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Style Guide Usage

This style guide should be followed to maintain branding consistency. Logos are to be used only as explicitly depicted in this guide. You may not distribute the text or graphics to others without express written permission of Humboldt State University. Please contact Humboldt State University regarding usage of any logo or brand related material.

All HSU Athletics logos and guidelines can be downloaded at:

brand.humboldt.edu/athletics-guidelines

Contact

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marcom@humboldt.edu • (707) 826-3011

marcom.humboldt.edu

HUMBOLDT STATE UNIVERSITY
HSU Athletics

- Basketball  Women / Men
- Cross Country  Women / Men
- Track  Women / Men
- Soccer  Women / Men
- Rowing  Women
- Softball  Women
- Volleyball  Women
Primary Athletic Logo

The official mark of Humboldt State University Athletics is the Primary Athletic Logo. It is reserved for athletic related programs only. HSU organizations may use the logo for university-related athletic events and activities.
Primary Athletic Logo (Standard Color Variations)

For details on Athletics Colors, please go to page 19.
Single-Color Logos (Standard Color Variations)
Horizontal Primary Athletic Logo

This logo may be used in cases that best fit a horizontal dimension, and use the Standard Color Variations found on pages 4–5.
Two-Color Logos

Two-color logos can be appropriate on dark backgrounds that provide adequate contrast. But the color combinations can be more difficult to combine successfully. Please contact marcom@humboldt.edu when you are considering using a two-color logo.
Logo Mark

In most cases the Primary Athletics Logo should not be separated into its component parts because they do not represent the Athletics brand on their own. However, if the brand has already been clearly established, then there is the opportunity to use these components. But please contact marcom@humboldt.edu if you have any questions regarding appropriate usage.

The ax cannot be separated from the H and should not be used as a graphic element. The Logo Mark can be used with any of the Athletics colors with adequate contrast to its background.
Logotype

In most cases the Primary Athletics Logo should not be separated into its component parts because they do not represent the Athletics brand on their own. However, if the brand has already been clearly established, then there is the opportunity to use these components. But please contact marcom@humboldt.edu if you have any questions regarding appropriate usage.

The Logotype is a highly customized wordmark. There is no font that matches it. Instead of trying to match the Logotype, choose a typeface that pairs well with it. The Logotype should be used in the Standard Color Variations found on pages 4-5.
Logotype (Standard Color Variations)

HUMBOLDT STATE  
LUMBERJACKS
HUMBOLDT STATE  
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LUMBERJACKS
Athletics Wordmarks

LUMBERJACKS
BASKETBALL
CROSS COUNTRY
ROWING
SOCCER
SOFTBALL
TRACK & FIELD
VOLLEYBALL
Lumberjacks Logo/Sport Logos

HUMBOLDT STATE LUMBERJACKS

HUMBOLDT STATE BASKETBALL
Lumberjacks Logo/Sport Logos

HUMBOLDT STATE
CROSS COUNTRY

HUMBOLDT STATE
ROWING
Lumberjacks Logo/Sport Logos
Lumberjacks Logo/Sport Logos

HUMBOLDT STATE
TRACK & FIELD

HUMBOLDT STATE
VOLLEYBALL
Humboldt State Lumberjacks

Humboldt State Basketball

Humboldt State Cross Country

Humboldt State Rowing
Typography—Numbers

These are the Humboldt State University designated numbers. They may be used on athletic applications that require text in relation to Humboldt State University. The numbers can be used in any of the Standard Color Variations.

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<td>8</td>
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# Athletics Colors

This is the official color palette of Humboldt State University Athletics brand identity, images, symbols, and marks. Ink colors are specified according to the Pantone Matching System (PMS). The Pantone number, its process-color equivalent (CMYK) and the recommended screen colors (RGB) are indicated as a coated and uncoated color. This document should not be used to match color on press. Please refer to a Pantone color selection book for correct rendition of color.

<table>
<thead>
<tr>
<th>COLOR</th>
<th>CMYK</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 349 (full-color logo only)</td>
<td>C: 81%</td>
<td>R: 90</td>
</tr>
<tr>
<td></td>
<td>M: 20%</td>
<td>G: 142</td>
</tr>
<tr>
<td></td>
<td>Y: 100%</td>
<td>B: 74</td>
</tr>
<tr>
<td></td>
<td>K: 6%</td>
<td></td>
</tr>
<tr>
<td>PMS 349</td>
<td>C: 90%</td>
<td>R: 60</td>
</tr>
<tr>
<td></td>
<td>M: 33%</td>
<td>G: 106</td>
</tr>
<tr>
<td></td>
<td>Y: 99%</td>
<td>B: 61</td>
</tr>
<tr>
<td></td>
<td>K: 25%</td>
<td></td>
</tr>
<tr>
<td>PMS 1235</td>
<td>C: 0%</td>
<td>R: 239</td>
</tr>
<tr>
<td></td>
<td>M: 25%</td>
<td>G: 193</td>
</tr>
<tr>
<td></td>
<td>Y: 93%</td>
<td>B: 61</td>
</tr>
<tr>
<td></td>
<td>K: 0%</td>
<td></td>
</tr>
<tr>
<td>PMS 423</td>
<td>C: 49%</td>
<td>R: 136</td>
</tr>
<tr>
<td></td>
<td>M: 39%</td>
<td>G: 138</td>
</tr>
<tr>
<td></td>
<td>Y: 39%</td>
<td>B: 139</td>
</tr>
<tr>
<td></td>
<td>K: 4%</td>
<td></td>
</tr>
<tr>
<td>BLACK</td>
<td>C: 0%</td>
<td>R: 0</td>
</tr>
<tr>
<td></td>
<td>M: 0%</td>
<td>G: 0</td>
</tr>
<tr>
<td></td>
<td>Y: 0%</td>
<td>B: 0</td>
</tr>
<tr>
<td></td>
<td>K: 100%</td>
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</tbody>
</table>
Components of the Primary Athletic Logo

The logo contains two components, the Athletics Logo Mark and the Logotype. These two pieces together make up the Athletics brand. The brand cannot be represented with just one of the components.

There are a few cases where the components can occur on their own, such as a sports uniform. But please contact marcom@humboldt.edu if you have any questions regarding appropriate usage.

Protected Area

The protected area is the minimal amount of clear space that must appear around the logo. It ensures that no other graphic elements or messaging interfere with its clarity and integrity.

The protected area is 1/4 of the logo’s height.
Incorrect Uses

Please take these principles into consideration when using the logo.
If you have any questions regarding usage please contact marcom@humboldt.edu.

DO NOT use colors that are not HSU Athletics’ colors

DO NOT change the font

DO NOT rearrange the logo elements

DO NOT put a stroke on the logo

DO NOT distort the logo in any way

DO NOT change the scale of any element

DO NOT rotate the logo

DO NOT combine the logo with any other brand

DO NOT the ax as a graphic element