



CSUN

ATHLETICS

2023 - 24

BRAND GUIDELINES

CALIFORNIA STATE UNIVERSITY, NORTHRIDGE MATADORS

Identity

By working together to strengthen our shared identity as CSUN Athletics, we have the opportunity to consistently engage with fans and stakeholders, increase public awareness of our department and build recognition and trust with all in the community.

This guide is intended as a resource for both internal departments and external vendors who apply the University's marks. The visual identity system encompasses the primary elements of the CSUN Athletics brand, including logos, colors and their combined uses. This helps to distinguish the brand and support its overall strategic brand personality.

Consistency is critical. Please closely follow the guidelines defined here for all projects and communication.

All logos and artwork depicted within this guide are trademarks of CSUN. Any use without consent of the University, or its licensing agent is strictly prohibited.

For additional information regarding the CSUN Athletics brand identity or for questions regarding specific use, please contact:

Chuck Marvel
Assistant Athletic Director, Creative Services
chuck.marvel@csun.edu

Our Colors

Matador Red

Pantone 186C
CMYK: 0/91/76/6
RGB: 207/10/44
HEX: #ce1126



Black

CMYK: 70/67/64/74
RGB: 35/31/32
HEX: #231f20



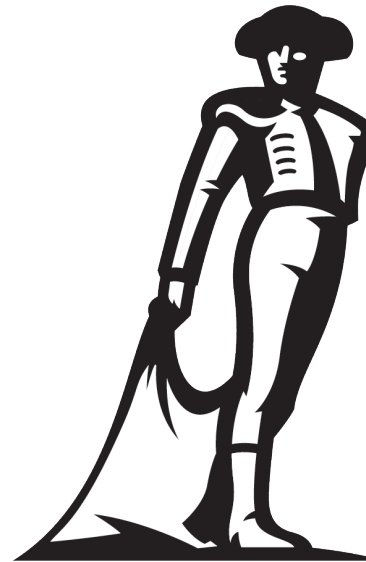
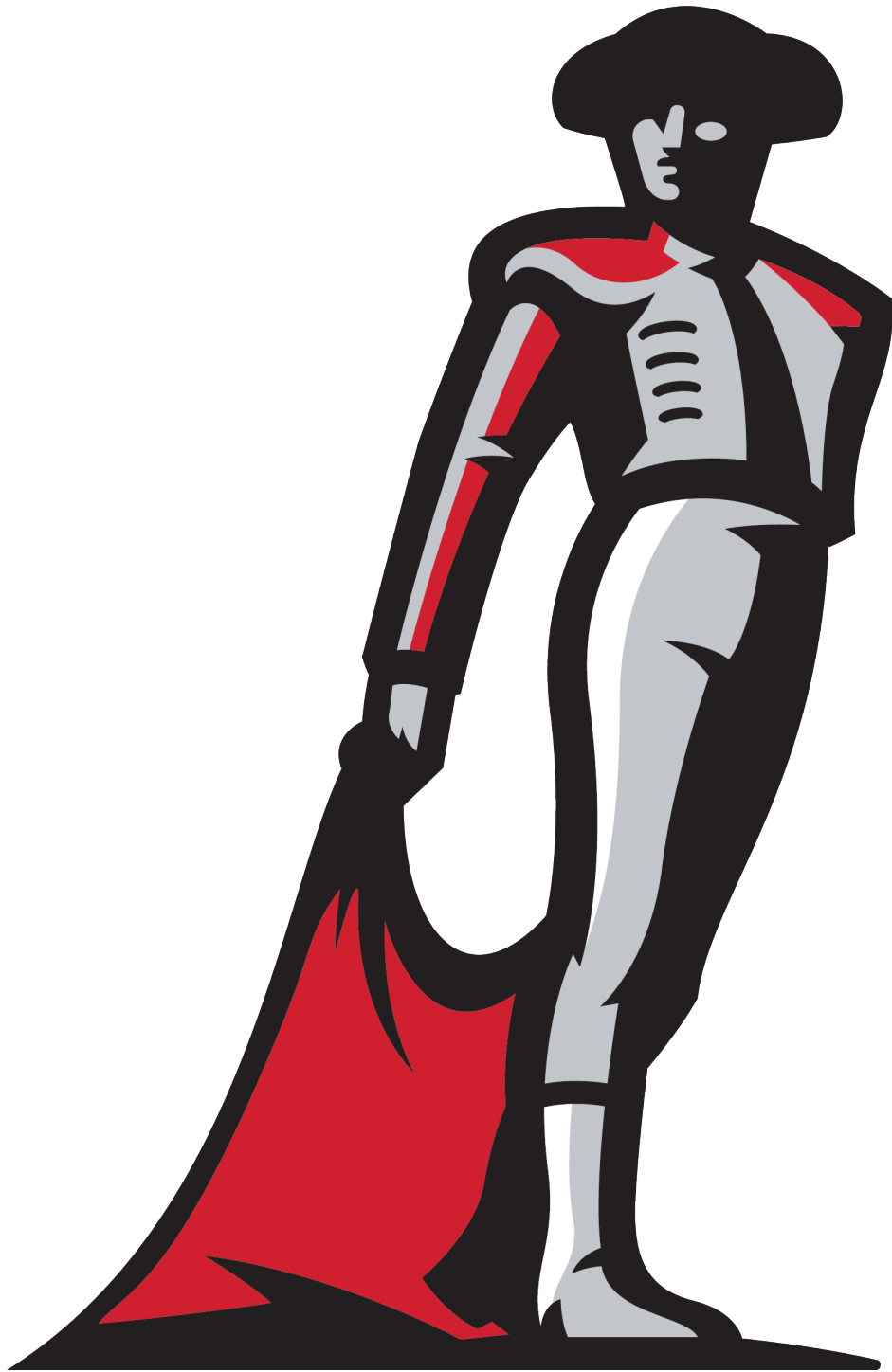
White

