

ATHLETIC LOGO

The official athletic logo is the crossed cutlasses with CSU in the middle. The logo may be black or certain combinations of CSU blue, CSU gold and white. The same guidelines set forth regarding the CSU Logo apply to the CSU Athletic Logo.

As a member of the Big South Conference, Charleston Southern athletics may use the Big South logo and the NCAA logo on publications. The Big South Conference and NCAA logo guidelines apply to use of these graphics.



UNACCEPTABLE USAGE



CHARLESTON
SOUTHERN
UNIVERSITY



CHARLESTON
SOUTHERN
TENNIS

Do not place the logo next to or alter the CSU Logo logotype.



Do not create sublogos based on the CSU Athletic Logo.



Do not use script font underneath the CSU Athletic Logo.



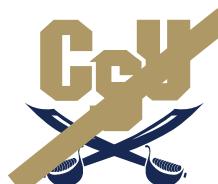
Do not separate CSU from the cutlasses.



Do not recolor the logo.



Do not display the logo with
a gold wordmark over white
cutlasses.



Do not display the logo with
a gold wordmark over blue
cutlasses.

BUCCANEER LOGO

The official athletic logo is the crossed cutlasses with CSU in the middle. The logo may be full color or certain combinations of CSU blue, CSU gold and white. The same guidelines set forth regarding the CSU Athletics Logo may also apply to the Buccaneer Logo.



Primary Logomark



Primary Wordmark



**CSU BLUE**

Pantone® 295 C

CMYK: 100,69,8,54

RGB: 0,40,85

HTML: #002855

**CSU GOLD**

Pantone® 7503 C or 10124 Metallic

CMYK: 10,15,50,29

RGB: 168,153,104

HTML: #A89968

**Shadow BLUE**

Pantone® 7463 CP

CMYK: 100,63,12,67

RGB: 0,37,74

HTML: #00254a

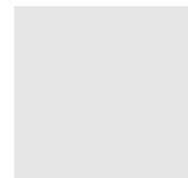
**Shadow GOLD**

Pantone® 7504 C

CMYK: 17,36,52,38

RGB: 179,125,88

HTML: #907258

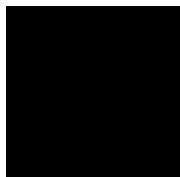
**Shadow GREY**

Pantone® 179-2 C

CMYK: 0,0,0,11

RGB: 228,229,230

HTML: #e4e5e6

**Black**

Pantone® Black C

Secondary Logomarks



Secondary Wordmarks

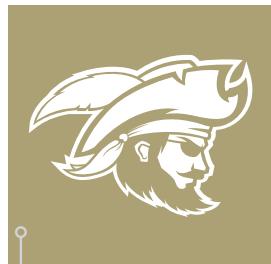


Two color versions have a primary shade and a lighter secondary shade.





When placed on a CSU Blue or other similarly dark background the white outlined version should be used to keep the CSU Navy hat and coat from blending in to the background.



Reversed versions of each variation can be used on CSU Navy, Gold or other colors.



When used over photography, a white outlined or reversed version often works best.



Typography/Fonts

Primary

United Italic Semi Condensed

AaBbCcDdEeGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz

Secondary

Gotham

AaBbCcDdEeGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz

UNACCEPTABLE USAGE



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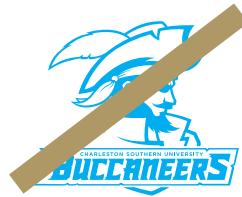


Don't use this version of the reversed logo. Bucky works best when he is darker than the background he is on.



Do not recolor the logo in any way. Only use preapproved versions that are provided.

Do not reverse in any instance. Bucky is meant to be looking and advancing forward. Not in retreat, or looking to the past.



Do not use unapproved colors for the logo. The logo should appear in CSU Navy, CSU Gold, or in special cases black and white as needed.