

COLGATE

ATHLETICS

IDENTITY STANDARDS GUIDE

Version 1.0 — 2020

INSIDE THIS IDENTITY STANDARDS GUIDE YOU'LL FIND EVERYTHING YOU NEED TO REPRESENT COLGATE ATHLETICS – FROM OUR LOGOS, COLORS, AND MESSAGING TO ALL THE ASSOCIATED BEST PRACTICES.

Each has a unique role to play in representing us, but together, they tell the story of who we are and where we're going.

The following pages will help you understand our story and how to tell it in the best way possible.



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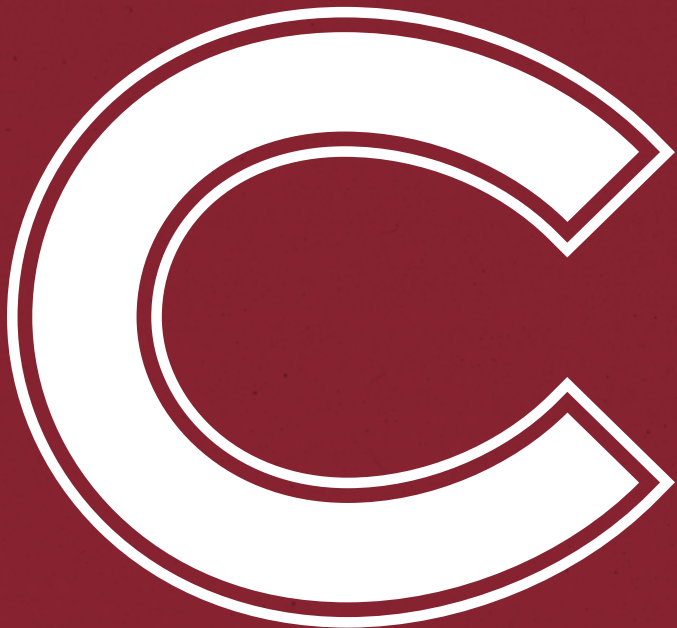




INTRODUCTION

PURPOSE OF THIS GUIDE

OUR IDENTITY IS ONE OF OUR MOST VALUABLE ASSETS. IT DEFINES WHO WE ARE, WHAT WE DO AND WHAT WE REPRESENT AS AN ATHLETICS PROGRAM.



The following pages help all members and partners of Colgate University Athletics to work together to communicate a consistent image and visual expression.

The Colgate University Athletics identity elements used to represent us must be replicated and produced according to the associated guidelines herein. As a representative of Colgate University Athletics, it is your responsibility to follow these guidelines, helping to affirm the foundational elements upon which we are built.

Adhering to these guidelines will allow us to communicate in a consistent, compelling and unified manner. Correct application is crucial in helping Colgate University Athletics carve out a unique and relevant position across NCAA Division I Athletics and in expanding the reach and reputation of Colgate University.



FILE FORMATS

THE SUCCESS OF THE
COLGATE UNIVERSITY
ATHLETICS IDENTITY RELIES
ON THE CLARITY AND
CONSISTENCY WITH WHICH
IT IS IMPLEMENTED.

Marks are available for use per the
enclosed Guidelines in the formats listed
to the right.

SUPPLIED FILE FORMATS

File formats are limited to specific use scenarios.

PDF, AI, EPS – Resolution independent vector files used for logos, icons and other line art.

PNG, JPEG – Compressed image files for web or Microsoft Office applications.

**PNG's allow transparency.*

USAGE FORMATS

PRINT – PDF, AI, EPS (CMYK, PMS)

DIGITAL – On-screen, broadcast, web, PowerPoint: PNG, JPG (RGB)

LEGAL NOTICE

ALL MATERIALS IN THIS DOCUMENT ARE THE PROPERTY OF COLGATE UNIVERSITY.

This includes, but is not limited to, printed and/or electronic text and images. Written permission from a duly appointed representative of Colgate University is required for any use or publication, public or private, of any material contained herein. There is not implied consent for any use, publication, republication or transmission of material owned by Colgate University.



APPROVAL REQUIREMENTS

ALL APPLICATIONS OF COLGATE ATHLETICS ASSETS MUST RECEIVE WRITTEN APPROVAL FROM THE DEPARTMENT OF ATHLETICS.

This includes: the development of new logos, all forms of advertising and marketing, event collateral, merchandise, web applications, audio elements, copywriting and photography.

Please direct all requests to the appropriate contact listed below. All requests for approval must be received at least three (3) business days prior to the release of the final artwork.

Colgate University reserves the right to deny approval for any request found not to be in line with these established guidelines. Because each situation creates unique challenges and new modes and methods of communication frequently arise, this outline contains a certain degree of flexibility pending consultation with the contact below. Colgate University is ultimately responsible for approving applications that interpret the established standards. In any situation of question, please reach out as early as possible in the process to allow for timely completion and approval. Such uses will be considered and directed on an individual basis. The goal is to meet the needs of every Colgate University marketing partner without adversely affecting the basic uniformity upon which a successful identity program is based.

Colgate University will thus provide all digital assets and instruct all partners to use only original artwork for reproduction of these marks. Printed images extracted from publications should never be used for scanning or paste ups when preparing graphics for an application. Elements and logos may not be electronically or manually altered. All questions or inquiries should be directed to:

Yariv Amir
Senior Associate Athletics Director
315-228-6547
yamir@colgate.edu





IDENTITY

IDENTITY

PRESENTED HERE IS OUR ATHLETICS “C” MARK.

This version of the logo should be used whenever possible; however, additional marks are provided for situations where one-color black or white versions are needed for production.

A small version with a thicker stroke is also available for use in particularly small mediums.



IDENTITY

PRESENTED HERE ARE THE CLEAR SPACE STANDARDS FOR OUR ATHLETICS “C” MARK.

To ensure proper scale and proportion for our Athletics “C” Mark:

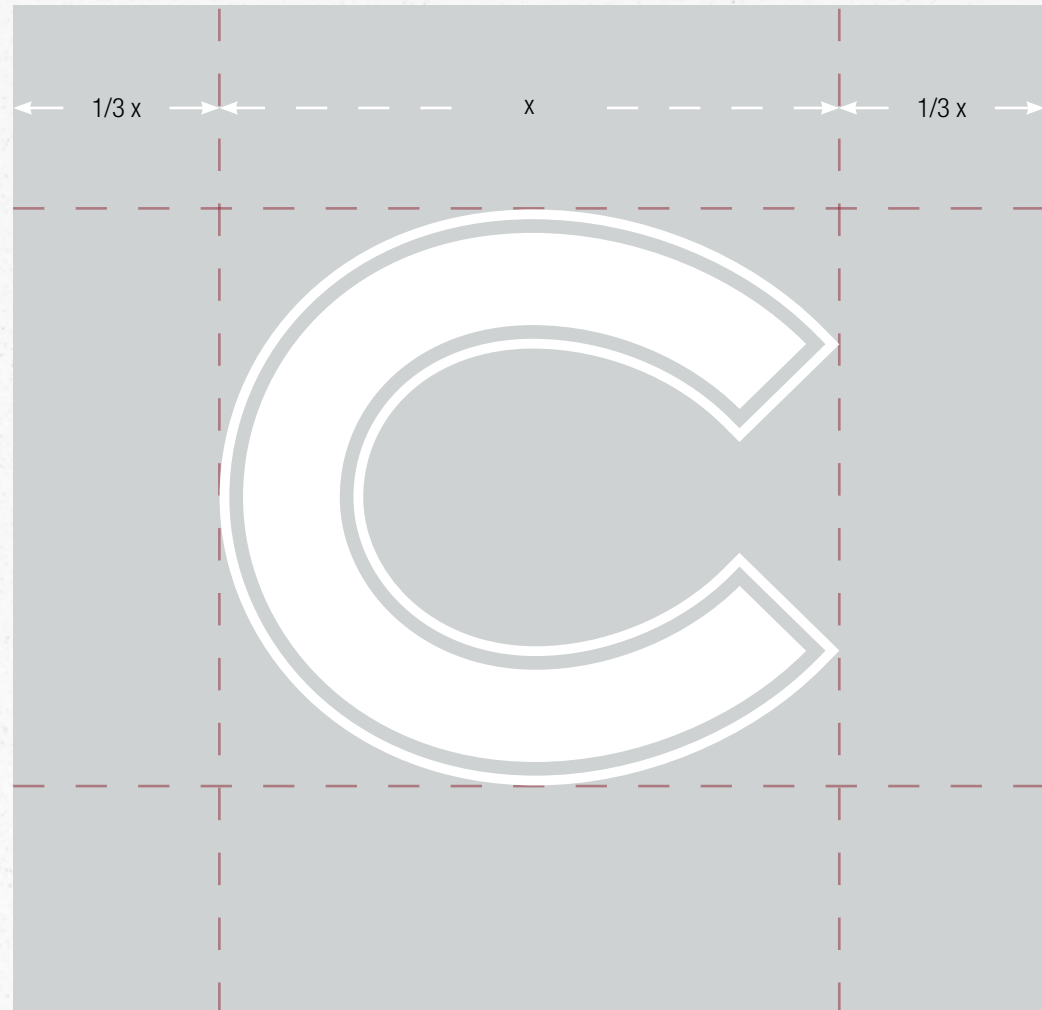
- Keep the area around the mark clear
- Prohibit other graphic elements, type or logos from infringing on its space

There is no maximum size for this mark; minimum sizes are listed below:



Digital: 27px (height)

Print: 0.375 inches (height)



IDENTITY

PRESENTED HERE IS OUR ATHLETICS SHIELD MARK.

This maroon and white version of the logo is the preferred option; however, additional iterations are provided for situations where one-color black or white versions are needed for production.

The Athletics Shield Mark should generally not be used in large applications. Please defer to the Athletics “C” Mark for large scale use.



