

THE CITADEL ETSU FURMAN MERCER UNCG SAMFORD CHATTANOOGA VMI WESTERN CAROLINA WOFFORD

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ABOUT



The Southern Conference, which begins its 96th season of intercollegiate competition in 2016, is a national leader in emphasizing the development of the studentathlete and in helping to build lifelong leaders and role models.

The Southern Conference has been on the forefront of innovation and originality in developing creative solutions to address issues facing intercollegiate athletics. From establishing the first conference basketball tournament (1922), to tackling the issue of freshman eligibility (1922), to developing women's championships (1984), to becoming the first conference to install the 3-point goal in basketball (1980), the Southern Conference has been a pioneer.

702 N. Pine Street Spartanburg, S.C., 29303

The Southern Conference is the nation's fifth-oldest NCAA Division I collegiate athletic association. Only the Big Ten (1896), the Missouri Valley (1907), the Pac-12 (1915) and the Southwestern Athletic (1920) conferences are older in terms of origination.

OUR HISTORY

A total of 20 Rhodes Scholarship winners have been selected from conference institutions, including Wofford volleyball player Rachel Woodlee, who earned the honor four years ago. Both the SEC and the ACC grew out of the SoCon, with the SEC forming in 1933 and the ACC 20 years later. Here are a few of the famous alumni and coaches that have made up the Southern Conference:

- Stephen Curry, Davidson
- Charlie "Choo Choo" Justice, North Carolina
- Sam Huff, West Virginia
- Frank Selvy, Furman
- Arnold Palmer, Wake Forest
- Jerry West, West Virginia
- Mary Jayne Harrelson, Appalachian State
- Clint Dempsey, Furman

The Conference currently consists of 10 members (The Citadel, ETSU, Furman, Mercer, UNCG, Samford, Chattanooga, VMI, Western Carolina and Wofford) in six states throughout the Southeast and sponsors 22 varsity sports and championships that produce participants for NCAA Division I Championships, with the addition of women's lacrosse in 2018.



CHAMPIONSHIPS

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The first SoCon Championship was the league basketball tournament held in Atlanta in 1922. The Southern Conference Tournament remains the oldest of its kind in college basketball. Ronnie Carr of Western Carolina made the first 3-point field goal in college basketball history in a game against Middle Tennessee State on Nov. 29, 1980.

Commissioner Ken Germann spearheaded the Southern Conference's expansion to include women's athletics during the 1983-84 season. That year, league women's championships were held in volley-ball, basketball and tennis. Cross country joined the mix in 1985, outdoor track and field was added in 1987 and indoor and track and field followed in 1988. Most recently, the conference instituted golf and softball championships in the spring of 1994 and added soccer in the fall of 1994.

LOGO GUIDELINES

The guidelines established in this document are meant to be followed as stated. It is the responsibility of each institution to abide by these policies.

The guidelines provide a consistent method of using the logo and thereby strengthening the association between the institution and the conference. These uses have been approved by the SoCon's Council of Presidents.

LOGO COLORS

It is permissible for institutions to display the SoCon logo in their own school colors for placement on uniforms, on basketball playing courts and on the covers of media guides. **Usage on playing fields should be limited to the color white**. The standard blue, red and white colors of the logo should be utilized for all media relations applications, including websites, media guide covers, banners and signage. PMS colors for the logo are: Reflex blue, Red (485)

WEB: #001489

WEB: #DA291C



PRIMARY MARK POLICIES

The primary mark should be used in all media relations applications, in all signage and banners, and generally in all instances where available space is not a concern.



SECONDARY MARK POLICIES

The secondary mark should be used only in conjunction with uniform placement and markings on playing fields and courts.

OPPONENT BANNERS

All institutions are required to display banners identifying all members of the Conference in their primary basketball arena. The recommended style for institutional names is as follows: The Citadel, ETSU, Furman, Mercer, UNCG, Samford, Chattanooga, VMI, Western Carolina, Wofford.

Additionally, it is desirable but not mandatory to utilize pennants or flags with conference member names at other venues, including football stadiums, baseball, softball and soccer facilities. PMS numbers to match the appropriate colors of conference member banners, flags and pennants are listed in this document.



TRADEMARK POLICIES

The use of the primary SoCon logo should always contain the trademark "R" within the circle, just beneath the letter n in the word SoCon.



07

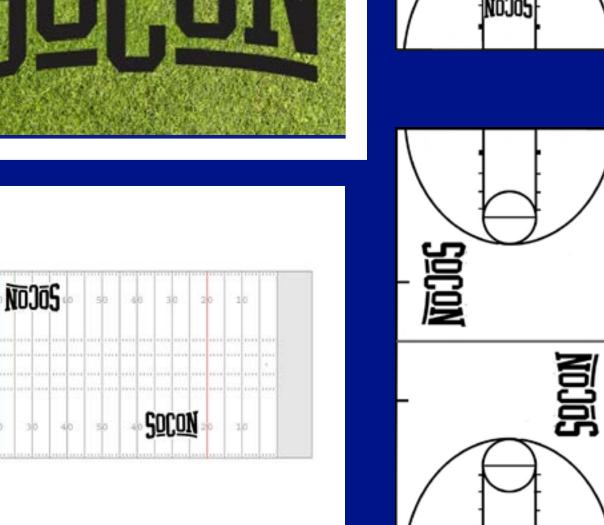
MEDIA RELATIONS POLICIES

The SoCon logo must appear on all institutional media guides for all championship sports sanctioned by the Conference on either the front or back cover. It is required that at least one page of the guide be devoted to information on the Conference.

The SoCon logo must appear on the front page of each member institution's official athletic department website with a link to the Conference's website (www.soconsports.com).







SOCON LOGO PLACEMENT: PLAYING FIELDS/COURTS

FOOTBALL

It is mandatory that the SoCon logo be displayed on all home football fields. Use of the SoCon logo may not obliterate or cover up any yard lines, hash marks or sidelines per NCAA rules. The logo must appear somewhere between the 20 and 40-yard lines facing the near sideline to the right of the 50-yard line. When used facing both sides of the field, the two logos will essentially be diagonal to each other and facing opposite directions. The mark should appear completely white in color. The Conference office will provide field stencils of the secondary mark to each institution if need be.

BASKETBALL

It is mandatory that the SoCon logo be displayed on all basketball playing courts. The preferred application is the secondary mark (the word SOCON without the background circle) in the lane, facing the shooter as he/she stands at the foul line. A secondary, less desirable, application would be use of the logo between the mid-court line and the foul lane, facing the near sideline on both halves of the court. The two logos would essentially be diagonal to each other and facing opposite directions.

BASEBALL, SOCCER, LACROSSE

The SoCon logo must be visible at the playing venue, whether through a field stencil or through prominent signage. Examples in the above two sports include:

- The SoCon logo (the word SOCON without the background circle) behind home plate on the baseball field;
- The logo on the outfield wall or on the facing of the press box;
- The logo on the soccer or lacrosse field, on one side of the midfield area;

OTHER SPORTS

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It is strongly recommended that SoCon signage be visible at all venues hosting events in such Conference sports as tennis, track & field, volleyball, etc.

UNIFORM PLACEMENT

All participating teams in the following sports – men's and women's basketball, men's and women's soccer, baseball, softball, football, volleyball and lacrosse -- are expected to either wear SoCon logo patches or have the SoCon logo screened onto their home and road uniforms. Institutions are responsible for all costs associated with screening and/or sewing patches onto uniforms.

All NCAA guidelines regarding the size of the SoCon logo are to be followed (bylaw 12.5.4 of the NCAA Manual).

FOOTBALL

- 1st option High on wearer's left side of the jersey, just below the shoulder pad, facing front.
- **2nd option** High on wearer's right side of the jersey, just below the shoulder pad, facing front.



MEN'S & WOMEN'S SOCCER, BASEBALL, SOFTBALL, LACROSSE

- 1st option Left sleeve of jersey, facing the side, approximately three inches above the bottom of the sleeve.
- 2nd option Right sleeve of jersey, facing the side, approximately three inches above the bottom of the sleeve.
- 3rd option Place on wearer's left chest.



VOLLEYBALL

- 1st option High on wearer's left side of jersey, facing front.
- 2nd option High on wearer's right side of jersey, facing front.



MEN'S & WOMEN'S BASKETBALL

- 1st option High on wearer's left side of jersey.
- 2nd option High on wearer's right side of jersey.
- 3rd option On the game shorts (preferably on the left leg or right leg, just above the hem, facing front).





5. WRESTLING, TRACK & FIELD, CROSS COUNTRY, TENNIS, GOLF

• While there are no mandatory uniform uses of the logo in these individual sports, any usage of the SoCon logo is helpful to the overall goal of strengthening the affiliation between the institution and the conference. Potential applications include warmup apparel, jerseys, golf bags, shorts, duffel bags, etc.





CHAMPIONSHIP LOGOS

































SPORT LOGOS





































Approved Southern Conference School Names, Nicknames, Abbreviations, Proper Names, Logos and PMS Colors

Name	Nickname	Abbreviation	Proper Name	Other Approved Abbreviations and Nicknames	DO NOT USE
The Citadel	Bulldogs	CIT	The Citadel		Citadel
ETSU	Buccaneers	ETSU	East Tennessee State Universuty		
Furman	Paladins	FUR	Furman University		FU
Mercer	Bears	MER	Mercer University		
UNCG	Spartans	UNCG	The University of North Carolina at Greensboro		UNC Greensboro or Greensboro
Samford	Bulldogs	SAM	Samford University		SU
Chattanooga	Mocs	UTC	University of Tennessee at Chattanooga		UT Chattanooga or Tennessee Chattanooga or Chatt or Chatty or Moccasins
VMI	Keydets	VMI	Virginia Military Institute		
Western Carolina	Catamounts	WCU	Western Carolina University	W. Carolina	WC
Wofford	Terriers	WOF	Wofford College		WC or WoCo
Southern Conference		SoCon	Southern Conference		Southern

Explanation of Categories					
Name	This is the school's preferred name. Use this in graphics and when speaking about the school.				
Nickname	Mascot.				
Abbreviation	This is the school's primary abbreviation. Use this in graphics/score bug or when a 3-4 letter abbreviation is necessary. Please use these consistently if using CIT please use SAM not Samford.				
Proper Name	This is the full name of the institution. This is typically used during formal events or in PSAs				
Other Approved Abbreviation	Only use these if necessary. Please use these consistently. Only use Cadets for The Citadel if necessary this should NEVER be used in graphics of any type; it is only for speaking and press releases.				
DO NOT USE	Do not refer to the schools by these names and abbreviations. The schools may use some of these, but they are only approved for internal use.				