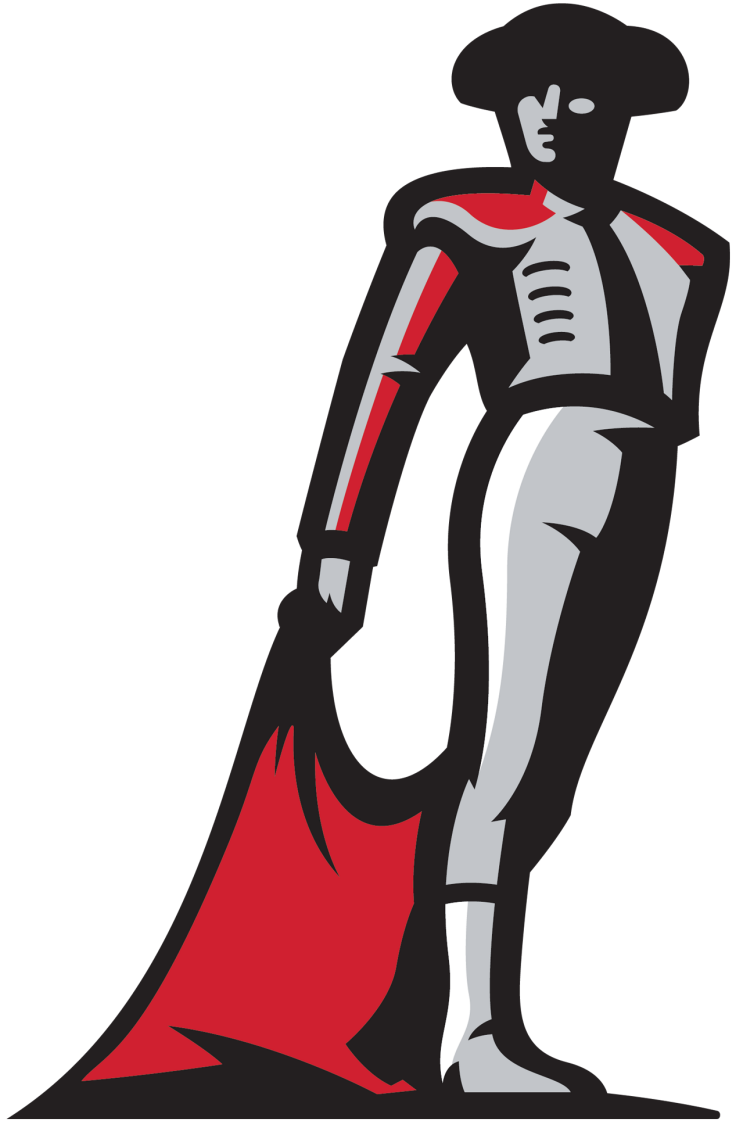
Pantone 11-0601
CMYK: 0/0/0/0
RGB: 255/255/255
HEX: #ffffff