IDENTITY

PRESENTED HERE ARE THE CLEAR SPACE STANDARDS FOR OUR ATHLETICS SHIELD MARK.

To ensure proper scale and proportion for our Athletics Shield Mark:

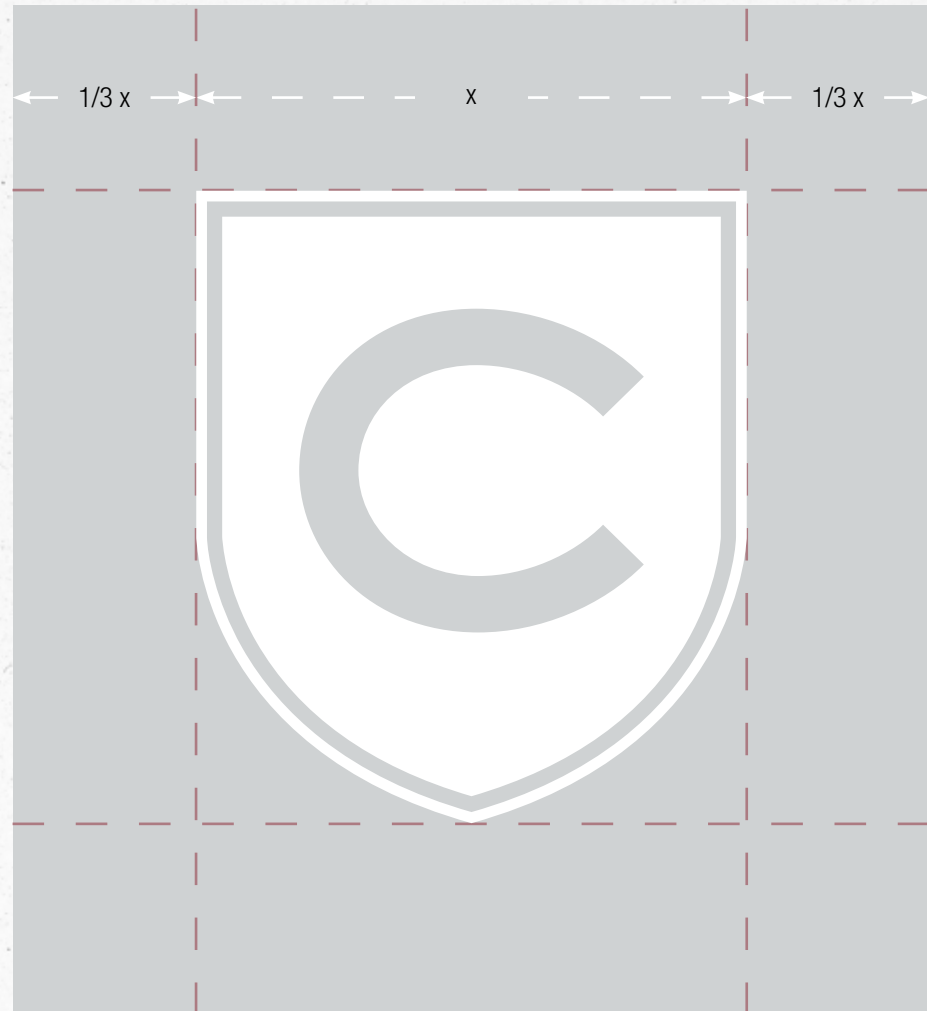
- Keep the area around the mark clear
- Prohibit other graphic elements, type or logos from infringing on its space

Minimum sizes are below:



Digital: 36px height

Print: 0.5 inches height



IDENTITY

PRESENTED HERE ARE OUR WORDMARKS.

Our Wordmarks unify our program and tell the world who we are. They are:

- Used both internally and externally
- Available in multiple colorways including one-color white and black

There are four variations of our Wordmarks.



A large, bold, maroon wordmark consisting of the word "COLGATE" stacked above the word "ATHLETICS". The letters are in a thick, blocky, sans-serif font. A thin horizontal line is positioned below the word "ATHLETICS".

Colgate Athletics Wordmark



A bold, maroon wordmark consisting of the word "COLGATE" stacked above the word "RAIDERS". The letters are in a thick, blocky, sans-serif font. A thin horizontal line is positioned below the word "RAIDERS".

Colgate Raiders Wordmark



A bold, maroon wordmark consisting of the word "RAIDERS" in a thick, blocky, sans-serif font. A thin horizontal line is positioned below the word.

Raiders Wordmark



A bold, maroon wordmark consisting of the word "COLGATE" in a thick, blocky, sans-serif font. A thin horizontal line is positioned below the word.

Colgate Wordmark



IDENTITY

PRESENTED HERE ARE THE CLEAR SPACE STANDARDS FOR OUR WORDMARKS.

To ensure proper scale and proportion for our Wordmarks:

- Keep the area around the marks clear
- Prohibit other graphic elements, type or logos from infringing on its space

Although only the Colgate Athletics Wordmark is shown here, these clear space standards apply to all of our Wordmarks.

There is no maximum size for this mark; minimum sizes are listed to the right:



COLGATE
ATHLETICS

Digital: 23px height

Print: 0.3125 inches height



IDENTITY

PRESENTED HERE ARE OUR ARCHED WORDMARKS.

Similar to our Wordmarks, these Arched Wordmarks allow us to present a unified athletics program.

There are four variations of our Arched Wordmarks.

Alternate arched variations (with an outline) of these wordmarks are also available, but only in licensing.



A large, bold, maroon wordmark for "COLGATE ATHLETICS". The word "COLGATE" is arched and "ATHLETICS" is straight, both in a heavy, blocky sans-serif font. A thin horizontal line is positioned below "ATHLETICS".

Colgate Athletics Arched Wordmark



A maroon wordmark for "COLGATE RAIDERS". "COLGATE" is arched and "RAIDERS" is straight, both in a heavy, blocky sans-serif font. A thin horizontal line is positioned below "RAIDERS".

Colgate Raiders
Arched Wordmark



A maroon wordmark for "RAIDERS" in a heavy, blocky sans-serif font, arched. A thin horizontal line is positioned below the wordmark.

Raiders Arched Wordmark



A maroon wordmark for "COLGATE" in a heavy, blocky sans-serif font, arched. A thin horizontal line is positioned below the wordmark.

Colgate Arched Wordmark



IDENTITY

PRESENTED HERE ARE THE CLEAR SPACE STANDARDS FOR OUR ARCHED WORDMARKS.

To ensure proper scale and proportion for our Arched Wordmarks:

- Keep the area around the marks clear
- Prohibit other graphic elements, type or logos from infringing on its space

Although only the Colgate Athletics Arched Wordmark is shown here, these clear space standards apply to all of the Arched Wordmarks.

There is no maximum size for this mark; minimum sizes are listed to the right:



COLGATE
ATHLETICS

Digital: 23px height

Print: 0.3125 inches height

IDENTITY

PRESENTED HERE ARE OUR ATHLETICS LOCKUPS.

These marks combine our Athletics “C” and our Wordmarks. They are:

- Used both internally and externally
- Available in multiple colorways including one-color white and black

There are three variations of our Athletics Lockups.



Colgate Athletics 'C' Lockup



Colgate Raiders 'C' Lockup



Raiders 'C' Lockup

IDENTITY

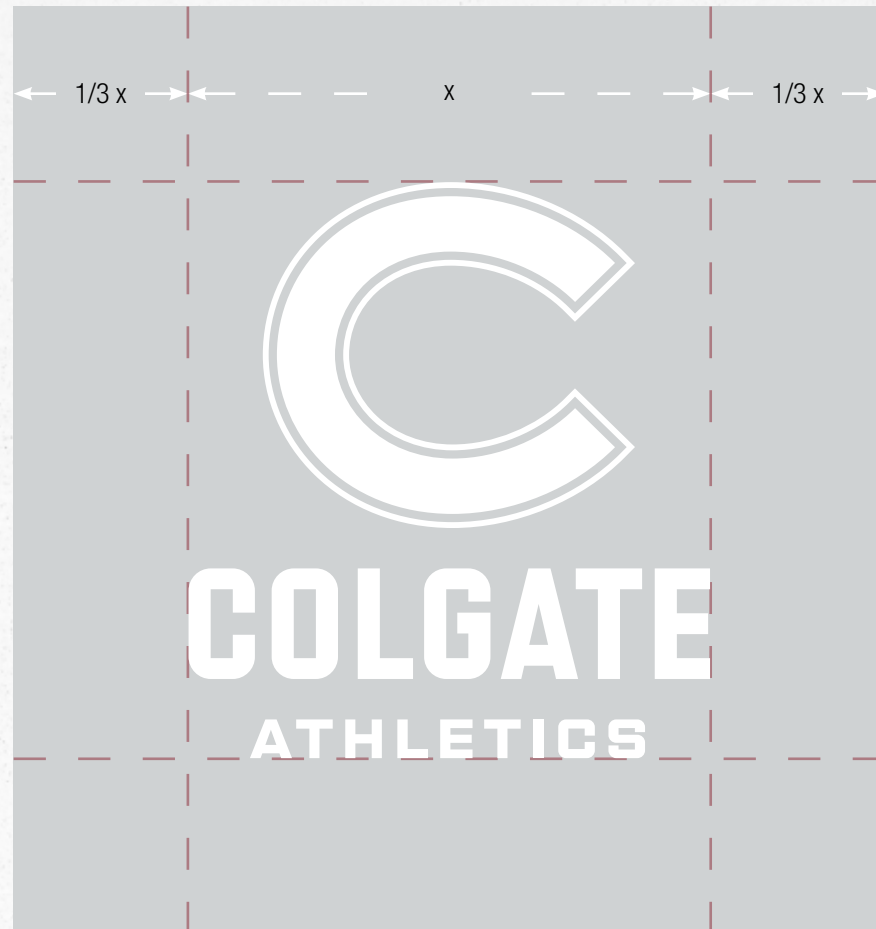
PRESENTED HERE ARE THE CLEAR SPACE STANDARDS FOR OUR ATHLETICS LOCKUPS.

