

OUR ATHLETIC IDENTITY

The Fresno Pacific University Sunbirds athletic identity represents us at all levels of the campus and community life. It's our signature and a symbol of pride for all of us to celebrate and support.

By following a few simple guidelines, we can ensure that our identity remains consistent and sounds unmistakably like Fresno Pacific.



The Sunbird Sunburst

The Wordmark



▷ **ATHLETIC LOGO**

All acceptable versions of the Fresno Pacific Sunbirds Athletic logo are shown on the next page. Do not attempt to re-create the artwork, or create any additional versions.

While any option is acceptable, preference should be given to ones including the Fresno Pacific name whenever possible (MAIN, SECOND or TYPE).

Disclaimer:

Athletic logos for the Fresno Pacific Sunbirds are the property of the FPU Department of Athletics and usage of the logo must be approved by the associate athletics director. Before using a logo in print, on a website or on promotional items, including apparel, please submit a proof to the AAD.

MAIN4C



MAIN2C



MAIN1CBBLUE



MAIN1CORNG



MAINBK



SECOND4C



SECOND2C



SECOND1CBBLUE



SECOND1CORNG



SECONDBK



TYPE4C



TYPE2C



TYPE1CBBLUE



TYPE1CORNG



TYPE1CBK



HEAD4C



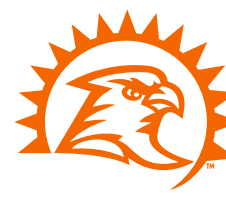
HEAD2C



HEAD1CBBLUE



HEAD1CORNG



HEAD1CBK



FPU2C



FPU1CBBLUE



FPU1CORNG



FPU1CBK



MAIN2C



▷ **CLEAR SPACE**

To achieve maximum impact and legibility, clear space must be maintained around the Sunbirds signature.

As illustrated here, the clear space is equal to the **small cap height** of the Fresno Pacific Sunbirds wordmark.

No other graphic elements, typography, rules or images should appear inside this clear space.

TYPE2C



▷ **SIZE REQUIREMENTS**

In the majority of applications, the Sunbirds signature should be used at a height of 0.75 inch (75 px for digital purposes) or taller. For any application smaller than 0.5 inch (30 px for digital purposes), TYPE2C or TYPE1C logo should be used.

Never reproduce the Sunbirds signature smaller than 0.5 inch.

PRIMARY print

PANTONE 165 CMYK 0 70 100 0
PANTONE 281 CMYK 100 72 0 32
PANTONE 136 CMYK 0 27 76 0

PRIMARY web/digital

RGB 255 103 31 HEX FF671F
RGB 0 32 91 HEX 00205B
RGB 255 191 63 HEX FFB73F

▷ **THE SUNBIRDS COLORS**

Our primary colors should be dominant in our Sunbirds collateral or promotional items, but not exclusive. Use a blue or reversed white logo if the material color will not work with the Fresno Pacific’s solid navy blue and/or orange logo.

When designing for digital, offset print or silk-screening material, use provided CMYK or RGB formulas. Adobe’s in-program conversion from spot to process will differ from formulas provided in the guidelines. Use PMS colors only when printers need to match spot colors.

Sunbirds Primary Face

FRESNO PACIFIC BOLD

AABBCCDDEEFFGGHHIIJJKKLLMMNN
 OOPPQQRRSSTTUUVVWWXXYYZZ
 1234567890

Sunbirds Secondary Face

Triplex

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
 OoPpQqRrSsTtUuVvWwXxYyZz
 1234567890

▷ **THE SUNBIRDS TYPOGRAPHY**

Fresno Pacific’s official Sunbirds typeface is a proprietary font called Fresno Pacific Bold. This is the font used in our Sunbirds logo.

The secondary font is Triplex.

When creating print or online collateral, refer back to the typography guidelines listed in our Fresno Pacific Brand Style Guide.

Permission must be obtained from the AAD to gain access to the athletic fonts.



Do not use unapproved colors for the signature.



Do not skew or distort the signature.



Do not move or change the scale of the signature's elements.



Do not use different typefaces for the signature.



Do not use a drop shadow or other effects with the signature.



Do not use the signature over a busy pattern or image.



Do not use the Sunbirds head without the sunburst.

▶ **IMPROPER USAGE**

Do not alter, distort or replace any of the signature's elements. Always use approved artwork.

To protect the Sunbirds identity and maintain consistency, a reversed option of our logo can be used for material colors that do not lend themselves to the FPU blue or orange. Again, preference is given to the logo options that include our name.

