CONCEPT

TWO MAJOR THEMES EMERGED DURING THE DESIGN PROCESS : **BEAUTY & GRIT**

BEAUTY REPRESENTS SAN DIEGO, OUR CAMPUS, AND THE NATURAL ENVIRONMENT IN WHICH WE OPERATE.

GRIT EMERGED OUT OF A WANT TO BALANCE WHAT OUR SCHOLAR-ATHLETES BRING TO THE TABLE. A GRITTY, HARDWORKING MENTALITY THAT HELPS SHAPE THE NARRATIVE OF MORE THAN JUST "A PRETTY SCHOOL ON THE HILL." THE DESIRE TO BE THE BEST ON THE FIELD AND IN THE CLASSROOM IS REFLECTED IN THIS CONCEPT.

INITIAL INSPIRATION

FROM THESE INITIAL INSPIRATION POINTS - THE TEAM SETTLED ON A SET OF ELEMENTS TO BRING THE 2020-21 GRAPHIC DESIGN CAMPAIGN TO LIFE. FOUR KEY PIECES EMERGED FROM THESE CONVERSATIONS **(GRADIENTS, GRITTY BACKGROUND TEXTURES, PAINT BRUSH STROKES AND DOODLE ADD ONS)** ALONG WITH ADJUSTMENTS TO <u>THE LUT IN PHOTOGRAPHS</u>.

BACKGROUND ELEMENTS

THE GRADIENT

A FOUNDERS BLUE TO TORERO BLUE GRADIENT WAS CREATED TO PAY HOMAGE TO THE BEAUTY OF THE SAN DIEGO SKY, THE OCEAN AND COLORS OFTEN FOUND ON USD'S CAMPUS.

THIS GRADIENT WILL SERVE AS THE PRIMARY ELEMENT FOR THE 2020-21 CAMPAIGN AND CAN BE UTILIZED IN MANY FORMS.

TEXTURES

SAND TEXTURES WERE CURATED TO AID IN OUR MESSAGING OF "GRIT" AND RELATE BACK TO SAN DIEGO. THESE TEXTURES WILL BE UTILIZED BEHIND THE GRADIENT, IN OTHER GRAPHIC BACKGROUNDS AND OVER WHITE TEXT WHEN NEEDED.

EXAMPLES OF APPROPRIATE TEXTURES CAN BE FOUND BELOW.

TEXTURES WILL BE MANIPULATED USING VARIOUS BLEND MODES, OPACITY AND FILL IN ORDER TO FIT WITHIN THE 2020-21 STYLING AND NOT DISTRACT FROM THE GRADIENT OR OTHER BACKGROUND COLORS.

*NOTE: TEXTURES SHOULD NEVER BE USED OVER ACTION PHOTOS IN GRAPHICS.

ADDITIONAL ELEMENTS

PAINT STROKES

IN ORDER TO BRIDGE THE GAP BETWEEN THE TWO THEMES AND LAKESHORE SERVING AS A PRIMARY FONT IN PREVIOUS YEARS, BRUSH STROKE MASKS WILL SERVE AS AN ADDED ELEMENT TO THE 2020-21 GRAPHIC DESIGN CAMPAIGN.

THE STROKES CAN BE MANIPULATED TO DIFFERENT SIZES AND SHAPES TO ADD IN ACTION PHOTOS, SERVE AS PLACES FOR TEXT AND OTHER APPLICATIONS. COLORS OF THESE STROKES SHOULD COME FROM THE APPROVED PRIMARY COLOR PALETTE ONLY.

DOODLES

DOODLES WILL BE UTILIZED AS ACCENT FEATURES FOR 2020-21 TO BE APPLIED TO MARKETING SHOTS AND OCCASIONALLY ACTION PHOTOS IN A GRAPHICS SETTING. EXAMPLES OF THESE ASSETS CAN BE SEEN BELOW.

ADDITIONAL ELEMENTS

LIGHT LEAKS

THE OCCASIONAL LIGHT LEAK ELEMENT MAY BE USED TO ADD WARMTH TO THE BACKGROUND OF A GRAPHIC. THIS WAS INSPIRED BY SAN DIEGO SUNSETS AND THE SKYLINE. LIGHT LEAKS SHOULD BE USED IN MODERATION AT A LOW INTENSITY AND BE LIMITED TO ONE TO TWO PER GRAPHIC.

*NOTE: BE AWARE OF THE EFFECT LIGHT LEAKS CAN HAVE ON SKIN TONES IF PLACED OVER ACTION OR MARKETING PHOTOS.

BACKGROUND IMAGES

TO ADD ADDITIONAL DEPTH TO A GRAPHIC, BACKGROUND IMAGES CAN BE BLENDED INTO THE GRADIENT BACKGROUND. DESIGNERS UTILIZED A CLIPPING MASK TO A RECTANGLE AND THEN A LAYER MASK TO ACHIEVE THE LOOK BELOW. WHEN BLENDING OUT THE EDGES OF A RECTANGLE OR IMAGE USE THE PAINT BRUSH TOOL AT A 1-2% FLOW AND ZERO PERCENT HARDNESS TO SLOWLY BLEND OUT THE IMAGE.

THESE SHOULD BE USED SPARINGLY AND LIMITED TO ONE TO TWO IN A DESIGN.

DESIGN TIPS AND TRICKS

PHOTO EDITING - USING THE LUT

MARKETING PHOTOS (1) WILL FEATURE THE LUT AT A 40-50% OPACITY. THIS CAN BE ADJUSTED BY CLICKING ON THE LAYER AND EDITING THE PERCENTAGE IN THE LAYERS PANEL ON PHOTOSHOP.

