



MILWAUKEE PANTHERS STYLE GUIDE

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Introduction

The colors, words, type, logos, graphics and imagery you display are the key building blocks that help tell the story of Milwaukee Panther Athletics. Through this branding guide that will be consistently implemented, this system can help elevate the way Milwaukee Panther Athletics is viewed on campus, community, regional, and national level.

The building blocks for communicating the Milwaukee Panther Athletics brand identity in a unified, consistent way have been established by a team of University and Department Stakeholders. Comprised of core elements including logo, color and typography, treatments and textures, this wide range of tools is designed to be flexible and expandable enabling creativity and innovation across all media. To effectively define the Milwaukee Panther Athletics brand experience, these core elements must be aligned across every touch point.

The following sections provide creative guidance on how to use the brand palette. Each element within the palette can be used to elevate the Milwaukee Panther Athletics brand in a way that is immediately recognizable. The brand identity reinforces our mission to educate and inspire through athletics.

Who We Are

Brand attributes are a set of characteristics that represent who we are as Milwaukee Panthers. These attributes identify personality traits and serve as a filter for all of the components of the identity system. These are the characteristics associated with Milwaukee Panther Athletics:

MILWAUKEE – this is our city, our town, our home.

MOXIE – a blue-collar mentality and mindset for putting in the work to thrive.

UNIFYING – a committed to authentic collaboration that creates a positive impact.

AMBITIOUS – an inspiration to exceed expectations in the pursuit of excellence.

The Milwaukee Athletic Communications Office and Marketing is responsible for producing and approving the use of team-specific logos and produced artwork. Requests for logos should be submitted to steltenp@uwm.edu.

Questions concerning the usage of this guide should be directed to:

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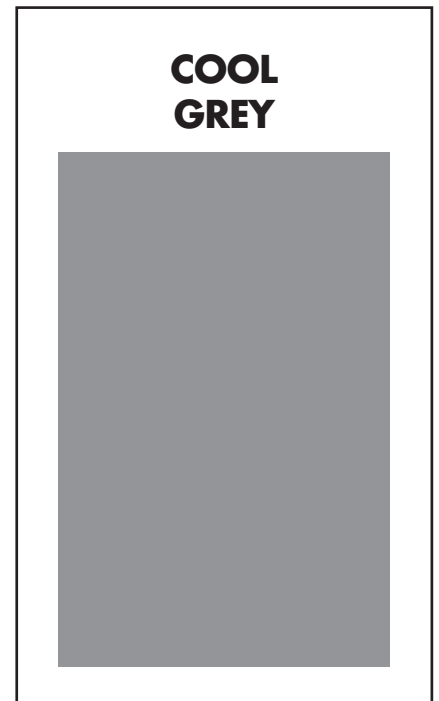
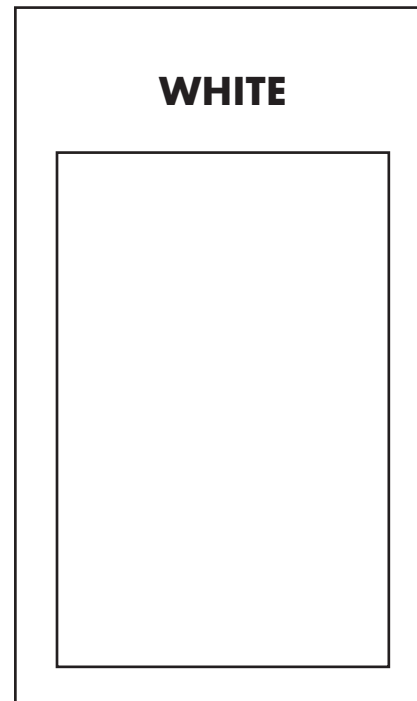
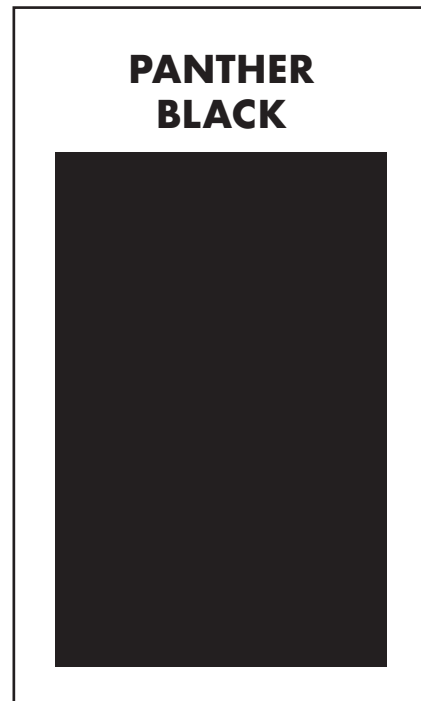
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Colors

