## Fresno State (California State University, Fresno)

Current Revision Date: 12/09/24

Established: 1911

Location: Fresno, CA

**Mascot:** Bulldogs

**Conference:** Mountain West Mascot Name: TimeOut

California State University, Fresno™ Fresno State®

Fresno State Bulldogs ® Bulldogs™ TimeOut™

Victor E.™

Victor E. Bulldog™

Gonna be a Bulldog 'til the day I'm dead.™ For the V™ Go 'Dogs!™ No Dogs Down™ Orgullo del Valle™

Bulldog Born. Bulldog Bred.™

Bulldog Born. Bulldog Bred.

Pride of the Valley™ Red Wave™ Red Wave Rise Up™ Underdogs to Wonderdogs™ Jim Sweeney Field™

Jim Sweeney Field at Valley Children's Stadium™ Valley Children's Stadium ™ Margie Wright Diamond™ Pete Beiden Field at Bob Bennett Stadium™ Save Mart Center™

Verbiage

Diamond 'Dogs Jordan College of Agricultural Sciences and Technology College of Arts and Humanities Craig School of Business Kremen School of Education and Human Development Lyles College of Engineering

College of Health and **Human Services** College of Science and Mathematics College of Social Sciences

Fresno State Red	Fresno State Blue	Green (for V only)	Black	Institutional Gray	White
PANTONE 186 C CMYK: 0, 100, 75, 4   RGB: 200, 16, 46 MADEIRA Rayon: 1477   RA: 2263	PANTONE 2767 C CMYK: 100, 87, 42, 41   RGB: 19, 41, 75  MADEIRA Rayon: 1243   RA: 2603	PANTONE 356 C CMYK: 96, 27, 100, 15   RGB: 0, 122, 51  MADEIRA Rayon: 1369   RA: 2240	<b>PANTONE Process Black CMYK: 0, 0, 0, 100   RGB: 35, 31, 32</b> MADEIRA Rayon: 1007   RA: 2296	PANTONE Cool Gray 6 C CMYK: 36, 29, 28   RGB: 167,168, 170 MADEIRA Rayon: 1087   RA: 2731	White  CMYK: 0, 0, 0, 0   RGB: 255, 255, 255  MADEIRA Rayon: White   RA: White

Approved University colors or the \*PANTONE® colors page are not intended to match PANTONE color standards, refer to the current editions of the PANTONE color publications. \*PANTONE® is a registered trademark of PANTONE, Inc. **Athletics Wordmarks Institutional Marks Athletics Primary Mark (4-Paw)** Athletics Font (Bulldog Born) Wordmarks **ABCDEFGHIJKLM** FRESNO STATE BULLDOGS. 28 30 FRESNO STATE NOPORSTUVWXYZ **FRESN@ FRESN® FRESN@** BULLDOGS. FRESNO STATE 1234567890 STATE. STATE. **Athletics Secondary Marks** 31 33 Dog Face Script FRESN@STATE. FRESN@STATE. FRESN@STATE.



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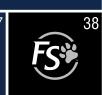












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Institutional Marks are also available in a college-specific format. Please contact the University for additional marks.

**University Seal** 

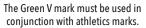
## Youth | **Alternate Helmet Green V Primary Helmet** Mascot Paw 20 21 22 23 24 25 26 27

FS Mark

**ADDITIONAL PERTINENT** INFORMATION

- University seal permitted on products for resale (reviewed on a case-by-case basis).
- No alterations or overlaying graphics to seal permitted.
- University licenses consumables (must have expiration date on packaging).
- University licenses health and beauty products.
- University permits numbers on products for resale.
- Mascot caricatures permitted.





- Cross licensing with other marks may be permitted with an additional agreement.
- The use of Athletics marks in conjunction with Institution marks is not permitted on product sold at retail. Limited acceptations will be available internally
- No references to drugs or tobacco related products may be used in conjunction with University marks.
- To request the Athletics Department font, please contact the Office of Trademark Licensing at Fresno State.