



CSUSB
Coyotes

ATHLETICS STYLE MANUAL



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STYLE GUIDE USAGE

This style guide should be followed to maintain branding consistency. Logos are to be used only as explicitly depicted in this guide. You may not distribute the text or graphics to others without express written permission of California State University, San Bernardino (CSUSB). Please contact CSUSB's Office of Strategic Communication regarding usage of any logo or brand related material.

Contact Information

California State University, San Bernardino
Office of Strategic Communication
909.537.5007

Download Brand Assets

brandisty.com/csusbathletic
GoYotes#65

CSUSB ATHLETICS BRAND

At CSUSB, we take our athletics seriously. Not just because we boast award-winning athletes and nationally ranked teams, but also because they are an integral part of the educational experience and an important tie to our community.

Anyone familiar with CSUSB knows that to us, intercollegiate athletics isn't just fun and games. Participation on our 10 men's and women's athletic teams is a privilege, and we expect our student athletes to represent our university consistently and with honor at home and away. The same can be said for our athletics brand identity. We take pride in our teams, and our teams take pride in the brand they help to build year after year.

Consistent and correct use of the CSUSB logo builds awareness of the university's sports teams in the immediate community and beyond. The primary athletics logo is the appropriate symbol to use in all visual communication including but not limited to stationery, publications, promotional items, advertisements and signage on buildings and vehicles.

The CSUSB Athletics logo should be clearly displayed on all visual communications. It may not be incorporated into or combined with any other mark, symbol, or graphic to create a new mark. The logo should be used only for university-approved purposes and cannot be altered in any way, with the exception of size adjustments that maintain its proportions.



PRIMARY LOGO

LOGO COLOR VARIANTS ON WHITE



LOGO COLOR VARIANTS ON BLACK



LOGO COLOR VARIANTS ON PMS 300



PMS 300

BLACK

WHITE

PRIMARY + COYOTES

LOGO COLOR VARIANTS ON WHITE



LOGO COLOR VARIANTS ON BLACK



LOGO COLOR VARIANTS ON PMS 300



PMS 300

BLACK

WHITE

CSUSB WORDMARK

LOGO COLOR VARIANTS ON WHITE



LOGO COLOR VARIANTS ON BLACK



LOGO COLOR VARIANTS ON PMS 300



PMS 300

BLACK

WHITE

CSUSB WORDMARK + COYOTES

LOGO COLOR VARIANTS ON WHITE



LOGO COLOR VARIANTS ON BLACK



LOGO COLOR VARIANTS ON PMS 300



PMS 300

BLACK

WHITE

CAL STATE LOGO

LOGO COLOR VARIANTS ON WHITE



LOGO COLOR VARIANTS ON BLACK



LOGO COLOR VARIANTS ON PMS 300



PMS 300

BLACK

WHITE

CAL STATE + COYOTES

LOGO COLOR VARIANTS ON WHITE



LOGO COLOR VARIANTS ON BLACK



LOGO COLOR VARIANTS ON PMS 300



PMS 300

BLACK

WHITE

CSUSB WORDMARK ONE-COLOR VERSION

This supporting logo is for use in single-color applications where gradients or modulation of tone are either unreliable or unavailable (e.g. thermography, embossing, etching, engraving, stamping and stenciling). This mark also proves useful for single-color screen printing, vinyl applications or embroidery. And it's particularly helpful for small-sized reproductions when printing or substrate are of questionable quality and legibility is a concern. The preferred colors for one-color printing are black, white, Pantone 300 and Pantone 493.