The Milwaukee colors are key indicators of the Milwaukee Panthers brand design. Black is most often used for typography while gold and gray act as supporting colors that can be used for backgrounds and design elements.

Additionally, the tone of each color can be adjusted to create more depth within design elements and touch points.



Colors

COLOR BUILD

COLLEGIATE GOLD

FOR DIGITAL

RGB 254/189/54

HEX #FEBD36

FOR PRINT

CMYK 0/28/89/0

PMS 1235 CVC



PANTHER BLACK

FOR DIGITAL

RGB 0/0/0

HEX #000000

FOR PRINT

CMYK 0/0/0/100

PMS BLACK C



WHITE

FOR DIGITAL

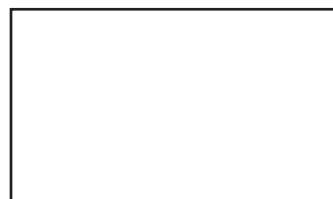
RGB 255/255/255

HEX #FFFFFF

FOR PRINT

CMYK 0/0/0/0

PMS WHITE



COOL GREY

FOR DIGITAL

RGB 147/149/152

HEX #939598

FOR PRINT

CMYK 0/0/0/50

PMS 179-7 C



Colors

TEXT + BACKGROUND CONTRAST

PANTHERS PANTHERS
PANTHERS

PANTHERS PANTHERS
PANTHERS

PANTHERS PANTHERS
PANTHERS PANTHERS

PANTHERS PANTHERS
PANTHERS PANTHERS

Fonts

Typography is a powerful brand tool when used consistently. This set of typefaces best represent the bold and confident feel of the brand and should be used across all print and web applications. Milwaukee and the Milwaukee Panthers utilize the Futura font family in addition to the Termina font as a secondary font family.

Futura Family - Primary

FUTURA CONDENSED BOLD

Pounce Panther

FUTURA CONDENSED MEDIUM

Pounce Panther

FUTURA MEDIUM

Pounce Panther

FUTURA BOLD

Pounce Panther

UNITED ITALIC SEMI-CONDENSED

POUNCE PANTHER

Termina Family - Secondary

TERMINA BLACK

Pounce Panther

TERMINA BOLD

Pounce Panther

TERMINAL REGULAR

Pounce Panther

TERMINA LIGHT

Pounce Panther

Logos

Panther brand elements are the building blocks of the Brand Identity and Design Standards. These simple and timeless elements play an inextricable role in portraying and protecting the Milwaukee Brand across all touchpoints.

Please use only the approved versions as noted in this guide.

PRIMARY LOGOS + WORD MARKS



MILWAUKEE[®]

MILWAUKEESM

MILWAUKEE[®]

MILWAUKEE[®]