To ensure proper scale and proportion for our Athletics Lockups:

- Keep the area around the marks clear
- Prohibit other graphic elements, type or logos from infringing on its space

Although only the Colgate Athletics “C” Lockup is shown here, these clear space standards apply to all of the Athletics Lockups.

There is no maximum size for this mark; minimum sizes are listed to the right:



Digital: 36px height

Print: 0.5 inches height

IDENTITY

PRESENTED HERE ARE OUR ATHLETICS SHIELD LOCKUPS.

These marks combine our Athletics Shield and our Wordmarks. They are:

- Used both internally and externally
- Available in multiple colorways including one-color white and black

There are three variations of our Athletics Shield Lockups.



Colgate Athletics 'C' Lockup



Colgate Raiders 'C' Shield Lockup



Raiders 'C' Shield Lockup



IDENTITY

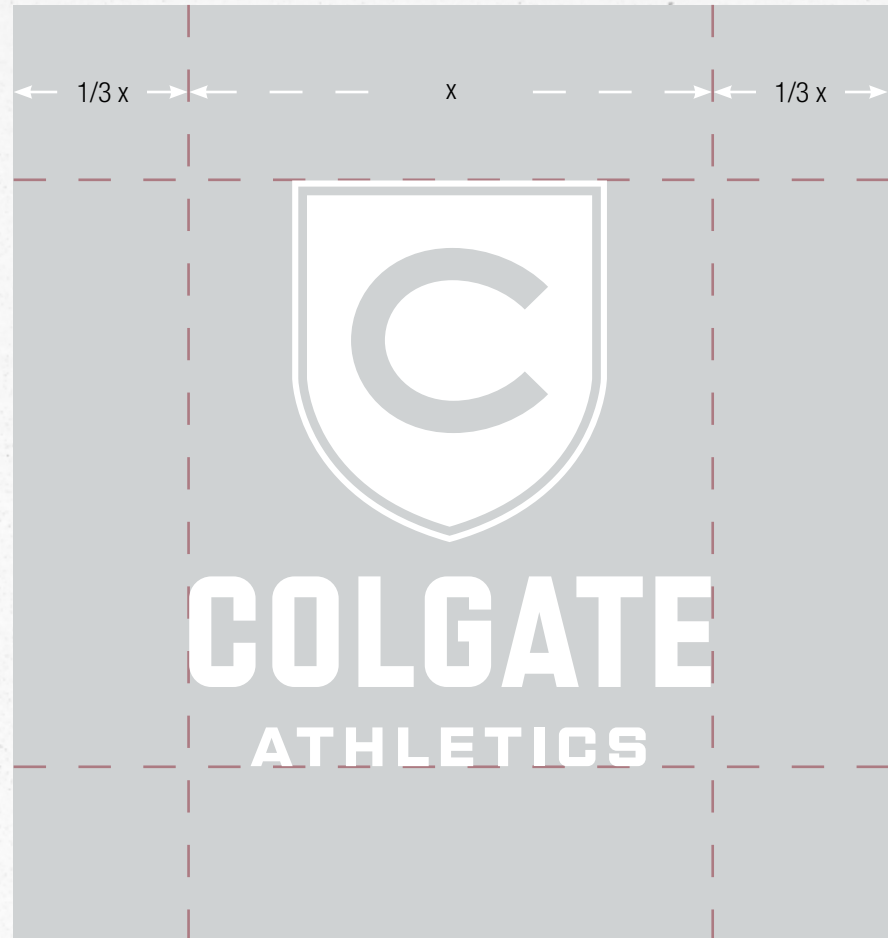
PRESENTED HERE ARE THE CLEAR SPACE STANDARDS FOR OUR ATHLETICS SHIELD LOCKUPS.

To ensure proper scale and proportion for our Athletics Shield Lockups:

- Keep the area around the marks clear
- Prohibit other graphic elements, type or logos from infringing on its space

Although only our Colgate Athletics Shield Lockup is shown here, these clear space standards apply to all of our Athletics Shield Lockups.

There is no maximum size for this mark; minimum sizes are listed to the right:



Digital: 36px height

Print: 0.5 inches height

IDENTITY

PRESENTED HERE ARE OUR SPORT-SPECIFIC ATHLETICS “C” LOCKUPS.

These marks combine our Athletics “C” with a Sport-Specific identifier. They are:

- Used both internally and externally
- Available in multiple colorways including one-color white and black across all sports (Basketball, Cross Country, Cross Country / Track & Field, Field Hockey, Football, Golf, Hockey, Ice Hockey, Lacrosse, Rowing, Soccer, Softball, Swimming & Diving, Tennis, Track & Field and Volleyball) as well as in Athletics and Raiders formats.



ATHLETICS



IDENTITY

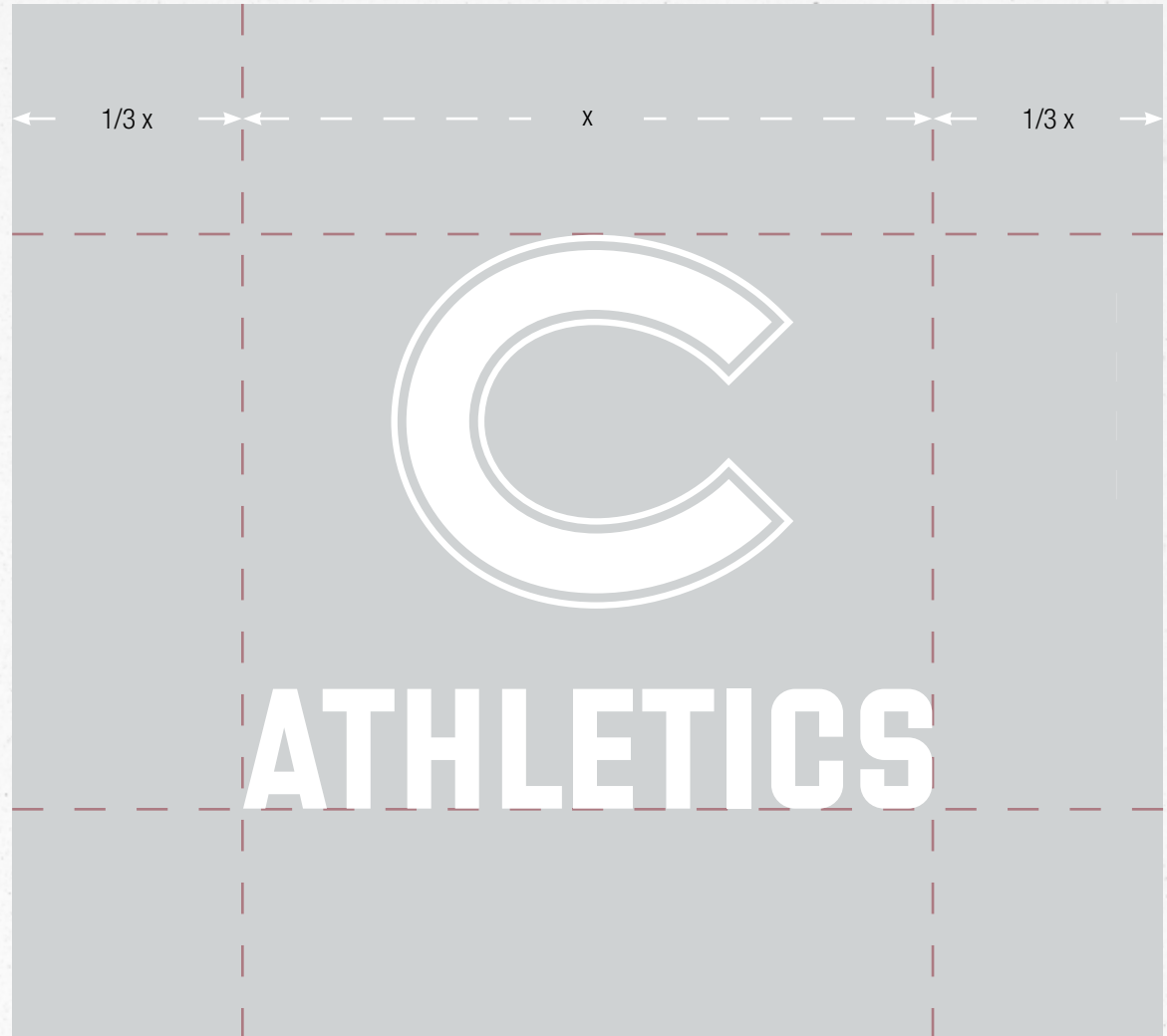
PRESENTED HERE ARE THE CLEAR SPACE STANDARDS FOR OUR SPORT-SPECIFIC ATHLETICS “C” LOCKUPS.

To ensure proper scale and proportion for our Sport-Specific Athletics “C” Lockups:

- Keep the area around the marks clear
- Prohibit other graphic elements, type or logos from infringing on its space

Although only our Athletics “C” Lockup is shown here, these clear space standards apply to all of our Sport-Specific Athletics “C” Lockups.

There is no maximum size for this mark; minimum sizes are listed to the right:



Digital: 36px height

Print: 0.5 inches height

IDENTITY

PRESENTED HERE ARE OUR SPORT-SPECIFIC ATHLETICS SHIELD LOCKUPS.

These marks combine our Athletics Shield with a Sport-Specific identifier. They are:

- Used both internally and externally
- Available in multiple colorways including one-color white and black across all sports (Basketball, Cross Country, Cross Country / Track & Field, Field Hockey, Football, Golf, Hockey, Ice Hockey, Lacrosse, Rowing, Soccer, Softball, Swimming & Diving, Tennis, Track & Field and Volleyball) as well as in Athletics and Raiders formats.