ACTION PHOTOS (2) WILL CONTINUE TO UTILIZE THE LUT AT A 60-70% OPACITY RANGE. A CAMERA RAW PRESET MAY ALSO BE APPLIED AT THE DISCRETION OF THE COMMUNICATIONS DEPARTMENT. WHEN POSTING PHOTOS TO SOCIAL MEDIA - PLEASE ASK YOUR COMMUNICATIONS REPRESENTATIVE TO ADD THE LUT FOR YOU IN ORDER TO REMAIN CONSISTENT.

*PHOTOS WITHOUT THE LUT WILL BE DELETED FROM SOCIAL MEDIA ACCOUNTS AT THE DISCRETION OF THE COMMUNICATIONS DEPARTMENT
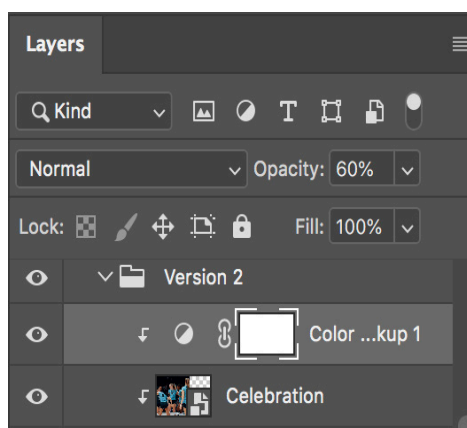

THE LUT APPEARS IN A "COLOR LOOKUP" LAYER AND WILL BE ADJUSTED IN THE LAYERS PANEL.

WHERE CAN I FIND ALL THE DESIGN ELEMENTS?

THE COMMUNICATIONS TEAM HAS DEVELOPED A CREATIVE CLOUD LIBRARY PACKED WITH APPROVED LOGOS, THE COLOR PALETTE AND ANY ELEMENTS YOU MAY NEED TO DESIGN A GRAPHIC FOR 2020-21.

DOWNLOAD THE "USD TOEROS.CCLIBS" FILE ONTO YOUR DESKTOP AND DOUBLE CLICK ON THE FILE. THEN OPEN PHOTOSHOP AND SEARCH FOR THE "LIBRARIES" PANEL. FROM THE DROP DOWN MENU, SELECT "USDTOREROS" TO VIEW ALL GRAPHIC DESIGN ELEMENTS IN THE LIBRARY. INSTEAD OF "VIEW BY TYPE" YOU CAN SELECT "VIEW BY GROUP" TO MORE EASILY SEE AND ACCESS DIFFERENT ELEMENTS OF THE LIBRARY.
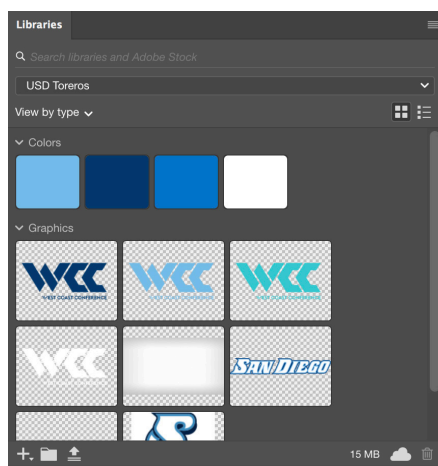
THE USD TOREROS LIBRARY IS SORTED INTO DIFFERENT CATEGORIES INCLUDING COLORS, LOGOS, AND GRAPHIC ELEMENTS.

THE TEXT HIERARCHY - HOW TO CREATE HEADLINES

THE TEXT HIERARCHY IS A CONCEPT THAT RULES HOW DESIGNERS DICTATE HOW TEXT SHOULD APPEAR IN GRAPHICS.

THE RULE STATES YOUR MOST IMPORTANT INFORMATION SHOULD BE YOUR TIGHTEST, BOLDEST AND BIGGEST TEXT, FOLLOWED BY TEXT THAT DIFFERS IN WEIGHT, SPACE OR FONT FAMILY TO DRAW THE EYE IN.

THE MAIN HEADLINE IS OFTEN REFERRED TO AS H1 WITH SECONDARY AND TERTIARY HEADLINES APPEARING AS H2 AND H3.

H1 - NTF-GRAND IN BOLD 44 PT., 0 IN TRACKING (AKA SPACING)

GAMEDAY

AUG. 17, 2020 | 7PM

H2 - NTF-GRAND IN MEDIUM 16 PT., 100 IN TRACKING (AKA SPACING)

H1 - NTF-GRAND IN BOLD 44 PT., 0 IN TRACKING (AKA SPACING)

ALL-AMERICAN

DALTON KINCAID

H2 - LAKESHORE IN REGULAR 16 PT., 80 IN TRACKING (AKA SPACING)

WHAT SIZE GRAPHIC SHOULD I MAKE?

DIMENSIONS ARE DICTATED BY THE PLATFORM IN WHICH THE GRAPHIC WILL APPEAR. THE FOLLOWING ARE APPROVED DIMENSIONS AND THEIR PLATFORMS FOR 2020-21.

INSTAGRAM

- "IN FEED" (REGULAR POST): 1080 X 1350 OR 600 X 600
- INSTAGRAM STORY: 1080 X 1920

TWITTER & FACEBOOK

- 1920 X 1080