

UNIVERSITY OF

# WYOMING

ATHLETICS STYLE GUIDE

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**OLD HAT**  
CREATIVE

# UNIVERSITY OF WYOMING

## OFFICIAL STYLE GUIDE

<b>USAGE &amp; CONTACT INFORMATION</b>	1	<b>WORDMARKS</b>	15
<b>INTRODUCTION</b>	2	<b>TYPOGRAPHY INTRODUCTION</b>	16
<b>COLOR PALETTE</b>	3	Custom Typeface Guidelines	17
<b>PRIMARY LOGO - STEAMBOAT</b>		Custom Numerals Guidelines	18
Primary Logo	4	<b>GUIDELINES</b>	
Primary Logo Color Variations	5	Primary Logo Guidelines	19
Primary Logo & Wyoming Wordmark	6	Secondary Logo - W Guidelines	20
Primary Logo & Cowboys/Cowgirls Wordmark	7	Secondary Logo - Pistol Pete Guidelines	21
Primary Logo & Sport Wordmark	8	Wordmark Guidelines	22
Primary Logo & WYO Wordmark	9	<b>USAGE SPECIFICATIONS</b>	23
<b>SECONDARY LOGO - W</b>		<b>EXPIRED LOGO SYSTEMS</b>	24
Secondary Logo	10	<b>APPLICATION GUIDELINES</b>	25
Secondary Logo Color Variations	11		
Secondary Logo & Cowboys/Cowgirls Wordmark	12		
<b>SECONDARY LOGO - PISTOL PETE</b>			
Pistol Pete Logo	13		
Pistol Pete Color Variations & Wordmark	14		



## **STYLE GUIDE USAGE**

The University of Wyoming Athletics brand standards guide should be followed to maintain branding consistency and accuracy. The text and graphics contained herein may not be transmitted to other individuals or entities without the express written consent of University of Wyoming Athletics. Please contact University of Wyoming Athletics regarding usage of any logo or brand related material.

### **CONTACT INFORMATION**

University of Wyoming  
1000 E. University Avenue  
Laramie, Wyoming 82071

### **E-FILE DISTRIBUTION**

Wyoming Athletics  
Nick Popplewell  
Assistant Athletics Director for Marketing and Branding  
Phone: (307) 766-5236  
Email: npopplew@uwyo.edu

### **UNIVERSITY OF WYOMING**

Shaun Ziegler  
Assistant Director of Auxiliary Services  
Phone: (307) 766-5646  
Email: sziegler@uwyo.edu

### **RETAIL USE**

University of Wyoming  
Shaun Ziegler  
Assistant Director of Auxiliary Services  
Phone: (307) 766-5646  
Email: sziegler@uwyo.edu

## INTRODUCTION

University of Wyoming Intercollegiate Athletics has a long and famed history, steeped with excellence and tradition. Ever since the term “Cowboys” was first uttered in 1891, Wyoming has been known as a premier intercollegiate athletics institution not only in the Rocky Mountain region and the West but also nationally. The iconic colors of brown and gold, adopted in 1895, are uniquely Wyoming and quickly identifiable to the university. The bucking horse and rider logo, depicting the world famous horse “Steamboat” and Cowboy Guy Holt, has been a part of UW since the early 1920’s. This specific mark is continually ranked among the elite logos in the nation. With this legacy, it is critical the visual elements that represent the university and its athletic teams as well as their respective images do so consistently and appropriately.

Institutions world-wide have started to recognize the significance of brand consistency, invoking cohesive standards to protect their identity, increase the value of their likeness, and build a powerful brand. Successful branding occurs when an institution displays itself in a strong, memorable and consistent way over time, developing an emotional attachment with desired constituents.

