



**OFFICIAL ATHLETIC STYLE GUIDE**






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This Southland Conference official athletic style guide marks the ushering in of a new era for Southland athletics. Throughout the creation process, we crafted every facet of this identity to reflect on the strengths of the previous marks, while evolving, refining, and enhancing the overall aesthetic of the brand.

The guidelines contained in this document allow all internal personnel and strategic partners to work with all graphic elements so that their application and presentation achieves a powerfully consistent effect. By following these guidelines, we convey a clear and concise vision of the Southland Conference brand.

Please follow these guidelines when designing all materials for Southland Conference athletics. Doing so will maintain the integrity of the brand while ensuring the full and beneficial impact of the athletic brand image.

Thank you.

					
<b>Pantone PMS</b>	PMS 289	PMS 7409	White	PMS 7412	PMS 278
<b>CMYK</b>	C= 100 M= 66 Y= 0 K= 58	C= 0 M= 30 Y= 95 K= 0	C= 0 M= 0 Y= 0 K= 0	C= 0 M= 42 Y= 100 K= 7	C= 39 M= 14 Y= 0 K= 0
<b>RGB</b>	R= 0 G= 38 B= 73	R= 255 G= 185 B= 35	R= 255 G= 255 B= 255	R= 209 G= 122 B= 41	R= 153 G= 186 B= 221



*Southland Conference - Primary Logo*

*Four Color Logo*



*Two Color Logo*



*One Color Logo*



Full Color



One Color



## Southland Conference - Championship Logos

Cross Country



Women's Soccer



Women's Volleyball



Indoor Track & Field



Basketball



Women's Golf



## Southland Conference - Championship Logos

Tennis



Beach Volleyball



Men's Golf



Softball



Outdoor Track & Field



Baseball



## *Southland Conference - Uniform Patch Placement*

This section of the style guide should assist member institutions with UNIFORM PATCH placement of the Southland logo patch. Each institution is permitted to utilize the Southland uniform patch in its approved school colors.

Detailed information about acceptable Southland school color marks, including PMS colors, can be found on page 13 of this style guide.

In some sports, uniform specifications (e.g. material) may dictate that a screen print version of the Southland mark be used in place of the uniform patch. Acceptable instances involving the screen print version of the Southland logo are outlined by sport in the style guide.

Please note that while the Conference will supply the uniform patches, it will be the responsibility of each institution to have the mark screen-printed in the designated size and colors.

