

LOGO USE POLICY AND BRANDING GUIDELINES

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BACKGROUND AND PURPOSE

This policy is intended to ensure that the Associated Students Logo is not misused while enabling the campus community to use the logo. I.e., student organizations, external organizations & university stakeholders.

POLICY STATEMENT

All approved members of the campus & external communities shall abide by these guidelines related to proper use of the Associated Students' name, image & logos. If you have any questions or comments about this material, please contact the Marketing and Communications Department at marketing@asi.sfsu.edu or (415) 338-2771.

APPLICABILITY TO THE POLICY

This policy applies to the student community, staff members of Associated Students (AS), San Francisco State University ('the University'), and any entity that wishes to use the AS logo and/or name on any publication for any purpose. Any and all organizations that receive funding from AS should be in compliance with the following policy.

DEFINITIONS

Term	Definition
Associated Students Logo	An emblem designed to represent Associated Students of San Francisco State University which should be on all official AS documents, memos, banners, advertisements, media, etc.
Board of Directors (BOD)	The student body of elected or appointed members who oversee and approve the activities of Associated Students of San Francisco State University
Logo Layover	An emblem designed by the AS Marketing & Communications department, including

AMENDMENTS

This policy may be amended by a majority vote of the AS Board of Directors (BOD). The Associated Students Logo is to be used by all organizations that receive AS funding for both on and off campus events, and by the University when approved by the BOD.

The AS Logo needs to be attached to all banners, fliers, and documents that are being used to advertise the event. The AS Logo is not to be duplicated, forwarded to unauthorized individuals and/or organizations. The Logo cannot be used for events that have not been approved and/or funded by Associated Students.

PROMOTIONAL ITEMS

The design of any promotional materials by a recognized Associated Students program, service, staff or BOD member must be executed via the AS Marketing and Communications Department.

SOCIAL MEDIA

This section is designed for staff members that manage a social media account for AS.

Use of AS logos and visual references should comply with this policy. All social media platforms should include "Associated Students". All media created by the marketing department must include the AS logo to ensure proper branding and visual transparency.

AS PROGRAMS

The Associated Students logo shall be placed on all publicity and deliverables that promote Associated Students. Only advertisements that have been approved by the Marketing Department and Programs may be utilized. All videos, print, promotional and digital content must include the AS Logo and provide accurate credit for Associated Students. The Marketing & Communications “AS Social Media & Graphic Design Protocols” I shall be held & managed by the AED of Marketing & Communications, and referenced regarding any social media concerns; additional concerns should be taken up with the AED of Marketing & Communications directly.

No individual program is authorized to create, use, or promote a program-specific emblem. All programs/ departments are expected to use the AS logo on all marketing materials.

STUDENT ORGANIZATIONS

Any student organizations funded by Associated Students must include the official AS logo layover to be placed on their physical and digital advertisements/brochures/programs/media including all social media campaigns/video content The official/approved AS logo layover will be provided to the student organization by the Finance Committee and/or BOD upon approval of their request for funding.

Use of the AS Logo is only granted for events specifically approved by the BOD and/or Finance Committee.

SAN FRANCISCO STATE UNIVERSITY

All entities of the university must gain approval from the Associated Students Board of Directors for use of the name, image & logo prior to publication. In the event that the BOD is unable to meet, in accordance with the ByLaws, the Executive Committee may approve usage. Duration of use of AS Logo is at the discretion of the BOD and/or Executive Committee and should be specified in the motion. To ensure continuity and accounting of approvals, the VP Assistants shall maintain a University Logo Use Approval Log, in which the specific approved uses of the Logo are recorded, in addition to disapprovals and reasons for disapprovals. The VP Assistants shall maintain the authority to update the University Logo Use Approval Log as necessary to remain aligned with the spirit of this policy.

BUSINESS CARDS

The request form should be completed by either the director, manager of the department/ program, or human resources. Once the project is completed, an email with the attached file will be sent out for approval. After approval is finalized, it will be the Marketing & Communications department’s responsibility to take care of printing.

FORMS AND VISUALS

Attachment A: Primary Logo, Horizontal

Attachment B: Secondary Logo, Vertical

Attachment C: Icon Logo

Attachment D: Primary Logo Colors

Attachment E: Typography

Attachment F: Business Cards

Attachment G: Email Signature

Attachment A: Primary Logo, Horizontal

Color



Black and White



Attachment B: Secondary Logo, Vertical

Color



Black and White



Attachment C: Icon Logo

Color



Black & White



Attachment D: Primary Logo Colors



Pantone Coated 2755 C

R35, G17, B97

C97, Y100, M0, K30

Web: HTML #231161



Pantone Coated 117 C

R201, G151, B0

C6, Y27, M100, K12

Web: HTML #C99700

Attachment E: Typography

BRANDON GROTESQUE FAMILY

Brandon Grotesque Thin ABCab	<i>Brandon Grotesque Thin Italic AB</i>
Brandon Grotesque Light ABCa	<i>Brandon Grotesque Light Italic AB</i>
Brandon Grotesque Regular AB	<i>Brandon Grotesque Regular Italic</i>
Brandon Grotesque Medium AB	<i>Brandon Grotesque Medium Italic</i>
Brandon Grotesque Bold ABCab	<i>Brandon Grotesque Bold Italic AB</i>
Brandon Grotesque Black ABCa	<i>Brandon Grotesque Black Italic A</i>

ABCDEabcde12345&(!)@\$€?!

Attachment F: Business Cards



Attachment G: Email Signature



Name | Position

she/her/hers | he/him/his | they/them/theirs

Department

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LOGO USE POLICY AND BRANDING GUIDELINES APPROVAL AND REVISION HISTORY

Logo Use Policy was Reviewed and Approved by the AS Board of Directors on 09/14/2001

Logo Use Policy and Branding Guidelines was Revised and Approved by AS Board of Directors on 04/17/2024