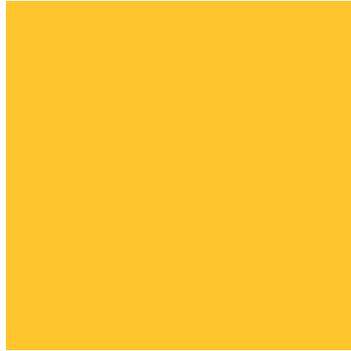
University of Wyoming Intercollegiate Athletics must capture the affinity of fans, boosters, faculty, students, parents, student-athletes, coaches, staff and the general public in order to be successful. When numerous, incoherent identifiers are broadcast to these stakeholders, attachment and support is weakened, the brand suffers. While logos, colors and typefaces are not the only elements of an institution’s brand, they are its visual representation and commonly what individuals identify with first. To avoid brand confusion and integrity erosion, it is paramount an institution’s marks and symbols are consistent and true to its legacy.

For these reasons, the University of Wyoming Intercollegiate Athletics identity has been systematized; removing confusion and strengthening the brand. Changes are minimal as the Bucking Horse and Rider logo is still the primary mark. An official font and numbering system has been adopted to create unity within the athletics department and build a recognizable brand. A secondary “W” logo has also been added to provide a viable complementary symbol to the Bucking Horse and Rider mark.



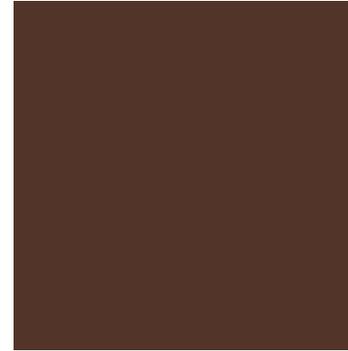
## COLOR PALETTE

Colors are as important to a brand as logos, symbols and marks. Brown and gold have been the traditional colors of University of Wyoming Athletics since 1895, and remain one of the most identifiable components of the brand.



### WYOMING GOLD

PMS	123 C
CMYK	C 0 M 24 Y 94 K 0
RGB	R 255 G 196 B 37



### WYOMING BROWN

PMS	476 C
CMYK	C 53 M 72 Y 77 K 57
RGB	R 73 G 47 B 36

**PRIMARY LOGO**



## PRIMARY LOGO COLOR VARIATIONS



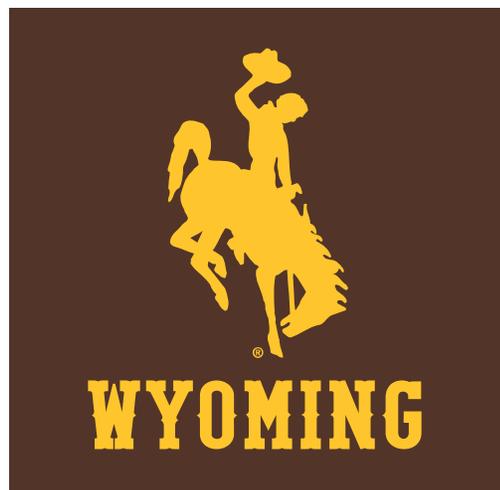
Primary Logo on PMS 476 C



Primary Logo on PMS 123 C

*Logo should only be used in black, white, Wyoming Gold and Wyoming Brown.*

**PRIMARY LOGO & WORDMARK**



*Logo and wordmark should only be used in black, white, Wyoming Gold and Wyoming Brown.*

**PRIMARY LOGO & COWBOYS/COWGIRLS WORDMARK**



**COWBOYS**



**COWGIRLS**



**COWBOYS**



**COWBOYS**



**COWGIRLS**



**COWGIRLS**



**COWBOYS**



**COWBOYS**



**COWGIRLS**



**COWGIRLS**

*Logo and wordmark should only be used in black, white, Wyoming Gold and Wyoming Brown.*