Order

When listing the schools, use the following order: The Citadel, ETSU, Furman, Mercer, UNCG, Samford, Chattanooga, VMI, Western Carolina, Wofford

Institution	Approved Logo(s)	Web	PMS Colors	Notes
The Citadel			Citadel Blue (298) Navy Blue (289) Institution Blue (279)	The first logo is the primary mark, followed by the secondary.
ETSU	E E E	2	Blue (282) Gold (123)	The blue E can stand alone only if it is on a white background. The second logo can be used on any background. The gold E should be used with a blue background and the blue E should be used with a gold background.
Furman	PALADING		Purple (268) White	The first logo is Furman's primary mark, followed by the secondary mark.
Mercer			Orange (716) Black	Both logos are primary depending on the sport. The MU logo is associated with baseball, softball and men's and women's soccer.
UNCG	UNCG		Gold (116) Navy (281) White	This is the only logo that should be used.
Samford	EMPORD SAMPORD A	Grani	Blue (289) Red (200)	Samford maintains a suite of on-brand spirit marks. While the full signature spirit mark is preferred, the spirit wordmark, Sam-dot and Sam-U are also acceptable. The choice of spirit mark should be dictated by the product to which it is being applied in terms of space and style. Accordingly, horizontal versions of the full signature and Sam-dot also are available.
Chattanooga			Blue (295) Old Gold (124)	The first logo should always be the first one used. The second logo is for use on dark backgrounds.
VMI			Red (186) Gold (116) Black	The first logo is the primary mark and should always be the first one used. The second logo is a black and white option.
Western Caroli	ina Web		Purple (267) Gold (872)	This is the only logo that should be used. The second logo is the one-color option.
Wofford	WOFFORE WOFFORE	10	Vegas Gold (873) Black	The black logo is the primary mark and should always be the first one used. If it is a dark background, the gold logo can be used. The white logo acts as their tertiay mark. The Terrier head is to be used for TV purposes only.
SoCon	CONTRACTOR DOCUMENT DOCUMENT DOCUMENT	2001 200	Reflex Blue	





Red (485)

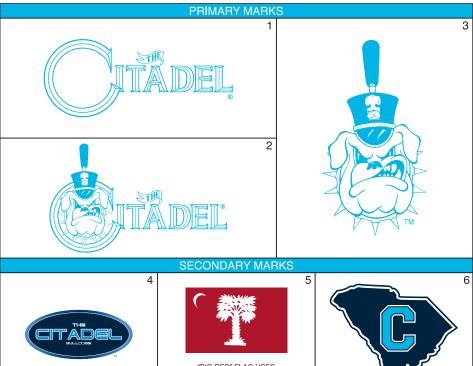
APPENDIX B

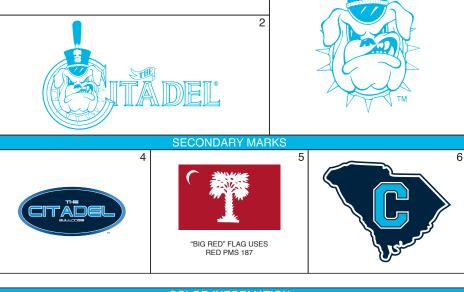
THE CITADEL is the owner of all rights, title and interest in and to the following Indicia, which includes trademarks, service marks, trade names, designs, logos, seals and symbols.

DECEMBER 02, 2014

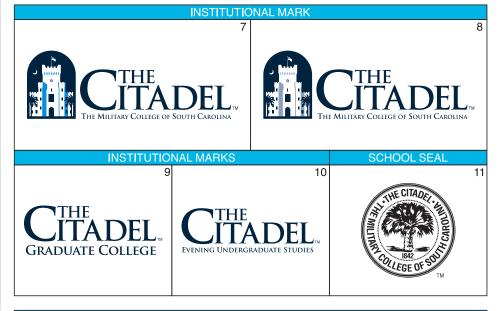
THE CITADEL BULLDOGS







VERBIAGE	GENERAL INFORMATION		
The Citadel ® The Citadel Bulldogs™ Bulldogs™	LOCATION: ESTABLISHED DATE: CHARLESTON, SC 1842 MASCOT: CONFERENCE: BULLDOGS SOUTHERN CONFERENCE MASCOT NICKNAME: GENERAL		



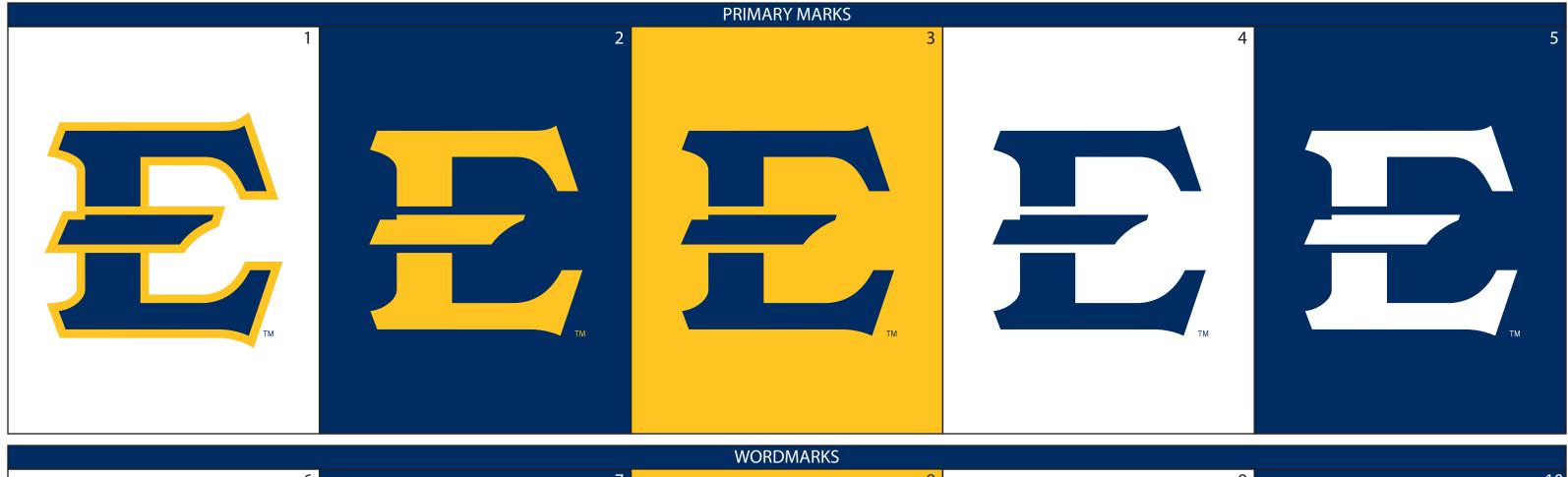
COLOR INFORMATION							
You must use the approved university colors or the "PANTONE" colors listed on this page. The colors on this page are not intended to match the PANTONE color standards. For the PANTONE color standards, refer to the current editions of the PANTONE color publications. "PANTONE" is a registered trademark of PANTONE, Inc.							
SCHOOL COLORS PANTONE COLORS THREAD COLORS							
THE CITADEL BLUE INSTITUTION NAVY INSTITUTION BLUE INSTITUTION LIGHT BLUE		PANTONE 298 PANTONE 289 PANTONE 279 PANTONE 535		MADEIRA 10	95 RA 2307		
WHITE	WHITE				WHITE		
THE CITADEL BLUE	INSTITUTION NAVY		INSTITU	TION BLUE	INSTITUTION LIGHT BLUE		

ADDITIONAL PERTINENT INFORMATION								
University seal permitted on products for resale: Alterations to seal permitted: Overlaying / intersecting graphics permitted with seal: University licenses consumables: University licenses health & beauty products: University permits numbers on products for resale: Mascot caricatures permitted: Cross licensing with other marks permitted: NO USE of current player's name, image, or likeness is p	Yes X X X X X X X X X X X X X X X X X X X	No X X X ———————————————————————————————	Restrictions					

· NO REFERENCES to alcohol, drugs, or tobacco related products may be used in conjunction with University marks.

NOTE: The marks of The Citadel are controlled under a licensing program administered by The Collegiate Licensing Company. Any use of these marks will require written approval from The Collegiate Licensing Company.

In addition to the Indicia shown above, any Indicia adopted hereafter and used or approved for use by THE CITADEL shall be deemed to be additions to the Indicia as though shown above and shall be subject to the terms and conditions of the Agreement.



ETSU ETSU ETSU ETSU ETSU

All information relevant to this entity is available on the last page of this style guide. / Digital art distributed by J. Patton • Phone: 770-612-0400 • Fax: 770-612-0439 • Web: www.jpattonondemand.com

SECONDARY MARKS













1





SECONDARY MARKS





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COLOR INFORMATION

BLUE PANTONE 282

GOLD PANTONE 123

CATEGORY INFORMATION

VERBIAGE

East Tennessee State University®

ETSU[®]

Buccaneers™

ETSU Buccaneers™

Bucs™

Quillen College of Medicine™

Bill Gatton College of Pharmacy™

ETSU University School™

University School™

Little Bucs™

GENERAL INFORMATION

Location: Johnson City, TN Nickname: Buccaneers

Mascot: Bucky

Established Date: 1911

Conference: Atlantic Sun Conference - NCAA Div. I

Southern Conference - NCAA Div. I FCS (July 1, 2014)

ADDITIONAL PERTINENT INFORMATION

University seal permitted on products for resale: YES Limited use permitted - graduation related items, stationery, and official and legal documents.

Alterations to seal permitted: NO

Overlaying / intersecting graphics permitted with seal: NO

University licenses consumables: YES

University licenses health & beauty products: YES

University permits numbers on products for resale: YES

Mascot caricatures permitted: YES Athletic Approval Required

Cross licensing with other marks permitted: YES

NO USE of current player's name, image, or likeness is permitted on commercial products in violation of NCAA rules and regulations.

NO REFERENCES to alcohol, drugs, or tobacco related products may be used in conjunction with University marks.

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APPENDIX B

FURMAN UNIVERSITY is the owner of all rights, title and interest in and to the following Indicia, which includes trademarks, service marks, trade names, designs, logos, seals and symbols.

