



JACKSONVILLE DOLPHINS - OFFICIAL BRAND IDENTITY - USAGE AND STYLE GUIDE

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ABOUT THIS GUIDE:

Jacksonville University Athletics is visually represented by a series of closely related logos, the sum of these marks comprise the Jacksonville Dolphins brand identity.

This guide is intended as a resource for both internal departments and external vendors who apply the University's athletic identity. It was created to ensure consistent use of the athletic department's logos across a wide variety of applications. The following pages are official policy of Jacksonville University as it pertains to the reproduction of its athletic brand identity.

All logos and artwork depicted within this guide are trademarks of Jacksonville University. Any use without consent of the University, or its licensing agent is strictly prohibited.

For additional information regarding the Jacksonville Dolphins brand identity or for questions regarding specific use, please contact:

Jacksonville University
Attn: Whitney Curtis
Department of Intercollegiate Athletics
2800 University Blvd. N.
Jacksonville, FL 32211
904-256-7400

COLOR INFORMATION:



Pantone 3305c

C: 92 M: 45 Y: 70 K: 42

R: 0 G: 77 B: 67

Madera: 1390



Pantone 4525c

C: 23 M: 23 Y: 56 K: 0

R: 200 G: 183 B: 131

Madera: 1338



Pantone Cool Gray 5c

C: 30 M: 25 Y: 25 K: 0

R: 179 G: 178 B: 177

Madera: 1212

PRIMARY LOGO:

The primary logo is available as a two-color and one-color variant, all acceptable color rotations are shown here.

Note that on green or dark backgrounds, the logo may appear in either white or gold.



Full color on white or light backgrounds



Full color on green or dark backgrounds



Full color on gray or mid tone backgrounds



One-color on white or light backgrounds



One-color on green or dark backgrounds



One-color on gray or mid tone backgrounds

SECONDARY LOGO: JU LIGATURE

The secondary JU ligature is available as a two-color and one-color variant, all acceptable color rotations are shown here.

Note that on green or dark backgrounds, the logo may appear in either white or gold.



Full color on white or light backgrounds



Full color on green or dark backgrounds



Full color on gray or mid tone backgrounds



One-color on white or light backgrounds



One-color on green or dark backgrounds



One-color on gray or mid tone backgrounds

SECONDARY LOGO: DOLPHIN

The secondary dolphin logo is available as a two-color and one-color variant, all acceptable color rotations are shown here.

Note that on green or dark backgrounds, the logo may appear in either white or gold.



Full color on white or light backgrounds



Full color on green or dark backgrounds



Full color on gray or mid tone backgrounds



One-color on white or light backgrounds



One-color on green or dark backgrounds



One-color on gray or mid tone backgrounds

SECONDARY LOGO: DOLPHIN WITH JAX

The secondary dolphin with JAX logo is available as a two-color and one-color variant, all acceptable color rotations are shown here.

Note that on green or dark backgrounds, the logo may appear in either white or gold.



Full color on white or light backgrounds



Full color on green or dark backgrounds



Full color on gray or mid tone backgrounds



One-color on white or light backgrounds



One-color on green or dark backgrounds



One-color on gray or mid tone backgrounds

SECONDARY LOGO: DOLPHIN WITH JACKSONVILLE

The secondary dolphin with JACKSONVILLE logo is available as a two-color and one-color variant, all acceptable color rotations are shown here.

Note that on green or dark backgrounds, the logo may appear in either white or gold.



Full color on white or light backgrounds



Full color on green or dark backgrounds



Full color on gray or mid tone backgrounds



One-color on white or light backgrounds



One-color on green or dark backgrounds



One-color on gray or mid tone backgrounds

WORD MARK: JACKSONVILLE

The JACKSONVILLE word-mark is available as a two-color and one-color variant, all acceptable color rotations are shown here.

Note: On green or dark backgrounds, the word mark may appear in either white or gold.

Note: In small embroidery applications, the one-color variant should be used.