LOGO COLOR VARIANTS ON WHITE



LOGO COLOR VARIANTS ON BLACK



PMS 300

BLACK

WHITE

PMS 429

COYOTE SPIRIT MARK

LOGO COLOR VARIANTS ON WHITE



LOGO COLOR VARIANTS ON BLACK



LOGO COLOR VARIANTS ON PMS 300



PMS 300

BLACK

WHITE

COYOTES WORDMARK

LOGO COLOR VARIANTS ON WHITE

*Coyotes*TM

*Coyotes*TM

*Coyotes*TM

LOGO COLOR VARIANTS ON BLACK

Coyotes

*Coyotes*TM

Coyotes

LOGO COLOR VARIANTS ON PMS 300

*Coyotes*TM

Coyotes

*Coyotes*TM

PMS 300

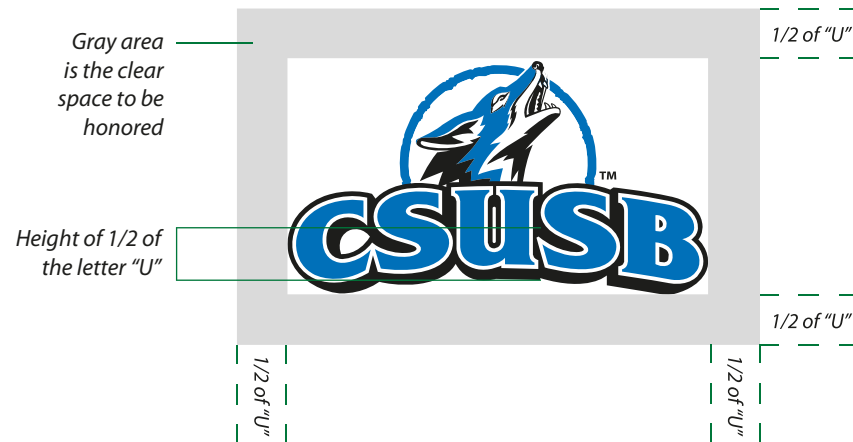
BLACK

WHITE

LOGO SYSTEM GUIDELINES

Protected Area/CLEAR SPACE

The protected area around the logo ensures that no other graphic elements interfere with its clarity and integrity. The protected area will always be scaled symmetrically and relative to the logo and/or wordmark. The depth of the protected area is equivalent to the height of 1/2 of the letter "U" in CSUSB.



Color Palette

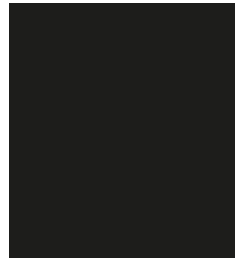
These are the official colors of California State University, San Bernardino sports brand identity, images, symbols, and marks. Ink colors are specified according to the Pantone Matching System (PMS). The Pantone number, its process-color equivalent (CYMK) and the recommended screen colors (RGB) are indicated. This document should not be used to match color on press. Please refer to a Pantone color selection book for correct rendition of color.

PMS 300



C: 100	R: 0	#0065BD
M: 42	G: 101	
Y: 0	B: 189	
K: 0		

BLACK



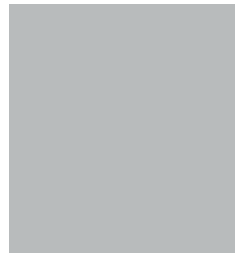
C: 0	R: 35	#000000
M: 0	G: 31	
Y: 0	B: 32	
K: 100		

WHITE



C: 0	R: 255	#FFFFFF
M: 0	G: 255	
Y: 0	B: 255	
K: 0		

PMS 429



C: 3	R: 170	#AAB0B5
M: 0	G: 177	
Y: 0	B: 181	
K: 35		

Primary Athletic Font

MYRIAD PRO BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

MYRIAD PRO BOLD CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

MYRIAD PRO LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

MYRIAD PRO LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

MYRIAD PRO SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

MYRIAD PRO SEMIBOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

MYRIAD PRO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

MYRIAD PRO BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Guidelines

CSUSB Athletics typography consists of two display typefaces: Myriad Pro Black and Myriad Pro Bold Condensed. Adherence to these typefaces will help create a consistent and strong identity for CSUSB Athletics.

For text use, Myriad Pro provides legibility at small sizes and comes in a variety of weights and styles for maximum flexibility.

These fonts should be used in all CSUSB Athletics applications. Alternate fonts can only be used when receiving approval from the CSUSB Office of Strategic Communication.

NOTE: The "Coyotes" wordmark (as seen on page 14) is hand lettered and is not available in a font.

