

UIW ATHLETICS STYLE GUIDE



PRIMARY LOGOS

UIW-00025A



UIW-00026A



UIW-00027A



UIW-00028A



UIW-00029A



SECONDARY LOGOS

UIW-00001A



UIW-00002A



UIW-00003A



UIW-00004A



UIW-00043A



UIW-00044A



UIW-00045A



UIW-00046A



UIW-00047A



UIW-00048A



VERBIAGE INFORMATION

On first reference, we are the University of the Incarnate Word. On second reference, UIW is preferred. Any other reference, including Incarnate Word or Incarnate Word University is incorrect. Additionally, all athletic teams, including women's teams, are known as Cardinals. Our brand name, The Word, may be utilized on apparel, with the exception of game uniforms.

VERBIAGE

University of the Incarnate Word®
UIW®

Cardinals™
The Word

COLOR INFORMATION

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| COLORS | PANTONE® | HTML | PROCESS |
|--------|---------------|--------|-----------------------|
| Red | PMS 1797 | CB333B | C:2% M:97% Y:85% K:7% |
| Black | Process Black | | |

UIW ATHLETICS STYLE GUIDE



ADDITIONAL APPROVED LOGOS

UIW-00049A

CARDINALS

UIW-00050A

CARDINALS

UIW-00051A

CARDINALS

UIW-00052A

CARDINALS

UIW-00053A

CARDINALS

UIW-00054A

CARDINALS

UIW-00013A


CARDINALS

UIW-00014A


CARDINALS

UIW-00015A


CARDINALS

UIW-00016A


CARDINALS

UIW-00017A


CARDINALS

UIW-00018A


CARDINALS

UIW-00019A

 **UIW**

UIW-00020A

 **UIW**

UIW-00021A

 **UIW**

UIW-00022A

 **UIW**

UIW-00023A

 **UIW**

UIW-00037A

UIW
CARDINALS

UIW-00038A

UIW
CARDINALS

UIW-00039A

UIW
CARDINALS

UIW-00040A

UIW
CARDINALS

UIW-00041A

UIW
CARDINALS

FONT GUIDELINES

September font is the official font of the University of the Incarnate Word and UIW Athletics. The use of all other fonts must be approved by the UIW Athletics Marketing Department prior to external distribution, including but not limited to graphics and apparel.

HASHTAG GUIDELINES

The official hashtag of UIW Athletics is #TheWord. The adoption and/or use of any other hashtag, including individual team hashtags, must be approved by the UIW Athletics Sports Information Department.

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SPORT-SPECIFIC APPROVED LOGOS



BASEBALL



BASEBALL



COMPLIANCE



COMPLIANCE



CROSS COUNTRY
TRACK & FIELD



CROSS COUNTRY
TRACK & FIELD



FENCING



FENCING



FOOTBALL



FOOTBALL



MEN'S
BASKETBALL



MEN'S
BASKETBALL



MEN'S GOLF



MEN'S GOLF



MEN'S
SOCCER



MEN'S
SOCCER



MEN'S
TENNIS



MEN'S
TENNIS



SOFTBALL



SOFTBALL



SPIRIT



SPIRIT



SWIMMING &
DIVING



SWIMMING &
DIVING



SYNCHRONIZED
SWIMMING



SYNCHRONIZED
SWIMMING



VOLLEYBALL



VOLLEYBALL



WOMEN'S
BASKETBALL



WOMEN'S
BASKETBALL



WOMEN'S
GOLF



WOMEN'S
GOLF



WOMEN'S
SOCCER



WOMEN'S
SOCCER



WOMEN'S
TENNIS



WOMEN'S
TENNIS

UIW ATHLETICS STYLE GUIDE



NON-APPROVED LOGOS

UIW-00007A



UIW-00008A



UIW-00009A



UIW-00010A



UIW-00011A



UIW-00012A



UIW-00072A



UIW-00073A



UIW-00074A



UIW-00075A



UIW-00076A



UIW-00077A



UIW-00055A



UIW-00056A



UIW-00057A



UIW-00058A



UIW-00059A



UIW-00061A



UIW-00062A



UIW-00063A



UIW-00064A



UIW-00065A



UIW-00067A



UIW-00068A



UIW-00069A



UIW-00070A



UIW-00071A



UIW-00031A



UIW-00032A



UIW-00033A



UIW-00034A



UIW-00005A