### ***Football***



### ***All Other Sports***



**CORRECT LOGO**

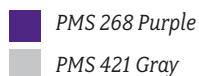


**INCORRECT LOGO**

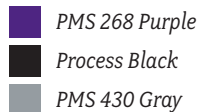




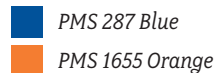
**ABILENE CHRISTIAN**



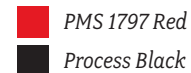
**CENTRAL ARKANSAS**



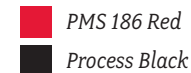
**HOUSTON BAPTIST**



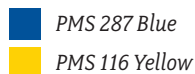
**UIW**



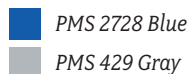
**LAMAR**



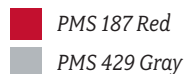
**McNEESE**



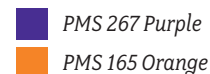
**NEW ORLEANS**



**NICHOLLS**



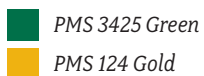
**NORTHWESTERN STATE**



**SAM HOUSTON STATE**



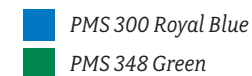
**SOUTHEASTERN LOUISIANA**



**STEPHEN F. AUSTIN**





**TEXAS A&M-CORPUS CHRISTI**



## Southland Conference - School Specific Conference Logos






### ABILENE CHRISTIAN

 PMS 268 Purple  
 PMS 421 Gray





### CENTRAL ARKANSAS

 PMS 268 Purple  
 Process Black  
 PMS 430 Gray





### HOUSTON BAPTIST

 PMS 287 Blue  
 PMS 1655 Orange





