



BRADLEY UNIVERSITY ATHLETICS

OFFICIAL ATHLETICS BRAND IDENTITY - USAGE AND STYLE GUIDE

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INTRODUCTION

ABOUT BRADLEY

Founded by Lydia Moss Bradley in 1897, Bradley University is a prestigious, private university in Peoria, Illinois, with 5,400 students. The university prepares students for immediate and substantial career success by offering resources not found at small colleges and more personalized experiences than large universities. More than 185 academic programs are available in business, communications, education, engineering, fine and performing arts, health sciences, the liberal arts, science and technology. Unique programs include entrepreneurship, hospitality leadership, game design, sports communication and physical therapy.

ABOUT THIS GUIDE

Bradley University's Department of Athletics is visually represented by a series of closely related logos, which comprise the athletics brand identity. This guide is intended as a resource for both internal departments and external vendors who apply the athletics brand identity. It was created to ensure consistent use of the athletic department's logos, symbols, color and typography across a wide variety of applications. The following pages are official policy of Bradley University as it pertains to the reproduction of its athletics brand identity.

All logos and artwork depicted within this guide are trademarks of Bradley University. Any use without consent of the university or its licensing agent is strictly prohibited.

For additional information regarding the Bradley athletics brand identity or for questions regarding specific use, please contact:

Bradley University Department of Athletics

Bradley University
1501 W. Bradley Ave.
Peoria, IL 61625
(309) 677-2670
(email? branding@bradley.edu)

LICENSING THE BRADLEY ATHLETICS BRAND

The Bradley trademark licensing program strives to promote, enhance and elevate the image of the university by authorizing the use of our marks on high-quality, socially responsible, tasteful merchandise and apparel. The program is administered by Bradley University's Department of Athletics and in partnership with Learfield Licensing Partners (LLP).

Any person, organization or corporation wishing to manufacture a product bearing or containing any of the marks of the university, or to provide a service that will use the marks, must enter into a licensing agreement that authorizes such use. Examples of products include giveaways, apparel, uniforms, sports equipment, etc.

Only officially licensed, approved vendors (licensees) may produce items bearing Bradley's trademarks or name. Those wishing to become licensed can obtain an application at learfieldlicensing.com/licensing. Along with a completed application, vendors will be required to submit product samples, proof of insurance and a nominal fee. All vendor questions regarding the application and approval process should be directed to LLP.

In addition to the application and license renewal processes, LLP manages royalty reporting, artwork approvals, enforcement, promotions and general administration of Bradley's licensees.


Once vendors are licensed, they can access current, accurate Bradley logos and marks from Trademarx Online, LLP's Web-based artwork database. Product designs must be submitted into Trademarx Online for review and approval prior to being produced. Items bearing Bradley's trademarks without a license may be considered "counterfeit" and subject to all available legal remedies, including seizure of the items. Additionally, licensed vendors who fail to submit designs for pre-production approval may have their license revoked.


A list of Bradley licensees is available by visiting learfieldlicensing.com/vendor-list. Type in "Bradley" in the search bar at the top of the page.

COLOR INFORMATION

The color standards that apply to the Bradley athletics brand identity are detailed here. The color placement and specifications should never be altered.

NOTE: Due to the inconsistent nature of computer monitors and office printers, the colors depicted within this usage and style guide may not match the actual PANTONE® colors. When specifying colors, please refer to the PANTONE® or MADEIRA® embroidery number for accurate color reproduction.

BRADLEY RED	PROCESS	RGB	HTML	MADEIRA embroidery
 PANTONE 186C	C: 0 M: 100 Y: 75 K: 4	R: 165 G: 0 B: 0	A50000	1147

KABOOM GRAY	PROCESS	RGB	HTML	MADEIRA embroidery
 PANTONE 428C	C: 12 M: 6 Y: 5 K: 12	R: 153 G: 153 B: 153	999999	1212

PRIMARY LOGO - ONE AND TWO COLOR



Note: To aid in dark background applications, the Bradley shield travels with a white outline at all times. Additionally, the white on the shield and its outline must always be in white. In one-color applications, the background color will show through the non-white parts of the shield, as demonstrated below.



Two color on white or light backgrounds including light gray



One color on red background
NOTE: On red backgrounds, BRADLEY type reverses to white



Two color on black or dark backgrounds including dark gray



One color on gray and other background colors.

