



Fresno State (California State University, Fresno)

Current Revision Date: 7/14/22

Established: 1911

Location: Fresno, CA

Mascot: Bulldogs

Mascot Name: TimeOut

Conference: Mountain West

Verbiage

California State University, Fresno™
Fresno State®
Fresno State Bulldogs®
Bulldogs™
TimeOut™
Victor E.™
Victor E. Bulldog™

Be Bold™
Bulldog Born. Bulldog Bred.™
Bulldog Born. Bulldog Bred.
Gonna be a Bulldog 'til the
day I'm dead.™
For the V™
Go 'Dogs!™

No Dogs Down™
Orgullo del Valle™
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™

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

PANTONE Process Black

CMYK: 0, 0, 0, 100 | RGB: 35, 31, 32
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 listed on this page must be used. The colors on this page are not intended to match PANTONE color standards. For PANTONE color standards, refer to the current editions of the PANTONE color publications. *PANTONE® is a registered trademark of PANTONE, Inc.

Athletics Primary Mark (4-Paw)

1



2



3



Athletics Font (Bulldog Born)

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890

Institutional Marks

25



26



27



28



29



30



Athletics Secondary Marks

Dog Face

4



5



6



Script

7



8



9



10



11



FS Mark

12



13



14



15



16



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

Primary Helmet

17



Alternate Helmet

18



19



20



Mascot

21



Youth

22



Green V

23



Paw

24



University Seal

33



34



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.
- No use of current players' name, image, or likeness is permitted on commercial products in violation of NCAA rules and regulations.
- No references to alcohol, 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.