OCTOBER 14, 2013

FURMAN UNIVERSITY







COLOR INFORMATION You must use the approved university colors or the "PANTONE" colors listed on this page. The colors on this page are not intended to match the PANTONE color standards. For the PANTONE color standards, refer to the current editions of the PANTONE color publications. "PANTONE" is a registered trademark of PANTONE, Inc.						
SCHOOL COLC	RS PA	NTONE COLORS	THREAD	COLORS		
ROYAL PURPLE WHITE GRAY DARK PURPLE LIGHT GRAY BLACK	WH PAI PAI PAI	NTONE 268 ITE NTONE 425 NTONE 2765 NTONE COOL GRAY 6 ACK				
ROYAL PURPLE	GRAY	DARK PURPLE	LIGHT GRAY	BLACK		

VERB	IAGE	GENERA	L INFORMATION
Furman ® Furman Paladins ® FU ™ Furman® University FU One Time, FU Two Times	Lady Paladins ™ Paladins ® Furman Elite ™ FU All The Time	LOCATION: GREENVILLE, SC MASCOT: PALADIN MASCOT NICKNAME: SIR PALADIN	ESTABLISHED DATE: 1826 CONFERENCE: SOUTHERN CONFERENCE



ADDITIONAL PERTINENT INFORMATION								
University seal permitted on products for resale: Alterations to seal permitted: Overlaying / intersecting graphics permitted with seal: University licenses consumables: University licenses health & beauty products: University permits numbers on products for resale: Mascot caricatures permitted: Cross licensing with other marks permitted: NO USE of current player's name, image, or likeness is pregulations.			·					

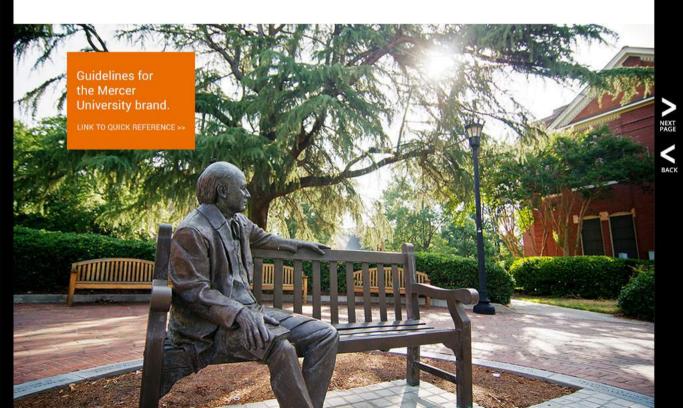
NOTE: The marks of Furman University are controlled under a licensing program administered by The Collegiate Licensing Company. Any use of these marks will require written approval from The Collegiate Licensing Company.

In addition to the Indicia shown above, any Indicia adopted hereafter and used or approved for use by FURMAN UNIVERSITY shall be deemed to be additions to the Indicia as though shown above and shall be subject to the terms and conditions of the Agreement.



UNIVERSITY STYLE GUIDE





8

Athletic and Spirit Marks

Mercer University athletics identity elements — or "spirit marks" — are for use by the University's Athletics Department and University-sanctioned teams, spirit and student organizations. Mercer's athletics spirit marks include the Block M logo, the Mercer spirit wordmarks, the interlocking MU, and the bear head.

As with the University wordmark, the spirit marks may not be altered in any way. They may only be used in the manner displayed in the Style Guide.

















Download Logos

The Mercer athletics spirit marks in various digital formats may be downloaded here. Users will need their Mercer log-in and password (same as your email log-in and password) to access the files. For assistance with downloading logo files, contact the Office of Marketing Communications.



APPENDIX B

THE UNIVERSITY OF NORTH CAROLINA AT GREENSBORO is the owner of all rights, title and interest in and to the following Indicia, which includes trademarks, service marks, trade names, designs, logos, seals and symbols.

THE UNIVERSITY OF NORTH CAROLINA AT GREENSBORO





Mark #7 must be used in conjunction with University name or UNCG.





VERBIAGE	GENER/	AL INFORMATION
The University of North Carolina at Greensboro™ UNC Greensboro™ UNCG Spartans™ UNCG ® Spartans™ Let's Go G™	LOCATION: GREENSBORO, NC MASCOT: SPARTANS MASCOT NICKNAME: N/A	ESTABLISHED DATE: 1891 BASKETBALL CONFERENCE: SOUTHERN CONFERENCE



COLOR INFORMATION							
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SCHOOL COLOR	SCHOOL COLORS PANTONE COLORS THREAD COLORS						
BLUE GOLD METALLIC SILVER ALTERNATE SILVER WHITE		PANTONE 281 PANTONE 116 PANTONE 877 PANTONE COOL G	GRAY 5	MADEIRA 1242 MADEIRA 1125 MADEIRA 1118 WHITE	RA 2439 RA 2466 RA 2741 WHITE	GS/SULKY 1200 GS/SULKY 1083 GS/SULKY 1011 WHITE	
BLUE	GOLD		METALL	LIC SILVER	ALTER	NATE SILVER	

ADDITIONAL PERTINENT INFORMATION			
	Yes	No	Restrictions
University seal permitted on products for resale:	X		
Alterations to seal permitted:		X	
Overlaying / intersecting graphics permitted with seal:		<u>X</u>	
University licenses consumables:	-		
 University licenses health & beauty products: University permits numbers on products for resale: 	$\frac{\Lambda}{X}$		
Mascot caricatures permitted:		X	
Cross licensing with other marks permitted:	X	_	
NO USE of current player's name, image, or likeness is permitted on commercial products in violation of NCAA rules and regulations.			

NO REFERENCES to alcohol, drugs, or tobacco related products may be used in conjunction with University marks.

NOTE: The marks of The University of North Carolina at Greensboro are controlled under a licensing program administered by The Collegiate Licensing Company. Any use of these marks will require written approval from The Collegiate Licensing Company.

In addition to the Indicia shown above, any Indicia adopted hereafter and used or approved for use by THE UNIVERSITY OF NORTH CAROLINA AT GREENSBORO shall be deemed to be additions to the Indicia as though shown above and shall be subject to the terms and conditions of the Agreement.



Brand Identity Standards Supplement for Athletics

NOVEMBER 2016

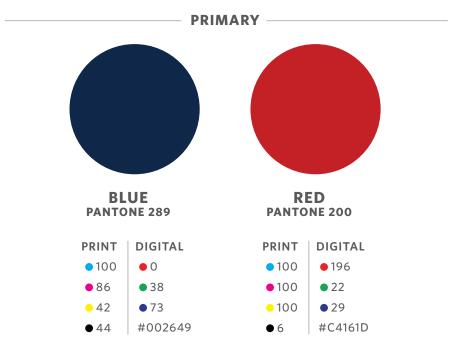
Uniforms are only blue, red or a neutral color (gray, white, etc.).

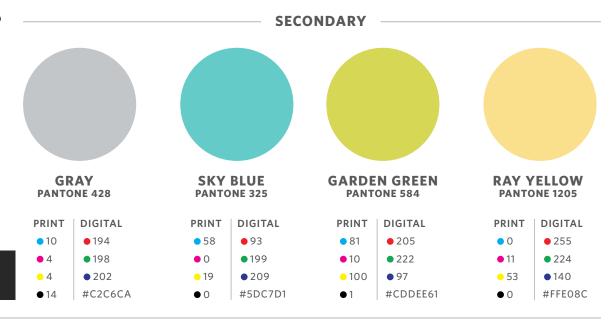
Color Palette

Color is perhaps the strongest driver of emotion and recall among all brand identity components. Samford's color palette is anchored by the legacy of its red and blue, while bolstered by the brightness and charm of its supporting palette. Collectively, the official color palette communicates Samford's story of leadership and sophistication.

These color standards should be used for all communication products. For prestige communications—as with the Office of the President—assorted metallic colors may be introduced, and the color ratios detailed here may give way to more neutral tones and blue.

Samford's two primary colors are red and blue, which should be used most prominently in overall ratio on a canvas. Gray, sky blue, garden green and ray yellow are secondary colors, which should be used in minority ratio relative to the primary palette.

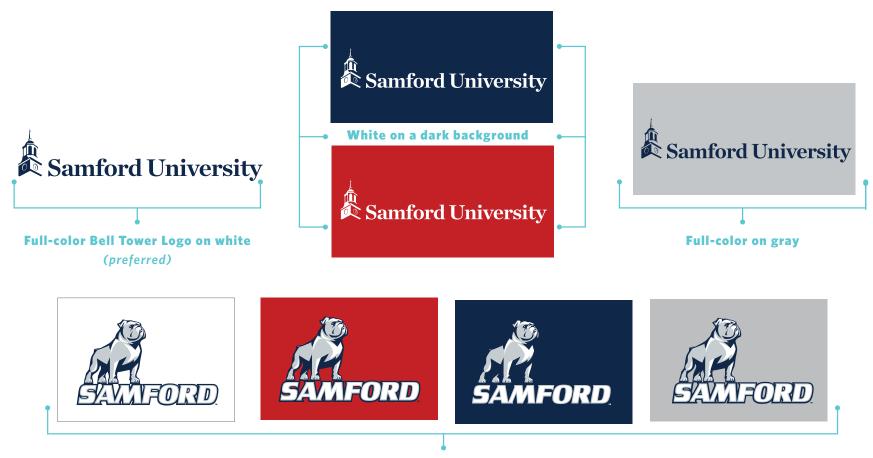




Always obey the color values provided.

Logo Color Formats

As demonstrated below, the six primary marks exist on four background colors, all of which are in the official color palette. The full-color bell tower logo on a white background is preferred, but all of these formats are approved as on-brand options.



Full Signature Spirit Mark

All of the logo arrangements in the official identity system adopt these same color standards.

Typography

An effective brand identity requires consistent typography to help communicate an organization's personality. Samford's identity system maintains several typefaces for specific applications.

CHRONICLE DECK

The words "Samford University" in the bell tower logo are derivative of Chronicle Deck. Chronicle Deck is a mainstay display/headline font in the identity system.

WHITNEY

The sport-specific words in the spirit wordmarks are derivatives of Whitney.

SPIRIT WORDMARK

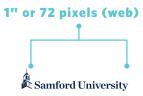
The wordmark "Samford" and "Sam" in all spirit marks are artwork rather than a specific font. They cannot be replicated in text.

Minimum Sizing

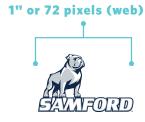
The use of properly sized logos and marks establishes a unified and professional appearance. Reproducing the bell tower logo or other official marks below a minimum size jeopardizes legibility. Never reproduce the bell tower logo or another official mark at a size smaller than the minimums provided below. Use your best judgment when applying the bell tower logo or other official marks, seeking to achieve the most desirable balance between the size of the mark, the surrounding content and the available canvas. Simply making a logo bigger is not always the best approach, as a bloated logo relative to its canvas can be as ineffective as a logo that is too small.

