

2019-20 BIG SOUTH CONFERENCE NAME & LOGO STYLE GUIDE

OFFICIAL INSTITUTIONAL NAME	PRIMARY LOGO	ACCEPTABLE ATHLETIC REFERENCES	UNACCEPTABLE/ INCORRECT USAGE	SECONDARY LOGOS (w/applicable usage)
Big South Conference PMS 158 C / PMS Process Blue C		Big South Conference Big South	BSC Big So.	
Campbell University PMS 158 C / Black / White		Nickname: Fighting Camels Abbreviation: CU Also acceptable: CAM	Lady Camels	 <i>Usage permitted only for Football</i>
Charleston Southern University PMS 295 C / PMS 7503 C or PMS 10124 Metallic / White <i>Primary could be blue or white with gold cross cutlass</i>		Nickname: Buccaneers Abbreviation: CSU Also acceptable: Bucs, Charleston So.	Char. Southern Char. So. Charleston University of Charleston Lady Bucs	 <i>Secondary cutlass could be blue or white solid logos</i>
Gardner-Webb University PMS 187 C / Black / White <i>Bulldog should always face right to left</i>		Nickname: Runnin' Bulldogs Abbreviation: GWU Also acceptable: 'Dogs	Gardner Webb (<i>no hyphen</i>) G-Webb G-Dogs GW	
Hampton University PMS 286 C / PMS 429 C / White		Nickname: Pirates Abbreviation: HU Also acceptable: Lady Pirates	HIU Hampton Institute HAM HAMP	
High Point University PMS 2685 C / White		Nickname: Panthers Abbreviation: HPU Also acceptable: High Point	HP High Pt. Lady Panthers Point	
Longwood University PMS 282 C / PMS 422 C / White		Nickname: Lancers Abbreviation: LW Also acceptable: LWU	L-Wood	
Presbyterian College PMS 286 C / PMS 201 C / White		Nickname: Blue Hose Abbreviation: PC Also acceptable: Presbyterian	Presby Pres Bluehose Presbyterian University College of Presbyterian	None
Radford University PMS 186 C / PMS 427 C / PMS 541 C White		Nickname: Highlanders Abbreviation: RAD Also acceptable: Radford	RU Lady Highlanders Highs University of Radford Raddy	 <i>(Preferred TV Logo)</i>
UNC Asheville PMS 293 C / PMS Cool Gray 2 C / Black / White		Nickname: Bulldogs Abbreviation: AVL Also acceptable: Asheville	UNC-Asheville UNC-A UNCA UNC at Asheville Lady Bulldogs	 <i>Secondary used only for baseball</i>
USC Upstate PMS 348 C / Black / White		Nickname: Spartans Abbreviation: UPST Also acceptable: Upstate	USCU USC-U USC-Upstate USC Spartanburg Lady Spartans	
Winthrop University PMS 188 C / PMS 7409 C / White		Nickname: Eagles Abbreviation: WU	WIN Winthrop College University of Winthrop Lady Eagles	
Kennesaw State University (Football Only) PMS 1235 C / Black / White		Nickname: Owls Abbreviation: KSU	Kenn. State Kennesaw	None
Monmouth University (Football Only) PMS 282 C / PMS Cool Grey 11 / White		Nickname: Hawks Abbreviation: MU	Monmouth College University of Monmouth	
University of North Alabama (Football Only - 2019) PMS 268 C / PMS 4515 C / White		Nickname: Lions Abbreviation: UNA	UN U-NA N. Alabama Northern Alabama North Alabama University	