### UIW

 PMS 1797 Red  
 Process Black





### LAMAR

 PMS 186 Red  
 Process Black





### McNEESE

 PMS 287 Blue  
 PMS 116 Yellow





### NEW ORLEANS

 PMS 2728 Blue  
 PMS 429 Gray





### NICHOLLS

 PMS 187 Red  
 PMS 429 Gray





### NORTHWESTERN STATE

 PMS 267 Purple  
 PMS 165 Orange





### SAM HOUSTON STATE

 PMS 021 Orange  
 PMS Cool Gray 10





### SOUTHEASTERN LOUISIANA

 PMS 3425 Green  
 PMS 124 Gold




### STEPHEN F. AUSTIN

 PMS 267 Purple  
 PMS Cool Gray 5

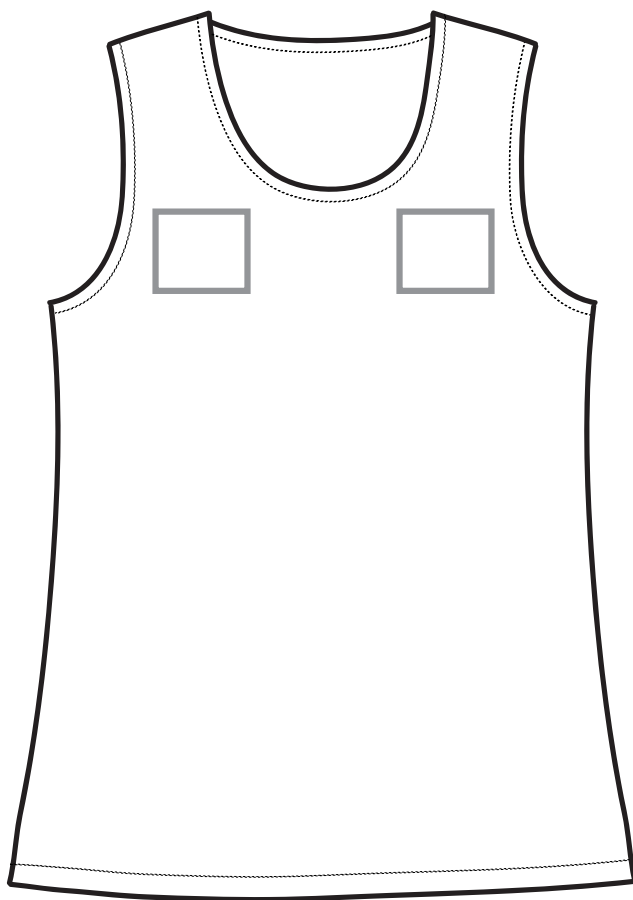


### TEXAS A&M-CORPUS CHRISTI

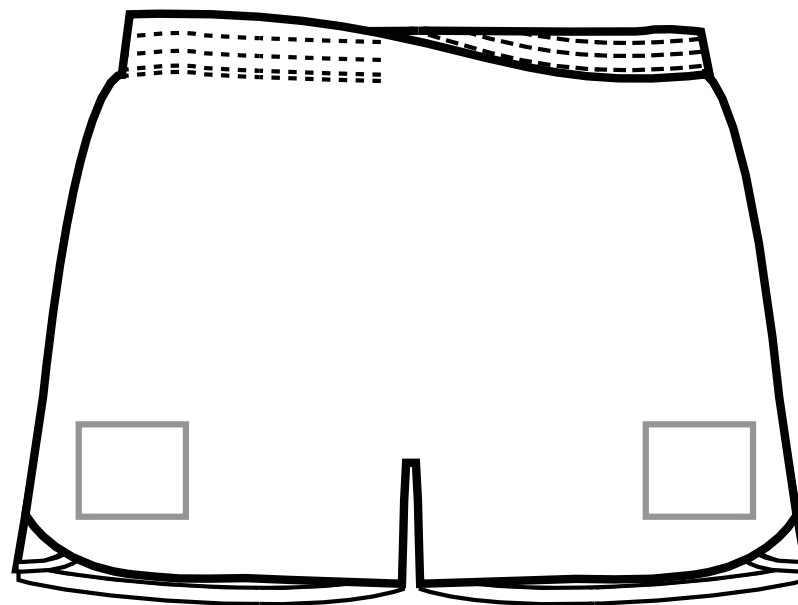
 PMS 300 Royal Blue  
 PMS 348 Green



*Southland Conference - Uniform Patch Placement*  
*Cross Country/Track & Field*

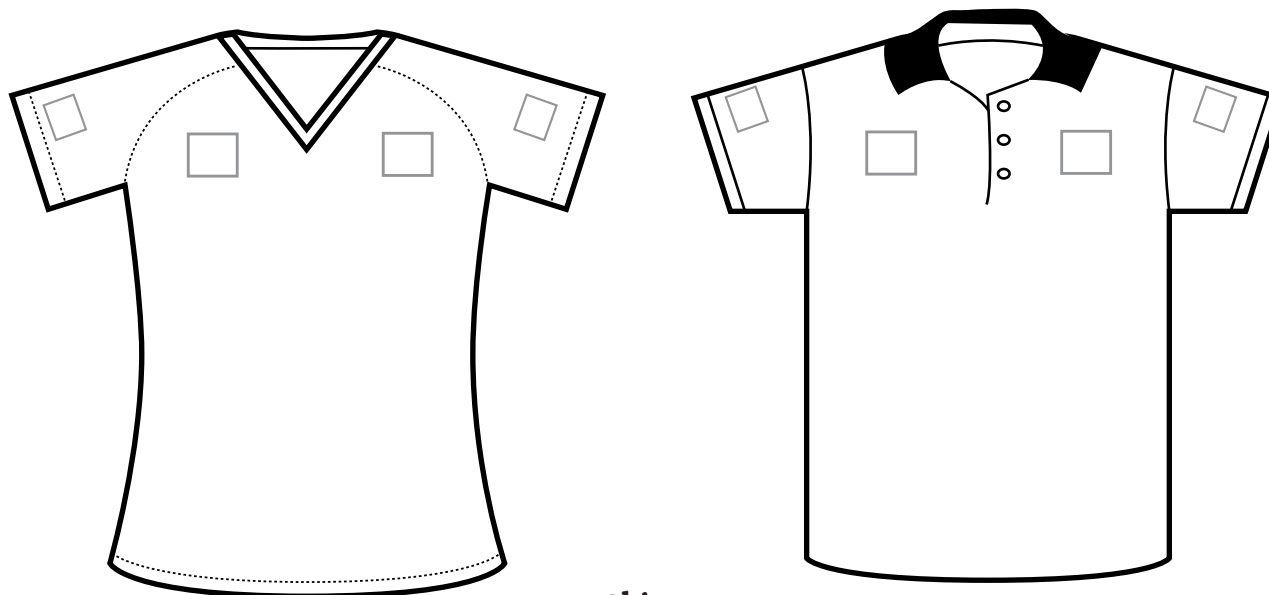


**Shirts**  
***Upper left or upper right (front only)***

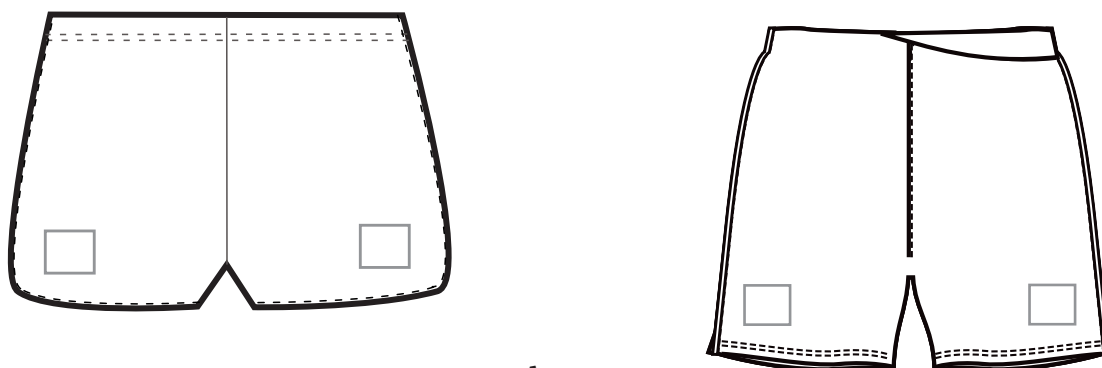


**Shorts**  
***Lower left or lower right (front only)***

*Either a Southland Conference uniform patch or Southland Conference screen print mark is acceptable, in the institution's approved color scheme.*



