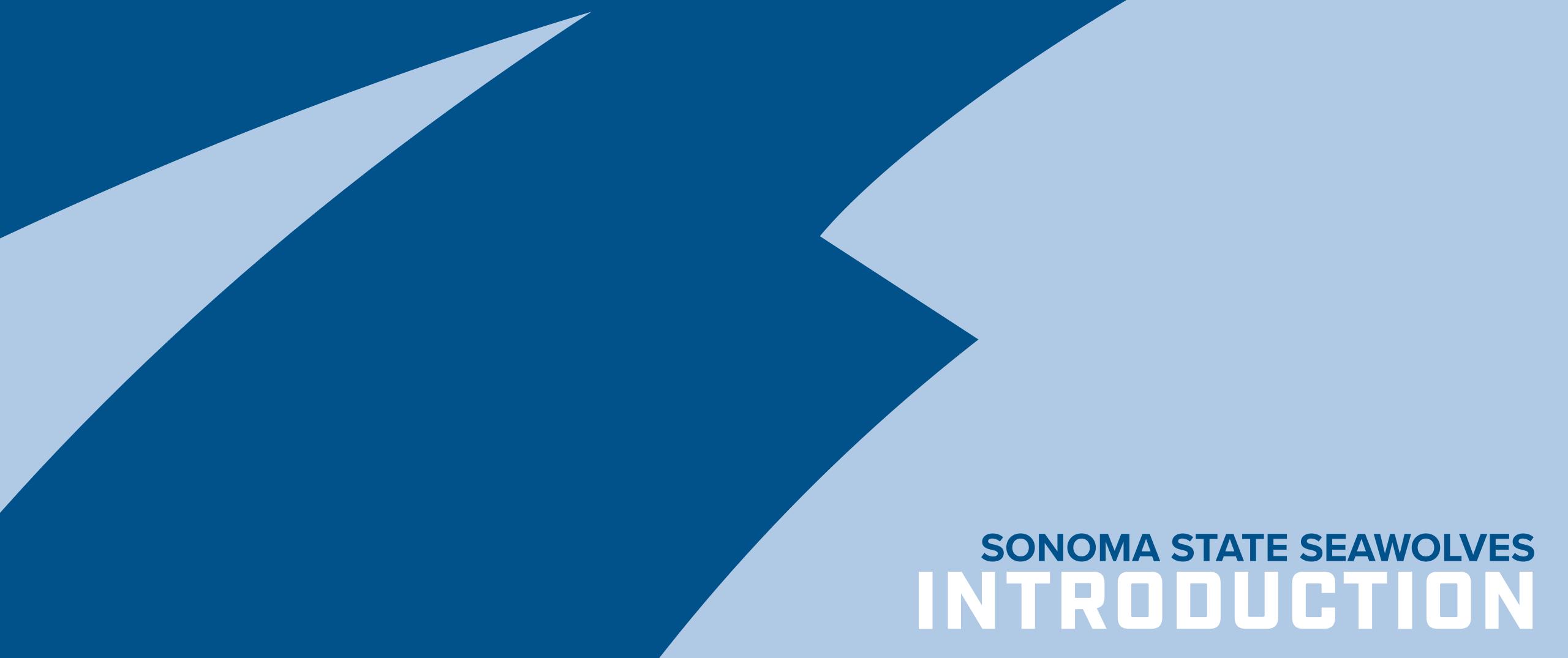
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INTRODUCTION

PURPOSE OF THE GUIDE

For the Sonoma State Seawolves, our brand is one of our most valuable assets. It's what defines us, our purpose, and what we stand for as an organization.

These guidelines are designed to ensure that all members and partners of Sonoma State Athletics work together to communicate a consistent brand image and visual expression. By following these guidelines, we can protect and maintain the integrity of the Sonoma State Athletics brand.

As a representative of Sonoma State Athletics, it's important that you replicate and produce our brand elements in accordance with the guidelines outlined in this document. Your adherence to these guidelines will help us communicate our brand in a consistent, compelling, and unified manner.

By doing so, we can ensure that the Sonoma State Athletics brand carves out a unique and relevant position within the competitive landscape of athletics. Thank you for your commitment to our brand and for playing an essential role in protecting and promoting it.



