



**Stanford University Department of Athletics,  
Physical Education, and Recreation**

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**STYLE GUIDE**

October 2008



# Stanford University Department of Athletics, Physical Education, and Recreation (DAPER) Style Guide | External Use

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## **Stanford University Department of Athletics, Physical Education, and Recreation (DAPER)**

### Executive Summary

These guidelines were established to ensure brand consistency and the integrity of Stanford University's names and marks.

The guide's primary reference is Stanford University's Admin Guide Memo 15.5, *Ownership and Use of Stanford Name and Trademarks*.

For questions, please contact Stanford Athletics communications (650-724-3479) or development (650-726-2140).

*Prepared by External Relations and Development  
Last updated October 2008*

## General Nomenclature

In addition to consistent brand identity is the need to be unified in nomenclature. Nomenclature refers to the names or terms officially used by a department or community. Adhering to recommended guidelines is vital to building brand equity.

Because our department comprises of more than just athletics, the formal reference of our department is **Stanford University Department of Athletics, Physical Education, and Recreation**. Yet, our national identity hinges on the secondary reference, **Stanford University Athletics** or **Stanford Athletics** for short.

### Summary of appropriate nomenclature:

- Stanford University Department of Athletics, Physical Education, and Recreation – *formal name to be used externally*
- Stanford University Athletics – *Secondary name (nationally recognized) to be used externally*
- Stanford Athletics – *Secondary name for external use*

# Design Specifications

## Official University Colors

### Primary Colors

The colors that have been developed as part of Stanford's identity are based on Stanford's historic use of color. The clear colors of the Northern California landscape and the rich, natural tones of our campus architecture provide the foundation for the supporting color palettes.



#### Cardinal

The official Stanford color is Cardinal, a rich deep tone of red that has long been associated with the university. The use of Cardinal provides a way to clearly identify a communication as part of Stanford. Specify that no other “reds” be used other than Cardinal.

#### Cardinal

Pantone 201  
CMYK: 0/100/65/34  
RGB: 164/0/29  
WEB: 153/0/0 (#990000)

### Secondary Colors

Colors that work well with the university's primary color have been selected to assist in creating a visual consistency.



Sandstone      Black      White  
Pantone 467  
CMYK: 18/30/56/0  
RGB: 231/209/154  
WEB: #E7D19A

## Athletic-Specific Logos

### Plain Block "S"

The Plain Block "S" first appeared in the 1890s, and is Stanford's oldest continuously used symbol. As a result, the Plain Block "S" has strong association with Stanford and can be seen around campus in a variety of architectural and other design applications.



The Plain Block "S" may be shown in one-color, black, or reverse to white on a black background when the Cardinal version is not possible or appropriate.



### Plain Block "S" Home of Champions Logo

The *Home of Champions* logo is often used on letterhead, business cards, and official athletic department documents.

### When to Use these Emblems

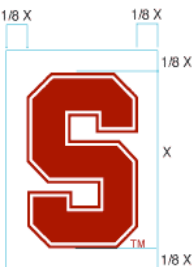
The Stanford Block "S" symbol gives a strong branding element to Stanford Athletics. It should be used on all materials related to events, athletics, and promotions. **To provide a consistent identification to Stanford Athletics, use the Block "S" without the tree rather than the Plain Block "S" with tree whenever possible.**

### Minimum Size



Block "S" symbols should always be reproduced at a size clearly legible in the medium used. Three-eighths inches (3/8") is the minimum size for high-resolution printed materials. The Block "S" may need to be rendered larger than this minimum size when reproduced via low-resolution media in order to retain design integrity.

