

Welcome to this Athletics Style Guide.

As we continue to strengthen our athletic programs, we also have new guidelines for how we present our Redhawks identity. Whenever you choose to create something to reflect that identity, please adhere to this style guide.

Why be consistent? Consistency drives the clarity of our messages. Presenting a unified message strengthens our institutional credibility and builds trust. It also establishes a strong voice that distinguishes us as the premier independent university of the Northwest.

If you have questions or need additional help, contact

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Go Redhawks!

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I'M A REDHAWK!

The Seattle University leadership team adopted a deliberate strategy to position the athletics program as a member of NCAA Division I. It is our aim to integrate the following elements into messaging about athletics:

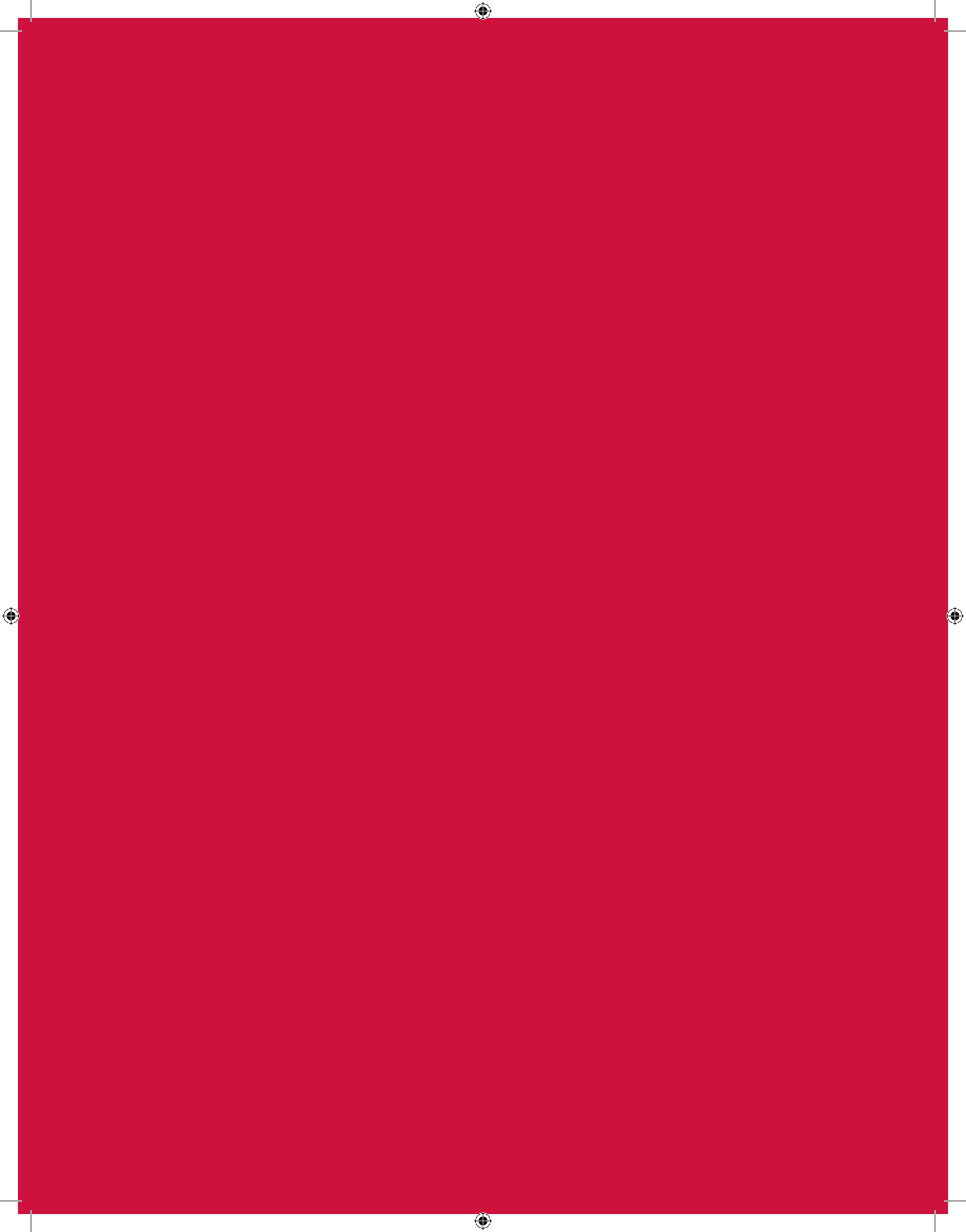
- Reflect and contribute to Seattle University's overall mission as the premier independent university of the Northwest
- Provide unparalleled exposure for the institution and become the visible and vital link between the university and the community
- Afford a great rallying point for students, faculty, staff, alumni and the Seattle community
- Recapture the glory and add to the tradition of a vibrant Division I program

In this style guide are useful tools and tips to help you create consistent messaging to support the SU athletics identity. To speak with one voice united around our promise and vision builds Seattle University's reputation and creates a consistent and lasting impression in the minds of audiences.