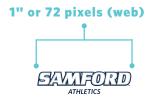
Print and Digital

Sizing is measured horizontally from the left edge to the right edge of the logo or mark. The minimum size for both the horizontal and vertical orientations of the logo for print and digital applications is 1" or 72 pixels.









Size requirements apply to all logo arrangements and other official marks, not just the options represented here.

Exceptions for especially small items with limited surface area, such as pens, can be requested from the Division of Marketing and Communication.

Spirit Marks

Samford maintains a suite of on-brand spirit marks. While the full signature spirit mark is preferred, the spirit wordmark, Sam-dot and Sam-U are also acceptable. The choice of spirit mark should be dictated by the product to which it is being applied in terms of space and style. Accordingly, horizontal versions of the full signature and Sam-dot also are available.











SAM-DOT may be used singly or in conjunction with the spirit wordmark. If used in conjunction with the spirit wordmark, the marks need to be placed appropriately to avoid any feeling of redundancy or repetition (i.e., no "Sam Samford"). Do not use Sam-dot in conjunction with the full signature to avoid awkward repetition of the bulldog image.



SAM-U may be used singly, or in conjunction with the full signature spirit mark or spirit wordmark. If used in conjunction with the full signature or spirit wordmark, the marks need to be placed appropriately to avoid any feeling of redundancy or repetition (i.e., no "Sam Samford").



THE BULLDOG may not be used singly; it must be used in conjunction with the spirit wordmark. If the bulldog and the spirit wordmark will be in close proximity, use the full signature spirit mark instead. Do not use the bulldog in conjunction with the full signature spirit mark to avoid awkward repetition of the bulldog image.



S-DOT may not be used singly; it must be used in conjunction with the spirit wordmark. If used in conjunction with the spirit wordmark, the marks need to be placed appropriately to avoid awkward repetition of the "S" (i.e., no "S. Samford"). Use of S-dot is strictly reserved for baseball and softball uniform caps.



1A



1A



SAMFORD

1Aw (white TM)









Full Signature (preferred)







2Ab



2Aw



2Aw (white TM)



2B



2B



2C



2D



2E



2E



2F



2F

Wordmark











































4Abg

4Arg

4Abr

4Arr

4C











4Abg

4Arg

4Abr

4Arr



4Arr

Sam-U













5A





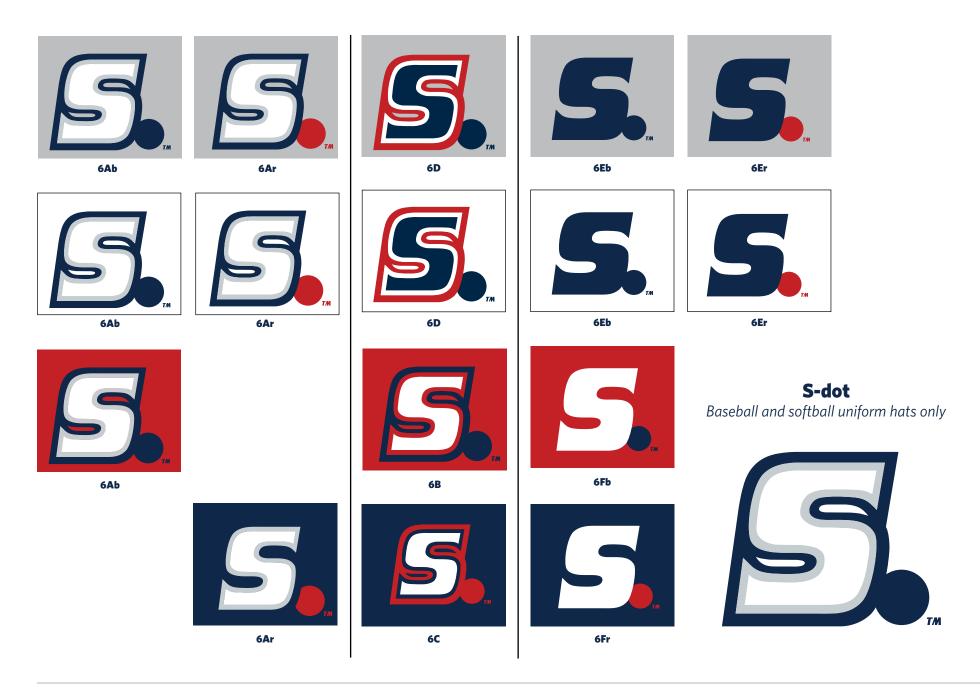
5Aw (white TM)





Bulldog









SAMFORD

7C

7A



SAMFORD

7B

7B



7A





Full Signature Horizontal







8Ar



8Bb









SBb



8Br





8Ab

8Ab



Sam-dot Horizontal









9Ab



9Aw





9B



9B



9C



9D



9E



9E



9F









10Ab



10Aw



10Aw



10B



10B



10C



10D



10E



10E



10F









11Ab



11Aw



11Aw



11B



11B



11C



11D



11E



11E



11F









12Ab



12Aw



SAMFORD BULLDOG CLUB

12B



12B



12C



12D



12E



12E



12F









13Ab



13Aw



13Aw



13B



13B



13C



13D



13E



13E



13F









14Ab



14Aw





14**B**



14B



14C



14D



14E



14E



14F









15Ab



15Aw





15B



15B



15C



15D



15E



15E



15F









16Ab



16Aw



16Aw

SAMFORD FOOTBALL

16B



16B



16C



16D



16E



16E



16F









17Ab



17Aw





17B



17B



17C





17E



17E



17F









18Ab



18Aw



18Aw



18**B**



18B



18C



18D



18E



18E



18F









19Ab



19Aw



19Aw



19B



19B



19C



19D



19E



19E



19F









20Ab



20Aw



SAMFORD SOCCER

20B



20B



20C



20D



20E



20E



20F









21Ab



SAMFORD SOFTBALL

21Aw

SAMFORD SOFTBALL

SOFTBALL 21D



21B



21B



21C



21E



21E



21F









22Ab



22Aw





22B



22B



22C



22D



22E



22E



22F









23Ab



SAMFORD STRENGTH AND CONDITIONING

23Aw



23B



23B



23C



23D



23E



23E



23F









24Ab



24Aw





24B



24B



24C



24D



24E



24E



24F









25Ab



25Aw



SAMFORD TRACK AND FIELD

25B



25B



25C



25D



25E



25E



25F









26Ab



26Aw





26B



26B



26C



26D



26E



26E



26F









27Ab



27Aw



27Aw



27B



27B



27C



27D



27E



27E



27F









28Ab



28Aw



28Aw



28B



28B



28C



28D



28E



28E



28F





9Abc



14Abc



19Abc



24Abc

BASEBALL

10Abc

CROSS COUNTRY

15Abc



20Abc



25Abc

BASKETBALL

11Abc



16Abc



21Abc



26Abc

BULLDOG CLUB

12Abc



17Abc



22Abc



27Abc



13Abc



18Abc



CONDITIONING

23Abc



28Abc

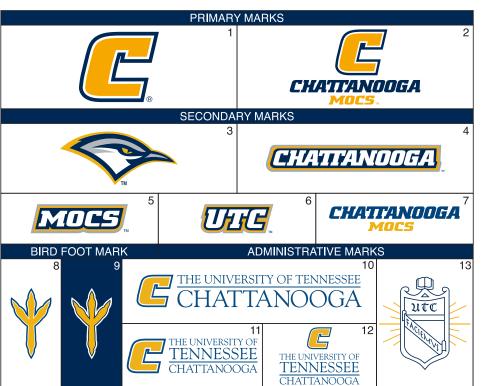
These spirit marks are used on products that need a centered version. While only one version of each mark is shown, here, all color combinations shown on previous pages are available.

APPENDIX B

UNIVERSITY OF TENNESSEE AT CHATTANOOGA is the owner of all rights, title and interest in and to the following Indicia, which includes trademarks, service marks, trade names, designs, logos, seals and symbols.

THE UNIVERSITY OF TENNESSEE AT CHATTANOOGA





JULY 10, 2015







ADDITIONAL PERT	INENT	INFO	RMATION
University crest permitted on products for resale:	Yes X	No	Restrictions Graduation Announcements/Invitations and Rings Prohibited.
Alterations to crest permitted: Overlaying / intersecting graphics permitted with crest: University licenses consumables: University licenses health & beauty products:	<u>X</u> X X	<u>X</u>	Reviewed on case by case basis. Reviewed on case by case basis.
 University permits numbers on products for resale: Mascot caricatures permitted: Cross licensing with other marks permitted: NO USE of current player's name, image, or likeness is permitt regulations. 	<u>X</u>	mmercial	Approval needed. products in violation of NCAA rules and

NO REFERENCES to alcohol, drugs, tobacco, sex, fire arms or related products may be used in conjunction with University marks.

• PMS 151 CAN ONLY APPEAR ON THE "UT" ICON USED WITH THIS ONE WORDMARK. NO OTHER MARK FOR THE UNIVERSITY OF TENNESSEE AT CHATTANOOGA WILL BE APPROVED OR ALLOWED USING THIS PANTONE COLOR. THE

ONLY COLOR COMBINATIONS FOR THIS MARK ARE ALL BLACK, ALL WHITE, OR BLACK AND PMS 151

NOTE: The marks of the University of Tennessee, Chattanooga are controlled under a licensing program administered by Collegiate Licensing Company. Any use of these marks will require written approval from Collegiate Licensing Company.

In addition to the Indicia shown above, any Indicia adopted hereafter and used or approved for use by UNIVERSITY OF TENNESSEE AT CHATTANOOGA shall be deemed to be additions to the Indicia as though shown above and shall be subject to the terms and conditions of the Agreement.

Athletic Identity Standards



VIRGINIA MILITARY INSTITUTE

KEYDETS

IDENTITY STANDARDS

If you wish to use anything that does not appear in this style guide, you must request approval from Dr. Diles prior to use.

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Overview

This is the official NCAA Identity Standards Manual for Virginia Military Institute. It sets the official policy and standards for the design of stationery, publications, signage, digital communications, and other media.

The VMI Associate Athletic Director for External Relations in cooperation with the Office of Communications and Marketing exercises oversight of the use of VMI marks and brands.

Adhering to these standards will ensure that communications from every VMI Athletic department and office speak with a clear and uniform voice that accurately represents the image and brand of Virginia Military Institute.

It is important that we project a cohesive image to all audiences. This manual establishes consistent visual and editorial policies and covers many applications, based on official Virginia Military Institute logos and wordmarks.

The primary logo, spider, wordmarks, combination marks, and official Institute names have trademark protection, and any use of the logos, wordmarks, or official Institute names other than those prescribed in this manual is prohibited, regardless of funding source.