JACKSONVILLE

Full color on white or light backgrounds

JACKSONVILLE

Full color on green or dark backgrounds

JACKSONVILLE

Full color on gray or mid tone backgrounds

JACKSONVILLE

One-color on white or light backgrounds

JACKSONVILLE
JACKSONVILLE

One-color on green or dark backgrounds

JACKSONVILLE

One-color on gray or mid tone backgrounds

WORD MARK: DOLPHINS

The DOLPHINS word-mark is available as a two-color and one-color variant, all acceptable color rotations are shown here.

Note: On green or dark backgrounds, the word mark may appear in either white or gold.

Note: In small embroidery applications, the one-color variant should be used.

DOLPHINS

Full color on white or light backgrounds

DOLPHINS

Full color on green or dark backgrounds

DOLPHINS

Full color on gray or mid tone backgrounds

DOLPHINS

One-color on white or light backgrounds

DOLPHINS
DOLPHINS

One-color on green or dark backgrounds

DOLPHINS

One-color on gray or mid tone backgrounds

WORD MARK: DOLPHINS

The JAX word-mark is available as a two-color and one-color variant, all acceptable color rotations are shown here.

Note: On green or dark backgrounds, the word mark may appear in either white or gold.

Note: In small embroidery applications, the one-color variant should be used.



JAX

Full color on white or light backgrounds



JAX

Full color on green or dark backgrounds



JAX

Full color on gray or mid tone backgrounds



JAX

One-color on white or light backgrounds



JAX
JAX

One-color on green or dark backgrounds



JAX

One-color on gray or mid tone backgrounds

WORD MARK: DOLPHINS

The J-VILLE word-mark is available as a two-color and one-color variant, all acceptable color rotations are shown here.

Note: On green or dark backgrounds, the word mark may appear in either white or gold.

Note: In small embroidery applications, the one-color variant should be used.



J-VILLE

Full color on white or light backgrounds



J-VILLE

Full color on green or dark backgrounds



J-VILLE

Full color on gray or mid tone backgrounds



J-VILLE

One-color on white or light backgrounds



J-VILLE
J-VILLE

One-color on green or dark backgrounds



J-VILLE

One-color on gray or mid tone backgrounds

SPORT SPECIFIC:

Sport specific word marks are available in several color rotations including two-color and one-color variants.

Two-color white or light background versions are shown here.

JACKSONVILLE
ATHLETICS

JACKSONVILLE
BASEBALL

JACKSONVILLE
BASKETBALL

JACKSONVILLE
BEACH VOLLEYBALL

JACKSONVILLE
CHEERLEADING

JACKSONVILLE
CROSS COUNTRY

JACKSONVILLE
DANCE TEAM

JACKSONVILLE
DOLPHINS

JACKSONVILLE
EQUIPMENT

JACKSONVILLE
FOOTBALL

JACKSONVILLE
GOLF

JACKSONVILLE
LACROSSE

JACKSONVILLE
MARCHING BAND

JACKSONVILLE
PEP BAND

JACKSONVILLE
ROWING

JACKSONVILLE
SOCCER

JACKSONVILLE
SOFTBALL

JACKSONVILLE
SPORTS MEDICINE

JACKSONVILLE
STRENGTH &
CONDITIONING

JACKSONVILLE
TRACK & FIELD

JACKSONVILLE
VOLLEYBALL

SPORT SPECIFIC:

Sport specific word marks are available in several color rotations including two-color and one-color variants.

Two-color green or dark background versions are shown here.

JACKSONVILLE
ATHLETICS

JACKSONVILLE
BASEBALL

JACKSONVILLE
BASKETBALL

JACKSONVILLE
BEACH VOLLEYBALL

JACKSONVILLE
CHEERLEADING

JACKSONVILLE
CROSS COUNTRY

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DANCE TEAM

JACKSONVILLE
DOLPHINS

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EQUIPMENT

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FOOTBALL

JACKSONVILLE
GOLF

JACKSONVILLE
LACROSSE

JACKSONVILLE
MARCHING BAND

JACKSONVILLE
PEP BAND

JACKSONVILLE
ROWING

JACKSONVILLE
SOCCER

JACKSONVILLE
SOFTBALL

JACKSONVILLE
SPORTS MEDICINE

JACKSONVILLE
STRENGTH &
CONDITIONING

JACKSONVILLE
TRACK & FIELD

JACKSONVILLE
VOLLEYBALL

SPORT SPECIFIC:

Sport specific word marks are available in several color rotations including two-color and one-color variants.