ATHLETICS



IDENTITY

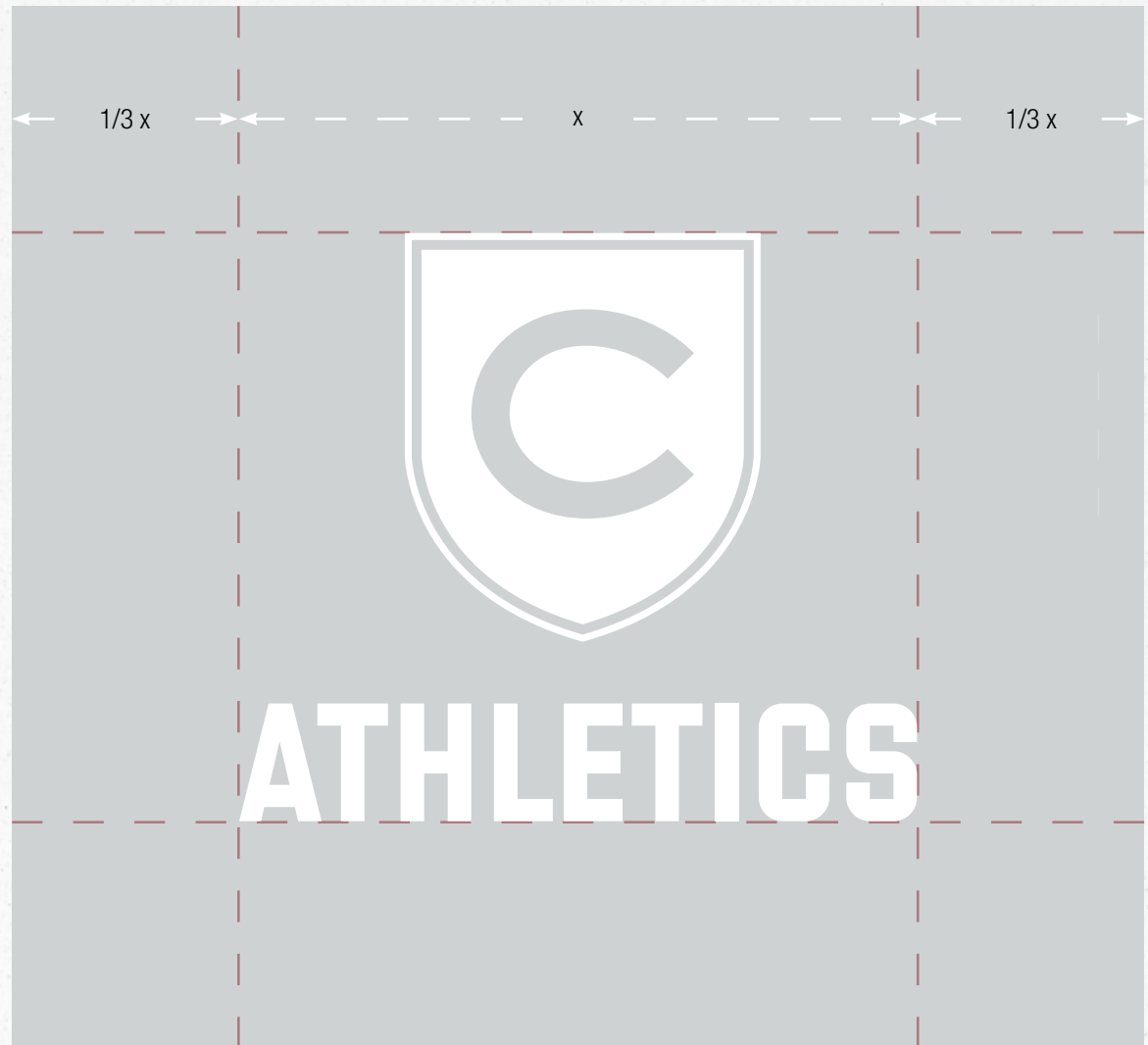
PRESENTED HERE ARE THE CLEAR SPACE STANDARDS FOR OUR SPORT-SPECIFIC ATHLETICS SHIELD LOCKUPS.

To ensure proper scale and proportion
for our Sport-Specific Athletics
Shield Lockups:

- Keep the area around the marks clear
- Prohibit other graphic elements, type or logos from infringing on its space

Although only our Athletics Shield Lockup is shown here, these clear space standards apply to all of our Sport-Specific Athletics Shield Lockups.

There is no maximum size for this mark; minimum sizes are listed to the right:



Digital: 36px height

Print: 0.5 inches height

IDENTITY

PRESENTED HERE ARE OUR SPORT-SPECIFIC WORDMARKS.

These marks combine our Wordmark with a Sport-Specific identifier. They are:

- Used both internally and externally
- Available in multiple colorways including one-color white and black across all sports (Basketball, Cross Country, Cross Country / Track & Field, Field Hockey, Football, Golf, Hockey, Ice Hockey, Lacrosse, Rowing, Soccer, Softball, Swimming & Diving, Tennis, Track & Field and Volleyball) as well as in Athletics and Raiders formats.



COLGATE
BASKETBALL



IDENTITY

PRESENTED HERE ARE THE CLEAR SPACE STANDARDS FOR OUR SPORT-SPECIFIC WORDMARKS.

To ensure proper scale and proportion for our Sport-Specific Wordmarks:

- Keep the area around the marks clear
- Prohibit other graphic elements, type or logos from infringing on its space

Although only our Colgate Football and Hockey wordmarks are shown here, these clear space standards apply to all of our Sport-Specific Wordmarks.

There is no maximum size for this mark; minimum sizes are listed to the right:



COLGATE
HOCKEY

Digital: 23px height

Print: 0.3125 inches height



IDENTITY

PRESENTED HERE IS OUR 'GATE MARK.

As a secondary mark, our 'gate Mark should never be used as a primary identifier for Colgate Athletics. It is:

- Used both internally and externally
- Available in multiple colorways including one-color white and black
- Never paired with a specific sport or Athletics identifier, as it is not intended for lockup use

An alternate variation (with an outline) of this mark is also available, but only in licensing.



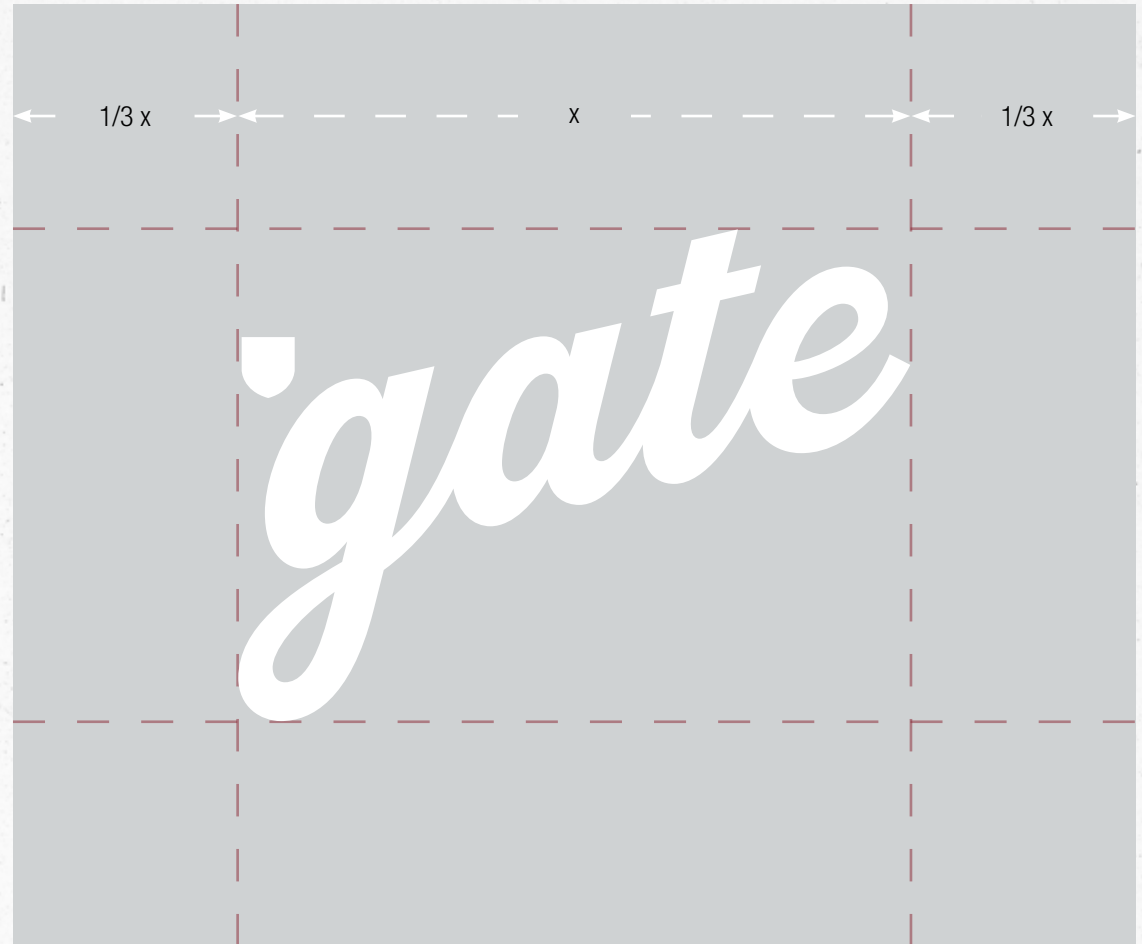
IDENTITY

PRESENTED HERE ARE THE CLEAR SPACE STANDARDS FOR OUR 'GATE MARK.

To ensure proper scale and proportion for our 'gate Wordmark:

- Keep the area around the marks clear
- Prohibit other graphic elements, type or logos from infringing on its space

Ideally, this mark should never appear larger than three (3) inches in width; minimum sizes are listed to the right:



'gate

Digital: 27px height

Print: 0.375 inches height



IDENTITY

PRESENTED HERE IS ONE OF OUR SPIRIT MARKS — THE 13 SHIELD.

