



BUTLER ATHLETICS

VISUAL IDENTITY GUIDE

INTRODUCTION

The following pages should be considered an addendum to the overall Butler University brand guidelines, which can be found at Butler.edu/Marketing.

While the University and the Athletic Department utilize the same Bulldog Head logo and primary brand colors, there are certain differences between the two styles, most notably in usage of secondary colors and font.

The marks cannot be used in any color combinations other than those specifically noted in this guide. Some color variations are acceptable for retail products; however, prior approval must be given by Butler Athletics.

Use of these marks for commercial purposes require permission from Butler University Athletics. Requests for such use should be directed to Director of Athletic Marketing and Licensing Lindsay Martin at lmartin@butler.edu. Applications for a retail or internal license can be directed to CLC at licensing@CLC.com.

All requests for editorial use can be directed to either the Director of Athletic Marketing Lindsay Martin or the Associate Athletic Director for Communications John Dedman,

COLOR PALETTE

PRIMARY COLORS

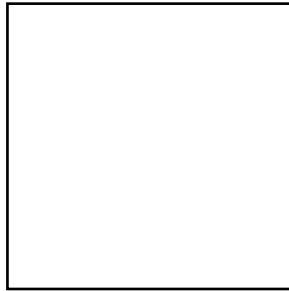


Pantone 2767 C

CMYK: 100, 90, 10, 77

RGB: 19, 41, 75

HEX: #13294B



White

CMYK: 0, 0, 0, 0

RGB: 255, 255, 255

HEX: #FFFFFF



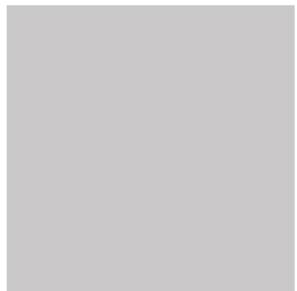
Pantone Cool Gray 9

CMYK: 50, 40, 34, 17

RGB: 117, 120, 123

HEX: #75787B

SECONDARY COLORS



Pantone Cool Gray 3 C

CMYK: 18, 13, 10, 0

RGB: 200, 201, 199

HEX: #C8C9C7



Pantone 299 C

CMYK: 86, 8, 0, 0

RGB: 0, 163, 224

HEX: #00A3E0

FONTS

Butler Athletics utilizes the Industry font family, beginning with the 2019-2020 academic year.

For use in body copy:

Industry Light

Industry Book

Industry Medium

Industry Medium Italic

Industry Demi

Industry Demi Italic

For use in headlines:

Industry Bold

Industry Bold Italic

Industry Black

Industry Black Italic

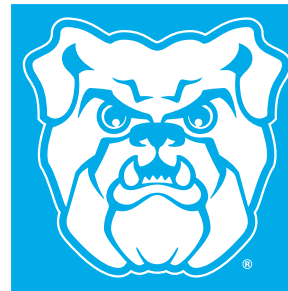
Industry Ultra

Industry Ultra Italic

PRIMARY LOGO



The full color logo is always preferred.



If a one color logo must be used, it should appear with a double line when printed on white and as all white with a single line on any other color.

Treatments, such as fading or use of glitter or metallics is permitted at retail only with permission from Butler Athletics.

Black may be used instead of navy blue in the one color logo on white.

WORDMARK & LOCK-UP

BUTLER

BUTLER

BUTLER

BUTLER

In instances where the primary logo cannot be used, the wordmark is allowed.

The wordmark alone may be used on any color background, with the navy version preferred for light backgrounds and the white preferred for dark.



