

# LOGO USE POLICY AND BRANDING GUIDELINES

---

BACKGROUND AND PURPOSE.....	1
POLICY STATEMENT.....	1
APPLICABILITY TO THE POLICY.....	2
DEFINITIONS.....	2
AMENDMENTS.....	2
PROMOTIONAL ITEMS.....	2
SOCIAL MEDIA.....	2
AS PROGRAMS.....	3
STUDENT ORGANIZATIONS.....	3
BUSINESS CARDS.....	3
FORMS AND VISUALS.....	4
Primary Logo, Horizontal.....	4
Secondary Logo, Vertical.....	5
Icon Logo.....	6
Primary Logo Colors.....	7
Typography.....	8
Business Cards.....	8
Email Signature.....	9
LOGO USE POLICY AND BRANDING GUIDELINES APPROVAL AND REVISION HISTORY.....	9

## 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](mailto: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**

<b>Term</b>	<b>Definition</b>
<b>Associated Students Logo</b>	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.
<b>Board of Directors (BOD)</b>	The student body of elected or appointed members who oversee and approve the activities of Associated Students of San Francisco State University
<b>Logo Layover</b>	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 Executive Director.

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 approved by the BOD and/or Finance Committee.

## **SAN FRANCISCO STATE UNIVERSITY**

All entities of the university must gain approval from the Associated Students Executive Director for use of the name, image & logo prior to publication.. The Board retains the authority to revoke use of the AS logo subject to a majority vote in an open Board meeting.To ensure continuity and accounting of approvals, the Executive Director 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 Executive Director must include new approvals in their report to the Board to ensure that they remain informed of co-sponsorships and collaborations. In the absence of the ED, approval should come from the AED of Marketing and Communications.

## **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>
<b>Brandon Grotesque Bold ABCab</b>	<b><i>Brandon Grotesque Bold Italic AB</i></b>
<b>Brandon Grotesque Black ABCa</b>	<b><i>Brandon Grotesque Black Italic A</i></b>

---

**ABCDEabcde12345&(!)@\$€?!**

**Attachment F: Business Cards**



## Attachment G: Email Signature



**Name | Position**

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

**Department**

**Associated Students**, San Francisco State University

w: [asi.sfsu.edu](http://asi.sfsu.edu) | p: 415.405.3518

[1650 Holloway Ave.](#)

[San Francisco, CA 94132](#)

### 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 was Revised and Approved by AS Board of Directors on

04/17/2024

Logo Use Policy was Revised and Approved by AS Board of Directors on

11/06/2024