## PRIMARY LOGO & SPORT WORDMARK



**FOOTBALL**



**VOLLEYBALL**



**BASKETBALL**



**WRESTLING**



**TENNIS**

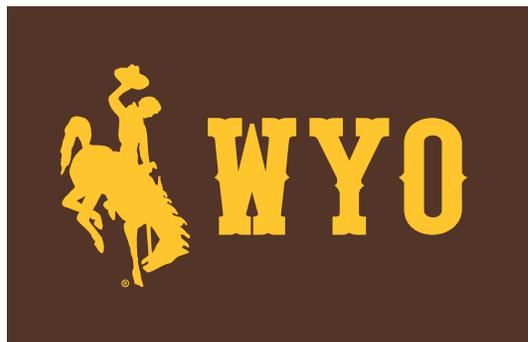
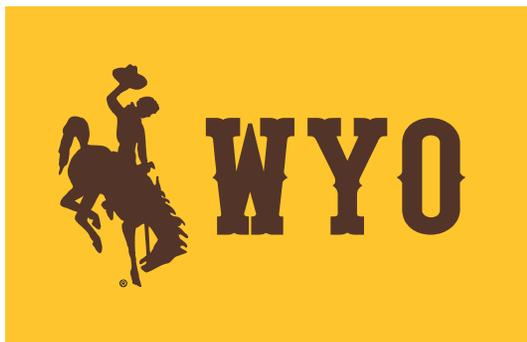


**SOCCER**

*Logo and wordmark should only be used in black, white, Wyoming Gold and Wyoming Brown.*



**PRIMARY LOGO & WYO WORDMARK**



*Logo and wordmark should only be used in black, white, Wyoming Gold and Wyoming Brown.*



## SECONDARY LOGO COLOR VARIATIONS



Secondary Logo on PMS 476 C



Secondary Logo on PMS 123 C

*Logo should only be used in black, white, Wyoming Gold and Wyoming Brown.*

**SECONDARY LOGO & COWBOYS/COWGIRLS WORDMARK**

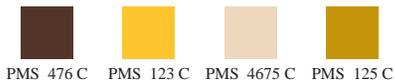


*Logo and wordmark should only be used in black, white, Wyoming Gold and Wyoming Brown.*

**SECONDARY LOGO - PISTOL PETE**



# SECONDARY LOGO - PISTOL PETE COLOR VARIATIONS & WORDMARK



*Full color logo should only be shown in specified Pantone Colors.*



*One color logo can be shown in black, white, Wyoming Gold and Wyoming Brown.*

## WORDMARKS

**FOOTBALL**

**WRESTLING**

**VOLLEYBALL**

**TENNIS**

**SOCCER**

**TRACK & FIELD**

**CROSS COUNTRY**

**BASKETBALL**

**SWIMMING & DIVING**

**GOLF**

**COWBOYS**

**COWBOY**

**COWGIRLS**

**COWGIRL**

**UNIVERSITY OF WYOMING**

**POKE**

**POKES**

**GO POKES**

**WYO**

**GO WYO**

**ATHLETICS**

**BROWN**

**GOLD**

**UW**

*Wordmarks should only be used in black, white, Wyoming Gold and Wyoming Brown.*



Typography is a crucial piece of the University of Wyoming Athletics brand. A font and numbering system strengthens other visual elements and provides another channel to communicate the brand. One logotype is included in this brand standards guide, creating consistency.

A custom Wyoming logotype that is western themed has been developed to capture the culture and spirit of Wyoming. This logotype augments the already powerful and iconic Bucking Horse and Rider logo.

Custom numerals have also been developed to compliment the Wyoming logotype. In conjunction with the logotype, the numbering system will connect Wyoming's 17 sport programs as each will share a singular typography.



## CUSTOM TYPEFACE GUIDELINES

Custom Wyoming Font (Vector or JPEG Format Available)

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**

Custom Wyoming Font on PMS 123 C

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**

Custom Wyoming Font on PMS 476 C

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**

Custom Wyoming Punctuation

**{.,@%+?-#&\$} {.,@%+?-#&\$}**

**A B C**  .25 inches high  
(not to scale)

- The custom Wyoming typeface should never be scaled smaller than .25” in height
- The custom Wyoming typeface and numerals should be scaled to work together
- A lowercase Wyoming typeface option does exist but should only be used in print applications
- Custom typeface should only be used in black, white, Wyoming Gold and Wyoming Brown

## CUSTOM NUMERALS GUIDELINES

Custom Wyoming Numerals (Vector or t Format Available)