The 13 Shield is:

- Used primarily externally and in licensing
- Available in multiple colorways including one-color white and black



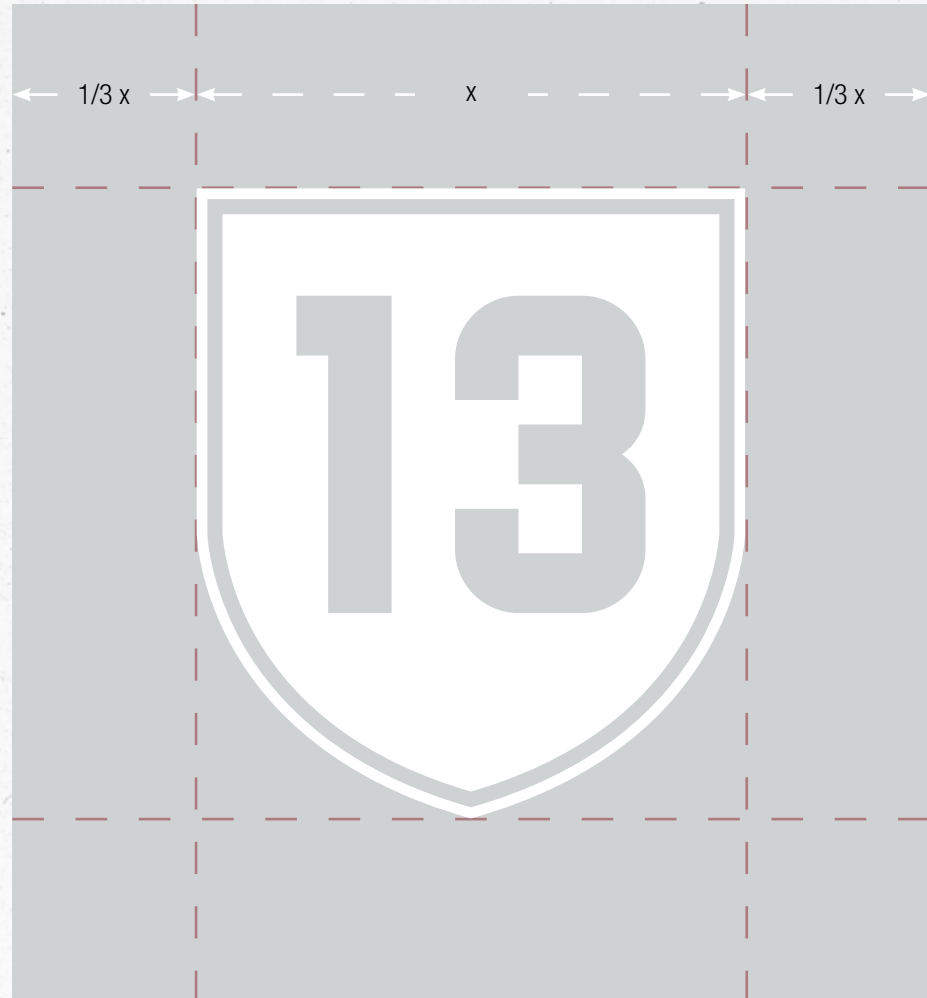
IDENTITY

PRESENTED HERE ARE THE CLEAR SPACE STANDARDS FOR THE 13 SHIELD.

To ensure proper scale and proportion for our Spirit Marks:

- Keep the area around the marks clear
- Prohibit other graphic elements, type or logos from infringing on its space

This mark is ideally not used larger than two (2) inches in height. Minimum size is to the right:



Digital: 36px height

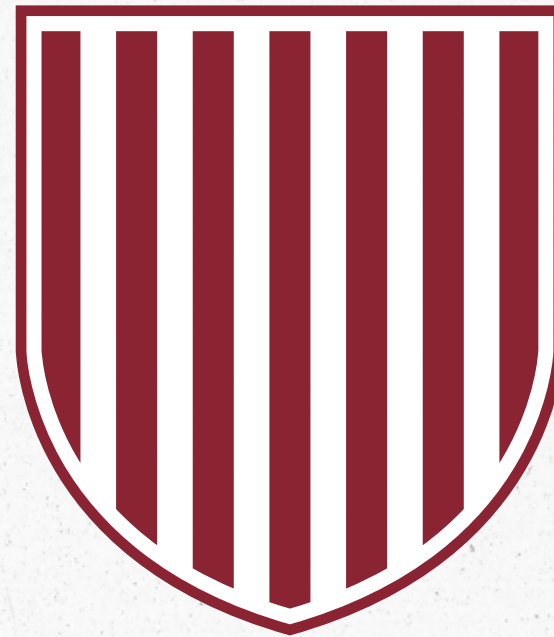
Print: 0.5 inches height

IDENTITY

PRESENTED HERE IS ONE OF OUR SPIRIT MARKS — THE 13 STRIPES SHIELD.

The 13 Stripes Shield is designed to be worn on uniforms. It is:

- Only used within our uniform systems
- Available in multiple colorways including one-color white and black



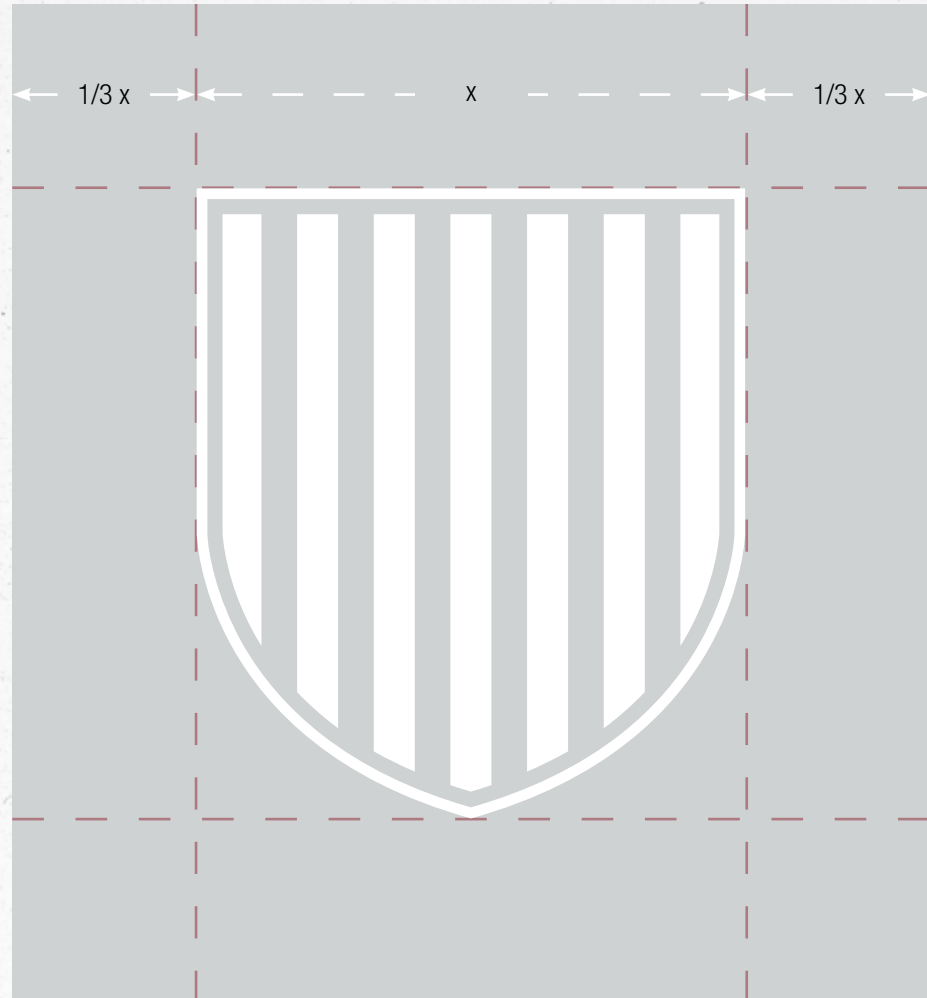
IDENTITY

PRESENTED HERE ARE THE CLEAR SPACE STANDARDS FOR THE 13 STRIPES SHIELD.

To ensure proper scale and proportion for our Spirit Marks:

- Keep the area around the marks clear
- Prohibit other graphic elements, type or logos from infringing on its space

This mark is ideally not used larger than two (2) inches in height. Minimum size is to the right:



Digital: 36px height

Print: 0.5 inches height



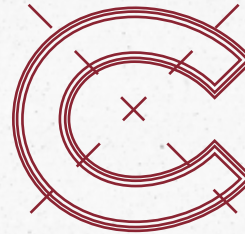
INCORRECT USAGE

OUR VISUAL IDENTITY IS AN
EXPRESSION OF WHO WE ARE.
TO THE RIGHT ARE VARIOUS
EXAMPLES OF WAYS YOU
SHOULDN'T EXPRESS IT.

Though only the Athletics "C" Mark
is shown here, these incorrect usage
examples apply to all of our marks.



