

Brand Identity | Style Guide



Thank you for reading the
**Associated Students
Brand Identity Style Guide.**

This guide provides an
overview on how to use
the logo.

The A.S. monogram is an abbreviation for
Associated Students.



ASSOCIATED STUDENTS
SAN JOSÉ STATE UNIVERSITY

SJSU Spartan typeface

Accent

Flush type

Same color

PRIMARY LOGO

Please download the Associated Students (A.S.) logo from as.sjsu.edu.
The link may also be found at: **as.sjsu.edu/aslogos/index.jsp**.

Files are available in various formats, primarily for presentations and apparel.

Stacked



Horizontal



MINIMUM SIZE



1 inch



1.5 inch

LOGO SPECS AND RESTRICTIONS

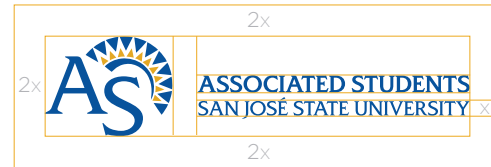
CLEAR SPACE

Never crowd the marks with other visual elements. Use the height of the word “university” as your unit of measurement: X. Please allow a space of at least 2X around an imaginary box that fits around all the mark’s elements.

Stacked



Horizontal



COLOR OPTIONS

Please choose the color scheme that will create the most contrast with the background. Important: These are the only color options available for the A.S. logo. Please do not use any other colors.

Full Color



Black



White



LOGO SPECS AND RESTRICTIONS

LOGO VIOLATIONS



Never use the monogram on its own. It must always have the organization name next to it.



Never rearrange the elements.



Never change the size relationships of the logomark and logotype.



Never print the logo over a patterned background, illustration or photograph.



Never change the colors.



Never crop the logo or let it bleed off a page.



Never scale the logo beyond the stated minimum size.



Never skew, tilt or transform the logo.

LOGOS ON APPAREL



SECONDARY LOGOS

Associated Students has secondary logos which may be used with the primary logo or even take the place of it in some instances.

HOUSE SEAL



SJSU LOCK-UP

SJSU | ASSOCIATED STUDENTS

To request access to secondary logos, and for inquiries or special requests related to the use of the A.S. logo, please contact the A.S. Marketing & Events department at as-marketing@sjsu.edu or call **(408)924-6279**.



OUR MISSION

To represent the students of San José State University and continually improve the quality of their educational opportunities and experiences.

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as.sjsu.edu

