



Arizona State

Current Revision Date: 03/24/23

Established: 1885

Location: Tempe, AZ

Mascot: Sun Devils

Mascot Name: Sparky

Conference: Pac-12

Verbiage

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

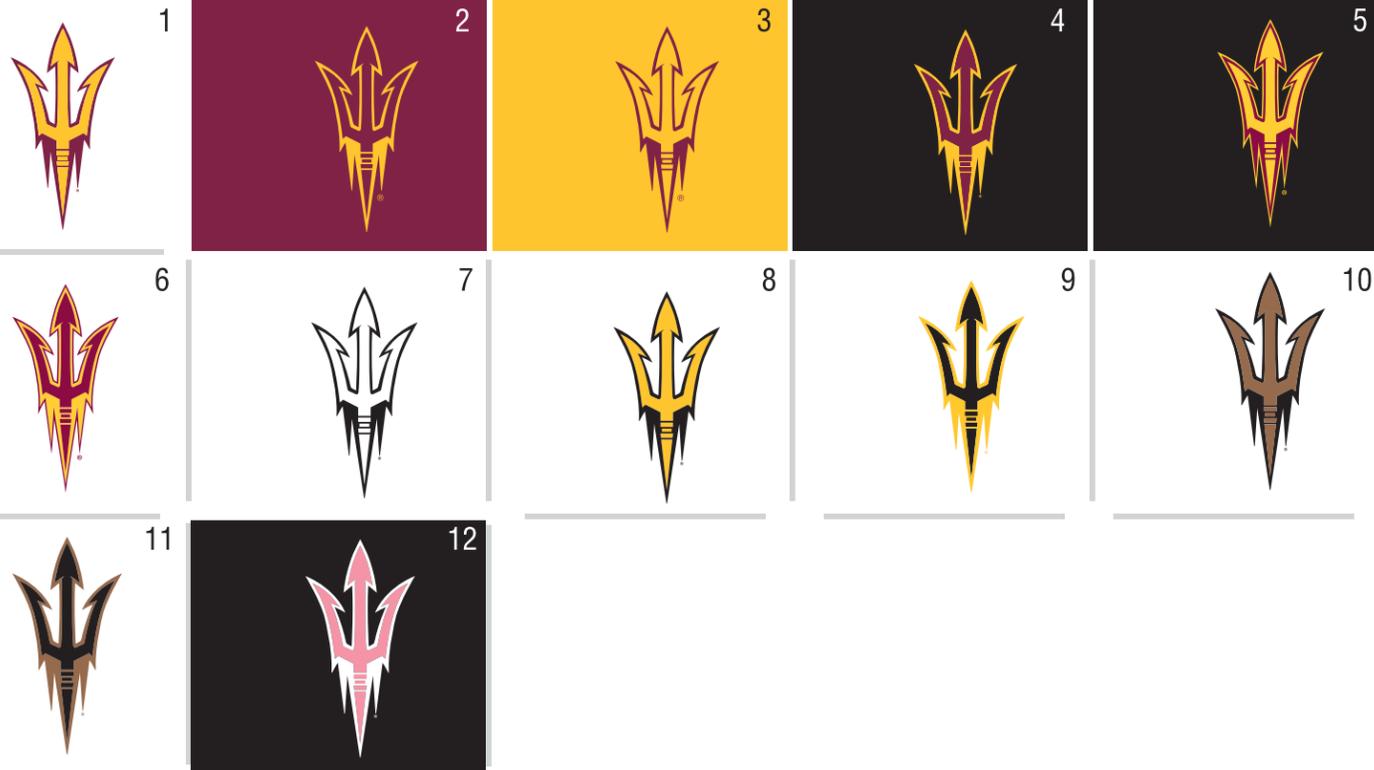
Apparel **PANTONE 123 C** (closest color equivalent for matching)
Print **CMYK 0-21-88-0** (Spot: ASU Gold custom Spot*)
Digital **RGB 255-198-39 HTML #FFC627**
PAPAYA 0702 ISACORD - POLY

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



Word Marks



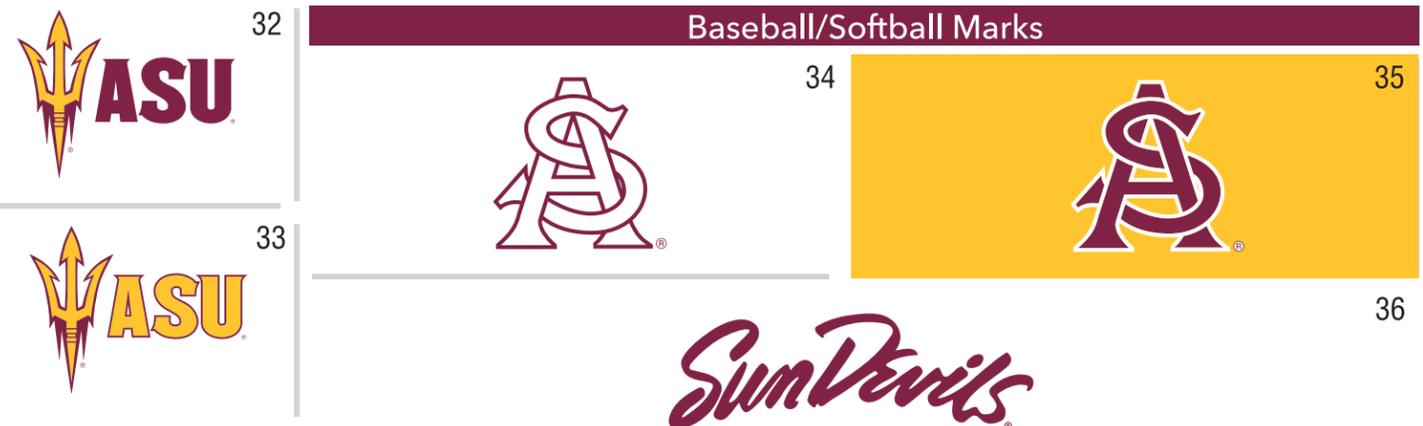
Helmet Marks



Sun Devil Bold Font

15
A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

Baseball/Softball Marks



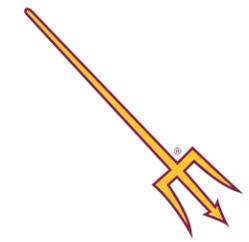


Sparky Head



37

Sparky's Pitchfork



38

Sparky Marks



39



40



41



42



43

School Seal



44

Institutional Marks



45



46



47

Pitchfork Hand Marks



48



49



50



51



52

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