



BRAND **GUIDELINES**

Cal State Bakersfield Roadrunners Style Guide

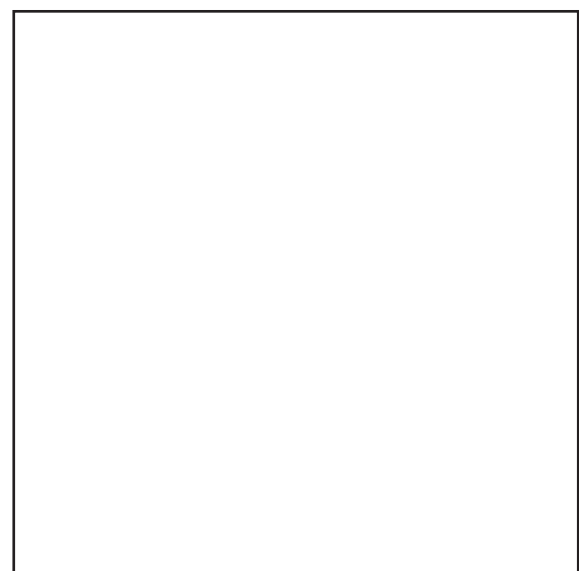
Roadrunners Color Scheme



Pantone 661
RGB: 0, 53, 148
CMYK: 100, 81, 0, 13
HSL: 219, 100, 29
HEX: 003594



Pantone 123
RGB: 255, 199, 44
CMYK: 0, 16, 89, 0
HSL: 44, 100, 59
HEX: FFC72C



Pantone 424
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0
HSL: 219, 0, 100
HEX: 707372

Primary Logo



Wordmark Logo



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Roadrunners Logo Variations



Full color logos should be used in most applications. Be sure to use the version that provides the most contrast from the background color.

Campus Specific Fonts

BAKERSFIELD ROADRUNNERS - VTF REDZONE

Bakersfield Roadrunners - Clever Couple

Bakersfield Roadrunners - Academico

Bakersfield Roadrunners - Open Sans

Bakersfield Roadrunners - Oswald

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Primary Block Lockups



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Roadrunners Sport-Specific Branding



**BAKERSFIELD
BASKETBALL**



**BAKERSFIELD
BASEBALL**



**BAKERSFIELD
BEACH VOLLEYBALL**



**BAKERSFIELD
CROSS COUNTRY**



**BAKERSFIELD
GOLF**



**BAKERSFIELD
MEN'S BASKETBALL**



**BAKERSFIELD
MEN'S SOCCER**



**BAKERSFIELD
SOCCER**



**BAKERSFIELD
SOFTBALL**



**BAKERSFIELD
SWIMMING & DIVE**



**BAKERSFIELD
TRACK & FIELD**



**BAKERSFIELD
VOLLEYBALL**



**BAKERSFIELD
WOMEN'S BASKETBALL**



**BAKERSFIELD
WOMEN'S SOCCER**



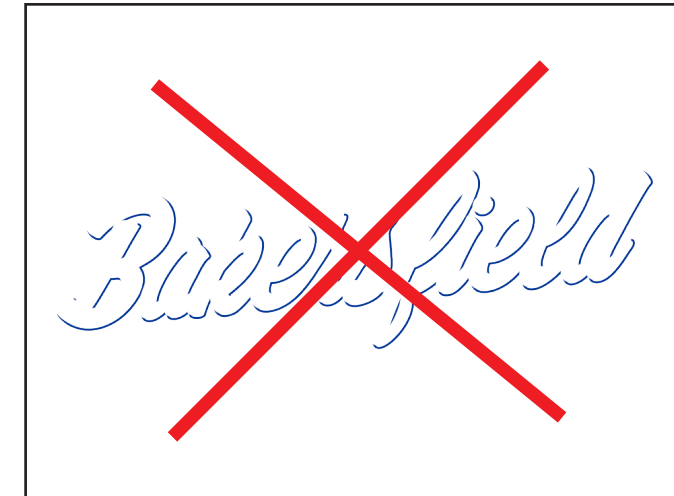
**BAKERSFIELD
WRESTLING**

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Roadrunners Logo Usage



DO NOT ROTATE OR OTHERWISE DISTORT THE LOGO
Keep all marks at the appropriate angle and be sure to scale all marks proportionally



DO NOT USE LOGOS FOR A DARK COLOR ON A LIGHT COLOR
Be sure there is enough contrast between the logo and the background.



DO NOT USE COLORS OTHER THAN THE OFFICIAL COLORS
The marks should never appear in non-approved colors.



DO NOT USE OLD OR OUTDATED LOGOS
Be sure the version of the logo is the most current version.

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Roadrunners Specific Wordmark Logo Variations

Bakersfield

Bakersfield

Bakersfield 

Bakersfield 

One-color logos can be used in some instances where colors are limited. Be sure to use the version that provides the most contrast from the background color. One color logos should only be used on solid color backgrounds.

Bakersfield

Bakersfield

Bakersfield 

Bakersfield 

Bakersfield

Bakersfield

Bakersfield 

Bakersfield 