Primary

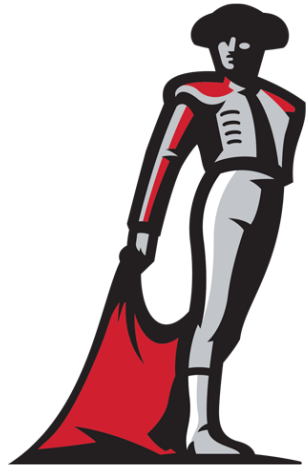




ATHLETICS



ATHLETICS



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Primary with Athletics - Horizontal

Matadors

CSUN

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ATHLETICS

Matadors 

Matadors

*Matadors
Athletics*

*Matadors
Cross Country*

*Matadors
Tennis*

*Matadors
Baseball*

*Matadors
Golf*

*Matadors
Track & Field*

*Matadors
Basketball*

*Matadors
Soccer*

*Matadors
Volleyball*

*Matadors
Beach Volleyball*

*Matadors
Softball*

*Matadors
Water Polo*



Valley
STATE

0 1 2 3 4 5 6 7 8 9

0 1 2 3 4 5 6 7 8 9

0 1 2 3 4 5 6 7 8 9

0 1 2 3 4 5 6 7 8 9

Vitesse

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789**

FS Lola

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789**

Delicious Pro

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789*

Main Type

The typeface for the CSUN Athletics logo is Vitesse in bold and medium weights. For the production of professionally designed print and digital materials for distribution to the public, use the Vitesse font family.

Vitesse is a block type family of six weights plus matching italics. While the thin and black weights are great performers in display sizes, the light, regular, and medium weights are well suited to longer texts.

Body Copy or Secondary Text

FS Lola is the secondary font used for body copy or other supplemental text. It comes in a family of six weights, with FS Lola regular being the preferred type for body copy.

Graphic Type

The typeface for the Matadors script logo is Delicious Pro. This font can be used in headlines or secondary graphic elements.

Choose fonts with care for maximum readability and impact. It is the responsibility of each agency and vendor to purchase the appropriate licensing rights to use these fonts.

Brand Voice

We want to project an aura of strength, resiliency, courage and unity in every piece of communication, across all our channels.

Communicating in a way that appeals to our stakeholders entails a lot of things. At the top of the list of considerations is our brand voice. The manner in which we speak to our constituents affects how engaged they are, how emotionally invested they become or how motivated to take action they grow. Our tone of voice should encapsulate all that our brand and our fans value.

Example

Statement:

CSUN baseball beat UC Irvine 9-4 at Matador Field.

In Our Brand Voice:

Behind a strong effort by starting pitcher Nick Bocanegra, CSUN baseball beat UC Irvine 9-4 at Matador Field.



What's Our Name?

We Are

CSUN

CSUN Athletics

CSUN Matadors

Not

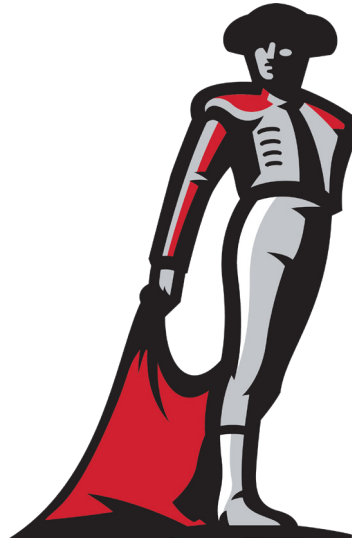
Cal State Northridge

CS Northridge

CS North

Northridge State

Northridge



@GoMatadors #UniteTheValley

GoMatadors.com