SECONDARY LOGO - STAND ALONE B



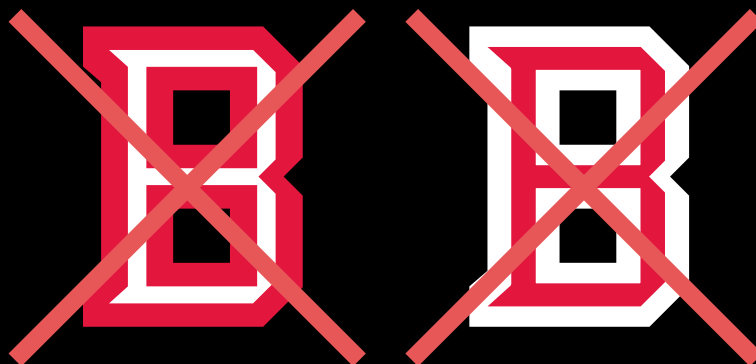
One color on white or light backgrounds including light gray



One color on red backgrounds

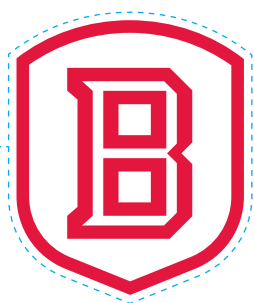


Two color on light backgrounds including light gray



NOTE: Never apply stand alone B to black backgrounds

SECONDARY LOGO - SHIELD B



Note: To aid in dark background applications, the Bradley shield travels with a white outline at all times. Additionally, the white on the shield and its outline must always be in white. In one-color applications, the background color will show through the non-white parts of the shield, as demonstrated below.



One color on red backgrounds
NOTE: On red backgrounds BRADLEY type reverses to white



Two color on black or dark backgrounds including dark gray



Two color on white or light backgrounds including light gray



One color on gray and other background colors.

WORD MARK

BRADLEY

One color on white or light backgrounds including light gray

BRADLEY

One color on red backgrounds

BRADLEY
BRADLEY
BRADLEY

One color on light backgrounds including light gray

BRADLEY

One color on black or dark backgrounds including dark gray

SPORT SPECIFIC MARKS

Sport specific marks are available for all sponsored sports and select athletics related programs, some of which are shown here. Requests for additional sport specific marks may be made to the Department of Athletics; see page 29 of this guide for contact information.



NOTE: On red backgrounds, all components reverse to white.

SPORT SPECIFIC MARKS - CONTINUED

Sport specific marks are available for all sponsored sports and select athletics related programs, some of which are shown here. Requests for additional sport specific marks may be made to the Department of Athletics; see page 29 of this guide for contact information.



SPORT SPECIFIC WORD MARKS

Sport specific word marks are available for all sponsored sports and select athletics related programs, some of which are shown here. Requests for additional sport specific word marks may be made to the Department of Athletics, see page 29 of this guide for contact information.



BRADLEY
— ATHLETICS —

NOTE: On red backgrounds, all components reverse to white.