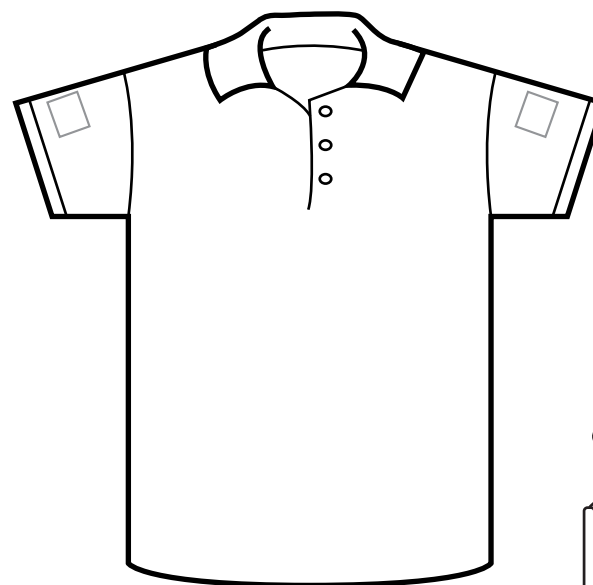
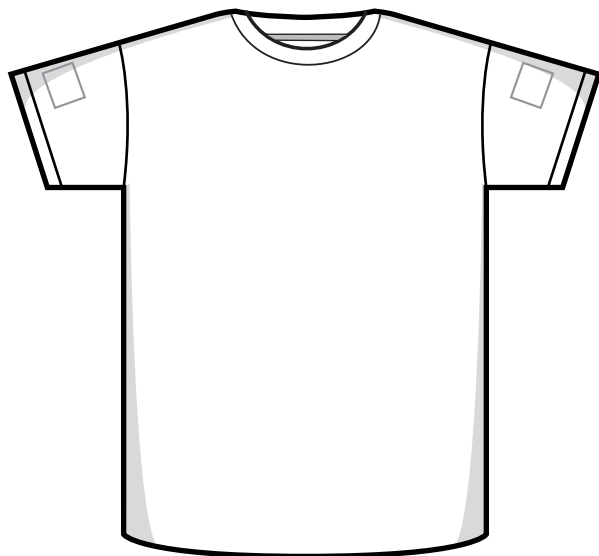
**Shirts**  
**Upper left/upper right/sleeve (front only)**



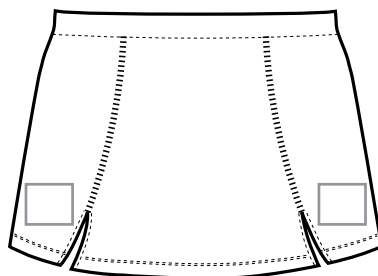
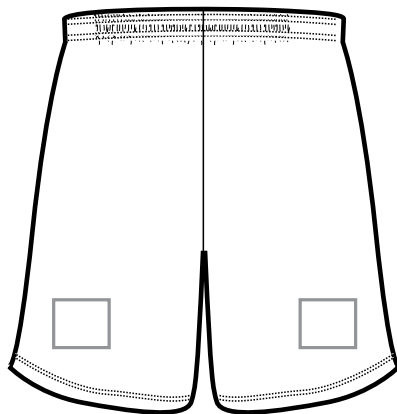
**Shorts**  
**Lower left or lower right (front only)**

*Either a Southland Conference uniform patch or Southland Conference screen print mark is acceptable, in the institution's approved color scheme.*

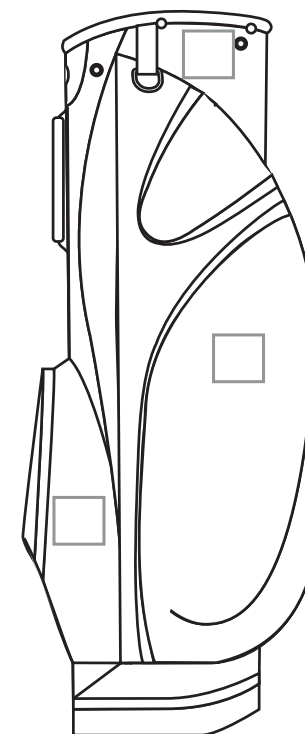
*Southland Conference - Uniform Patch Placement*  
*Tennis/Golf*