INTRODUCTION

FILE FORMATS

The success of the Sonoma State Athletics brand relies on the clarity and consistency with which it is implemented.

Marks are available for use per the enclosed Brand Guidelines in the formats listed below.

SUPPLIED FILE FORMATS

File formats are limited to specific use scenarios.

PDF, AI, EPS - Resolution independent vector files used for logos, icons and other line art.

PNG, JPEG - Compressed image files for web or Microsoft Office applications. Keep in mind PNG's allow transparency.

USAGE FORMATS

Print: PDF, AI, EPS (CMYK, PMS)

Digital: On-screen, broadcast, web,

PowerPoint: PNG, JPG (RGB)



SONOMA STATE SEAWOLVES BRANDIDENTITY

PRIMARY LOGO - FULL COLOR

The Full Color Primary Logo is shown here on Light and Dark backgrounds.

The Full Color Primary Logo should be used wherever possible to communicate the Sonoma State Seawolves brand.







PRIMARY LOGO - TWO-COLOR

The Two-Color Primary Logo is shown here on Light and Dark backgrounds.

The Full Color Primary Logo should be used wherever possible to communicate the Sonoma State Seawolves brand, however, additional marks are provided for situations where Two-Color versions are needed for production.







PRIMARY LOGO - ONE-COLOR

The One-Color Primary Logo is shown here in all approved color combinations on Light and Dark backgrounds.

The Full Color Primary Logo should be used wherever possible to communicate the Sonoma State Seawolves brand, however, additional marks are provided for situations where One-Color versions are needed for production.

























SECONDARY LOGO - FULL COLOR

The Full Color Secondary Logo is shown here on Light and Dark backgrounds.

The Full Color Secondary Logo should be used wherever possible to communicate the Sonoma State Seawolves brand.







SECONDARY LOGO - TWO-COLOR

The Two-Color Secondary Logo is shown here on Light and Dark backgrounds.

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WOLF HEAD ICON - FULL COLOR

The Full Color Wolf Head Icon is shown here on Light and Dark backgrounds.

The Full Color Wolf Head Icon should be used wherever possible to communicate the Sonoma State Seawolves brand.







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WOLF HEAD ICON – TWO-COLOR

The Two-Color Wolf Head Icon is shown here on Light and Dark backgrounds.

The Full Color Wolf Head Icon should be used wherever possible to communicate the Sonoma State Seawolves brand, however, additional marks are provided for situations where Two-Color versions are needed for production.







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WOLF HEAD ICON - ONE COLOR

The One-Color Wolf Head Icon is shown here in all approved color combinations on Light and Dark backgrounds.

The Full Color Wolf Head Icon should be used wherever possible to communicate the Sonoma State Seawolves brand, however, additional marks are provided for situations where One-Color versions are needed for production.



SONOMA STATE SEAWOLVES WORDMARK - FULL COLOR

The Full Color Sonoma State Seawolves Wordmark is shown here on Light and Dark backgrounds.

The Full Color Sonoma State Seawolves Wordmark should be used wherever possible to communicate the Sonoma State Seawolves brand.

SONOMA STATE SEAWOLVES



SONOMA STATE SEAWOLVES

SONOMA STATE SEAWOLVES - ONE-COLOR

The One-Color Sonoma State Seawolves Wordmark is shown here in all approved color combinations on Light and Dark backgrounds.

The Full Color Sonoma State Seawolves
Wordmark should be used wherever
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versions are needed for production.









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SONOMA STATE SEAWOLVES

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SONOMA STATE SEAWOLVES

SONOMA STATE ATHLETICS WORDMARK – FULL COLOR

The Full Color Sonoma State Athletics Wordmark is shown here on Light and Dark backgrounds.

The Full Color Sonoma State Athletics
Wordmark should be used wherever possible
to communicate the Sonoma State Seawolves
brand.

SONOMA STATE ATHLETICS

SONOMA STATE ATHLETICS

SONOMA STATE ATHLETICS

SONOMA STATE ATHLETICS – ONE-COLOR

The One-Color Sonoma State Athletic Wordmark is shown here in all approved color combinations on Light and Dark backgrounds.

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SONOMA STATE WORDMARK – FULL COLOR

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SEAWOLVES WORDMARK - FULL COLOR

The Full Color Seawolves Wordmark is shown here on Light and Dark backgrounds.