Alternate two-color white or light background versions are shown here.

Note: In small embroidery applications, the alternate two-color version (with outline around the type) should be avoided.

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ATHLETICS

JACKSONVILLE
BASEBALL

JACKSONVILLE
BASKETBALL

JACKSONVILLE
BEACH VOLLEYBALL

JACKSONVILLE
CHEERLEADING

JACKSONVILLE
CROSS COUNTRY

JACKSONVILLE
DANCE TEAM

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DOLPHINS

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EQUIPMENT

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PEP BAND

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ROWING

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SOCCER

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JACKSONVILLE
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VOLLEYBALL

SPORT SPECIFIC:

Sport specific word marks are available in several color rotations including two-color and one-color variants.

Alternate two-color gray or mid-tone background versions are shown here.

Note: In small embroidery applications, the alternate two-color version (with outline around the type) should be avoided.

JACKSONVILLE
ATHLETICS

JACKSONVILLE
BASEBALL

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BASKETBALL

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One-color white or light background versions are shown here.

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VOLLEYBALL

SPORT SPECIFIC:

Sport specific word marks are available in several color rotations including two-color and one-color variants.

One-color gray or mid-tone background versions are shown here.

JACKSONVILLE
ATHLETICS

JACKSONVILLE
BASEBALL

JACKSONVILLE
BASKETBALL

JACKSONVILLE
BEACH VOLLEYBALL

JACKSONVILLE
CHEERLEADING

JACKSONVILLE
CROSS COUNTRY

JACKSONVILLE
DANCE TEAM

JACKSONVILLE
DOLPHINS

JACKSONVILLE
EQUIPMENT

JACKSONVILLE
FOOTBALL

JACKSONVILLE
GOLF

JACKSONVILLE
LACROSSE

JACKSONVILLE
MARCHING BAND

JACKSONVILLE
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JACKSONVILLE
TRACK & FIELD

JACKSONVILLE
VOLLEYBALL

TYPOGRAPHY:

The font that has been specified for the Jacksonville Dolphins brand identity is Teko.

This is an open source Google font and is available for download at:

fonts.google.com.

Teko Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Teko Semi-Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Teko Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

UNIFORM ASSETS:

The eight word-marks and two secondary logos shown here are the only marks approved for use on uniforms.

This does not include warm up and sideline gear, only official on-field uniforms.

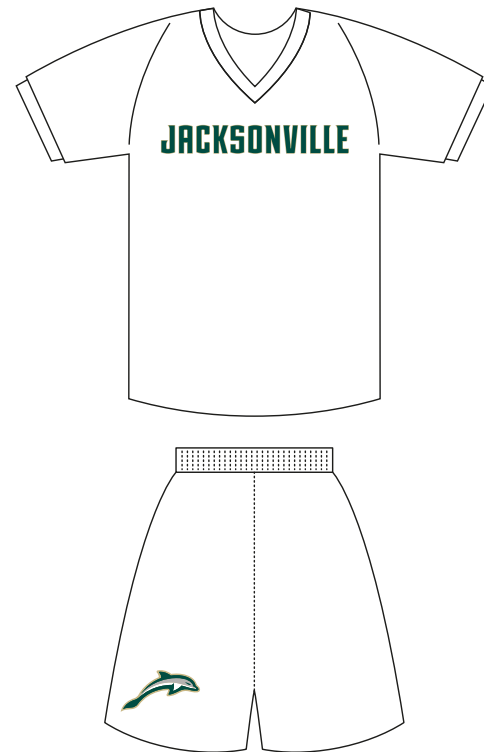
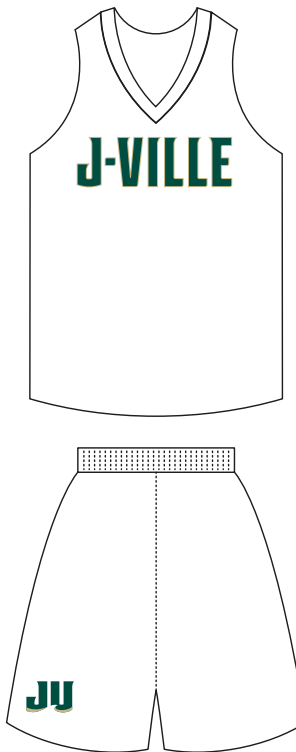
JACKSONVILLE DOLPHINS J-VILLE JAX

JACKSONVILLE DOLPHINS J-VILLE JAX

JU



**APPLICATION
EXAMPLES:**



NUMBERS:

A custom number set that compliments the word-marks is available for uniforms where custom numbers are achievable.

