



COLLEGE OF CHARLESTON

ATHLETICS

Identity Standards



Color Applications

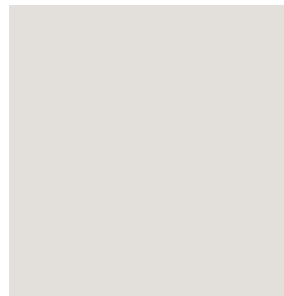
The color examples below are reference only and are not intended to match printed colors. Please consult a Pantone™ color swatch book for accurate printed color representations.



MAROON
Pantone (PMS) 188



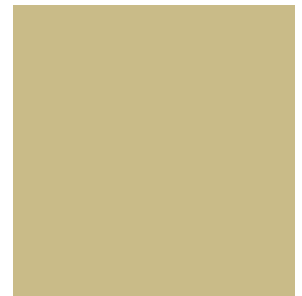
METALLIC GOLD
Pantone (PMS) 8383



GRAY
Pantone (PMS) Cool Gray 1

Secondary color

In instances where Metallic Gold (PMS 8383) can not be used, please substitute PMS 4525.



GOLD
Pantone 4525 (PMS)

Primary Logo



Secondary Logos



Block Font

THE COLLEGE
COUGARS
CHARLESTON

Scripts

Charleston
The College Cougars










Acceptable color combinations

PLEASE NOTE:
In certain instances it may be necessary to eliminate some of the approved colors. In that case please use the following pages as a guide in choosing an acceptable alternative.

PRIMARY LOGO WITH SHADOW

PRIMARY LOGO WITHOUT SHADOW

Acceptable color combinations (continued)



Acceptable color combinations (continued)