Usage Specifications



DO NOT manipulate the colors



DO NOT rearrange the elements



DO NOT change the type spacing



DO NOT distort/stretch out of proportion



DO NOT affiliate logo with non consented brands



DO NOT change the typeface



DO NOT combine undesignated elements



DO NOT alter the orientation



DO NOT overprint on the logo element



DO NOT change the scaling



DO NOT flip the coyote head



DO NOT use low resolution

SPORTS LOGO SYSTEM GUIDELINES



CSUSB's athletic teams are called the Coyotes or the 'Yotes' for short. The Cal State San Bernardino Coyotes have been a member of the National Collegiate Athletic Association (NCAA) since athletics became a recognized facet of the university in the fall of 1984.

In 2011, the Coyotes celebrated their 20th anniversary of becoming a member of the California Collegiate Athletic Association (CCAA) – the preeminent Division II athletic conference in the country boasting 152 NCAA national championships and in 2014-15, celebrated their first 30 years of athletics.

In addition, Coyote teams have captured 22 CCAA championships, 22 Player of the Year honors, 19 CCAA Coach of the Year honors and more than 500 individual honors. At the NCAA level, the Coyotes have won 10 Division II regional championships and three Division III regional titles.

Sixty-nine individuals have gone on to earn All-American honors.

Guidelines

- Only the designated CSUSB logos and wordmarks can be combined with an CSUSB sports "title"
- The "sports" name should be always placed underneath the designated CSUSB logo and wordmark
- The "sports" font should always be Myriad Pro Black
- The sports logo and wordmarks should not be combined with any other font, wordmark, or logos
- These logos should only be typeset by the CSUSB Office of Strategic Communication. The kerning and the width of the letters change from sport to sport.
- All approved logos are available for download through our licensing company (Learfield) or the Strategic Communication website.