**0 1 2 3 4 5 6 7 8 9**

**0 1 2 3 4 5 6 7 8 9**

Custom Wyoming Numerals on PMS 123 C

**0 1 2 3 4 5 6 7 8 9**

Custom Wyoming Numerals on PMS 476 C

**0 1 2 3 4 5 6 7 8 9**

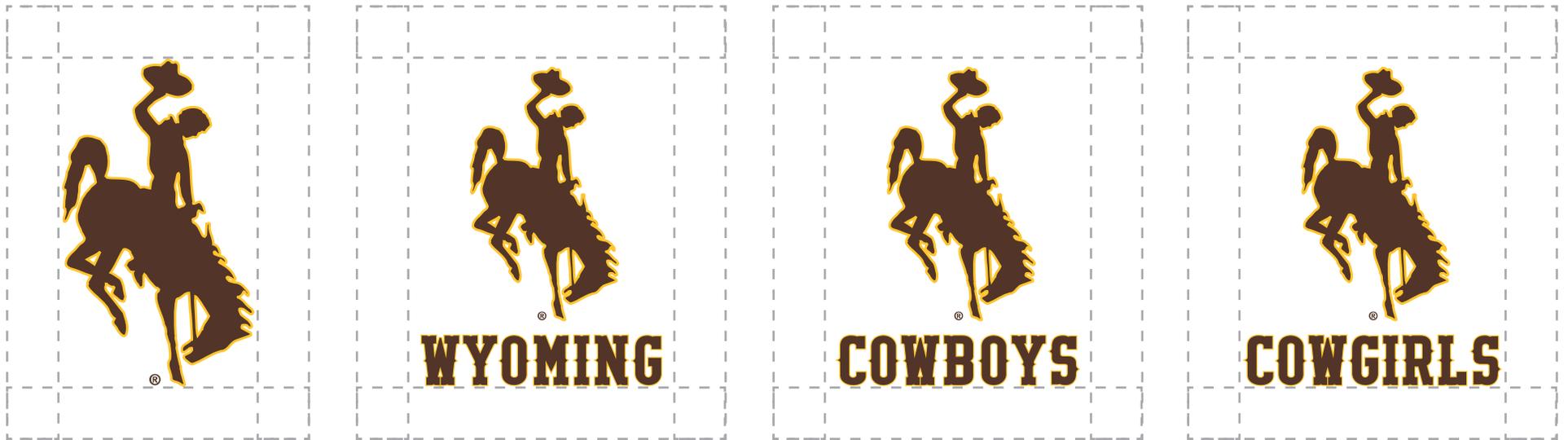
**1 2 3** .25 inches high  
(not to scale)

- Custom Wyoming numerals should never be scaled smaller than .25” in height
- Custom Wyoming typeface and numerals should be scaled to work together
- Custom numerals should only be used in black, white, Wyoming Gold and Wyoming Brown

## PRIMARY LOGO GUIDELINES

### PROTECTED AREA

The protected area around the primary logo ensures that no other graphic elements interfere with its clarity and integrity. The protected area will always be scaled symmetrically.