### Clear Space

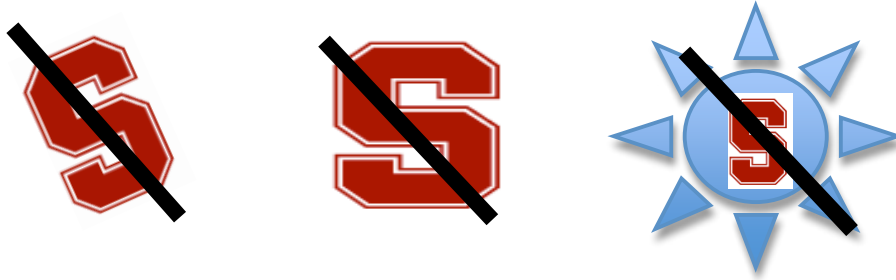


The minimum clear space area ensures that no other elements infringe upon the Stanford emblems, allowing them to be seen easily and to be recognized quickly. Clear space standards apply to all versions of the Block "S." Whenever possible, allow more than this minimum clear space area to surround a Block "S." With the exception of trademark designations, do not place other graphics or typography in the minimum clear space area.

## Unacceptable Logo Usage

Do not alter the Stanford Block "S" logo. The logo must retain a consistent appearance and should never be altered or re-proportioned in any way or printed in colors other than the official colors or acceptable black and white variations.

- Do not tilt the logo.
- Do not stretch or alter the proportion.
- Do not place the logo in a shape or combine it with another element.
- Do not use logo or current student-athlete's name, image or likeness on commercial products in violation of NCAA rules and regulations.
- Do not use Stanford arks in conjunction with references to alcohol, drugs, or tobacco-related products.
- Do not use multiple Stanford primary marks on a single item.



### Block "S" Symbols on Various Backgrounds

The Stanford Block "S" symbols may appear on photos or graphics where there is a clear area that does not create a busy, cluttered or confusing background. The logo should not appear on backgrounds that clash with the cardinal red.

## Typography

Consistency of typography is one way to create a consistent look across Stanford communications.

Some recommended fonts include:

- Sabon Roman: the primary typeface for Stanford communications and may be used as text, headlines, captions and other type matter.
- News Gothic: may be used when a less formal or more modern look is desired, or when utility dictates a sans serif face. News Gothic is ideal for charts, tables, graphics and technical information. The condensed version can be used for dense tables where a lot of information must be included.
- Helvetica: recommended font for HTML text in Web pages.
- Verdana: recommended font for HTML text in Web pages.
- Times or Arial: these System fonts are already installed on computers and are acceptable for all letters, presentations and other desktop publishing.

Sabon Roman

News Gothic

Helvetica

Verdana

Times

Arial

## Permission and Usage of Registered Marks

Stanford registered marks, including names, logos and other symbols may be used solely with permission of Stanford University. Items offered for sale to the public bearing Stanford's name and marks must be licensed.

Examples requiring written approval and/or a license from the University:

- Use of the Stanford name on any product that will be sold commercially, such as Stanford Sweatshirts
- Use of the Stanford name in the title of a book, such as "The Stanford Guide to Perpetual Youth."
- Use of the Stanford name in the title of a test that will be sold commercially, such as "The Stanford Test of Psychic Abilities"
- Use of the Stanford name in a course that will be marketed or otherwise used outside the University, either by a University official or by a third party, such as "The Stanford Seminar on Successful Startups"
- Use of the Stanford name as part of the name of any outside business or other activity, such as "Stanford Worldwide Online Group, Inc."

### Guidelines for Students and Alumni

Student and alumni groups that have official ASSU or Stanford Alumni Association recognition, and are registered as such, may use the Stanford name in association with their University-sanctioned activities. Recognized student groups producing merchandise for sale that incorporates Stanford's name or marks must comply with licensing and other procedures of the Office of Technology Licensing. Students may use the name of a school, department or other Stanford program outside the University (other than on a resume) only with approval of the appropriate academic officer (dean, department chair, center director, etc.)

### Registration of Internet Domain Names

No faculty, staff, alumnus, other volunteer or student may register a domain name that incorporates the word "Stanford" except in accordance with the policies described above concerning use of the name and marks. Domain name registrations incorporating the word "Stanford" are the property of the Board of Trustees and must be registered as such.

Any items offered for sale to the public bearing the Stanford name or marks must be licensed by the University. There are no exceptions. For information on the licensing program, contact the **Manager of Emblem Licensing in the Office of Technology Licensing** at (650) 723-0651 or by e-mail at [emblemlicensing@otlmail.stanford.edu](mailto:emblemlicensing@otlmail.stanford.edu).