

2019-20 BIG SOUTH CONFERENCE INSTITUTIONAL NAME & LOGO STYLE GUIDE

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