


<div></div> <div>Arizona State</div> <div>Current Revision Date: 03/24/23</div>			Verbiage			
Established: 1885	Location: Tempe, AZ	Mascot: Sun Devils	ASU® Arizona State® Arizona State University® Sun Devil® Sun Devils® Sun Devil Nation®	A New American University™ Learn to Thrive® Salute to Service® Thunderbird®	Fork 'Em™ Fork 'Em Devils™ Forks Up® Fear the Fork® House of Heat® Devils™	It's Time™ Territorial Cup® Sun Devil Stadium™ Guard U™ O2V™ Go Devils™
ASU Maroon		ASU Gold		Black		Metallic Copper (accent only)
Apparel PANTONE 216 C (closest color equivalent for matching) Print CMYK 10-97-37-43 (Spot: ASU Maroon custom Spot*) Digital RGB 140-29-64 HTML #8C1D40 RUSSET 5552 ROBISON-ANTON - POLY		Apparel PANTONE 123 C (closest color equivalent for matching) Print CMYK 0-21-88-0 (Spot: ASU Gold custom Spot*) Digital RGB 255-198-39 HTML #FFC627 PAPAYA 0702 ISACORD - POLY		PANTONE Process Black C MADEIRA - Rayon: 1000 PolyNeon: 1800		PANTONE 876 C

*ASU has established custom spot colors for ASU Maroon and Gold that will ensure better color consistency and we have retired the use of the previous Pantone colors. L*a*b values and ink mixes for these spot colors can be found at links.asu.edu/color. If you are unable to match these exact L*a*b values, the closest Pantone swatch to ASU Maroon is Pantone 207 U and the closet to ASU Gold is Pantone 109 U. If you are interested in an official ASU Color Swatch booklet, email print@asu.edu.

Primary Marks

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Word Marks

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Baseball/Softball Marks

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Helmet Marks

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Sun Devil Bold Font

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Arizona State

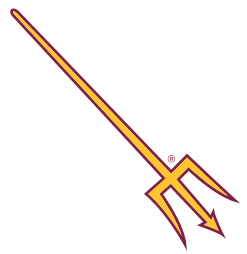
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Sparky Head



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Sparky's Pitchfork



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Sparky Marks



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School Seal



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Institutional Marks

Pitchfork Hand Marks



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Note: Pitchfork Hand Marks - only marks allowed to have artistic modifications. Please see section below for further details on usage.

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
- No alterations or overlaying graphics to sunburst permitted
- University licenses consumables (must have expiration date on packaging)
- University licenses health and beauty products
- University permits numbers on products for resale (restrictions vary from year to year)
- Mascot caricatures not 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 without a separate agreement with the student-athlete and approval from ASU.
- No references to alcohol, drugs, or tobacco related products may be used in conjunction with University marks
- Marks 1-31 cannot be used in conjunction with 34-43.
- Marks 10-12 should have limited use
- Marks 44-47 cannot be used in conjunction with any other marks without special permissions