

CAMPBELL ATHLETICS BRAND GUIDELINES

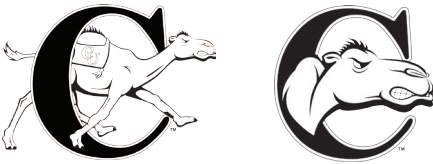
PRIMARY LOGOS



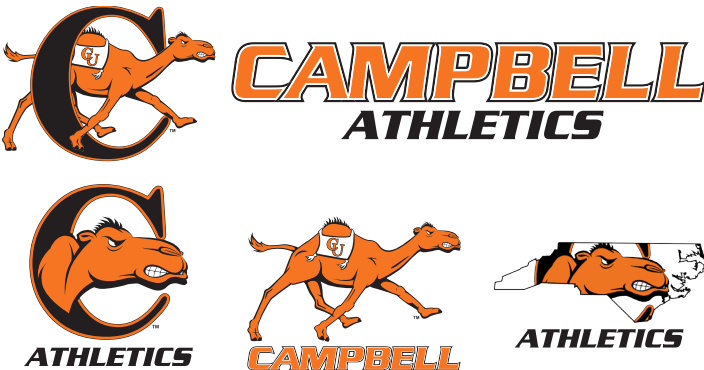
SECONDARY LOGOS



ONE COLOR LOGOS



LOGO/WORDMARK COMBOS



SCHOOL / BRAND NAMES

Campbell
Campbell University
Campbell Fighting Camels
Campbell Camels
Fighting Camels
Camels
CU

NOT ACCEPTABLE

Lady Camels
Fightin' Camels
University of Campbell
Campbell College
Campbells

PRIMARY HASHTAGS

#RollHumps
#GoCamels

LOCATION

Buies Creek, N.C.
Buies Creek
The Creek
North Carolina

COLOR INFORMATION



Orange: Pantone 158 | C: 0%, M: 61%, Y: 97%, K: 0%
Black

PRIMARY TYPEFACE

SERPENTINE

Serpentine should ONLY be used in UPPERCASE

For additional questions, please contact Deputy Athletics Director Ricky Ray at ray@campbell.edu or 910-814-4392. Any deviation or variation of these marks must be authorized in advance.

WORDMARKS: CAMPBELL



WORDMARKS: CAMPBELL ATHLETICS OR SPORT NAME



NOT ACCEPTABLE/RETIRED LOGOS