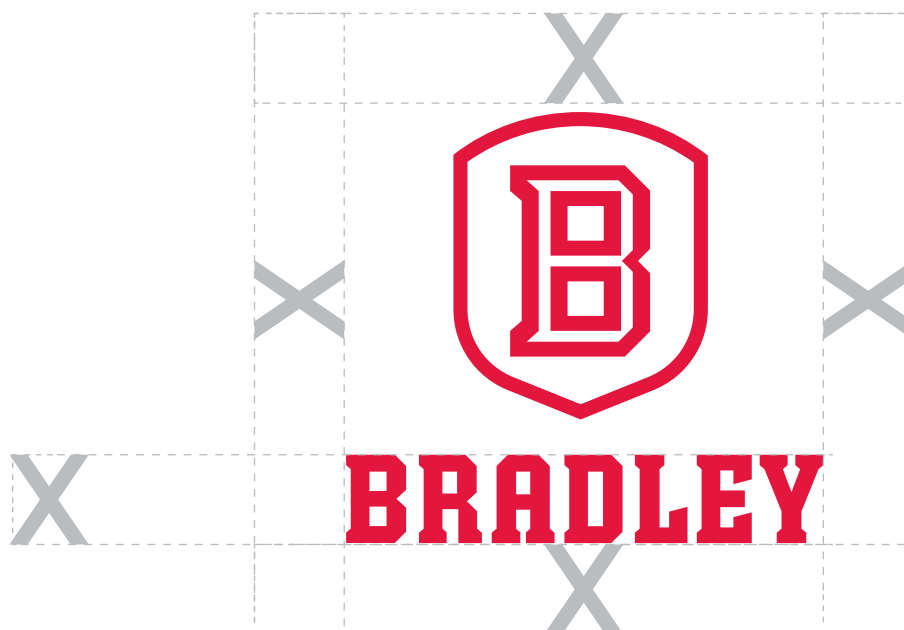
HOW TO CUSTOMIZE SPORT SPECIFIC MARKS

The metrics for how to construct sport specific word marks are detailed here. These marks should only be created by the Department of Athletics. Requests for additional sport specific marks may be made to the Department of Athletics; see page 29 of this guide for contact information.



AREA OF ISOLATION

The free space (area of isolation) surrounding the logo prevents it from visually competing with type or images that surround it. This area (indicated by X) should always be void of type or other design elements. X is always equal to the height of the “B” in the Bradley type regardless of the size of the logo.



TYPOGRAPHY

BRADLEY is a keyable font created exclusively for Bradley University's Department of Athletics. It is intended for use as a display font in select and appropriate applications, including headlines, signage, banners, etc. End users should not use the font for type intensive applications such as body copy, letters, articles, etc.

BRADLEY
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

UNITED Sans Regular is a family of commercially available fonts intended for use as secondary, complementary fonts to BRADLEY.

United Sans Regular Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

United Sans Regular Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

United Sans Regular Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

NUMBERS

There are two number styles available for uniform applications: a solid version and an inline version, both shown here. The solid numbers are directly from the Bradley font, while the inline numbers are custom drawn and need to be set as artwork rather than typography.

Solid:

0123456789

Inline:

0123456789

TYPOGRAPHY - EXAMPLES

Banners, signage, official letterhead and business card examples shown



WELCOME TO THE RENAISSANCE COLISEUM HOME OF BRADLEY WOMEN'S BASKETBALL



MASCOT - WITH TYPE - FULL COLOR



Full color on white or light backgrounds



Full color on red backgrounds

NOTE: Kaboom text reverses to white on red backgrounds



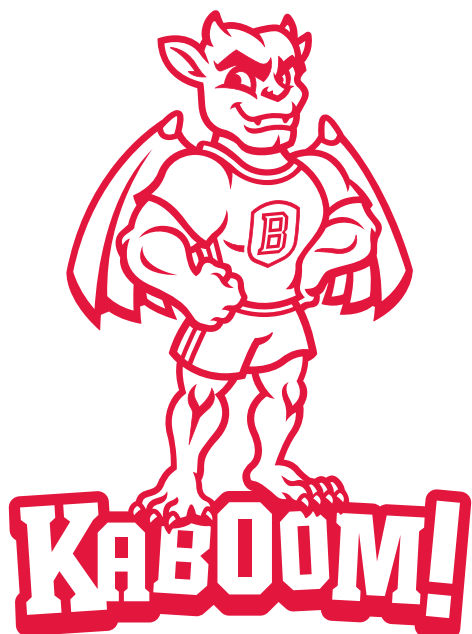
Full color on light gray backgrounds



Full color on black or dark backgrounds

NOTE: Kaboom text reverses to white on black or dark backgrounds

MASCOT - WITH TYPE - ONE AND TWO COLOR



Red one color on white or light backgrounds



Red two color on red backgrounds

NOTE: Red and white inks count as two colors on apparel



Red one color on light gray backgrounds



Red two color on light gray backgrounds



Black one color on light gray backgrounds



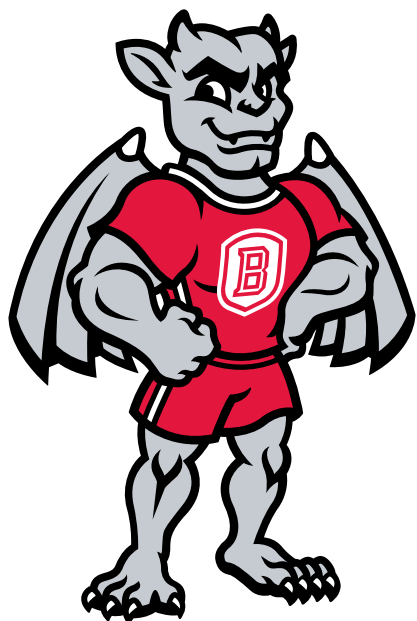
Black two color on light gray backgrounds