The Rules: General order No. 42

Offices of VMI are covered by the Institute Identity Standards Policy, General Order No. 42 which may be found on the Chief of Staff's page on the VMI website.

Summary:

- 1. No entity, internal or external to VMI, may use or alter marks, brands, or logos unless given specific authorization. Use must conform to the terms mandated when authorization is given.
- Exceptions to standards enumerated in this manual will be considered on a case-by-case basis and are not approved unless specifically stated when authorization is given.
- 3. The Institute reserves the right to reject delivery of materials containing unauthorized or incorrect use of the enclosed guidelines.

Who can approve logo use:

Sample designs must be provided with each request.

- Non-commercial use, with no sale of products, by offices of VMI, the VMI Foundation, the VMI Alumni Association, and the VMI Keydet Club should be directed to the Director of Marketing in the VMI Office of Communications and Marketing, (540) 464-7207.
- Commercial use of products, including fundraising by cadet organizations and commercial or non-commercial use of products by NCAA athletic organizations, should be directed to the Associate Athletic Director for External Relations, (540) 464-7529.
- Use for **cadet club** activities is approved by the Commandant of Cadets.

The visual standards for publications and other print media ensure that communications from every department and office speak with a clear and uniform voice that best represents the image and brand of Virginia Military Institute.

Trademark Designation

Although current logos do not show the [™] or [®], they are still registered and protected as such.

Primary logo

Printing on Color Backgrounds

When printing the logo on light backgrounds, use the primary logo, wordmarks, and athletic logo.

White versions of the primary logo, wordmarks, and athletic logo should be used on dark backgrounds and photos. When printing one color or two color, always use the one-color logo.

Never use the logo in grayscale.

When possible, avoid one-color black on red or reversing red out of black.

Do not reverse a white logo out of a yellow background because it will not have sufficient contrast.

Other Color Usage

The logo can be produced in copper, gold, or silver inks or foils. The athletic logo may also be blind embossed.

For Merchandise

Screened primary logo, wordmarks, or athletic logo may be used – to give a two-color effect – only when using black ink.





























VIRGINIA MILITARY INSTITUTE NO ORDINARY COLLEGE. NO ORDINARY LIFE.





VIRGINIA MILITARY INSTITUTE NO ORDINARY COLLEGE. NO ORDINARY LIFE.



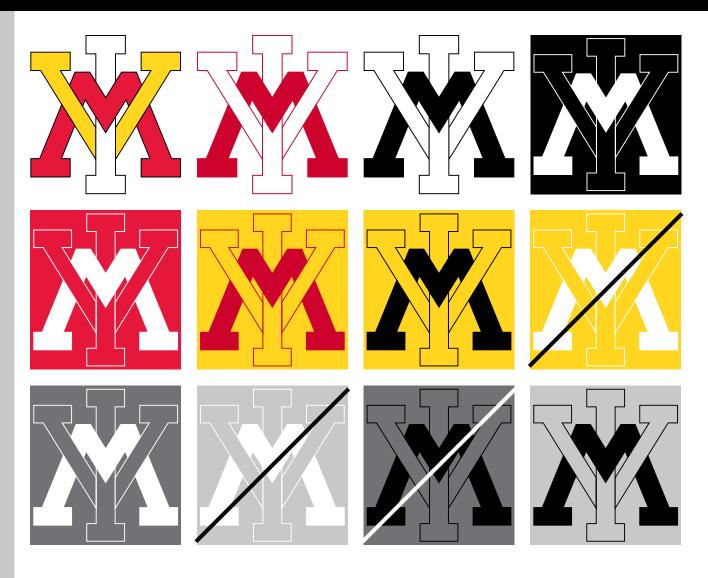
Athletic Spider (Letter Mark)

The athletic spider (letter mark) consists of the interlocking letters VMI without any other associated text. Use of this letter mark without accompanying text is approved only for the Athletic Department.

Contact the Associate Athletic Director for External Relations, (540) 464-7529, to request approval of an exception.

Use only officially prepared logos. No other typefaces or combinations of typefaces are to be used.

Whenever possible primary logo, wordmarks, and athletic logo should be produced in 3 colors. The one-color logo should be used when printing two color or grayscale, except when white is considered a color.



3

Wordmark

Logos must be reproduced using digital files supplied by the Office of Communications and Marketing. Contact the Associate Athletic Director for External Relations, (540) 464-7529.

"Virginia Military Institute" is not to be broken between lines; it **must always be on a single line.**

Primary Wordmark

The primary logo with Institute and sport should be utilized to increase strategic awareness of the brand with audiences such as prospective cadets, families, advertising audiences, and those outside the Institute.

"Keydets" appears in either in Aachen Std Bold or Trajan Pro 3 Semibold typeface. "Virginia Military Institute" appears in the Museo Sans Cond 700 typeface, and the sport's name in Museo Sans 700 or 900 typeface. No other typefaces or combinations of typefaces are to be used. Team names in this logo variation are not to use ampersands (&).

Secondary Wordmark

The letters appear in the Aachen Std Bold or Trajan Pro 3 Semibold typeface.

Primary Wordmark

VIRGINIA MILITARY INSTITUTE

KEYDETS

MEN'S TRACK AND FIELD

KEYDETS

TRACK AND FIELD

VIRGINIA MILITARY INSTITUTE



TRACK

VIRGINIA MILITARY INSTITUTE

KEYDETS

WOMEN'S TRACK AND FIELD

VIRGINIA MILITARY INSTITUTE

STATE

S

WOMEN'S TRACK AND FIELD

Secondary Wordmark

KEYDETS KEYDETS

KEYDETS KEYDETS

KEYDETS

Combination Marks

Combines a wordmark with the spider (letter mark).

Secondary Combination mark with spider





















KEYDETS

Abbreviated Combination mark





























Combination Marks

Combines a wordmark with the spider (letter mark).

Primary Wordmark with spider – Combination mark



















VIRGINIA MILITARY INSTITUTE

KEYDETS

WOMEN'S TRACK AND FIELD

Stacked Combination mark













Sport Drilldown

logos styles.

Primary Name	Other Appro	Other Approved Names			
Baseball					
Basketball					
Cross Country	Women's Cross Country	Men's Cross Country	XC		
Football					
Lacrosse					
Rifle					
Men's Soccer	Soccer				
Women's Soccer	Soccer				
Swimming & Diving	Women's Swimming & Diving	Men's Swimming & Diving	Swimming		
Track & Field	Women's Track & Field	Men's Track & Field	Track		
Water Polo					
Wrestling					
Athletics					
Athletic Communications					
Sports Medicine					
Strength & Conditioning					
Ampersands (&) may only be used in specified		ı	1		

Examples

KEYDETS







Keydets: Options

Alone

With sport

With school and sport

RTS

KEYDETS KE

KEYDETS

KEYDETS KEYDETS

Clear Space and Scaling

Clear Space

A protected area, equivalent to the width of the letter I (the slab serif), surrounds all versions of the logo. No other words except the primary logo and wordmark may be used within the protected area of the logo. However, the logo may printed on photos as a knockout or be reversed out of photos as long as the background doesn't render the logo difficult to distinguish.

Scaling

The space between the V and the M in the spider (letter mark) should always be visible. It should appear no smaller than ½ inch high.

Combination Mark

The spider (letter mark) in the combination mark should appear no smaller than ½ inch high.































Misuses

Never

- use previous logos
- change the fonts used in the logo
- add drop shadow, outer glow, or other effects to the logo or to any elements of the logo
- render in 3-D
- disassemble the logo or the spider (letter mark)
- stretch or squash the logo
- change the colors of the logo
- swap the letter colors on the letter mark
- create your own departmental logo. Departmental logos must be requested from the Office of Communications and Marketing
- rearrange elements of the logo
- alter the type style (upper/ lower case, italics, bold, etc.)
- alter the alignment of elements in the logo
- apply any effects such as Microsoft "word art"
- violate the minimum required clear space
- attach any other elements to the logo
- scan and reprint the logo
- screen the logo on solid backgrounds or photographs
- use a grayscale logo always use the one-color logo when printing one color or two color
- apply patterns to the logo (such as stripes, camo, etc.)
- apply gradients to the logo

- screen on a background image
- transparent on a background image
- crop the logo
- rotate logo
- use a white outline on the three-color logo
- overprint on a background image/patterns
- use without associated typography
- reverse logo out of background images/patterns that do not have sufficient contrast to ensure readability
- place logo on background images/patterns that do not have sufficient contrast to ensure readability
- pixelate the logo
- use the color combination of yellow on white or reverse white out of a yellow background; it does not provide sufficient contrast
- screen behind text
- use ampersands (&) when they are not permitted













Caboreste latassitian eossequ idemporepe mo≈ qui quam voluptias mag



















Crest and Seal

The Virginia Military Institute seal and crest are not permitted on products for resale. Alterations to the seal and crest are not permitted. The seal and crest are reserved for formal use approved separately by the Office of Communications and Marketing.

Coat of Arms

The VMI coat of arms is used on official presentation certificates and awards as required. Those wishing to use the coat of arms must request permission from the Office of Communications and Marketing.

Traditional Seal

The formal seal is reserved for ceremonies, watermarks for official documents, diplomas, and building plaques.

History of the Coat of Arms

The VMI coat of arms was designed and authorized by the U.S. Army's Institute of Heraldry in 1961-1962. It bears the motto *Consilio et Animis* – By Wisdom and Courage. This is **not** the same as the official VMI motto.

The Motto

In Pace Decus, In Bello Praesidium
"In Peace a Glorious Asset, In War a Tower of Strength"

The official motto of the Institute was adopted by the Board of Visitors on June 28, 1876, at the request of VMI's first superintendent, Francis H. Smith. This action was reaffirmed by the Board in 1969.

The Seal



The image on the VMI seal is the same as that on the obverse of the seal of Virginia. It features the Roman goddess Virtus standing over a defeated opponent. She represents the virtues of heroism, righteousness, freedom, and valor and stands in a classical victor's pose over a fallen tyrannical foe, whose crown lies on the ground. Where the seal of Virginia bears the words *Sic Semper Tyrannis* (Thus Always to Tyrants), the VMI seal has the inscription *Virginiae Fidem Praesto* (Faithful to Virginia). This expression was

often referred to as VMI's motto during the period 1841-1875; however, it was never officially adopted as such. The seal is used in ceremonies and on building plaques and official documents.

The VMI Spider (Letter Mark)

The modern VMI spider (letter mark) first became popular as an athletic monogram in the early 20th century. However, the use of the three intertwined initials dates to the post-Civil War period, when elaborate designs were often featured on dance and graduation invitations. It was originally referred to as a cypher.





