CSUN Matadors Athletics is visually represented by a series of closely related logos, the sum of these marks comprise the CSUN Matadors Athletics brand identity. This guide is intended as a resource for both internal departments and external vendors who apply the University’s marks. It was created to ensure consistent use of the athletic department’s logos, symbols, color and typography across a wide variety of applications. The following pages are official policy of CSUN as it pertains to the reproduction of its athletic identity.

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 Matadors brand identity or for questions regarding specific use, please contact:

CSUN Athletics
18111 Nordhoff Street
Northridge, Calif. 91330-8276
(818) 677-3208

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NOTE: Color rotation on red backgrounds

NOTE: Color rotation on black backgrounds

ONE Color:

NOTE: On black backgrounds type and TM reverse to white
NOTE: The stand alone N logo is reserved specifically for baseball/softball hats, helmets or visors. Any other use is strictly prohibited.

FULL Color:

ONE Color:

NOTE: Color rotation on red backgrounds

NOTE: Color rotation on black backgrounds

NOTE: On black backgrounds N and TM reverse to white
SPORT SPECIFIC - CSUN - FULL COLOR

CSUN
BASEBALL

CSUN
BASKETBALL

CSUN
CROSS COUNTRY

CSUN
GOLF

CSUN
SAND VOLLEYBALL

CSUN
SOCCER

CSUN
SOFTBALL

CSUN
TENNIS

CSUN
TRACK & FIELD

CSUN
VOLLEYBALL

CSUN
WATER POLO

CSUN
ATHLETICS

NOTE: Color rotation on red backgrounds

NOTE: Color rotation on black backgrounds
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</table>

**NOTE:** Color rotation on red backgrounds

**NOTE:** Color rotation on black backgrounds
SPORT SPECIFIC - MATADORS - ONE COLOR

MATADORS BASEBALL
MATADORS BASKETBALL
MATADORS CROSS COUNTRY
MATADORS GOLF
MATADORS SAND VOLLEYBALL
MATADORS SOCCER
MATADORS SOFTBALL
MATADORS TENNIS
MATADORS TRACK & FIELD
MATADORS VOLLEYBALL
MATADORS WATER POLO
MATADORS ATHLETICS

NOTE: On black backgrounds MATADORS and sport reverse to white
The font used within the CSUN Matadors athletic identity is Vitesse Black. This typeface is the preferred choice for headline and display applications within print collateral, digital media and support materials.

**VITESSE BLACK**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Example:

CSUN | BASKETBALL SEASON TICKETS
ON SALE NOW!
The color standards that apply to the CSUN Matadors identity are detailed above. The color placement and specifications should never be altered.

NOTE: Due to the inconsistent nature of computer monitors, the colors depicted within this usage and style guide may not match the actual PANTONE® colors. When specifying colors please refer to the PANTONE® or MADEIRA® number for accurate color reproduction. PANTONE® is a registered trademark of PANTONE Inc. MADEIRA® is a registered trademark of MADEIRA USA LTD.
COMMON MISUSE

1. Never distort the logo
2. Never skew the logo
3. Never use unapproved colors
4. Never modify the logo
5. Never alter the typography
6. Never alter the composition
7. Never combine logos
8. Never rotate the logo
9. Never add graphic components
10. Never flip the logo
11. Never alter color placement
12. Never use retired logos
13. Never use retired logos
14. Never use retired logos
15. Never use retired logos