Black two color on black or dark backgrounds

NOTE: Black and white inks count as two colors on apparel

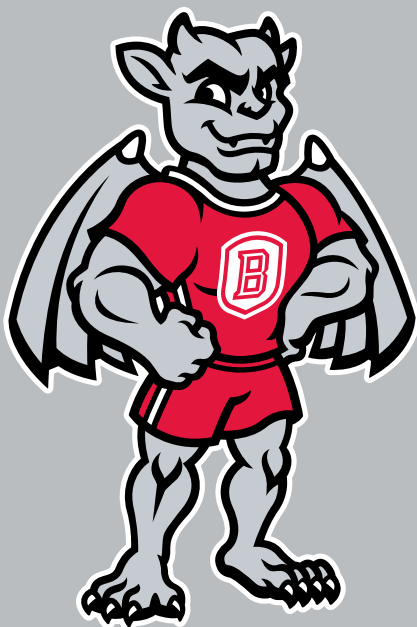
STAND ALONE MASCOT - FULL COLOR



Full color on white or light backgrounds



Full color on red backgrounds

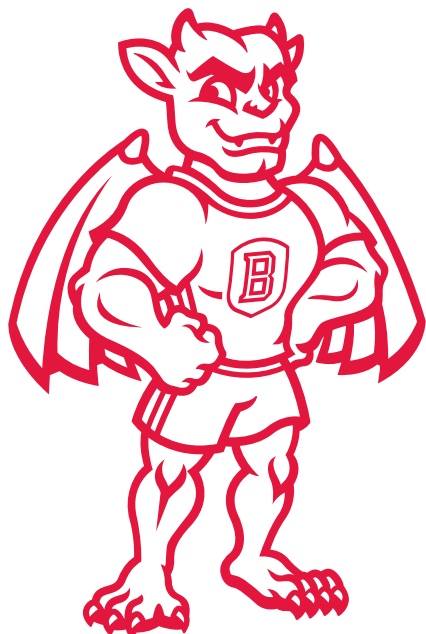


Full color on light gray backgrounds

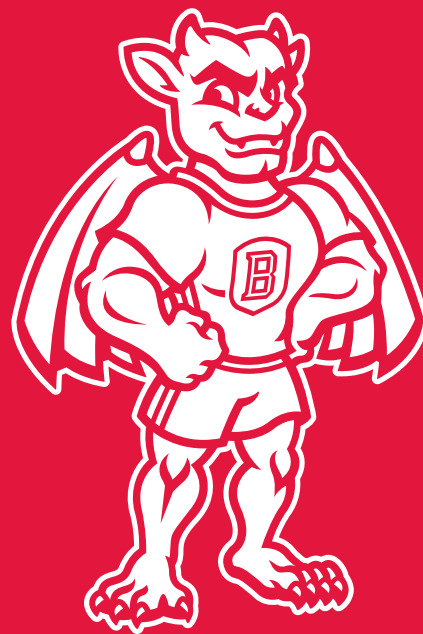


Full color on black or dark backgrounds

STAND ALONE MASCOT - ONE AND TWO COLOR



Red one color on white or light backgrounds



Red two color on red backgrounds

NOTE: Red and white inks count as two colors on apparel



Red one color on light gray backgrounds



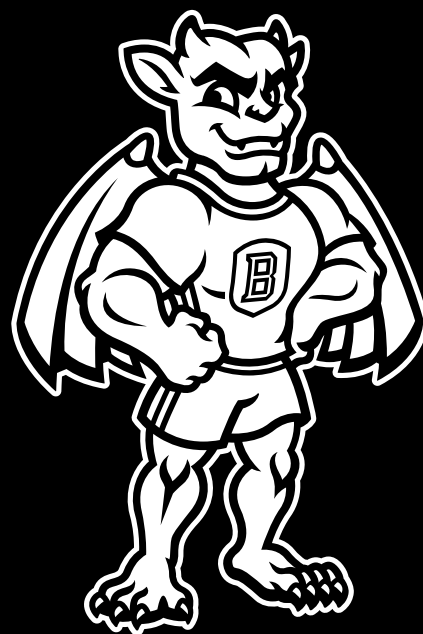
Red two color on light gray backgrounds



Black one color on light gray backgrounds



Black two color on dark gray backgrounds



Black two color on black or dark backgrounds

NOTE: Black and white inks count as two colors on apparel

HEAD AND NAME MASCOT - FULL COLOR



Full color on white or light backgrounds



Full color on red backgrounds

NOTE: Kaboom text reverses to white on red backgrounds



Full color on light gray backgrounds



Full color on black or dark backgrounds

NOTE: Kaboom text reverses to white on black or dark backgrounds

HEAD AND NAME MASCOT - ONE AND TWO COLOR



Full color on white or light backgrounds



Red two color on red backgrounds

NOTE: Red and white inks count as two colors on apparel



Red one color on light gray backgrounds



Red two color on light gray backgrounds



Black one color on light gray backgrounds



Black two color on dark gray backgrounds



Black two color on black or dark backgrounds

NOTE: Black and white inks count as two colors on apparel

HEAD ONLY MASCOT - FULL COLOR



Full color on white or light backgrounds



Full color on red backgrounds



Full color on light gray backgrounds



Full color on black or dark backgrounds

HEAD ONLY MASCOT - ONE AND TWO COLOR



Full color on white or light backgrounds



Red two color on red backgrounds

NOTE: Red and white inks count as two colors on apparel



Red one color on light gray backgrounds



Red two color on light gray backgrounds



Black one color on light gray backgrounds



Black two color on dark gray backgrounds



Black two color on black or dark backgrounds

NOTE: Black and white inks count as two colors on apparel