The color rotations shown here are the only variants approved and have been specifically designed for legibility.

1234567890

1234567890

1234567890

1234567890

1234567890

1234567890

AREA OF ISOLATION:

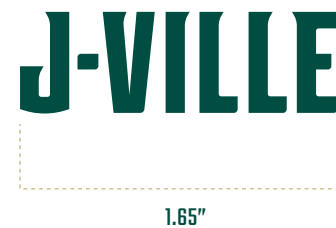
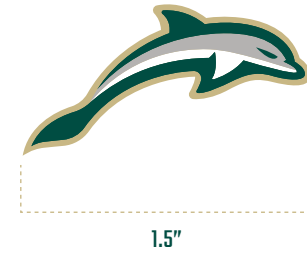
An area of isolation should be maintained around all logos at all times. This area is determined by the metrics shown here.



MINIMUM SIZE REQUIREMENTS FOR EMBROIDERY:

Minimum size requirements have been established for embroidery applications, the same requirements apply to patches.

These requirements do not apply to print or digital applications where the clarity of the logos can be maintained at smaller sizes.



COMMON MISUSE:



Do not use unapproved colors



Do not alter the proportions



Do not use skew the logos



Do not rotate the logos



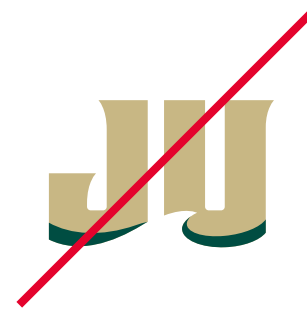
Do not add graphic elements, i.e. drop-shadows



Do not alter the typography



Do not add graphic components, i.e. sports equipment



Do not alter color placement



Do not use retired logos

CONTACT:

**Jacksonville University
Attn: Whitney Curtis
Department of Intercollegiate Athletics**

**2800 University Blvd. N.
Jacksonville, FL 32211
904-256-7400**

LICENSING THE JU BRAND:

The Jacksonville University trademark licensing program strives to promote, enhance and elevate the image of the University by authorizing the use of our marks on high-quality, socially-responsible, tasteful merchandise and apparel. The program is administered by the JU Athletic Department and in partnership with Learfield Licensing Partners.

Any person, organization or corporation wishing to manufacture a product bearing or containing any of the marks of the University, or to provide a service that will use the marks, must enter into a licensing agreement that authorizes such use. Examples of products include giveaways, apparel, uniforms, sports equipment, etc.

Only officially licensed, approved vendors (licensees) may produce items bearing Jacksonville's trademarks or name. Those wishing to become licensed can obtain an application at <http://learfieldlicensing.com/licensing/>. Along with a completed application, vendors will be required to submit product samples, proof of insurance, and a nominal fee. All vendor questions regarding the application and approval process should be directed to Learfield Licensing Partners.

In addition to the application and license renewal processes, Learfield manages royalty reporting, artwork approvals, enforcement, promotions and general administration of Jacksonville's licensees.

Once vendors are licensed, they can access current, accurate JU logos and marks from Trademarx Online, Learfield's web based artwork database. Product designs must be submitted into Trademarx Online for review and approval prior to being produced. Items bearing Jacksonville's trademarks without a license may be considered "counterfeit" and subject to all available legal remedies, including seizure of the items. Additionally, licensed vendors who fail to submit designs for per-production approval may have their license revoked.

For more information, please contact:

ERIC GORDON
Brand Management Representative

8900 Keystone Crossing, Suite 605
Indianapolis, IN 46240

Phone: 317-762-3507