

**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!

## TABLE OF CONTENTS

Introduction and Contact Information .....	2
Message from Bill Hogan.....	3
Seattle U Primary Mark.....	5-9
The Redhawks Logo .....	10-11
The Interlock.....	12-13
Color Palette.....	15-17
Typography .....	18
SU Fight Song .....	19
Athletics Signature.....	22
Team Sport Signature .....	23
Rudy the Redhawk .....	24
The Elgin Baylor Classic Mark .....	25
Samples of Usage .....	26-27
Editorial Guidelines.....	28



# 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.

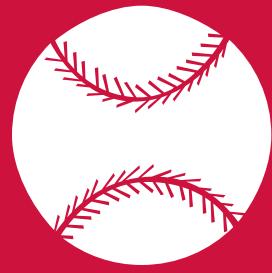
Please join us in this effort.

Bill Hogan  
Director of Athletics





## ATHLETICS MARKS AND USAGE



## PRIMARY MARKS

### THE SEATTLEU MARK

#### PRIMARY MARK



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



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.

THE SEATTLEU MARK



INCORRECT USAGE

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.



INCORRECT PROPORTIONS



INCORRECT SU COLOR USE



INCORRECT SCREEN OF COLOR



INCORRECT COLOR



INCORRECT SPACING

PRIMARY MARKS

THE SEATTLEU MARK

NO OUTLINE

COLOR BACKGROUND OPTIONS

WHITE

**SEATTLEU**  
™

RED

**SEATTLEU**  
™

BLACK

**SEATTLEU**  
™

GRAY

**SEATTLEU**  
™

THE SEATTLEU MARK

WITH OUTLINE

COLOR BACKGROUND OPTIONS

WHITE

RED

BLACK

GRAY

**SEATTLEU**  
TM

**SEATTLEU**  
TM

**SEATTLEU**

**SEATTLEU**  
TM

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.