MASCOT - WORD MARK - FULL COLOR

The word "KABOOM!" is rendered in a bold, stylized, blocky font. The letters are red with a thick black outline. The word is slanted slightly to the right.

Full color on white or light backgrounds


The word "KABOOM!" is rendered in a bold, stylized, blocky font. The letters are white with a thick black outline. The word is slanted slightly to the right.

Black two color on red backgrounds

NOTE: Kaboom text reverses to white on red backgrounds

The word "KABOOM!" is rendered in a bold, stylized, blocky font. The letters are red with a thick black outline. The word is slanted slightly to the right.

Full color on light gray backgrounds

The word "KABOOM!" is rendered in a bold, stylized, blocky font. The letters are white with a thick black outline. The word is slanted slightly to the right.

Black two color on black or dark backgrounds

NOTE: Kaboom text reverses to white on black or dark backgrounds

MASCOT - WORD MARK - ONE AND TWO COLOR



Full color on white or light backgrounds



Red two color on red backgrounds

NOTE: Red and white inks count as two colors on apparel



Red one color on light gray backgrounds



Red two color on light gray backgrounds



Black one color on light gray backgrounds



Black two color on dark gray backgrounds



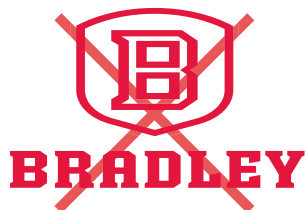
White one color on light gray backgrounds



Black two color on black or dark backgrounds

NOTE: Black and white inks count as two colors on apparel

COMMON MISUSE



NEVER distort the logo



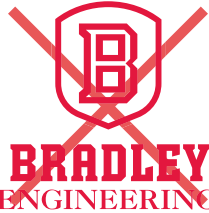
NEVER alter the proportions



NEVER alter color placement



NEVER use unapproved colors



NEVER add unapproved
typography



NEVER rotate the logo



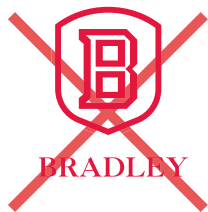
NEVER rearrange
the components



NEVER skew the logo



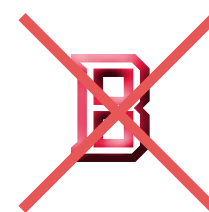
NEVER use the athletics logo with
the university name or font



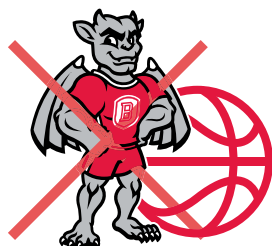
NEVER alter the typography



NEVER use retired logos



NEVER use effects
or embellishments



NEVER alter or add graphics
to a logo



NEVER delete parts of logos



NEVER add unapproved type

CONTACT INFORMATION

Bradley University Athletics

1501 W Bradley Ave

Peoria, IL 61625

(309) 677-2633

email? (branding@bradley.edu)

bradley.edu/graphicguidelines