Primary Color Palette

The consistent use of color creates a strong visual impact that reinforces the Institute brand identity.

Values are provided for each color in Pantone, CMYK, HEX, and RGB.

One-Color Printing

When two-color or four-color process reproduction is not an option, solid black or solid PMS 186 logos are also acceptable. Only in one-color printing may the logo appear in other colors.

Exact Color Matching

For exact color matches for publications, specialty items, and other applications, use the PMS color swatches. Note that the Pantone Matching System (PMS) is designed for printing inks. Screen-printing inks and textile, paint, and plastic colors may not accurately match the Institute logo colors. Obtain color samples from vendor for customer approval prior to production of items when using these materials.

VMI Red

Print: Web:

PMS 186 C R 167, G 31, B 35 C 0, M 100, Y 78, K 3 HEX #a71f23

VMI Yellow

Print: Web:

PMS 116 C R 255, G 214, B 27 C o, M 14, Y 95, K o HEX #ffd520

Black

Print: Web:

Process Black R o, G o, B o
C o, M o, Y o, K 100 HEX #000000

<u>Gray</u>

Print: Web:

Process Black 68% R 102, G 103, B 102 C 0, M 0, Y 0, K 68 HEX #666766

Typography

The proper font combinations are:

For Keydets and accompanying text

- Keydets Aachen Std Bold
- Team names Museo Sans 900 (small caps)
- Virginia Military Institute Museo Sans Cond 700

OR

- Keydets Trajan Pro Bold / Trajan Pro 3 Semibold
- Team names Museo Sans 700 (small caps)
- Virginia Military Institute Museo Sans Cond 700

For VMI with sport

- VMI Rockwell Extra Bold
- Team names Museo Sans Cond 700 or 900

OR

- VMI Aachen Std Bold
- Team names Museo Sans Cond 700 or 900

OR

- VMI Trajan Pro Bold / Trajan Pro 3 Semibold, or Bold
- Team names Museo Sans Cond 500 or 700

Aachen Std

Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz •

1234567890

Trajan Pro

BOLD ABCDEFGHIJKLMNOPQRSTUVWXYZ,

ABCDEFGHIJKLMNOPQRSTUVWXYZ, 1234567890

Trajan Pro 3

SEMI BOLD ABCDEFGHIJKLMNOPQRSTUVWXYZ,

ABCDEFGHIJKLMNOPQRSTUVWXYZ - 1234567890

BOLD ABCDEFGHIJKLMNOPQRSTUVWXYZ,

ABCDEFGHIJKLMNOPQRSTUVWXYZ, 1234567890

Museo Sans

500 ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopgrstuvwxyz •

1234567890

500 Italic ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz •

1234567890

700 ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz •

1234567890

700 Italic ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz •

1234567890

900 ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz •

1234567890

900 Italic ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz •

1234567890

For Arc/Arch

- Keydets Aachen Std Bold
- Team names Museo Sans 700

OR

- Keydets Trajan Pro Bold / Trajan Pro 3 Semibold
- Team names Museo Sans 700

For VMI Keydets

- VMI Museo Sans 900 Italic
- Keydets Museo Sans Cond 700 Italic
- Team name Museo Sans 500 (small caps)

OR

- VMI Museo Sans 900 Italic
- Keydets Museo Sans Cond 500 Italic
- Team name Museo Sans 500 (small caps)

Museo Sans Cond

ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz • 1234567890

Rockwell Extra Bold

Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ·

abcdefghijklmnopqrstuvwxyz • 1234567890

Scaling

To maintain the integrity of the brand:

Proportions

Maintain the exact spatial relationship shown here when scaling the spider (letter mark), primary logo, wordmarks, and logos electronically to preserve these proportions.

Scaling of Logos

Do not distort (stretch or compress) the height or width dimensions of the logo or any of its elements. In many applications, holding the shift key while scaling maintains the correct aspect ratios.

Size Recommendations

The logo is intended as a visual identifier and should be scaled as such. The space between the V and the M in the spider (letter mark) should always be visible.

Spider (letter mark) should appear no smaller than ¼ inch tall, preferably no smaller than ½ inch tall.

Combination mark, left aligned, should appear no smaller than ½ (0.5) inches tall; centered, it should appear no smaller than 1¾ (1.75) inches wide.

Primary Wordmark, both left aligned and centered, should appear no smaller than 1¾ (1.75) inches wide.

Secondary Wordmark should appear no smaller than 1½ inch long, preferably no smaller than 1¾ inch wide.



X XMI

IM**X** 📉

X VMI

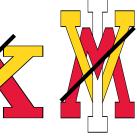












Unit Identifiers

The Institute's logo is designed to accommodate brand extensions, all NCAA sports, and Athletic departments. It is required that these units employ an approved version of the Institute logo with the appropriate brand extension typography.

Request departmental logos from the Office of Communications and Marketing. Do not create your own departmental logo.























Color Variations and Use on Backgrounds

Printing on Color Backgrounds

When printing the logo on light backgrounds, use the primary logo, wordmarks, and athletic logo.

White versions of the primary logo, wordmarks, and athletic logo should be used on dark backgrounds and photos. When printing one color or two color, always use the one-color logo.

Never use the logo in grayscale.

Do not reverse a white logo out of a yellow, use yellow on white, black on red, or reverse red out of black background because it will not have sufficient contrast.

Reproduction Media

Reproduction of logo should be faithful to the examples in this book within the limitations of the reproduction media.

Other Color Usage

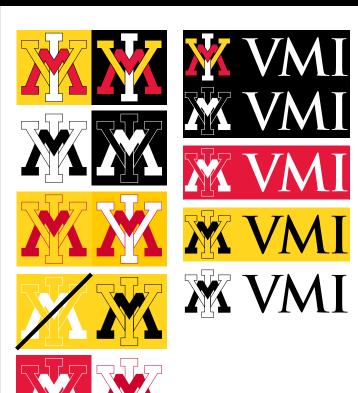
The logo can be produced in copper, gold, or silver inks or foils; it may also be blind embossed.

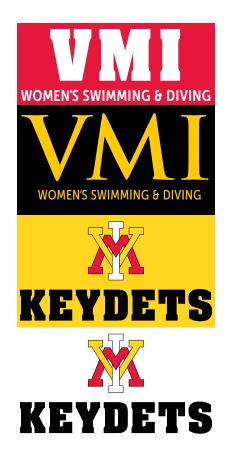
Practice Uniforms Only

One-color printing of red on a black background or black on a red background is permitted for practice uniforms only. Gray is strictly for practice uniforms only. It is **not** to be used for travel gear, warm-ups, or field uniforms.

Camo

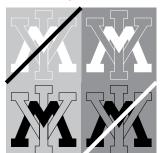
Army camo only - approval required.





Practice Uniforms Only







Keydets Only: White and Red Backgrounds

KEYDETS KEYDETS KAYDATS KEYDETS KEYDETS KEYDETS KEYDETS KEYDETS KANDETS KEYDETS KEYDETS KEYDETS KEYDETS KEYDETS KEYDETS KKKYDKTS KEYDETS

KEYDETS KEYDETS Keydets Only: Yellow and Black Backgrounds

KEYDETS KEYDETS KEYDETS KEYDETS KEYDETS KEYDETS KEYDETS KEYDETS KEYDETS KEYDETS

Keydets: White Background

VIRGINIA MILITARY INSTITUTE

KEYDETS

TRACK AND FIELD

KEYDETS

VIRGINIA MILITARY INSTITUTE

KEYDETS

WOMEN'S TRACK AND FIELD

VIRGINIA MILITARY INSTITUTE

KEYDETS

WOMEN'S TRACK AND FIELD

KEYDEIS

MEN'S TRACK AND FIELD

VIRGINIA MILITARY INSTITUTE

KEYDETS

TRACK

VIRGINIA MILITARY INSTITUTE

KEYDETS

TRACK AND FIELD

VIRGINIA MILITARY INSTITUTE

KEYDETS

MEN'S TRACK AND FIELD

VIRGINIA MILITARY INSTITUTE

KEYDETS

WOMEN'S TRACK AND FIELD

VIRGINIA MILITARY INSTITUTE

KEYDETS

TRACK AND FIELD

VIRGINIA MILITARY INSTITUTE

KEYDETS

TRACK

KEYDETS

WOMEN'S TRACK AND FIELD

VIRGINIA MILITARY INSTITUTE

KEYDETS

MEN'S TRACK AND FIELD

VIRGINIA MILITARY INSTITUTE

KEYDETS

WOMEN'S TRACK AND FIELD

VIRGINIA MILITARY INSTITUTE

MEN'S TRACK AND FIELD

IRGINIA MILITARY INSTITUTE

KEYDETS

Keydets: Red and Yellow Backgrounds

VIRGINIA MILITARY INSTITUTE

KEYDETS

WOMEN'S TRACK AND FIELD

KEYDETS

MEN'S TRACK AND FIELD

VIRGINIA MILITARY INSTITUTE

KEYDETS

WOMEN'S TRACK AND FIELD

VIRGINIA MILITARY INSTITUTE

KEYDETS

MEN'S TRACK AND FIELD

VIRGINIA MILITARY INSTITUTE

WOMEN'S TRACK AND FIELD

VIRGINIA MILITARY INSTITUTE

KEYDETS

WOMEN'S TRACK AND FIELD

VIRGINIA MILITARY INSTITUTE

KEYDETS

WOMEN'S TRACK AND FIELD

VIRGINIA MILITARY INSTITUTE

KEYDETS

MEN'S TRACK AND FIELD

VIRGINIA MILITARY INSTITUTE

KEYDETS

WOMEN'S TRACK AND FIELD

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WOMEN'S TRACK AND FIELD

VIRGINIA MILITARY INSTITUTE

KEYDETS

WOMEN'S TRACK AND FIELD

VIRGINIA MILITARY INSTITUTE

KEYDETS

Keydets: Black Background

VIRGINIA MILITARY INSTITUTE

KEYDETS

WOMEN'S TRACK AND FIELD

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VIRGINIA MILITARY INSTITUTE

KEYDETS

VMI: Aachen White Background













VMI: Aachen White Background







WOMEN'S SWIMMING & DIVING

WOMEN'S SWIMMING & DIVING















WOMEN'S SWIMMING & DIVING

VMI: Aachen Red and Yellow Background









WOMEN'S SWIMMING & DIVING



WOMEN'S SWIMMING & DIVING





WOMEN'S SWIMMING & DIVING





WOMEN'S SWIMMING & DIVING

VMI: Aachen Black Background









WOMEN'S SWIMMING & DIVING

VMI: Trajan White Background





















VMI: Trajan Red, Yellow, and Black Background











VMI: Rockwell White Background









WOMEN'S SWIMMING & DIVING





VIVI WOMEN'S SWIMMING & DIVING

VMI: Rockwell White and Red Background









WOMEN'S SWIMMING & DIVING



WOMEN'S SWIMMING & DIVING





















VMI: Rockwell Yellow and Black Background



















Alternate Formats

Arc/Arch

Team names with ampersands (&) may be used in this logo style.