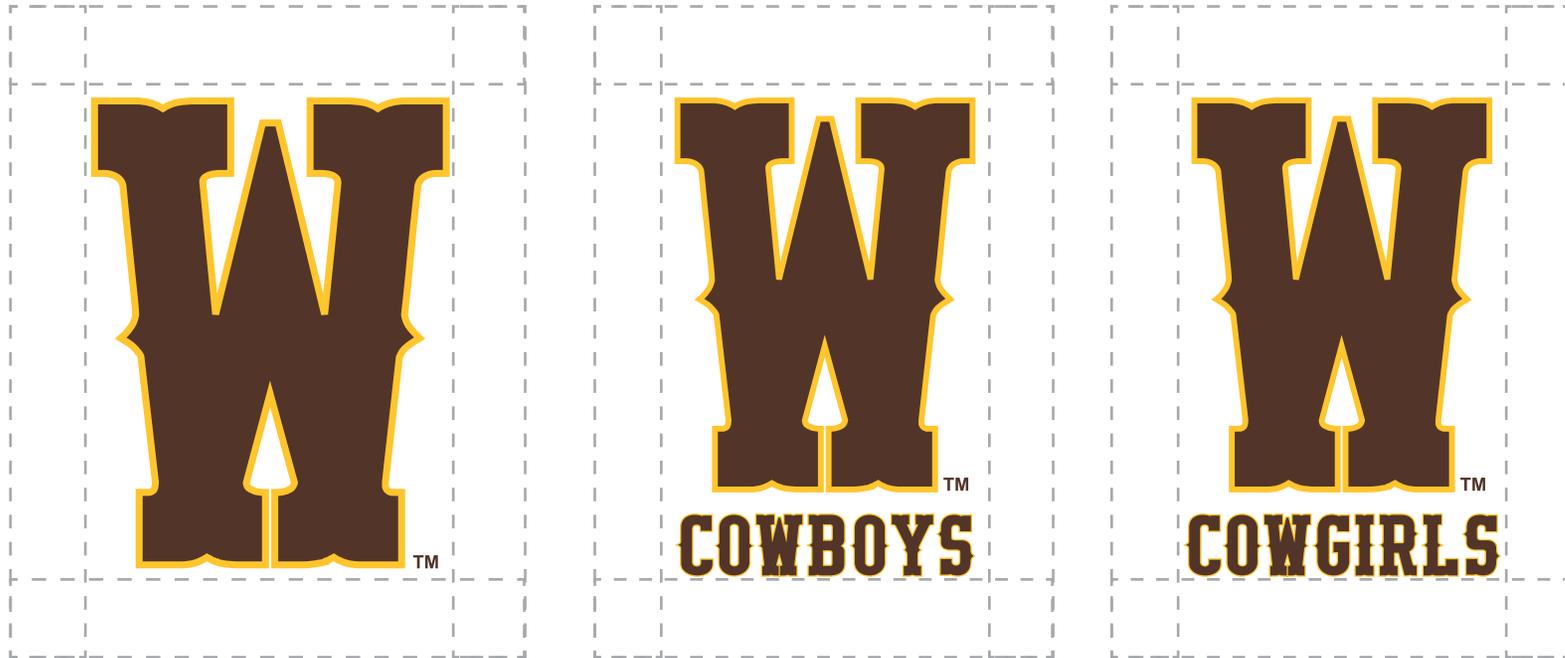
### GUIDELINES

- Bucking Horse and Rider logo should be used in its entirety, with no alterations or visual distortions
- Bucking Horse and Rider logo should never be scaled smaller than .5" wide
- Bucking Horse and Rider logo should only be used in black, white, Wyoming Gold and Wyoming Brown
- Bucking Horse and Rider logo should only be combined with Wyoming wordmarks
- Bucking Horse and Rider logo should not be combined with any other font, logo or wordmark

## SECONDARY LOGO - W GUIDELINES

### PROTECTED AREA

The protected area around the secondary logo ensures that no other graphic elements interfere with its clarity and integrity. The protected area will always be scaled symmetrically.