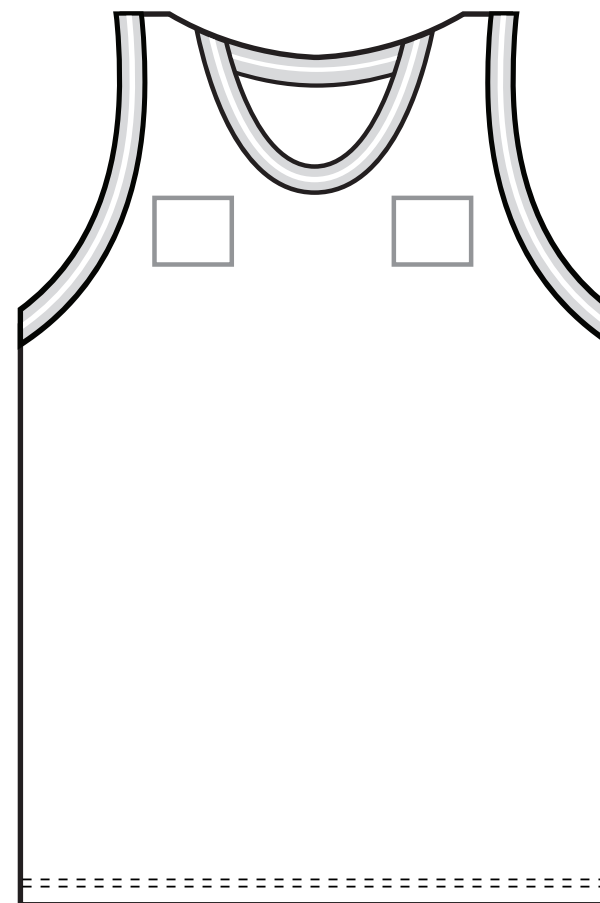
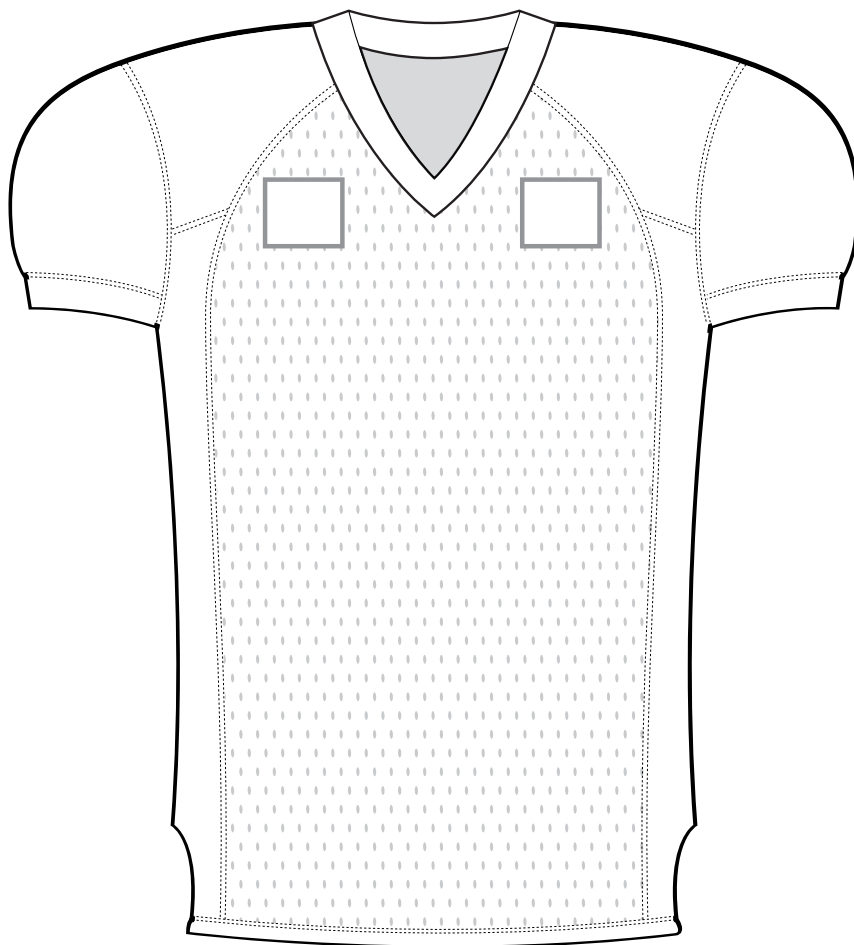
**Shirts**  
***Left or right sleeve***