This is about much more than logos, colors and typefaces. Our image is reflected in how people think, feel and respond when they hear "Seattle University." Everyone associated with Seattle University is an identity ambassador. When we represent the university in our communications, we have an opportunity to reinforce the SU identity.

Please join us in this effort.

Bill Hogan
Director of Athletics





ATHLETICS MARKS AND USAGE



PRIMARY MARKS

THE SEATTLEU MARK

PRIMARY MARK

The logo consists of the word "SEATTLE" in a bold, red, sans-serif font, followed by a large, bold, black "U" in the same font. A small trademark symbol (TM) is located at the bottom right of the "U".

This is the primary logo for the Seattle University Athletics brand. Always allow proper space surrounding this mark.

The optimum color choice is the one shown above. The word "Seattle" should appear in the SU Red and the "U" should be in SU Black.

WITH OUTLINE

The logo is identical to the primary mark, but the letters of "SEATTLE" and the "U" have a thick black outline. The "U" is still solid black.

There is an option of this mark with an outline. The "U" is never outlined and the height of the outline is the same as the "U."

Suggested usage of this mark is apparel or uniforms. In some instances, this mark can be used online.



Never use this mark in one color. It must always be in two color with the “U” distinguished from the word “Seattle.” Do not use colors other than the correct SU colors. See correct color usage on pages 8-9.



THE SEATTLEU MARK

INCORRECT USAGE

PRIMARY MARKS

THE **SEATTLE**U MARK

NO OUTLINE

COLOR BACKGROUND OPTIONS

WHITE

SEATTLEU™

RED

SEATTLEU™

BLACK

SEATTLEU™

GRAY

SEATTLEU™

SEATTLEU™



THE SEATTLEU MARK
WITH OUTLINE
COLOR BACKGROUND OPTIONS

WHITE

RED

BLACK

GRAY

THE REDHAWKS MARK



The Redhawks logo is an important component of many Seattle University publications. This is the only mark within the athletics brand elements that can be used outside of the athletics messaging. As we are all Redhawks, this can be used to build pride on campus. Full color is the preferred method to reproduce the Redhawk. Always ensure significant contrast between the Redhawk and its background.

Where economics or design dictates, a two-color or one-color option is available for reproduction (see marks below).

Note the beak's highlight is removed from these options.





FULL COLOR



TWO AND THREE COLOR



ONE COLOR

THE REDHAWK

BACKGROUND AND COLOR OPTIONS

THE INTERLOCK



The Interlock is another primary mark that can be used for the athletics brand. This should not be used anywhere other than athletics. The interlock should always include the outside black outline. Do not use this mark on a black background.