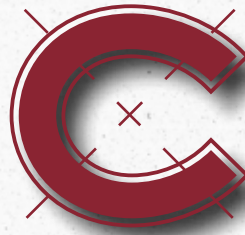
Don't pick your own colors



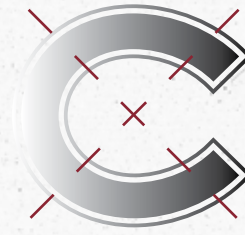
Don't outline



Don't skew or shear



Don't add effects



Don't use gradients/metal



Don't stretch or squish



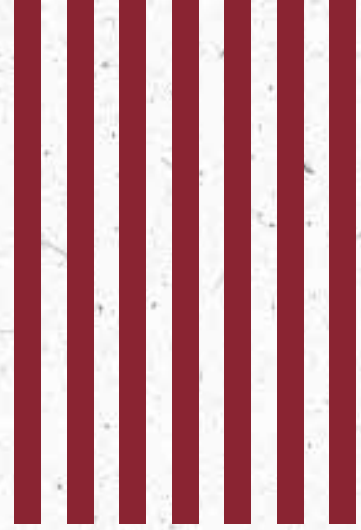
Don't use images in the mark



Don't obstruct, block, or crop the mark

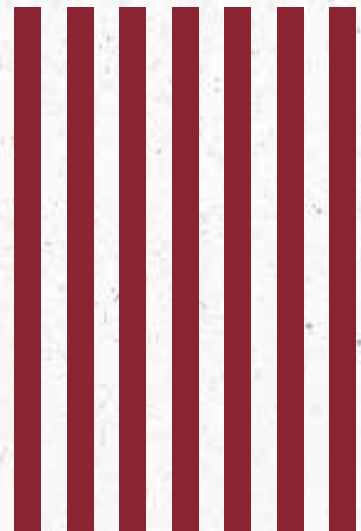


Don't change the opacity



SAMPLE APPLICATIONS

1.0



SAMPLE APPLICATIONS: EMBROIDERY



SAMPLE APPLICATIONS: CAP



SAMPLE APPLICATIONS: APPAREL



SAMPLE APPLICATIONS: APPAREL



SAMPLE APPLICATIONS: APPAREL



SAMPLE APPLICATIONS: FOOTBALL



SAMPLE APPLICATIONS: ICE HOCKEY



SAMPLE APPLICATIONS: BASKETBALL



SAMPLE APPLICATIONS: SOCCER



SAMPLE APPLICATIONS: COLLATERAL





LOOK TOOLS KIT

LOOK TOOLS KIT: COLOR PALETTE

PRESENTED HERE IS THE APPROVED COLOR PALETTE OF COLGATE ATHLETICS.

For specific color values and codes,
please refer to the information to the right.

Please use the correct color values
and codes for the medium on which it
is intended. This will ensure our colors
reproduce correctly.

Print: PMS and CMYK

Digital (Including on-screen, broadcast,
web, PowerPoint): RGB and HEX

COLGATE MAROON

PMS 202 C

RGB 130 / 16 / 25

HEX/HTML 821019

CMYK 30 / 95 / 75 / 30

NIGHT BLACK

RGB 0 / 0 / 0

HEX/HTML 000000

CMYK 0 / 0 / 0 / 100

ICE WHITE

RGB 255 / 255 / 255

HEX/HTML FFFFFFFF

CMYK 0 / 0 / 0 / 0

LOOK TOOLS KIT: TYPOGRAPHY

THE NEW COLGATE ATHLETICS IDENTITY IS DRIVEN BY A DYNAMIC FONT WITH EXTENSIVE WEIGHTS, WIDTHS AND STYLES TO MATCH EVERY NEED.

Colgate Sporty and Helvetica Neue LT Pro Condensed are shown to the right in sample weights and styles.

- Colgate Sporty contains 25 different weights and styles. Inline versions of the font can and should be used for headlines and are supported by standard weights.
- Helvetica Neue LT Pro Condensed, which is also available in multiple weights and styles, is intended for use in Body Text.

For use in Headlines

AA

COLGATE SPORTY BOLD CD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 !@#\$%^&*()

AA

COLGATE SPORTY BOLD INLINE CD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 !@#\$%^&*()

For use in Sub Heads and Body Text

Aa

Helvetica Neue LT Pro 47 Light Condensed

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 !@#\$%^&*()

Aa

Helvetica Neue LT Pro 67 Medium Condensed

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 !@#\$%^&*()

LOOK TOOLS KIT: TYPOGRAPHY

HERE WE SEE EXAMPLES OF COLGATE SPORTY'S EXTENSIVE WEIGHTS IN ACTION.

There are five weights (XLight, Light, Regular, Bold, XBold) and three styles (Regular, Condensed, and XP) available in the font family.

Examples in Regular and Condensed are shown to the right.

COLGATE SPORTY XLIGHT
COLGATE SPORTY LIGHT
COLGATE SPORTY REGULAR
COLGATE SPORTY BOLD
COLGATE SPORTY XBOLD

COLGATE SPORTY XLIGHT CD
COLGATE SPORTY LIGHT CD
COLGATE SPORTY REGULAR CD
COLGATE SPORTY BOLD CD
COLGATE SPORTY XBOLD CD



LOOK TOOLS KIT: TYPOGRAPHY

HERE WE SEE EXAMPLES
OF COLGATE SPORTY'S
EXTENSIVE WIDTHS AND
STYLES IN ACTION.

Each width and style is available with
an inline version, used to represent
our multidimensional scholar-athletes
when crafting out messaging/
headline structures.

See Sample Applications 2.0 for additional
examples of how our typography is
designed to work.

CONDENSED
CONDENSED

REGULAR
REGULAR

EXPANDED
EXPANDED



LOOK TOOLS KIT: PHOTOGRAPHY

**OUR PHOTOGRAPHY
FEATURES A FULL SPECTRUM
OF SCHOLAR-ATHLETES —
BOTH MEN AND WOMEN —
ACROSS THE FULL RANGE
OF COLGATE UNIVERSITY
ATHLETICS PROGRAMS.**

To maximize visual impact, selects capture moments of intensity and athletic performance that speak to our competitive excellence.

Our photography has two levels — foreground and background — which represent the duality of our identity platform (Every Field, Every Arena). Use of academic achievements/settings in background imagery contrasts and complements scholar-athlete foreground imagery on this front, though it is not a requirement.



LOOK TOOLS KIT: PHOTOGRAPHY

HERE WE SEE AN EXAMPLE OF HOW TO TREAT A BACKGROUND SELECT.

Supporting imagery, stylized with a high contrast effect and a mild reduction in opacity, is housed within square and rectangular containers — variable in size and scale — which are treated with a maroon flood or in black and white for background use.

The values used to achieve these effects are not universal. When applying these effects, use your best judgment based on the original lighting and composition of your source photography.



Step 1: Source photo



Step 2: Apply high contrast effects



Step 3: Bring into layout/composition



LOOK TOOLS KIT: PHOTOGRAPHY

HERE WE SEE AN EXAMPLE OF HOW TO TREAT A FOREGROUND SELECT.

Selects are stylized with a high contrast effect and silhouetted for foreground use in layouts.

The values used to achieve these effects are not universal. When applying these effects, use your best judgment based on the original lighting and composition of your source photography.



Step 1: Source photo



Step 2: Isolate



Step 3: Apply high contrast effects



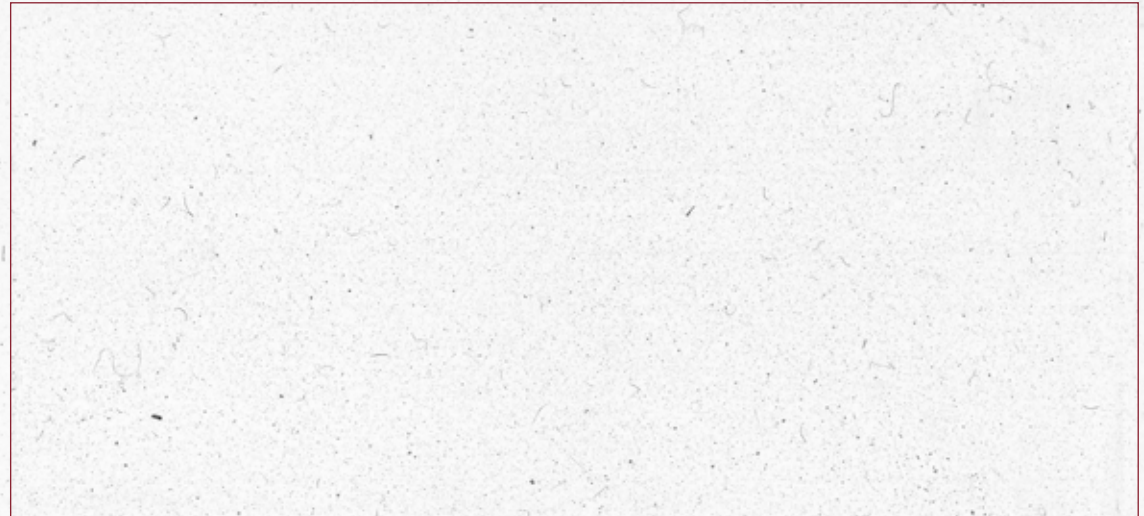
Step 4: Bring into layout/composition

LOOK TOOLS KIT: DESIGN ELEMENTS

THERE ARE TWO PRIMARY DESIGN ELEMENTS THAT TIE THE LAYERS OF OUR LOOK AND FEEL TOGETHER — TEXTURED BACKGROUNDS AND A STRIPING SYSTEM.

The backgrounds of our compositions are treated with a textured element, which represents the work ethic and mentality of our scholar-athletes.

Our 13 stripes represent the founders of our home, Colgate University, in Hamilton, New York.