## THE REDHAWK

BACKGROUND AND  
COLOR OPTIONS



FULL COLOR



TWO AND THREE COLOR



ONE COLOR

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

### 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

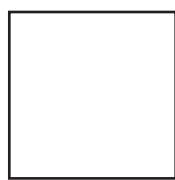
---

C 0 | M 0 | Y 0 | K 100

---

R 0 | G 0 | B 0

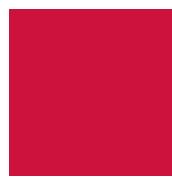
---

Hex 000000**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

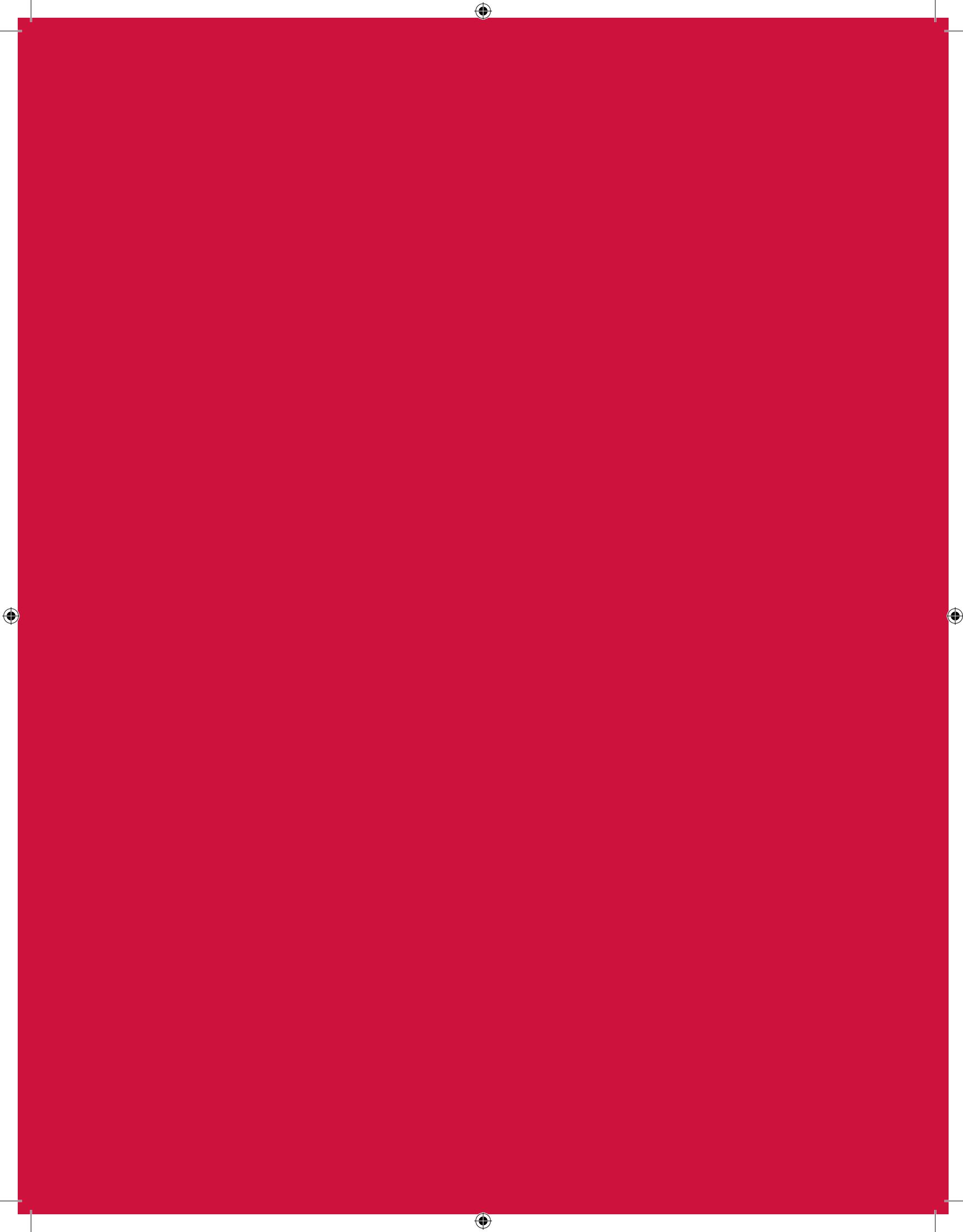
For using typography to express the athletics brand, the following two fonts are required: Big Noodle Titling and Frutiger.

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

# SEATTLEU

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.

# SEATTLEU

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.



THE ELGIN BAYLOR  
CLASSIC MARK

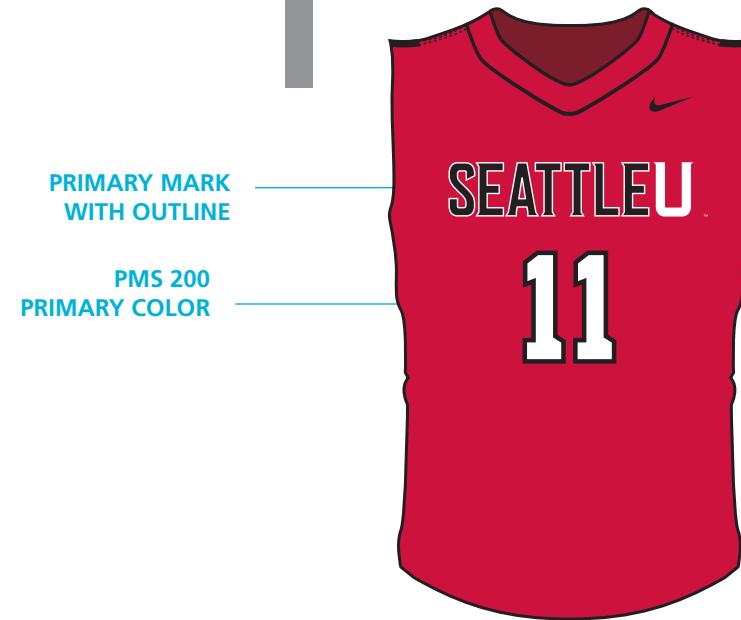
For recognition of Elgin Baylor and his contribution to Seattle University, a mark was created to use for the Elgin Baylor Classic Basketball Game and the floor graphic for KeyArena at Seattle Center.

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

SIGNAGE/BANNERS



UNIFORMS/APPAREL





COLLATERAL/POSTER



GIVEAWAYS/T-SHIRTS

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](http://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](http://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.