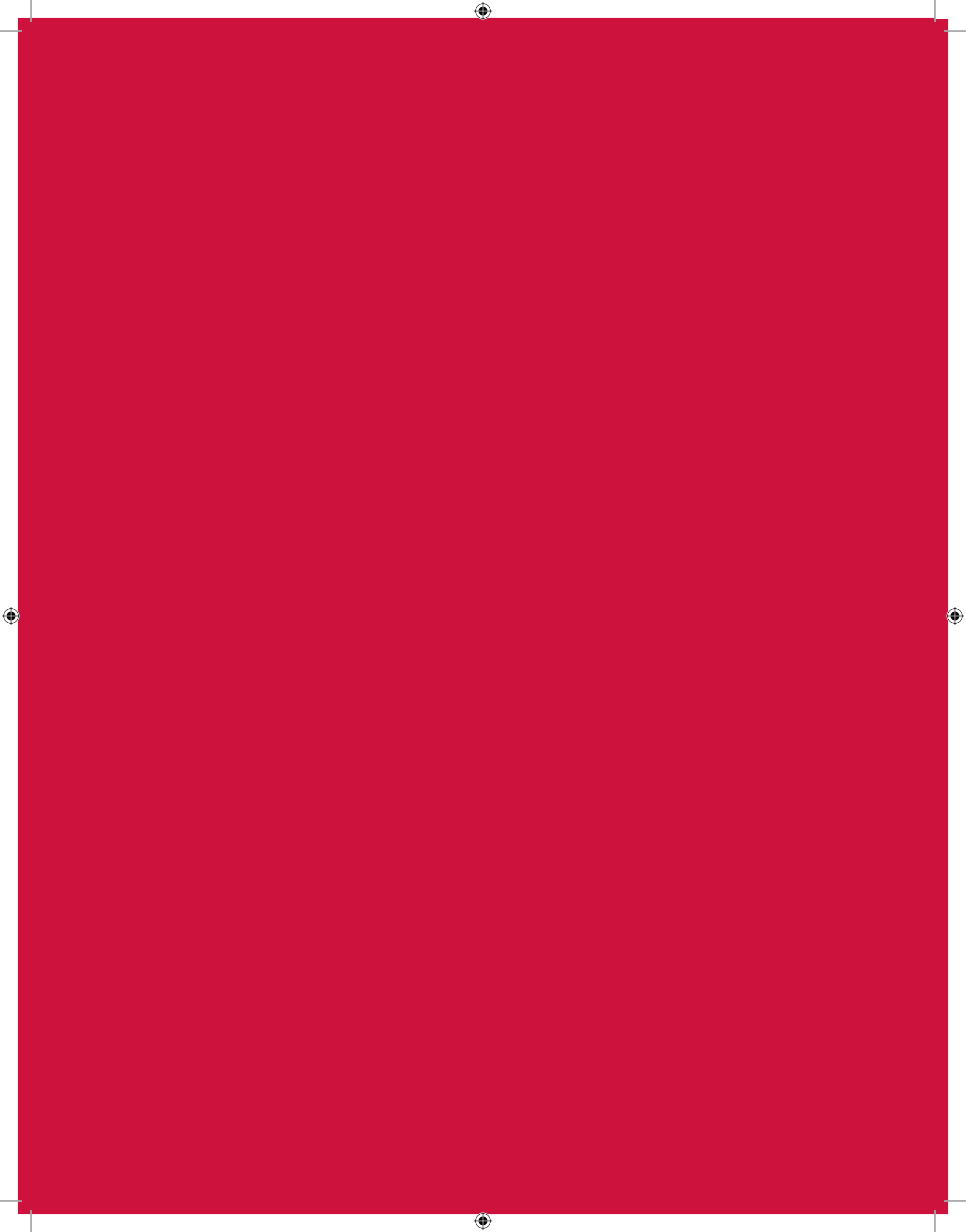
Where economics or design dictate, a one-color option is available for reproduction and is the only time to use this mark on a black background.

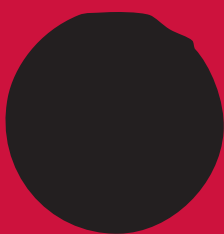


THE INTERLOCK
COLOR BACKGROUND OPTIONS



THE INTERLOCK
ONE-COLOR OPTIONS





COLOR PALETTE AND FONTS



COLOR PALETTE

THE PRIMARY COLOR



SU RED

Pantone® Matching System (PMS) 200C

C 3 | M 100 | Y 70 | K 12

R 186 | G 12 | B 47

Hex BA0C2F

Thread Color AUBURN NO. 2472

SU Red is an important element for communicating Seattle University's athletics brand. This should be your primary color.



SU GOLD

PMS 125

C 6 | M 32 | Y 100 | K 24

R 181 | G 133 | B 0

Hex B58500

Thread Color
Old Gold No. 2201



SU BLACK

Black

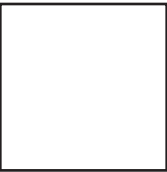
C 0 | M 0 | Y 0 | K 100

R 0 | G 0 | B 0

Hex 000000

Thread Color Black

ACCENT COLORS



White



Gray (50%)



Red



Black

BACKGROUND COLORS

THE FONT FAMILY

BIG NOODLE TITLING | PRIMARY ATHLETICS/REDHAWKS FONT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 01234567890

FONT RESOURCES FOR "BIGNOODLETITLING"

<http://new.myfonts.com/fonts/sentinel/big-noodle-titling/buy.html>

BigNoodleTitling Regular

Frutiger | SECONDARY ATHLETICS/REDHAWKS FONT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 01234567890