**Shorts**  
***Lower left or lower right (front only)***

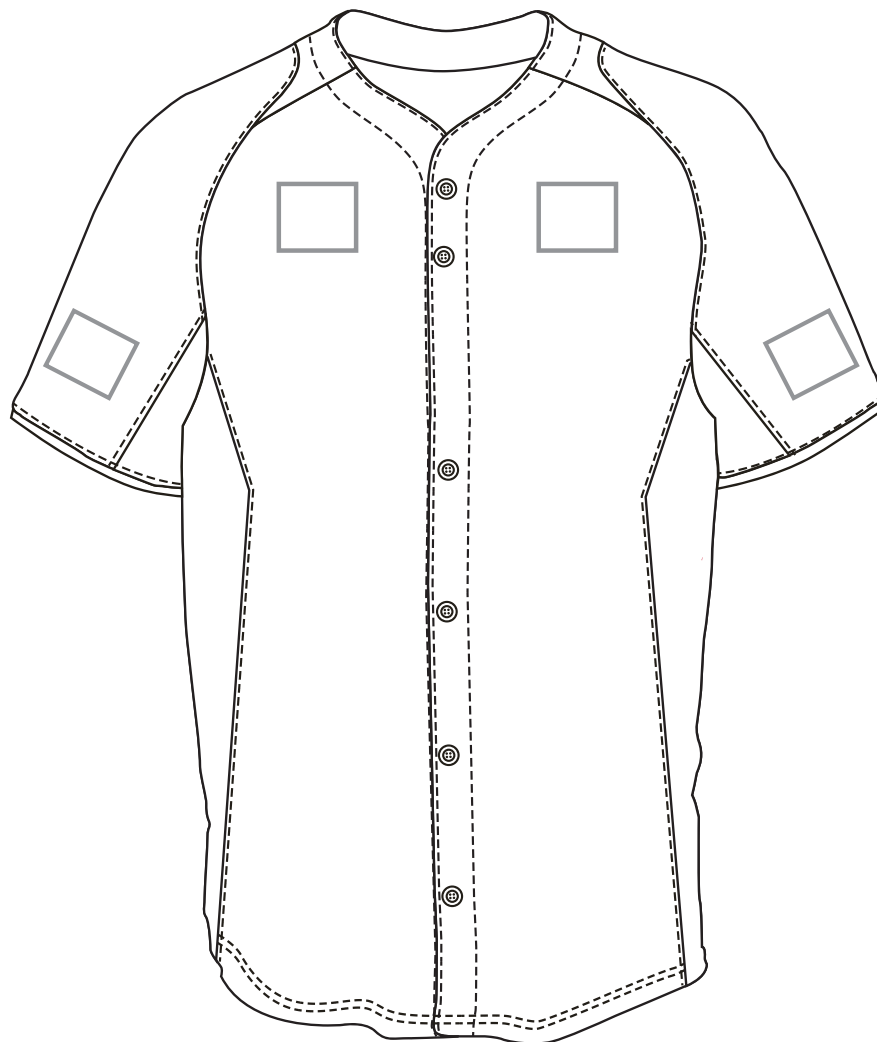


*Either a Southland Conference uniform patch, Southland Conference screen print mark or embroidered mark is acceptable, in the institution's approved color scheme.*



**Shirts**  
**Upper left or upper right (front only)**

*Either a Southland Conference uniform patch or Southland Conference screen print mark is acceptable for basketball, in the institution's approved color scheme.*