VMI Keydets

This variation is to use the shorter approved names only.

Team names with ampersands (&) may **not** be used in this style logo.

Arc / Arch



WOMEN'S SWIMMING & DIVING

SWIMMING



SWIMMING

WOMEN'S SWIMMING & DIVING

VMIKeydets















Keydets Only: Gray Background – PRACTICE UNIFORMS ONLY

Practice Uniforms only

Gray is strictly for practice uniforms only.

It is not to be used for travel gear, warm-ups, or field uniforms.

For example, black on charcoal gray is not an appropriate use.

On a gray background, use only the color combinations that appear on this page.

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Keydets: Gray – PRACTICE UNIFORMS ONLY

Practice Uniforms Only

Gray is strictly for practice uniforms only.

It is not to be used for travel gear, warm-ups, or field uniforms.

For example, black on charcoal gray is not an appropriate use.

On a gray background, use only the color combinations that appear on this page.

VIRGINIA MILITARY INSTITUTE

KEYDETS

WOMEN'S TRACK AND FIELD

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MEN'S TRACK AND FIELD

VIRGINIA MILITARY INSTITUTE

KEYDETS

VMI: Aachen Gray – PRACTICE UNIFORMS ONLY

Practice uniforms only

Gray is strictly for practice uniforms only.

It is not to be used for travel gear, warm-ups, or field uniforms.

For example, black on charcoal gray is not an appropriate use.

On a gray background, use only the color combinations that appear on this page.











WOMEN'S SWIMMING & DIVING



WOMEN'S SWIMMING & DIVING



WOMEN'S SWIMMING & DIVING WOMEN'S SWIMMING & DIVING



WOMEN'S SWIMMING & DIVING

VMI: Trajan Gray – PRACTICE UNIFORMS ONLY

Practice uniforms only

Gray is strictly for practice uniforms only.

It is not to be used for travel gear, warm-ups, or field uniforms.

For example, black on charcoal gray is not an appropriate use.

On a gray background, use only the color combinations that appear on this page.











VMI: Rockwell Gray – PRACTICE UNIFORMS ONLY

Practice Uniforms Only

Gray is strictly for practice uniforms only.

It is not to be used for travel gear, warm-ups, or field uniforms.

For example, black on charcoal gray is not an appropriate use.

On a gray background, use only the color combinations that appear on this page.



















Black on Red and Red on Black-PRACTICE UNIFORMS ONLY

Practice Uniforms Only

One-color printing of red on a black background or black on a red background is permitted for practice uniforms only.

It is not to be used for travel gear, warm-ups, or field uniforms.







WOMEN'S SWIMMING & DIVING







KEYDETS

MEN'S TRACK AND FIELD

Mandatory Statements

The nondiscrimination statement is to be used on all publications related to cadet recruiting. "Publication" refers to all products in whatever media.

How Used

This statement can appear in any font, size 6 points and above, regardless of the standard font size used in the publication. The font style is not specified, but should work with the overall design of the publication.

Where to Use

Print Publications

The location of the statement depends on the design. One typical location is at the bottom of the back page of the publication. The publication's design, however, should dictate the location.

Websites

The statement can appear in the footer of a page or from a link in the footer to a separate page.

Where to Find Updates

Contact the Office of Communications and Marketing for the latest version of this statement.

Nondiscrimination Statement

The Virginia Military Institute is committed to providing an environment that emphasizes the dignity and worth of every member of its community and that is free from harassment and discrimination based on race, sex, color, national origin, religion, age, veteran status, sexual orientation, pregnancy, genetic information, against otherwise qualified persons with disabilities, or based on any other status protected by law. Every VMI staff member, faculty member and cadet has the right to work and study in an environment free from discrimination and should be treated with dignity and respect. VMI complaint and grievance procedures provide employees and cadets with the means for resolving complaints that this Statement has been violated. VMI is an Equal Opportunity Employer. Anyone having questions concerning discrimination or the application of Title IX regulations should contact Title IX Coordinator, 212 Carroll Hall, VMI, Lexington, Va. 24450, (540) 464-7072. Any cadet or prospective cadet having questions about disability services for students should contact the Director of the Center for Cadet Counseling and Disability Services, 448 Institute Hill, 2nd floor, Post Infirmary, Lexington, Va. 24450, (540) 464-7667. For employment-related disability

services, contact the Employee Disability Services Coordinator in the VMI Human Resources Office, Lexington, Va. 24450, (540) 464-7322.

Nondiscrimination statement

The Virginia Military Institute is committed to providing an environment that emphasizes the dignity and worth of every member of its community and that is free from harassment and discrimination based on race, sex, color, national origin, religion, age, veteran status, sexual orientation, pregnancy, genetic information, against otherwise qualified persons with disabilities, or based on any other status protected by law. Every VMI staff member, faculty member and cadet has the right to work and study in an environment free from discrimination and should be treated with dignity and respect. VMI complaint and grievance procedures provide employees and cadets with the means for resolving complaints that this Statement has been violated. VMI is an Equal Opportunity Employer. Anyone having questions concerning discrimination or the application of Title IX regulations should contact Title IX Coordinator, 212 Carroll Hall, VMI, Lexington, Va. 24450, (540) 464-7072. Any cadet or prospective cadet having questions about disability services for students should contact the Director of the Center for Cadet Counseling and Disability Services, 448 Institute Hill, 2nd floor, Post Infirmery, Lexington, Va. 24450, (540) 464-7667. For employment-related disability services, contact the Employee Disability Services (coordinator in the VMI Human Resources Office, Lexington, Va. 24450, (540) 464-7322.

Minimum size: 6 point, Myriad Pro condensed.



SECTION C

ATHLETICS LOGOS & USAGE

WCU ATHLETICS LOGO

Our WCU Catamount logos were designed to create a consistent brand for our athletics program. At the same time, there are many variations to choose from so that there should be a design compatible to any application. The primary logo indicated below is preferred. Logos that do not contain type are for use only when either the school name or monogram have been previously presented. For example, the head-alone design can be used inside a brochure if a logo or words identifying the university have been used on the cover. All artwork and variations are available in EPS digital file formats. For more information, contact the Brand Experience at 828.227.2077 or branding@wcu.edu.

For sport-specific logos, see page SecC:3.

These logos are to be used only for approved athletics and spirit applications and are not to be used in place of the WCU institutional logo.

primary logo



secondary logo options



SPORT-SPECIFIC OPTIONS

The five logo configurations shown below are available in all recognized sports: Baseball, Basketball, Cross Country, Football, Golf, Softball, Track and Field, Volleyball, Soccer, Women's Tennis and Cheerleading.

All other wording must be approved by the athletics director and Brand Experience; for example, use of the Catamount Club logo.











For use exclusively by the Catamount Club





ATHLETICS LOGO USE GUIDELINES

primary colors

Color is one of the most important elements of the Western Carolina University athletics identity system. The colors below are the official colors for all of the WCU athletics logos. If these colors are not available, the logos should be printed in all WCU purple or in all black. Logos also may be used in all white on either black or WCU purple backgrounds. In addition, logos may be used in all white on other dark color backgrounds if previously approved (see page SecC:6). WCU athletics logos are never to be reversed.*

WCU purple 267 WCU purple 267

Pantone 267 CVC
Pantone 267 CVU
R: 89 G: 44 B: 136
C: 89 M: 100 Y: 0 K: 0
HEX: 592C88

WCU metallic gold 872 WCU metallic gold 872

Pantone 872 CVC metallic Pantone 872 CVU metallic R: 193 G: 168 B: 117 C: 20 M: 32 Y: 58 K: 0 HEX: C1A875 WCU nonmetallic gold 465 WCU nonmetallic gold 465

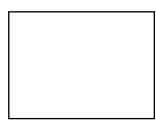
Use Pantone 465 in place of gold 872 when metallic gold is not practical.

Pantone 465 CVC nonmetallic Pantone 465 CVU nonmetallic R: 193 G: 168 B: 117 C: 20 M: 32 Y: 58 K: 0 HEX: C1A875

Pantone® is a registered trademark of Pantone, Inc. The colors shown on this page and throughout this manual are not intended to match the Pantone® Color Standards; use Pantone® chips for accurate color matching.

support color

In addition to the primary colors shown above, the WCU athletics identity system utilizes white as an important support color. White helps to add contrast to WCU purple and WCU gold.



White R: 255 G: 255 B: 255 C: 0 M: 0 Y: 0 K: 0 HEX: ffffff

^{*} See individual artwork guidelines.

color variations

All of the WCU athletics logos are available in full color and all black. Some examples are shown below. Logos also may be used in all white on either black or WCU purple backgrounds. In addition, logos may be used in all white or on other dark color backgrounds if previously approved (see page SecC:6). The logos may be used in all white or WCU purple by creating the art from the black logos provided. A gold logo is not to be printed on a black background, and a black logo is not to be printed on a gold background.

full color

























black









WCU purple









all white









logo usage on color backgrounds

Frequently it may be desirable to place the athletics identity logos on a field of color. As shown in the examples below, all of the artwork has been created with a built-in outline shape that allows it to work clearly on any background. For this reason it is not necessary to alter the logos before placing them on any color, photograph or complex background.

The WCU logos should never be reversed. All WCU logos may be used in all white on either WCU purple or black backgrounds (or on other dark color backgrounds with prior approval). The all-white version of the WCU logo should never be used on complex backgrounds. This prevents any photograph, pattern or complex background from showing through the logo (as in the example at the far right of the bottom row).

on WCU purple background

on black background

on non-WCU background

on complex background

full color









black









white









black and white









with approval

clear space guidelines

Each of the Western Carolina University athletics logos has an established clear space minimum. This clear space is intended to maintain the logo's integrity and to avoid visual confusion. No other type or graphic element (including folds, trims or edges) should fall within the clear space shown. The clear space is uniform on all sides of the logo. See the examples below for each athletics logo's specific clear space.

No more than one logo should be used on any one item.