Frutiger Light 45

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 01234567890

Frutiger Roman 55

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 01234567890

Frutiger Bold 65

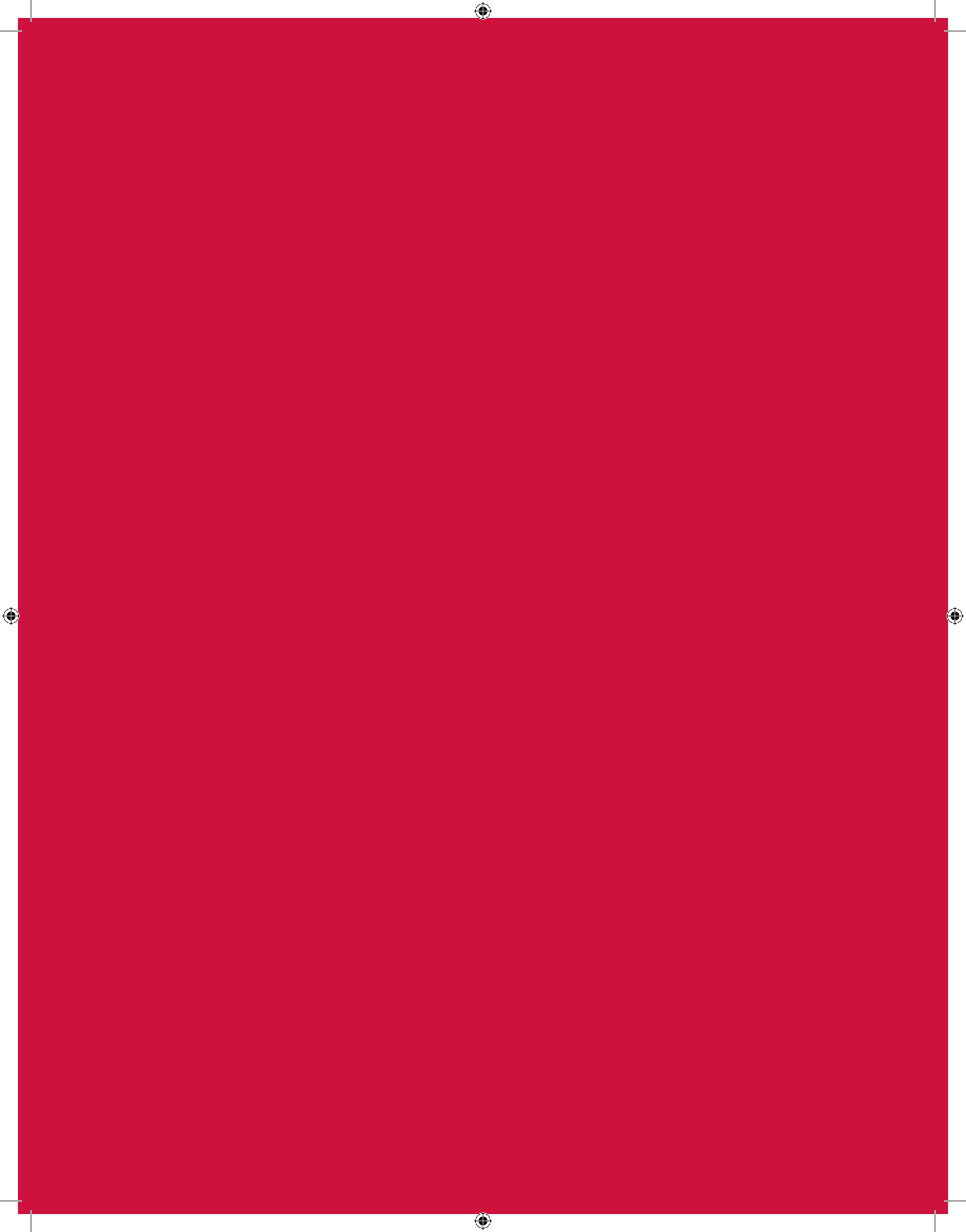
For using typography to express the athletics brand, the following two fonts are required: Big Noodle Titling and Frutiger.

Big Noodle Titling only comes in an all-caps version. This works very well with headlines or subheads.

Frutiger is also a main font for the university and is a great option for body copy and very small copy blocks. It is a sans serif face that complements the design of Big Noodle Titling.

SEATTLE U FIGHT SONG!

Let's give a cheer for Seattle
Ol' Seattle U
Show them the fight of the
Red & White
They will win for you
Fight, Fight, Fight
Over the foes we're victorious
And victory is our cheer
So let's give a cheer
For the whole gang is here
To cheer you Seattle U!





SIGNATURE AND SECONDARY MARKS



THE FULL SIGNATURE



The athletics signature refers to the Seattle U and the Redhawk and the Redhawks type mark in one usage. Always show the Redhawks marks and name below Seattle U.