BUTLER



BUTLER

The bulldog head and wordmark may be combined horizontally

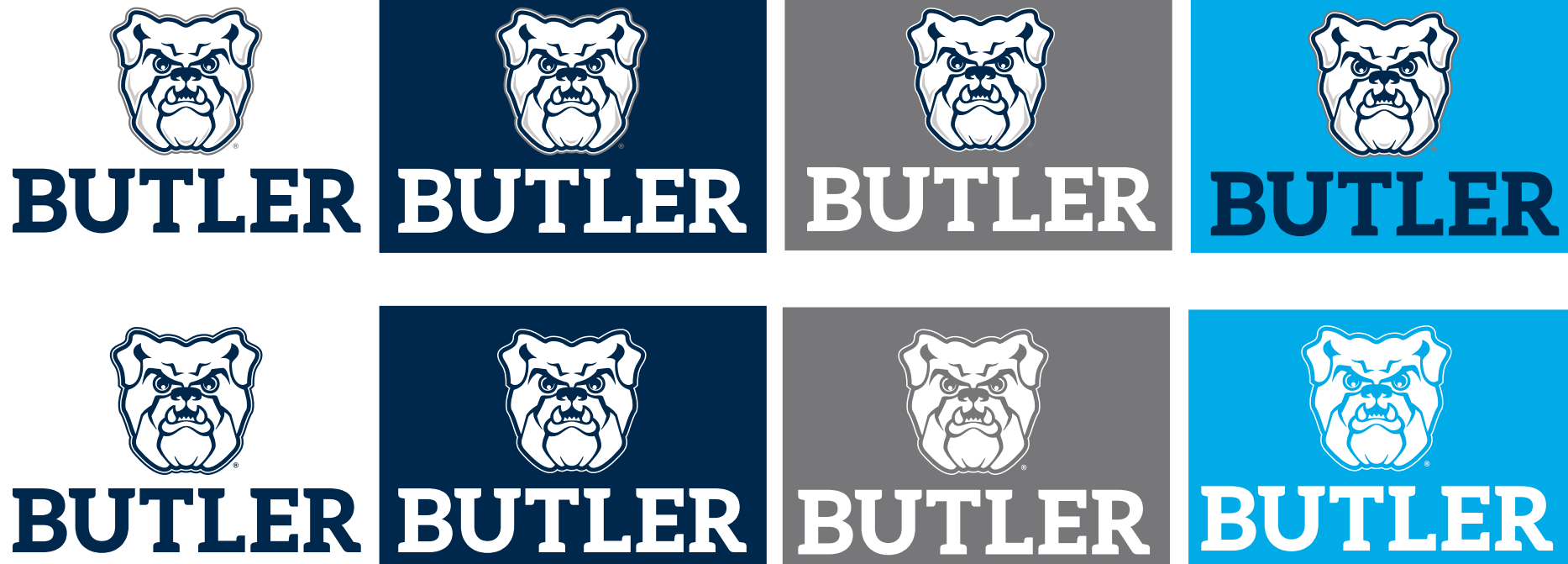


BUTLER



BUTLER

WORDMARK & LOCK-UP



The bulldog head and wordmark may also be combined vertically. This version is most often used as the base for sport-specific marks as shown on the next page.

The Bulldog head alone is the preferred mark and should be used whenever possible.

SPORT-SPECIFIC MARKS



BUTLER
BASKETBALL



BUTLER
BASEBALL



BUTLER
CHEERLEADING

Sport-specific marks may be utilized internally or on retail merchandise.

Sport logos are gender-inclusive.

Club teams may not use these marks.



BUTLER
CROSS COUNTRY



BUTLER
DANCE TEAM



BUTLER
FOOTBALL



BUTLER
GOLF



BUTLER
LACROSSE



BUTLER
SOCCER



BUTLER
SOFTBALL



BUTLER
SWIMMING



BUTLER
TENNIS



BUTLER
TRACK & FIELD



BUTLER
VOLLEYBALL

Teams may use only the wordmark portion of the sport-specific mark.