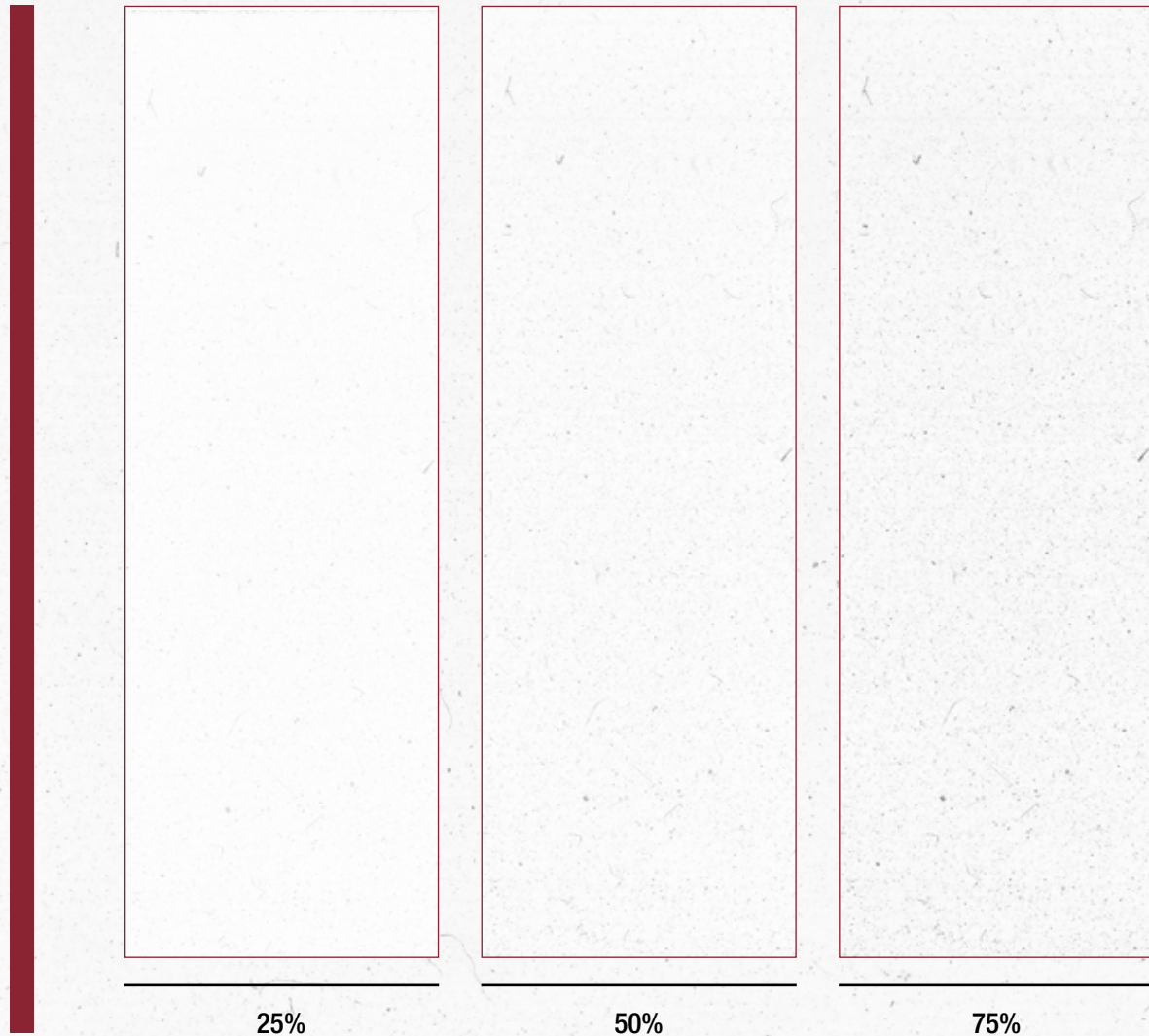
LOOK TOOLS KIT: DESIGN ELEMENTS

PRESENTED HERE IS HOW TO TREAT BACKGROUND TEXTURES.

When selecting and applying your background texture, be sure to apply an appropriate opacity to slightly reduce its strength.

For most applications and scales, 50% opacity is ideal, but use discretion based on the composition and size of your needs.

There are thirty options to choose from on background textures.



LOOK TOOLS KIT: DESIGN ELEMENTS

PRESENTED HERE IS AN EXAMPLE OF HOW TO APPLY OUR STRIPES ELEMENT.

Our messaging/headlines are anchored by a striping system which creates a vertical “lock.”

When compositions allow for the appropriate clear space, two sets of stripes can be used with messaging in between to “complete” the structure. Otherwise, one set can be used as an anchoring element, irrespective of a specific message.

Stripes should only be used vertically.

See Sample Applications 2.0 section for examples of both.



LOOK TOOLS KIT: DESIGN ELEMENTS

PRESENTED HERE IS A SINGLE-LAYERED APPROACH TO OUR LOOK AND FEEL:

Sometimes, the simplest solution is the right one.

For maximum clarity and ease-of-use, shown to the right is a single-layered digital example showcasing a foreground scholar-athlete with a messaging structure.



LOOK TOOLS KIT: DESIGN ELEMENTS

PRESENTED HERE IS A DOUBLE-LAYERED APPROACH TO OUR LOOK AND FEEL:

Same player, same story; one added layer.

For a more detailed scholar-athlete story, shown to the right is a double-layered digital example showcasing a foreground scholar-athlete with a maroon-flooded background image highlighting their academic achievement.



LOOK TOOLS KIT: DESIGN ELEMENTS

PRESENTED HERE IS A TRIPLE-LAYERED APPROACH TO OUR LOOK AND FEEL:

Same player, same story; two added layers.

For the complete scholar-athlete story, shown to the right is a triple-layered digital example showcasing a foreground scholar-athlete against two background images — one maroon-flooded, highlighting their academic achievement and the other capturing their athletic excellence in action.