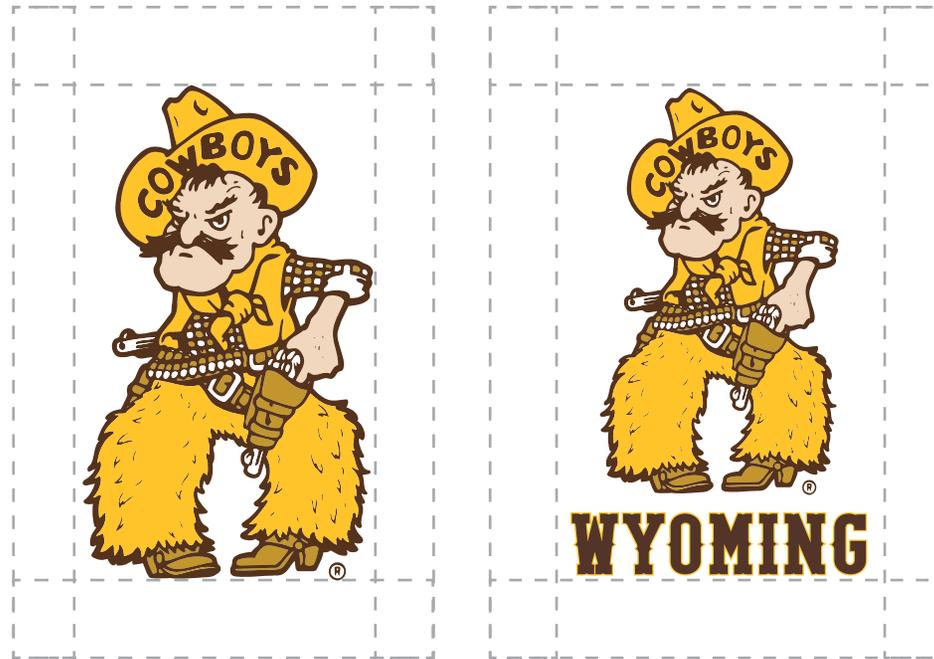
### GUIDELINES

- Wyoming “W” shall only appear in secondary locations, never replacing the Bucking Horse and Rider logo
- Wyoming “W” should never be scaled smaller than .5” square
- Wyoming “W” should only be used in black, white, Wyoming Gold and Wyoming Brown
- Wyoming “W” should only be combined with Wyoming wordmarks
- Wyoming “W” should not be combined with any other font, logo or wordmark

## SECONDARY LOGO - PISTOL PETE GUIDELINES

### PROTECTED AREA

The protected area around the secondary logo ensures that no other graphic elements interfere with its clarity and integrity. The protected area will always be scaled symmetrically.



### GUIDELINES

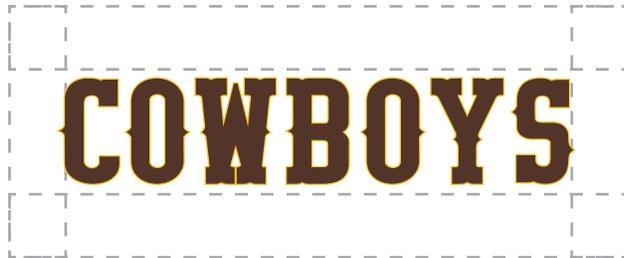
- Pistol Pete shall only appear in secondary locations, never replacing the Bucking Horse and Rider logo
- Pistol Pete should never be scaled smaller than .5" wide
- One color logo can be shown in black, white, Wyoming Gold and Wyoming Brown.
- Pistol Pete should only be combined with the Wyoming wordmark
- Pistol Pete should not be combined with any other font, logo or wordmark



## WORDMARK GUIDELINES

### PROTECTED AREA

The protected area around the wordmark logo ensures that no other graphic elements interfere with its clarity and integrity. The protected area will always be scaled symmetrically.



### GUIDELINES

- The wordmarks can be combined or stacked with each other
- The wordmarks should only be combined with the Primary and Secondary logos
- The wordmarks should not be combined with any other font, logo or wordmark

# USAGE SPECIFICATIONS



DO NOT manipulate the logo colors.



DO NOT rearrange the elements of the logo.



DO NOT change the type spacing.



DO NOT distort the logo.



DO NOT alter the orientation of the logo.



DO NOT affiliate logo with non-consented brands.

**WYOMING  
COWBOYS  
COWGIRLS**

DO NOT change the wordmark font.



DO NOT combine undesignated logo elements.



DO NOT overprint the logo.



DO NOT change the scaling of the logo.

**WYO  
MING**

DO NOT change the arrangement of any wordmark.

## EXPIRED LOGO SYSTEMS



# APPLICATION GUIDELINES

Application Type	2-3 Color	1 Color
4 Color Printing	●	
2 Color Printing	●	●
1 Color Printing		●
Electronic Media (Web, Power Point)	●	●
Word Processing (Word)	●	●
Television	●	
Billboards, Signs, Posters	●	●
Embroidery	●	●
Silk Screen	●	●
Embossing & Debossing		●
Etching / Engraving		●
Thermography	●	●
Painting	●	●
Monochrome		●
LCD Display	●	●

Logo color selection may vary from the chart depending on the graphic situation.  
 Always seek direction from Wyoming Athletics to avoid misuse of logos and colors.  
 (See page 1 for contact info)