EXAMPLES OF USAGE

SEATTLEUTM
WOMEN'S SOCCER

The Team Sport Signature is used for both NCAA sport teams and club sports. The name of the sport should be typeset below the primary mark using Frutiger Bold as the approved font. If the club name is long, it may run on two lines. The longer of the two lines should extend the length of the primary mark. Spacing between the letters can change. Font size ratio should not change. The sport name should appear in black.

SEATTLEUTM
MEN'S SOCCER

RUDY THE REDHAWK



Rudy the Redhawk is the official mascot for Seattle University. This mark can be used for RecSports and athletic events.

Where economics or design dictate, a two-color or one-color option is available for reproduction.





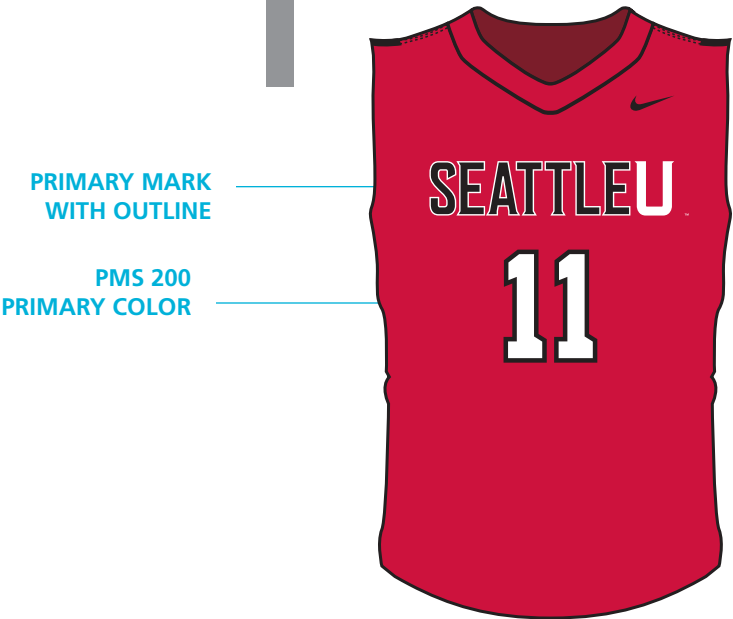
For recognition of Elgin Baylor and his contribution to Seattle University, a mark was created to use for the Elgin Baylor Classic Basketball Game and the floor graphic for KeyArena at Seattle Center.

This mark is licensed to be used on shirts, hats and additional promotional items.

SIGNAGE/BANNERS



UNIFORMS/APPAREL





COLLATERAL/POSTER

FRUTIGER FONT
AS SECONDARY FONT



GIVEAWAYS/T-SHIRTS

TWO-COLOR
REDHAWKS
MARK

BIG NOODLE TITLING
FONT USAGE

Consistency is an important aspect of our messages, too. Below are a few key style tips. When in doubt, consult the *Seattle University Editorial Style Guide*, which can be downloaded at www.seattleu.edu/marcom

Redhawk/Redhawks

Use Redhawks in the plural, with no apostrophes, when referring to the sports teams or a group in general at Seattle University.

Examples: Seattle University Redhawks/Support the Redhawks in action as men's and women's basketball play this weekend.

When referring to a specific team, such as basketball or soccer at SU, an individual or the school mascot, Rudy, use Redhawk.

Example: Rudy the Redhawk gets the crowd amped up before the game. John is an avid Redhawk, someone who is seen courtside at every game.

SU/SeattleU/SEATTLEU/Seattle U

Athletics has carved out its own niche with Seattle U/SeattleU/SEATTLEU on T-shirts and other gear. In writing (both print and online content), spell out Seattle University on first reference and use the acronym SU—no spaces, no periods—in subsequent references.

Do not use SEATTLEU in bodycopy as it does not read correctly in one color. It is best to use the mark itself when using SeattleU. (See pages 5 - 9)

When referring to the Athletics website, use as follows: GoSeattleU.com. Do not use it as all lowercase: goseattleu.com.

Time

Do not use zeros when writing out time (7 p.m., not 7:00 p.m.). Lowercase a.m. and p.m. with periods.

University

Lowercase university when it stands alone. Capitalize when used with an official name, such as Seattle University, or in legal documents.

Tone

When writing about Athletics, be upbeat and conversational. Athletics are a celebration of mind, body and spirit. When possible, choose words that reflect the university's values: care, academic excellence, diversity, faith, justice and leadership.