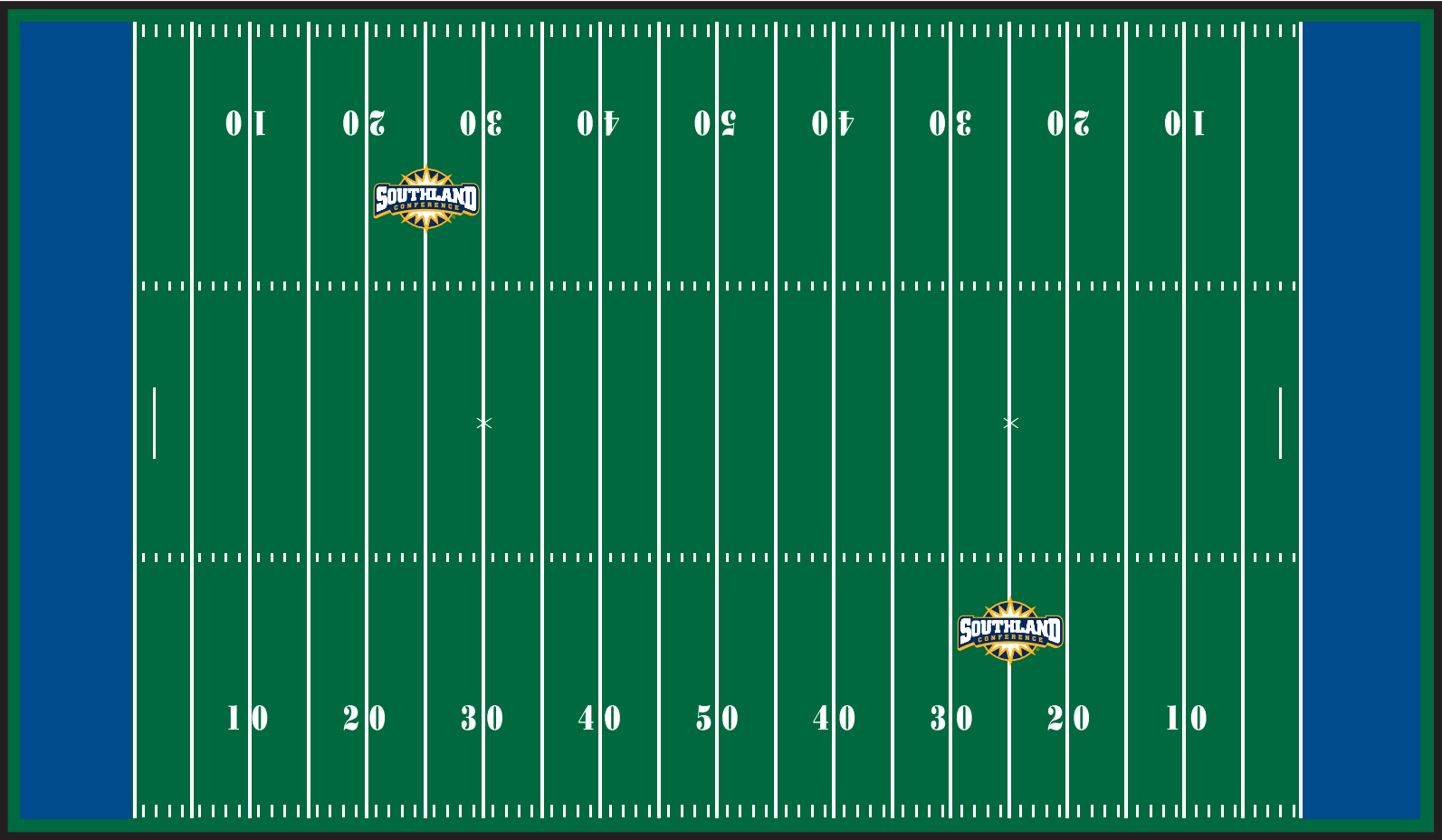


**Shirts**  
**Left or right sleeve.**  
**Upper left/upper right/chest (front only)**

Southland Conference - Playing Surface Logo Placement (Football)

Logos are to be painted onto the field on the 25 yard lines, equal distance between the hash marks and the numbers. The logos should be positioned diagonally from each other facing the press box (TV cameras).

Logos may be painted in school approved colors.