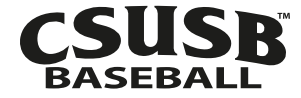
Men's Sports

Basketball, Soccer, Baseball, Golf

Women's Sports

Basketball, Soccer, Softball, Volleyball, Cross Country, Track and Field

SPORT LOGOS



SPORT LOGOS



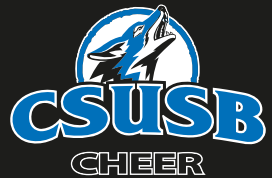
SPORT LOGOS



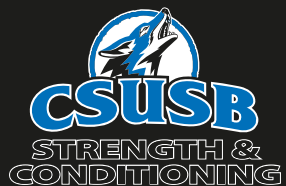
SPORT LOGOS



OTHER APPROVED LOGOS



OTHER APPROVED LOGOS



APPLICATIONS—APPAREL



APPLICATIONS—PRINT

csusbathletics.com



WOMEN'S VOLLEYBALL

FALL 2016 SCHEDULE

DAY	DATE	OPPONENT	LOCATION	TIME	DAY	DATE	OPPONENT	LOCATION	TIME
FERRIS STATE INVITATIONAL									
Friday	September 2	Minnesota-Duluth	Big Rapids, MI	1:00 p.m. EST	Saturday	October 8	at Cal Poly Pomona	Pomona	7:00 p.m.*
Friday	September 2	at Ferris State	Big Rapids, MI	6:00 p.m. EST	Friday	October 14	UC San Diego	CSUSB	7:00 p.m.*
Saturday	September 3	Minnesota-Crookston	Big Rapids, MI	9:30 a.m. EST	Saturday	October 15	CSU San Marcos	CSUSB	7:00 p.m.*
Saturday	September 3	Grand Valley State	Big Rapids, MI	5:00 p.m. EST	Tuesday	October 18	Cal Poly Pomona	CSUSB	7:00 p.m.*
CCAA/GNAC/PAC WEST CROSSOVER									
Thursday	September 8	Alaska-Anchorage	Rohnert Park	8:00 p.m.	Friday	October 21	CSU Los Angeles	CSUSB	7:00 p.m.*
Friday	September 9	Cal Baptist	Rohnert Park	12:30 p.m.	Saturday	October 22	CSU Dominguez Hills	CSUSB	7:00 p.m.*
Friday	September 9	Dixie State	Rohnert Park	8:00 p.m.	Friday	October 28	at CSU San Marcos	San Marcos	7:00 p.m.*
Saturday	September 10	Western Washington	Rohnert Park	5:00 p.m.	Saturday	October 29	at UC San Diego	La Jolla	7:00 p.m.*
Saturday	September 17	Humboldt State	CSUSB	7:00 p.m.	Friday	November 4	at CSU Monterey Bay	Seaside	7:00 p.m.*
Friday	September 23	at CSU Dominguez Hill	Carson	7:00 p.m.*	Saturday	November 5	at CSU East Bay	Hayward	7:00 p.m.*
Saturday	September 24	at CSU Los Angeles	Los Angeles	7:00 p.m.*	Friday	November 11	Sonoma State	CSUSB	7:00 p.m.*
Friday	September 30	at Stanislaus State	Turlock	7:00 p.m.*	Saturday	November 12	San Francisco State	CSUSB	7:00 p.m.*
Saturday	October 1	at Chico State	Chico	7:00 p.m.*	Thur-Sat	November 17-19	CCAA Tournament	CSUSB	
					Thur-Sat	December 1-3	NCAA West Regional	TBA	
					Thur-Sat	December 8-10	NCAA Finals	Sioux Falls, S.D.	

Head Coach: Kim Cherniss, 26th season, Associate Head Coach: Danny Scott, Assistant Coach: Mike Gutierrez

CSUSB Home Matches *CCAA Matches


 Proud supporter of CSUSB Athletics

 CSUSBathletics
  CSUSBCoyotes
  CSUSBathletic



CSUSB WOMEN'S VOLLEYBALL HOSTS THE CCAA TOURNAMENT

FIRST ROUND

Come watch Malika O'Brien, the 2015 All-American and Jayann DeHoog, the 2015 AVCA West Region Freshman Player of the Year, as they lead the Coyotes to victory!

Thursday, November 17th
First serve at 7:30 PM • Coussoulis Arena

• \$5 for Students with I.D.
 • \$12 for general admission
 • \$5 for seniors (55+), visiting students with school I.D. & youth 5-12


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  CSUSBathletic

COYOTE EXCELLENCE FUND

Supporting today's champions and tomorrow's leaders.



CONTINUING A TRADITION OF EXCELLENCE, ACADEMICALLY, ATHLETICALLY AND IN THE COMMUNITY



The effort to expand the Coyote Excellence Fund is a direct result of the success of the CSUSB Athletics teams, which have won numerous national and international titles.

TOTAL COST OF EXCELLENCE

- \$386 Academic Support
- \$480 Equipment
- \$200 Strength / Conditioning
- \$900 Sports Medicine
- \$6,577 Tuition In State
- \$17,769 Tuition Out of State
- \$9,007 Room & Board
- \$3,000 Meals
- \$3,750 Travel

The request for an additional \$100,000 is to help offset the cost of the program and to ensure that all athletes have the resources they need to succeed.


 Proud supporter of CSUSB Athletics

COYOTES FOR A CURE


MEN'S & WOMEN'S SOCCER


Come watch the Coyotes kick for a cure against Stanislaus State.




Sunday, October 9, 2016
Women at 11:30 AM & Men at 2:00 PM • Premier Field

Share yours or a loved one's story about their fight with cancer and tag @CSUSBathletics. First 100 guests receive a giveaway!

• Free for CSUSB students with I.D. & children 4 and under
 • \$5 for general admission
 • \$3 for seniors (55+), visiting students with school ID & youth 5-12


 Proud supporter of CSUSB Athletics

 Associated Students Incorporated
 CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO

 CSUSBathletics
  CSUSBCoyotes
  CSUSBathletic

Coyote Spotlight
Malika O'Brien
watch here

CCAA VOLLEYBALL TOURNAMENT
FIRST ROUND



NCAA West Regional
FIRST ROUND
watch here at 5:30 p.m.



APPLICATIONS—VEHICLE

