



**FRESNO STATE ESPORTS**  
BRAND GUIDELINES

# INTRODUCTION

This manual has been developed specifically for individuals legally reproducing the Fresno State esports logos.

When representing Fresno State esports, consideration must be given as to what images/designs are appropriate for certain products or usages. It is crucial that the Fresno State esports logos be used consistently in ALL applications to ensure a cohesive visual identity.

In addition, carefully consider the tasteful appearance of each product because it affects the stature and image of the Fresno State esports program. The information contained in this manual is intended to help in the selection of appropriate visuals, achieve correct reproductions, and provide good design direction.

## **IMPORTANT NOTE**

When using Fresno State esports logos for commercial purposes, please consult with Trademark Licensing along with University Brand Strategy and Marketing for proper permission and fee assessment.

### **Trademark Licensing**

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### **University Brand Strategy and Marketing**

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# PRIMARY LOGO



## REVERSE

for dark backgrounds (blue, red, black, etc.)



## ONE-COLOR

BLUE – PANTONE 2767



## BLACK



## WHITE



SECONDARY LOGO



REVERSE

for dark backgrounds (blue, red, black, etc.)



ONE-COLOR

BLUE – PANTONE 2767

BLACK

WHITE



**WORDMARK**



**REVERSE**

same as one-color (white) version *below*



**ONE-COLOR**

**BLUE – PANTONE 2767**

**BLACK**

**WHITE**



# ICON

"Fresno State esports" should be identified or in close proximity when using the icons. An example would be a social media avatar icon with "Fresno State esports" as the user.



## REVERSE

for dark backgrounds (blue, red, black, etc.)

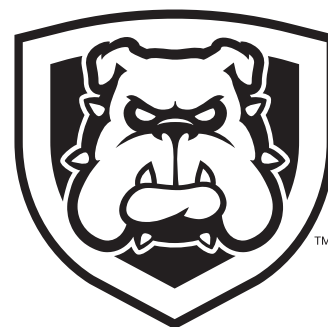


## ONE-COLOR

**BLUE – PANTONE 2767**



## BLACK



## WHITE



## SECONDARY ICON

"Fresno State esports" should be identified or in close proximity when using the icons.



### COLOR VARIANT

for red and/or blue backgrounds



### ONE-COLOR

**NOTE** This icon can be a watermark

#### BLUE – PANTONE 2767



#### BLACK



#### WHITE



## MOTION GRAPHICS ICON

The Bulldog icon has been separated into vector layers for motion graphics. This allows for easier import into After Effects. The layers have been identified as follows:

- Mouth Open
- Bottom Lip
- Front Mouth
- Left Eye
- Right Eye
- Eyes Shadow
- Eyes Shadow (mouth open)
- Eye Brows
- Top of Head
- White Border
- White Border (mouth open)





COLOR PALETTE

Fresno State esports logos are designed to be produced according to the Pantone® Matching System (PMS). When reproducing the logo in four-color process, use the PANTONE equivalents. If the standard colors are not available, use careful discretion when selecting other single colors for reproduction. The colors shown in this manual are not intended to match the PANTONE Color Standards.

\*PANTONE ® is a registered trademark of Pantone, Inc.

PRIMARY COLORS



Pantone  
**186**

C: 0  
M: 100  
Y: 79  
K: 20

R: 196  
G: 18  
B: 48

HEX: #c41230



Pantone  
**2767**

C: 100  
M: 87  
Y: 42  
K: 41

R: 19  
G: 40  
B: 76

HEX: #13284c

FULL COLOR LOGO – ACCENT COLORS

**NOTE** These colors are only called out to identify the colors used in the logo



Pantone  
**188**

C: 33  
M: 92  
Y: 73  
K: 38

R: 121  
G: 36  
B: 47

HEX: #79242f



Pantone  
**Cool Gray 4**

C: 27  
M: 21  
Y: 22  
K: 0

R: 188  
G: 188  
B: 188

HEX: #bcbcbc

## TYPOGRAPHY

Typography plays an important role in communicating the overall tone of the Fresno State brand. To aid in creating a consistent look for a wide variety of communications. A custom “Bulldogs” wordmark has been designed to be unique, but maintain consistency with the brand identity. The wordmark strengthens the primary logo and helps distinguish the brand. Our primary font family is Roboto. It should be used to complement and contrast with the custom “Bulldogs” wordmark and can be used for either text or display purposes where appropriate.

Roboto has been refined extensively to work across a wider set of supported digital devices and platforms. It is slightly wider and rounder, giving it greater clarity and making it more optimistic. This makes Roboto a great typeface for digital production and high-density displays.

# Roboto

Thin

*Thin Italic*

Light

*Light Italic*

Regular

*Italic*

Medium

*Medium Italic*

Bold

*Bold Italic*

Black

*Black Italic*

The fonts are currently available in eighteen different styles and features six weights.



## UNACCEPTABLE USAGE

A few rules are necessary for maintaining the integrity of the brand. Do not compromise the overall look of the logo by skewing or distorting in any way – including the application of unnecessary effects like drop shadows or outer glows. Here are some examples that should never be considered:



**DO NOT** distort the logo or its elements



**DO NOT** recolor the logo in any non-approved colorway



**DO NOT** add unnecessary effects



**DO NOT** place elements in the logo's clear space



**DO NOT** fade the logo



**DO NOT** place the logo over a busy background



**DO NOT** recreate or alter the logo



**DO NOT** combine University or Athletics logos, graphics or patterns

UNIVERSITY DEPT.  
**BULLDOGS**

**DO NOT** use the logo to brand a college, department or unit