"A" is equal to 1/10 of the width of the logo











"B" is equal to 1/12 of the width of the logo















"C" is equal to 1/15 of the width of the logo





minimum size guidelines

Each of the WCU athletics logos has a minimum allowable size. In order to ensure clear reproduction and legibility, the logos must not be used any smaller than the sizes shown below. It is preferred that, when possible, the logos be used larger than their minimum size.



ATHLETICS LOGO USE VIOLATIONS

So that WCU athletics can maintain the design integrity of its brand and maximize each logo's effectiveness as an identifier, it is mandatory that all logos be applied as indicated in this manual, without modification. The logos are not to be altered in any way. Shown below are unacceptable uses of the WCU athletics logos.

A one-color gold logo is not to be printed on a black background, and a one-color black logo is not to be printed on a gold background.



Never switch colors on any WCU athletics logo



Never use WCU athletics logos in non-WCU colors



Never change the tagline font in any WCU athletics logo



Never use unapproved wording in any WCU athletics logo



Never re-size elements in any WCU athletics logo



Never reproportion any WCU athletics logo



Never add elements to any WCU athletics logo



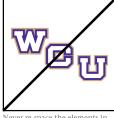
Never distort any WCU athletics logo



Never angle or rotate any WCU athletics logo



Never reposition the elements in any WCU athletics logo



Never re-space the elements in the WCU athletics logos



Never use any logo without its outline on any background



Never reverse any WCU athletics logo



Never allow any pattern or photo to show through any logo



Never use logos in all WCU gold on light backgrounds



Never flip any WCU athletics logo



Never use a gold/black combination



Never add elements to any WCU athletics logo



No more than one logo, athletics or institutional, in any combination, should be used on any one item

TYPOGRAPHY

official fonts

Bank Gothic, the font used in the banner of the WCU logos, is recommended for use in titles and limited body copy in athletics marketing materials.

BANK GOTHIC MD BT MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLMNOPQRSTUVWXYZ

EXAMPLE AT 9 PT: LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT, SED DIAM NONUMMY NIBH EUISMOD TINCIDUNT UT LAOREET DOLORE MAGNA ALIQUAM ERAT VOLUTPAT. UT WISI ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCI TATION.

Impact was selected for its visual strength and weight. Recommended for use on titles when limited space precludes the use of Bank Gothic.

Impact Regular

abcdefghijklmnopqrstuvwxyz Abcdefghijklmnoporstuvwxyz

Example at 9 pt: Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation.

News Gothic BT, selected primarily for body copy, has clean lines that do not compete with either title font, while linking the athletics brand to the university brand.

News Gothic BT Roman

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ

Example at 9 pt: Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation.

News Gothic BT Italic

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ

Example at 9 pt: Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation.

News Gothic BT Demi

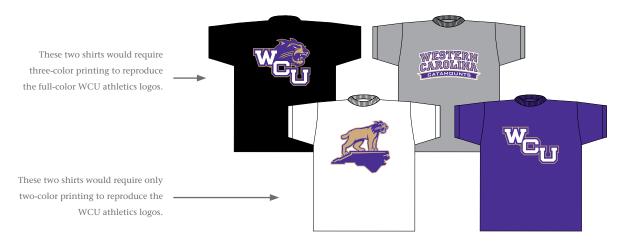
abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ

Example at 9 pt: Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation.

RETAIL APPLICATION OF ATHLETICS LOGO

full-color options

If the fabric color matches one of the official colors closely (WCU purple, WCU gold or white), the fabric can show through in place of printing that color. If the fabric color does not match any official color, all three colors must be used to print the logo.



one-color options

When using logos on apparel, the art may print in black, WCU purple, WCU gold or white as long as there is sufficient contrast with the fabric color. The one-color WCU athletics logos are a great cost-saving alternative to the full-color logos.

These examples show how one-color versions of the logos can look on apparel. As shown in the middle, various combinations of the WCU athletics fonts and the one-color logos and monograms make it easy to create a variety of simple collegiate designs. As shown on the example on the bottom, it also is permissible to print just the black art on a light-colored fabric without the white outline.

In no case should a gold logo be printed on a black background, or a black logo be printed on a gold background.



ANIMATION

All animated adaptations of any institutional or athletics logo must be pre-approved by Brand Experience, the Licensing Department prior to use.



QUESTIONS?

Proper use of the logo and color is essential to ensure the integrity of the Western Carolina University brand. If you have questions about these guidelines or implementation, please call Brand Experience. Additional information, electronic templates and a PDF of this document are available online at branding.wcu.edu.

Brand Experience 415 HF Robinson | Cullowhee, NC 28723 828.227.2077 | branding.wcu.edu



WOFFORD COLLEGE

APPROVED ATHLETICS LOGOS
TEAM SUBLOGOS
DISCONTINUED LOGOS
COLOR GUIDE
TERRIER CLUB
STATIONERY SUITE

FEBRUARY 2015

APPROVED ATHLETICS LOGOS

FEBRUARY 2015

PRIMARY COLLEGE MARK

TERRIER LOGO





ATHLETICS WORDMARK



"WOFFORD" without "COLLEGE" is only to be used in Athletics marketing and branding.

The athletics wordmark uses the typeface Century Old Style Bold, unlike the college wordmark, which uses the typeface Baskerville Classico. Do not attempt to recreate these logos using a similar typeface.

FULL COLLEGE WORDMARK

WOFFORD COLLEGE WOFFORD COLLEGE

WOFFORD COLLEGE WOFFORD COLLEGE

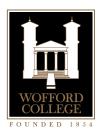
OFFICIAL COLLEGE LOGO





Single color options





Two color options

TEAM SUBLOGOS

FEBRUARY 2015







USAGE GUIDELINES

Team sublogo graphics should be treated like official college logos; do not attempt to recreate, modify or alter them in any way.

Team sublogos may be displayed in Old Gold, black or white. For a specific sublogo in a specific color, **please contact the Office of Marketing and Communications**

The college's official secondary font is Gotham. Do not attempt to recreate college sublogos using a similar typeface.

In order to maintain brand recognition, it is very important that team sublogos are always displayed/used correctly. Please follow these guidelines when using your team sublogo:

- Do not use any alternate color treatments, tints or gradients. Do not distort any portion of the team sublogo. Do not crop any portion of the team sublogo. Do not tilt or rotate the team sublogo.
- Do not add a stroke around the team sublogo.
- Do not add any symbols or other unapproved graphics to the team sublogo.
- Do not readjust the typeface within the team sublogo.
- Do not use the team sublogo as a watermark.
- Do not attempt to recreate any team sublogo by using an approved or similar typeface. If you need a custom sublogo with a specific team, contact the Office of Marketing and Communications, and we will gladly make a custom sublogo for you.









WOFFORD ATHLETIC TRAINING



BASKETBALL

CHEERLEADING













Sublogos are also available in white/gold for use on dark backgrounds. If you need a sublogo for use on a dark background, contact the Office of Marketing and Communications.











WOFFORD
CROSS COUNTRY
TRACK & FIELD

DANCE TEAM FOOTBALL













Sublogos are also available in white/gold for use on dark backgrounds. If you need a sublogo for use on a dark background, contact the Office of Marketing and Communications.

GOLF RIFLE









WOFFORD

WOFFORD

SOCCER

STRENGTH & CONDITIONING













Sublogos are also available in white/gold for use on dark backgrounds. If you need a sublogo for use on a dark background, contact the Office of Marketing and Communications.

TENNIS TERRIER CLUB









WOFFORD



TRACK & FIELD

VOLLEYBALL













Sublogos are also available in white/gold for use on dark backgrounds. If you need a sublogo for use on a dark background, contact the Office of Marketing and Communications.

DISCONTINUED LOGOS

FEBRUARY 2015

DISCONTINUED TEAM LOGOS*





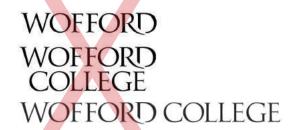


Team names should not be used in conjunction with the college's primary mark. For approved team sublogos see page 3 of this document.

DISCONTINUED COLLEGE MARKS











QUINTESSENTIAL... A Wofford Education

Neither this logo nor the word "quintessential" (or derivations thereof) are to be used in association with the college, such as in taglines, event names, or slogans.

DISCONTINUED ATHLETICS MARKS







^{*}These usage rules apply to all old team sublogos, not just the graphics used above as examples.

COLOR GUIDE FEBRUARY 2015

OLD GOLD

Pantone® Metallic Coated 873C

C=42 M=50 Y=74 K=19

Hexadecimal: #886E4C

R=136 G=110 B=76

If metallic printing is not available, Pantone® Solid Coated 873C may be substituted.

BLACK

Pantone® Process Black C=0 M=0 Y=0 K=100 Hexadecimal: #000000

R=0 G=0 B=0

Approved Logos and Marks may be reproduced in WHITE (C=0 M=0 Y=0 K=0; #FFFFFF; R=255 G=255 B=255) when used on a dark background.

WOFFORD KHAKI

Pantone® Solid Coated 466C C=12 M=22 Y=43 K=0

Hexadecimal: #C7B37F R=199 G=179 B=127

Wofford Khaki is traditionally used for printing on dark surfaces when neither Pantone® nor metallic printing are available. Wofford Khaki should not be used as a substitute for Old Gold.

When matching thread to Wofford Khaki, the college requests Madeira 1128 Classic Rayon.

The colors shown on this page have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Publications for accurate color. PANTONE® and other Pantone, Inc. trademarks are the property of Pantone, Inc. Portions© Pantone, Inc., 2014.

ATHLETICS STATIONERY SUITE

FEBRUARY 2015

BUSINESS CARD

Business cards are two-sided and printed in Pantone® Metallic gold ink. Please work with your marketing coordinator with regards to ordering new business cards.



Front



Back, option 1 (customized with the appropriate team's championship graphics)



Back, option 2

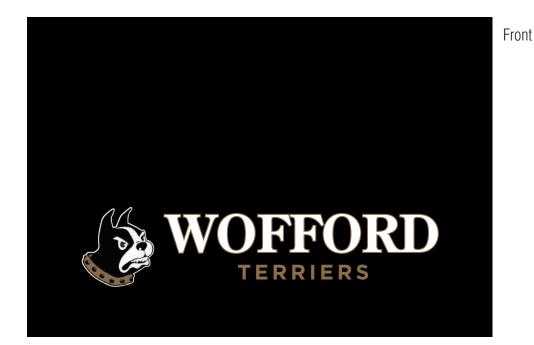
Personalized digital letterhead can be installed on your personal computer by calling the IT Help Desk at x4357.







Please work with your marketing coordinator with regards to ordering tent cards.



WOFFORD

429 North Church St., Spartanburg, SC 29303 | 864.597.4090 | woffordterriers.com

Back