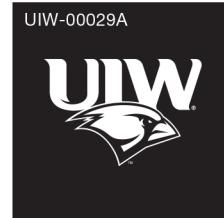
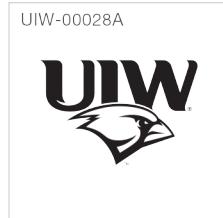


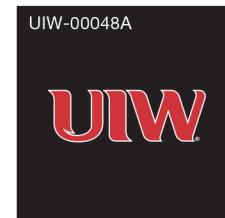
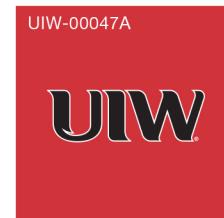
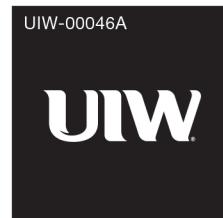
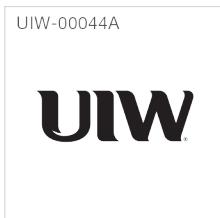
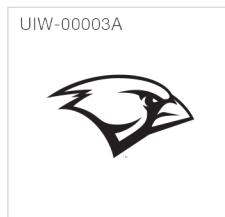
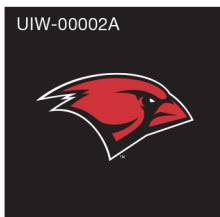
UIW ATHLETICS STYLE GUIDE



PRIMARY LOGOS



SECONDARY LOGOS



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		



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

CARDINALS

UIW-00020A

CARDINALS

UIW-00021A

CARDINALS

UIW-00022A

CARDINALS

UIW-00023A

CARDINALS

UIW-00037A

UIW
CARDINALS

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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.

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

