



VISUAL STYLE GUIDE  
ATHLETICS 2023-24

# CAL STATE FULLERTON ATHLETICS

## VISUAL STYLE GUIDE

### TITAN ATHLETICS COLOR SCHEME

#### DIGITAL | APPAREL

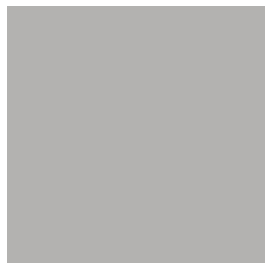


TITAN NAVY  
PMS 540

CMYK  
100/65/22/80

RGB  
0/38/58

HEX  
#00263A



TITAN GRAY  
PMS COOL GRAY 5

CMYK  
0/0/0/30

RGB  
188/190/192

HEX  
#BCBEC0



TITAN ORANGE  
PMS 165

CMYK  
0/70/100/0

RGB  
225/103/31

HEX  
#FF671F

#### PRIMARY



#### SECONDARY



#### TERTIARY



# CAL STATE FULLERTON ATHLETICS

## VISUAL STYLE GUIDE

### TITAN ATHLETICS LOGOS APPLICATIONS



# CAL STATE FULLERTON ATHLETICS

## VISUAL STYLE GUIDE

### TITAN ATHLETICS LOGOS WITH TEAM IDENTIFICATION APPLICATIONS

					<p><i>Team designations available:</i> Baseball, Basketball, Cheer, Dance, Golf, Indoor Track &amp; Field, Soccer, Softball, Tennis, Track &amp; Field, Volleyball, Cross Country, Water Polo</p>
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					<p><i>No Team Designations</i></p>
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# CAL STATE FULLERTON ATHLETICS

## VISUAL STYLE GUIDE

### TITAN ATHLETICS LOGO USAGE



**On keeping the marks set at their angle:**  
Keep the marks that are provided at their designed 8-degree angle.



**On keeping the marks set at their angle:**  
DO NOT over-rotate or set athletic marks at harsh angles or rotate them to lay down flat on a horizon line.



**On type beneath any athletics marks:**  
Only Athletics Department-approved teams and words are permitted to be written or displayed below marks.



**On type beneath any athletics marks:**  
DO NOT add words, phrases or tag lines below any marks.



**On scaling athletic marks:**  
Scale all athletic marks constrained and proportionally.



**On scaling athletic marks:**  
DO NOT squash or stretch athletic marks to fit a defined space.

# CAL STATE FULLERTON ATHLETICS

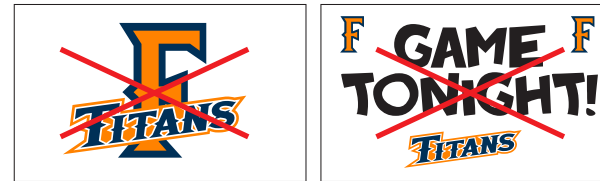
## VISUAL STYLE GUIDE

### TITAN ATHLETICS LOGO USAGE



#### *On changing the color scheme of athletics marks:*

DO NOT change the color scheme of any athletics mark.



#### *On using multiple logos or marks in a design or layout:*

DO NOT combined logos or use more than one mark in any one design.



#### *On colors not in our style guide:*

We always prefer our marks to be used on athletics department colors, but when that option is not available, please use the marks with the white outlines and contrasting type.



#### *On light, or like colors:*

DO NOT set any non-outlined athletics mark on a light or similar background color. The outline will help define the mark in the space. See the samples to the left.



#### *On using one-color marks:*

If using a one-color mark on a non-Fullerton color, use white as its fill color.



#### *On changing the color scheme of athletics marks:*

DO NOT fill a one-color athletics mark with colors to create a new color scheme.

# CAL STATE FULLERTON ATHLETICS

## VISUAL STYLE GUIDE

### TITAN ATHLETICS LOGO USAGE



LEFT OR RIGHT CHEST

**2.5" H**

CENTER CHEST

**7.5" H**



LEFT OR RIGHT CHEST

**3.5" H**

CENTER CHEST

**7.5" H**

# CAL STATE FULLERTON ATHLETICS

## VISUAL STYLE GUIDE

### TITAN ATHLETICS LOGO USAGE



LEFT OR RIGHT CHEST

**4" W**

CENTER CHEST

**11" W**



LEFT OR RIGHT CHEST

**3.5" H**

CENTER CHEST

**7.5" H**



# CAL STATE FULLERTON ATHLETICS

## VISUAL STYLE GUIDE

### BIG WEST CONFERENCE LOGOS



### BIG WEST CONFERENCE ICON & WORDMARK