The Full Color Seawolves Wordmark should be used wherever possible to communicate the Sonoma State Seawolves brand.

SEAWOLVES



SEAWOLVES

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SEAWOLVES WORDMARK -ONE-COLOR

The One-Color Seawolves Wordmark is shown here in all approved color combinations on Light and Dark backgrounds.

The Full Color Seawolves Wordmark should be used wherever possible to communicate the Sonoma State Seawolves brand, however, additional marks are provided for situations where One-Color versions are needed for production.





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SEAWOLVES SCRIPT

The Seawolves Script is shown here in all approved color combinations on Light and Dark backgrounds.















Seawolves





SPORTS SPECIFIC PRIMARY LOCKUPS – FULL COLOR

The Full Color Sports Specific Primary Lockup for basketball is shown here on Light and Dark backgrounds. This is the approved system for all Sports Specific Marks.

The Full Color Sports Specific Primary
Lockup should be used wherever possible to
communicate the Sonoma State Seawolves
brand.







SPORTS SPECIFIC PRIMARY LOCKUPS – TWO-COLOR

The Two-Color Sports Specific Primary
Lockup for basketball is shown here on Light
and Dark backgrounds. This is the approved
system for all Sports Specific Marks.

The Full Color Sports Specific Primary
Lockup should be used wherever possible to
communicate the Sonoma State Seawolves
brand, however, additional marks are
provided for situations where Two-Color
versions are needed for production.







SPORTS SPECIFIC PRIMARY LOCKUPS – ONE-COLOR

The One-Color Sports Specific Primary Lockup for basketball is shown here on Light and Dark backgrounds. This is the approved system for all Sports Specific Marks.

The Full Color Sports Specific Primary
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communicate the Sonoma State Seawolves
brand, however, additional marks are
provided for situations where One-Color
versions are needed for production.

























SPORTS SPECIFIC WORDMARKS – FULL COLOR

The Full Color Sports Specific Wordmark for basketball is shown here on Light and Dark backgrounds. This is the approved system for all Sports Specific Wordmarks.

The Full Color Sports Specific Wordmark should be used wherever possible to communicate the Sonoma State Seawolves brand.

SONOMA STATE BASKETBALL



SONOMA STATE BASKETBALL

SPORTS SPECIFIC WORDMARKS – ONE-COLOR

The One-Color Sports Specific Wordmark for basketball is shown here on Light and Dark backgrounds. This is the approved system for all Sports Specific Wordmark in the brand identity system.

The Full Color Sports Specific Wordmarks should be used wherever possible to communicate the Sonoma State Seawolves brand, however, additional marks are provided for situations where One-Color versions are needed for production.





SONOMA STATE BASKETBALL



SONOMA STATE BASKETBALL

SONOMA STATE
BASKETBALL



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SONOMA STATE BASKETBALL



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SONOMA STATE

SSU LOGO

The SSU Logo is shown here on Light and Dark backgrounds. The SSU Logo should only ever be used in full color applications.





SSU PAW - FULL COLOR

The Full Color SSU Paw is shown here on Light and Dark backgrounds.

The Full Color SSU Paw should be used wherever possible to communicate the Sonoma State Seawolves brand







SSU PAW - ONE-COLOR

The One-Color SSU Paw is shown here on Light and Dark backgrounds. This represents the approved system for all Sports Specific Wordmarks in the brand identity system.

The Full Color SSU Paw should be used wherever possible to communicate the Sonoma State Seawolves brand, however, additional marks are provided for situations where One-Color versions are needed for production.





















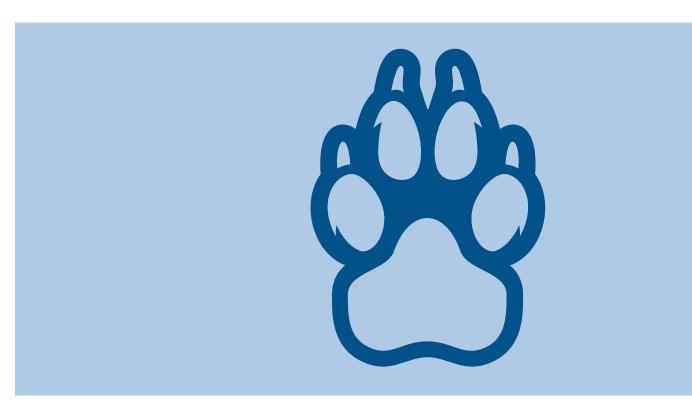




PAW PRINT - FULL COLOR

The Full Color Paw Print is shown here on Light and Dark backgrounds.