BUTLER
BASKETBALL

BUTLER “B”

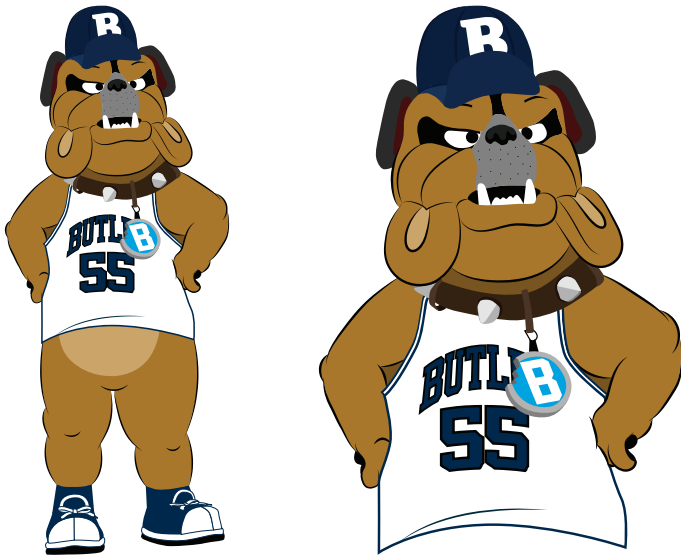
A stylized B has been created as a secondary mark.

At retail, it must be used with another Butler identifier.

It is available in a three-color blue with white and gray outline, two-color blue and white, and one-color all white.



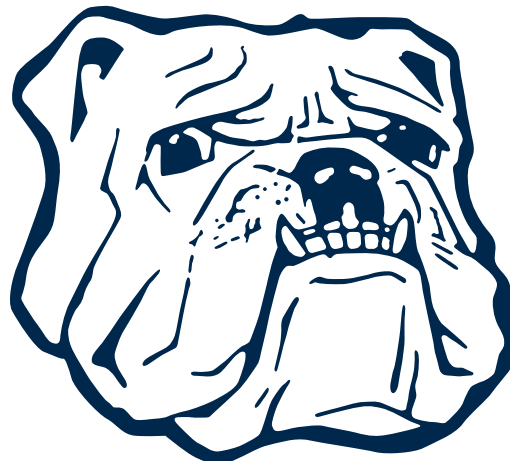
HINK MASCOT



The caricature of our costumed mascot, Hink, may be utilized with permission from Athletic Marketing.

Butler Blue live mascot program mark usage must be requested from University Marketing via Evan Krauss, ekrauss@butler.edu.

THROWBACK GAMES



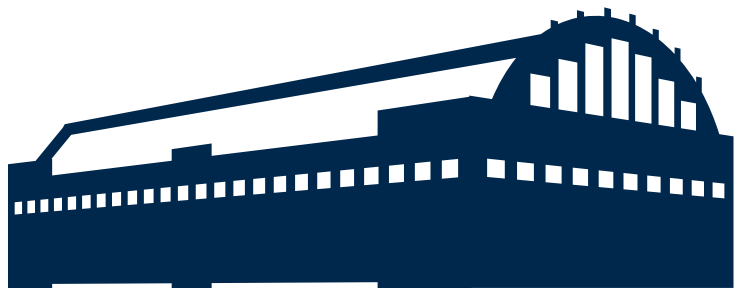
This logo is the recommended logo for use in throwback games.

Teams should seek permission from Athletic Marketing.

Vintage Athletic marks may not be used on campus for any reason other than bookstore retail.

HINKLE FIELDHOUSE

Three marks visually represent Butler's iconic home, historic Hinkle Fieldhouse. These marks are available upon request.



DAWG POUND



The mark for Butler's student athletic support group, Dawg Pound, is available for internal use only.

It must always appear in blue and white. Color alterations are not permitted.

BUnited

In June 2020, Butler Athletics launched BUnited, a department-wide initiative focused on empathy, education and experience. Its mission is Building Unity Through Leadership, Education and Respect.

Horizontal with Tag



Horizontal without Tag



BUnited

Vertical without Tag



Vertical with Tag

