



**CSUN MATADORS**

BRAND IDENTITY, USAGE AND STYLE GUIDE

**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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FULL Color:



NOTE: Color rotation on red backgrounds



NOTE: Color rotation on black backgrounds



ONE Color:



NOTE: On black backgrounds type and TM reverse to white



FULL Color:



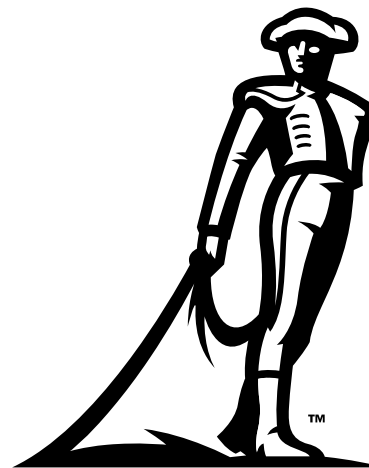
ONE Color:



NOTE: On black backgrounds TM reverses to white



FULL Color:



ONE Color:



NOTE: On black backgrounds TM reverses to white

**SECONDARY LOGO - STAND ALONE N**

**5.**

NOTE: The stand alone N logo is reserved specifically for baseball/softball hats, helmets or visors. Any other use is strictly prohibited.



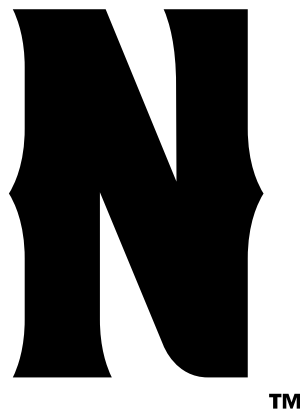
FULL Color:



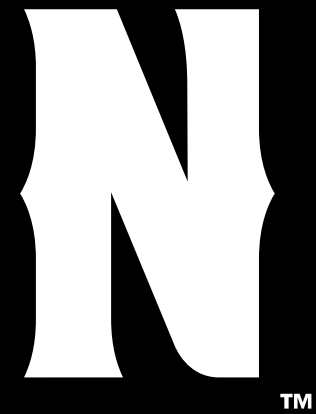
NOTE: Color rotation on red backgrounds



NOTE: Color rotation on black backgrounds



ONE Color:



NOTE: On black backgrounds N and TM reverse to white



CSUN<sup>TM</sup>

FULL Color:



CSUN<sup>TM</sup>

NOTE: Color rotation on red backgrounds



CSUN<sup>TM</sup>

NOTE: Color rotation on black backgrounds



CSUN<sup>TM</sup>

ONE Color:



CSUN<sup>TM</sup>

NOTE: On black backgrounds CSUN and TM reverse to white

**MATADORS™**

FULL Color:

**MATADORS™**

NOTE: Color rotation on red backgrounds

**MATADORS™**

NOTE: Color rotation on black backgrounds

**MATADORS™**

ONE Color:

**MATADORS™**

NOTE: On black backgrounds MATADORS and TM reverse to white



**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

**CSUN**  
ATHLETICS

NOTE: Color rotation on red backgrounds

**CSUN**  
ATHLETICS

NOTE: Color rotation on black backgrounds

**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

**CSUN**  
ATHLETICS

NOTE: On black backgrounds CSUN and sport reverse to white

**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**

**MATADORS**  
**ATHLETICS**

NOTE: Color rotation on red backgrounds

**MATADORS**  
**ATHLETICS**

NOTE: Color rotation on black backgrounds

**MATADORS**  
BASEBALL

**MATADORS**  
BASKETBALL

**MATADORS**  
CROSS COUNTRY

**MATADORS**  
GOLF

**MATADORS**  
SAND VOLLEYBALL

**MATADORS**  
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TENNIS

**MATADORS**  
TRACK & FIELD

**MATADORS**  
VOLLEYBALL

**MATADORS**  
WATER POLO

**MATADORS**  
ATHLETICS

**MATADORS**  
ATHLETICS

NOTE: On black backgrounds MATADORS and sport reverse to white

1 2 3 4 5 6 7 8 9 0

1 2 3 4 5 6 7 8 9 0

NOTE: Color rotation on red backgrounds

1 2 3 4 5 6 7 8 9 0

NOTE: Color rotation on black backgrounds

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:





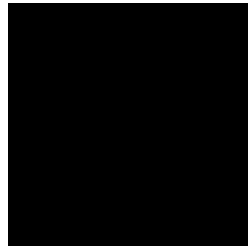
**PANTONE 186C**

CMYK:  
C=0  
M=91  
Y=76  
K=6

RGB:  
R=207  
G=10  
B=44

MADEIRA: 1147

HTML: #CE1126



**BLACK**

CMYK:  
C=0  
M=0  
Y=0  
K=100

RGB:  
R=0  
G=0  
B=0

MADEIRA: 1000

HTML: #000000



**PANTONE 428C**

CMYK:  
C=0  
M=0  
Y=0  
K=24

RGB:  
R=195  
G=197  
B=200

MADEIRA: 1085

HTML: #D1CEC6

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.



Never distort the logo



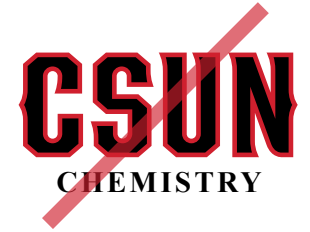
Never skew the logo



Never use unapproved colors



Never modify the logo



Never alter the typography



Never alter the composition



Never combine logos



Never rotate the logo



Never add graphic components



Never flip the logo



Never alter color placement



Never use retired logos



Never use retired logos



Never use retired logos



Never use retired logos