The Full Color Paw Print should be used wherever possible to communicate the Sonoma State Seawolves brand.



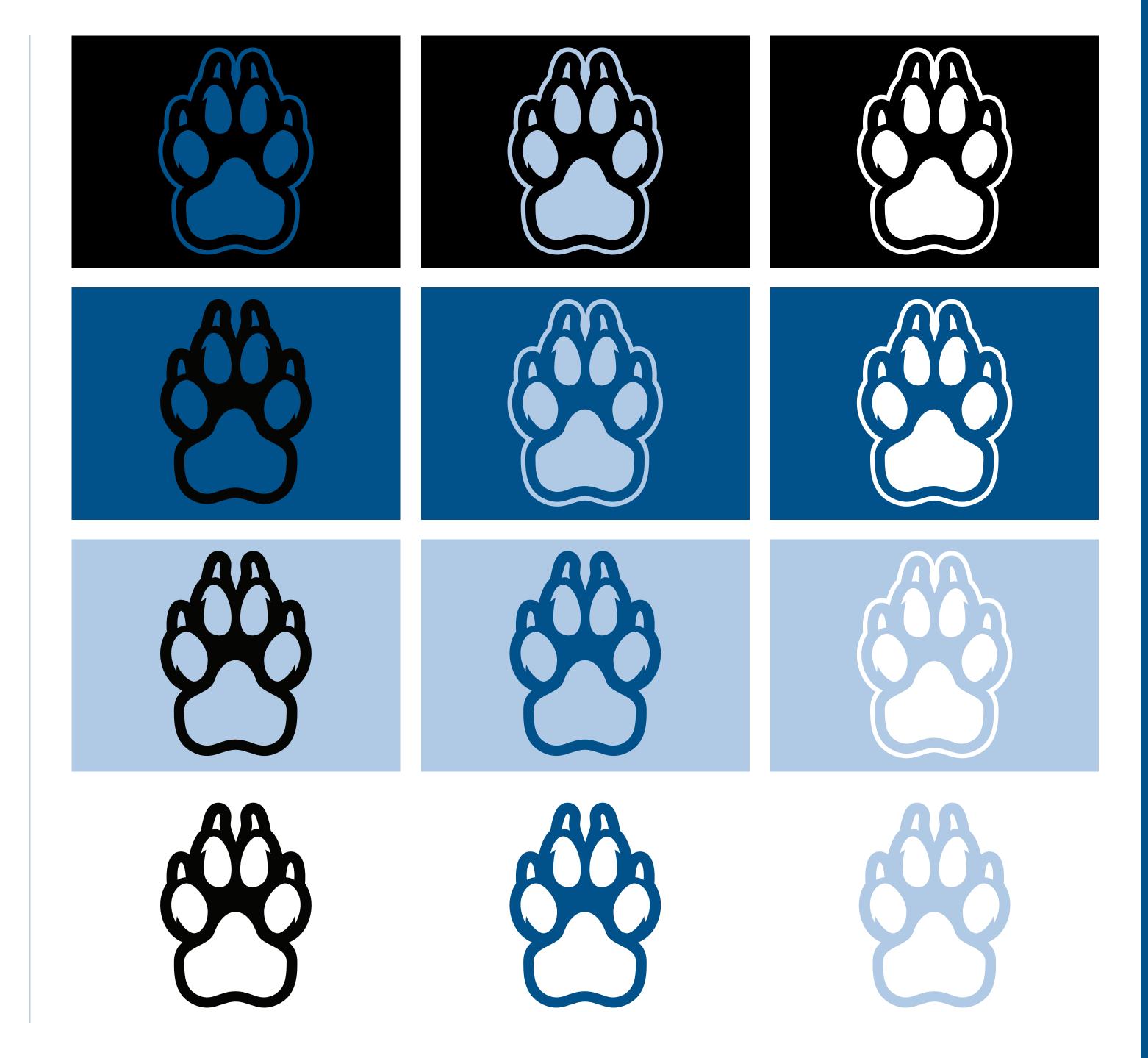




PAW PRINT - ONE-COLOR

The One-Color Paw Print is shown here on Light and Dark backgrounds. This represents the approved system for all Sports Specific Wordmarks in the brand identity system.