Recommended Mark



Four Color Logo

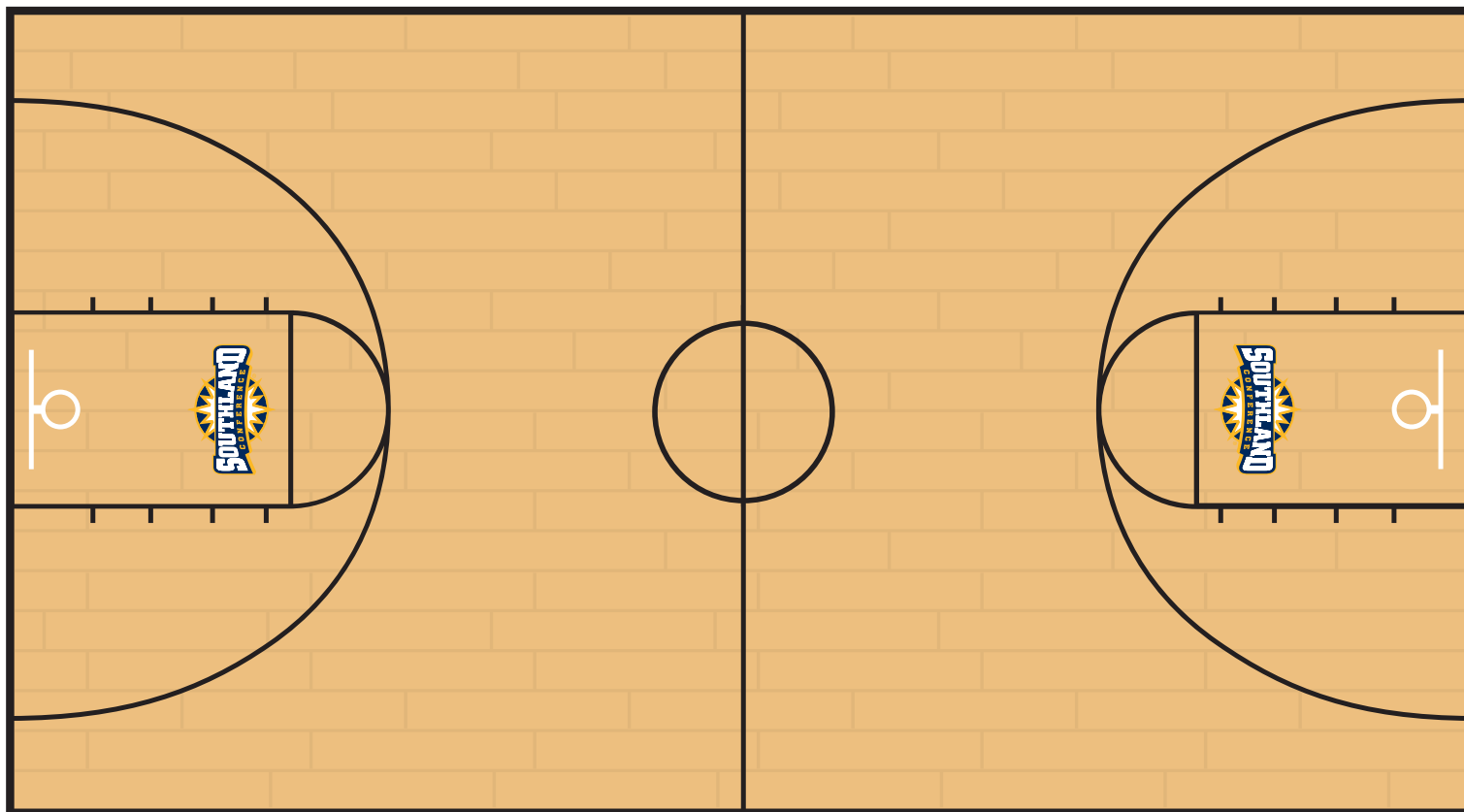


Two Color Logo

*Southland Conference - Playing Surface Logo Placement (Basketball)*

*Logos are to be applied inside both free throw lanes facing the shooter.*

*Logos may be painted in school approved colors.*



*Recommended Mark*



*Four Color Logo*



*Two Color Logo*