

CAMPBELL ATHLETICS BRAND GUIDELINES

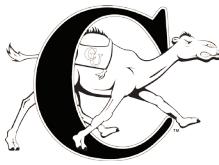
PRIMARY LOGOS



SECONDARY LOGOS



ONE COLOR LOGOS



LOGO/WORDMARK COMBOS



CAMPBELL
ATHLETICS



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

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

CAMPBELL
CAMPBELL
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CAMPBELL
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CAMPBELL
CAMPBELL

WORDMARKS: CAMPBELL ATHLETICS OR SPORT NAME

CAMPBELL
ATHLETICS

CAMPBELL
ATHLETICS

CAMPBELL
ATHLETICS

CAMPBELL
ATHLETICS

NOT ACCEPTABLE/RETIRED LOGOS