The Full Color Paw Print should be used wherever possible to communicate the Sonoma State Seawolves brand, however, additional marks are provided for situations where One-Color versions are needed for production.



CLEAR SPACE

Presented here are the clear space standards for our Primary Logo. To ensure proper clear space and thus appropriate scale and proportion, you must always:

- Keep the area around the mark relatively clear
- Prohibit other graphic elements, type or logos from infringing on its space

MINIMUM SIZE REQUIREMENTS

There is no maximum size for this logo. Minimum sizes are below:



Digital: 80px height Print: 1 inch height



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MISUSAGE

The Sonoma State Athletics identity must be treated consistently in order to maintain the integrity of the Seawolves brand the following rules apply:

- A. DO NOT CHANGE PROPORTIONS
- **B. DO NOT SKEW**
- **C. DO NOT CHANGE COLORS**
- D. DO NOT INVADE CLEAR SPACE
- E. DO NOT TINT OR SHADE
- F. DO NOT ADD EFFECTS OR FILTERS

Note: Although only the Wolf Head Icon is shown here, these misusage rules apply to all iterations of the brand identity.

A:



DO NOT CHANGE PROPORTIONS

B:



DO NOT SKEW

C:



DO NOT CHANGE COLORS

D:



DO NOT INVADE CLEAR SPACE

E:



DO NOT TINT OR SHADE

F:



DO NOT ADD EFFECTS OR FILTERS

SONOMA STATE SEAWOLVES COLUR PALETTE BYPOGRAPHY

COLOR PALETTE & TYPOGRAPHY

COLOR PALETTE

Maintaining consistent and accurate brand colors is vital for creating a strong and recognizable brand identity.

Our primary colors are listed in the chart to the right, and color chips are presented in CMYK, RGB, and Hex formats for ease of use. To ensure the proper application of our brand colors, we recommend using only the approved electronic files for reproduction and adhering to the listed color specifications.

The Color Balance chart shown below represents the approximate ratio of color use for our complete identity, which should be reflected in the overall visual output to maintain consistency and cohesiveness across all produced items.

COLOR BALANCE

45% 45% 25% 5%



UNIVERSITY LIGHT BLUE

CMYK C:29, M:13, Y:2, K:0 **RGB** R:172, G:202, B:233

HEX #ACCAE9



UNIVERSITY BLUE

CMYK C:100, M:74, Y:20, K:5

RGB R:0, G:76, B:151

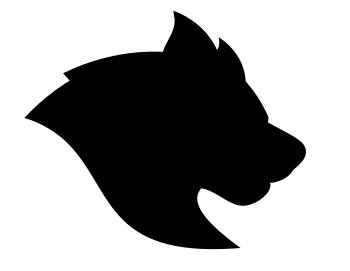
HEX #004C97



WHITE

CMYK C:0, M:0, Y:0, K:0 R:255, G:255, B:255

HEX #FFFFFF



BLACK

CMYK C:100, M:100, Y:100, K:100

RGB R:0, G:0, B:0 **HEX** #000000

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COLOR PALETTE & TYPOGRAPHY

TYPOGRAPHY

The approved font and weights are presented in the chart to the right, and we recommend adhering to these guidelines for all toplevel or prominent communications. When using Industry Black, it's important to avoid italicizing or skewing the font in any way. Furthermore, please note that no versions of Industry are meant to be typeset in Microsoft Office applications and should only be used within design applications to ensure consistency and accuracy.

Special glyphs for the letters A, C, G, and S have been created exclusively for use in our logos and should not be used in any other graphics or designs. These special glyphs are intended to be used only in logos to maintain consistency in our brand identity.



INDUSTRY BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

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CUSTOM GLYPHS

AACGS

SONOMA STATE

1801 E COTATI AVE, ROHNERT PARK, CA 94928