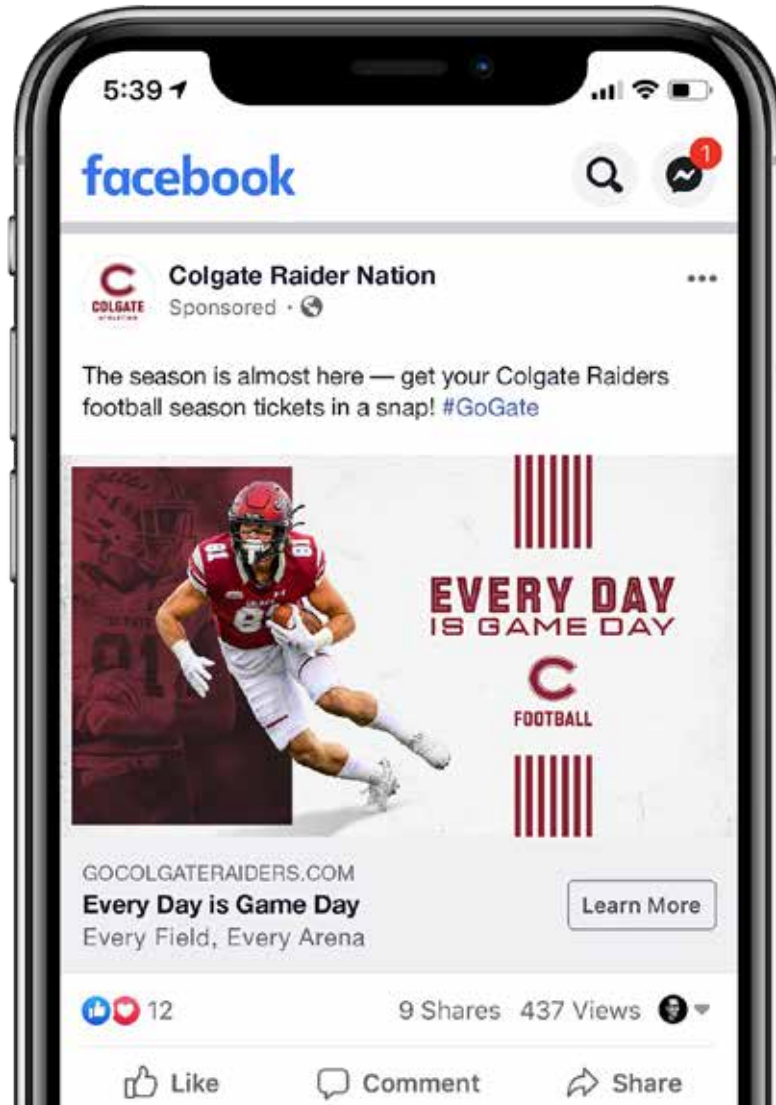




SAMPLE APPLICATIONS

2.0

SAMPLE APPLICATIONS: SOCIAL MEDIA — ADS



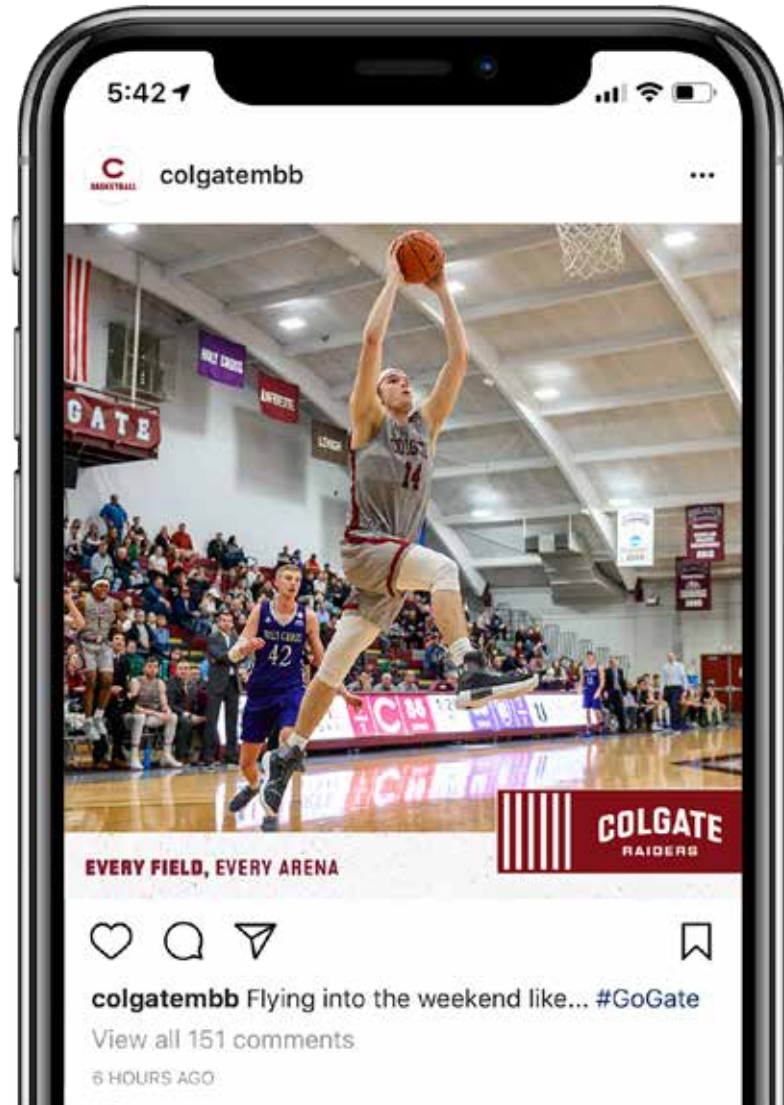
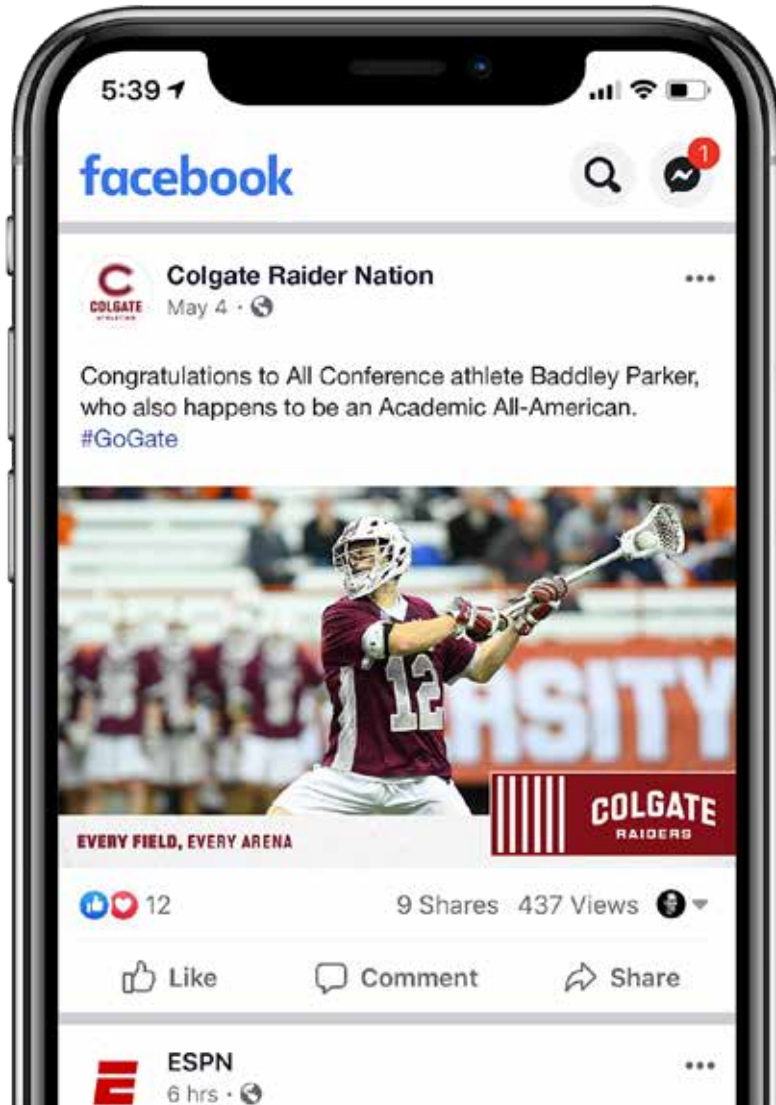
SAMPLE APPLICATIONS: SOCIAL MEDIA — GAME CONTENT



SAMPLE APPLICATIONS: SOCIAL MEDIA — GAME CONTENT



SAMPLE APPLICATIONS: SOCIAL MEDIA — FULL COLOR IMAGERY



SAMPLE APPLICATIONS: WEB ADS — 728X90



Frame 1



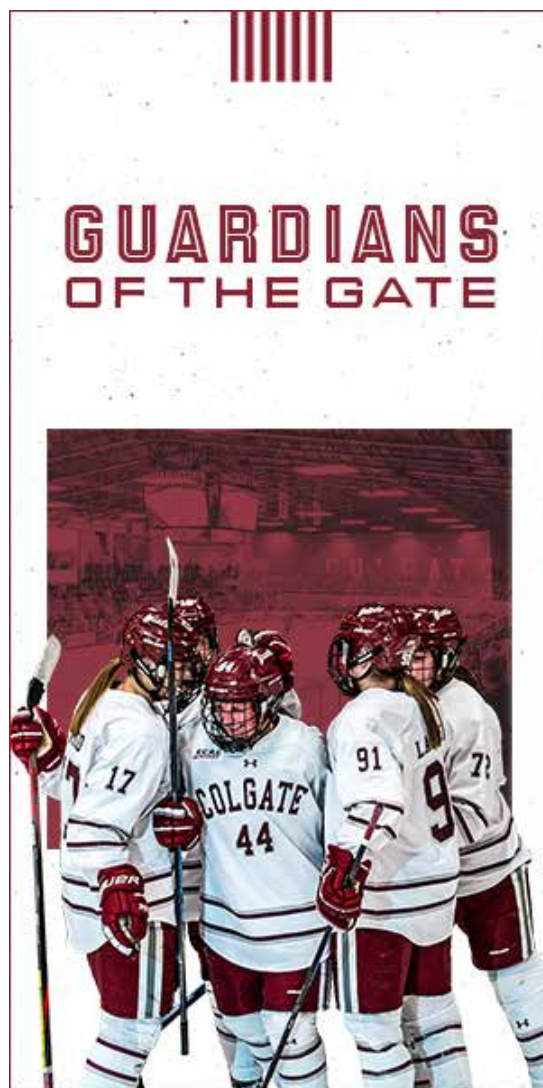
Frame 2



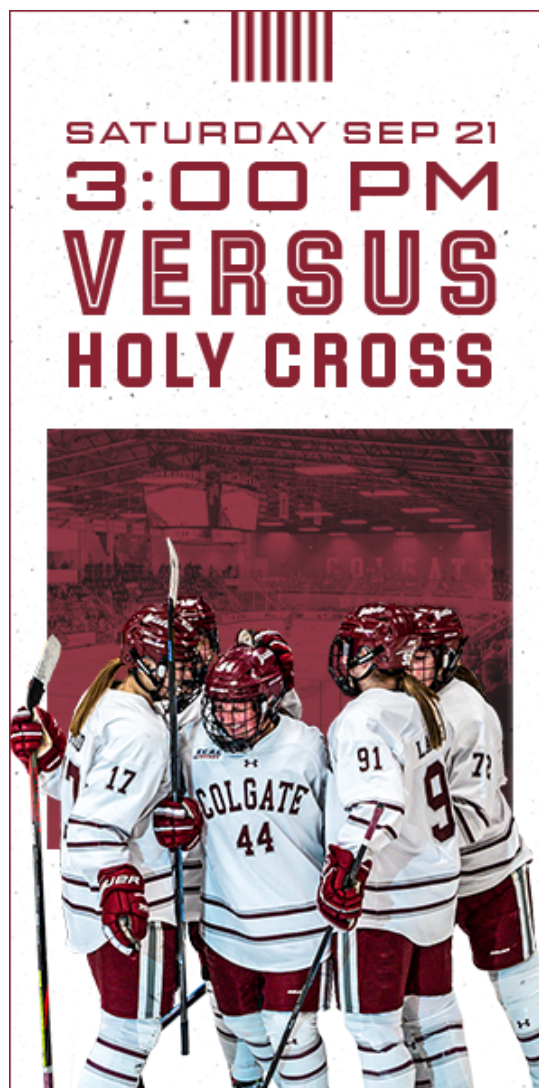
Frame 3



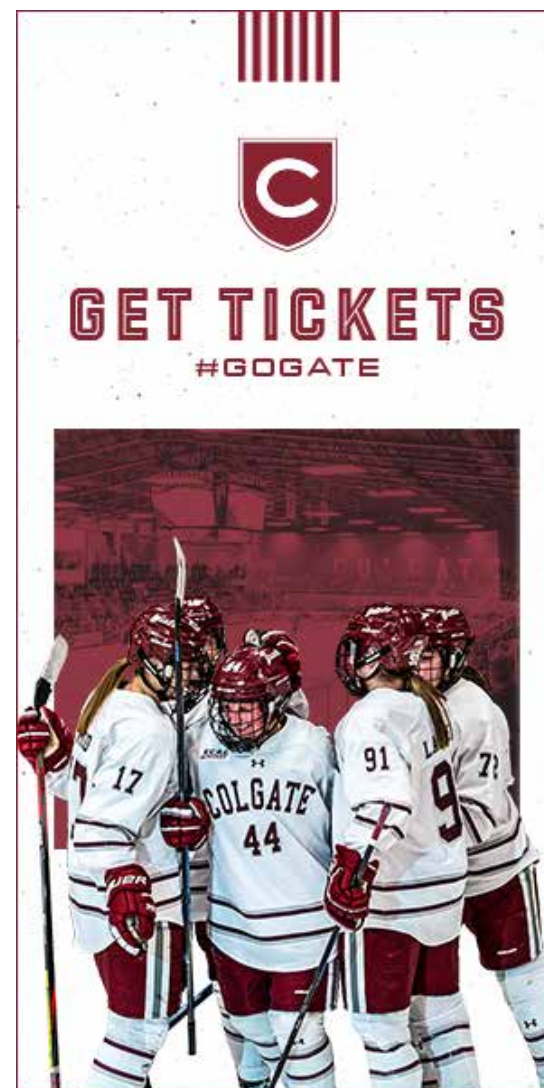
SAMPLE APPLICATIONS: WEB ADS — 300X600



Frame 1



Frame 2



Frame 3

SAMPLE APPLICATIONS: PRINT



SAMPLE APPLICATIONS: OOH SIGNAGE





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THANK
YOU