MILWAUKEESM

Logos

ALTERNATE LETTER MARK

MKE SM

MKE SM

MKE SM

MKE SM

MKE SM

SECONDARY LETTER MARK

M SM

M SM

M SM

M SM

M SM

PANTHERS WORD MARK

PANTHERS SM

PANTHERS SM

PANTHERS SM

PANTHERS SM

Logos

UNITED WE ROAR + OTHER MARKS

UNITED WE ROAR



UNITED WE ROAR



UNITED WE ROAR



**UNITED
WE
ROAR**



**UNITED
WE
ROAR**



**UNITED
WE
ROAR**



Logos

SPORT SPECIFIC ATHLETIC MARKS

MILWAUKEE®

BASEBALL

Primary

MILWAUKEE®

BASEBALL

Primary Reverse

MILWAUKEE®

BASEBALL

1-Color

MILWAUKEE®

BASEBALL

Black & White

MILWAUKEE®

BASEBALL

Alternate Gold

Logos

MILWAUKEE®
ACADEMICS

MILWAUKEE®
ATHLETICS

MILWAUKEE®
ATHLETIC TRAINING

MILWAUKEE®
BASEBALL

MILWAUKEE®
BASKETBALL

MILWAUKEE®
CHEER & STUNT

MILWAUKEE®
CROSS COUNTRY

MILWAUKEE®
EVENT STAFF

MILWAUKEE®
MEN'S BASKETBALL

MILWAUKEE®
MEN'S SOCCER

MILWAUKEE®
PANTHER FUND

MILWAUKEE®
PANTHERS

MILWAUKEE®
PIT CREW

MILWAUKEE®
SAAC

MILWAUKEE®
SPORTS NUTRITION

MILWAUKEE®
SPORTS PERFORMANCE

MILWAUKEE®
SPORTS MEDICINE

MILWAUKEE®
STRENGTH & CONDITIONING

MILWAUKEE®
SWIMMING & DIVING

MILWAUKEE®
TENNIS

MILWAUKEE®
TRACK & FIELD

MILWAUKEE®
VARSITY CLUB

MILWAUKEE®
VOLLEYBALL

MILWAUKEE®
WOMEN'S BASKETBALL

MILWAUKEE®
WOMEN'S SOCCER

Victor E. Cartoon Logo

The Victor E. Panther Cartoon logo is inspired from a university mark utilized during the latter half of the 20th century.

The Victor E. Panther Cartoon logo is only to be used in limited scenarios per the guidelines below.

Guidelines for Use

- Not to be used on official team uniforms or game day gear.
- Only to be used on vintage type of clothing items.
- Special permission must from the Senior Associate AD for External Relations, the Director of Creative Content & the University's Director of Licensing must be received to use this design for select purposes only.



VINTAGE GOLD

FOR DIGITAL

RGB 174/132/31

HEX #AE841F

FOR PRINT

CMYK 30, 44, 100, 7

PMS 1255 C



Uniforms

The following logos and wordmarks are the only logos and wordmarks allowed to be used on uniform design concepts.



Panther Head with Milwaukee

- This is our primary logo and can be utilized in the primary areas of a uniform design.
- It can be used in a secondary location such as shorts or a back of the uniform if needed, but it is not ideal (prefer to use Panther Head logo).
- Not preferred for hats.
- One color version in gold and black are available for use as well.



Panther Head

- Can be used a primary logo area as long as the MILWAUKEE wordmark or MKE logo is utilized on the uniform design as well.
- Preferred usage is as a secondary logo on the chest, shorts, or back of uniform design.
- Acceptable for hats.
- One color version in gold and black are available for use as well.

Uniforms



"MKE"

- Can be used a primary logo area as long as the Panther Head logo is utilized on the uniform design as well.
- Preferred usage is as a secondary logo on the chest, shorts, or back of uniform design.
- Acceptable for hats.
- Gold or white fill versions with black outline available upon request
- One color version in gold and black are available for use as well.



"M"

- Preferred usage is as a secondary logo, on shorts, or back of uniform design.
- Acceptable for hats.
- Gold or white fill versions with black outline available upon request
- One color version in gold and black are available for use as well.

Uniforms

The following logos and wordmarks are the only logos and wordmarks allowed to be used on uniform design concepts.



MILWAUKEE®

“Milwaukee”

- Primary logo/wordmark across the chest/front of the uniform design.
- Gold or white fill versions with black outline available upon request
- One color version in gold and black are available for use as well.

Milwaukee Script

- Alternate logo/wordmark across the chest/front of the uniform design.
- Can only be used on alternate/special uniform design concepts – not primary uniform design
- **Must receive special approval for usage.**

Uniforms



Claw Marks

- Can be used a primary logo area as long as the Panther Head logo is utilized on the uniform design as well.
- Preferred usage is as a secondary logo on the chest, shorts, or back of uniform design.
- Acceptable for hats.
- Gold or white fill versions with black outline available upon request
- One color version in gold and black are available for use as well.

APPROVED COMPEITION UNIFORM COLORS



The following colors are the only colors allowed to be used on uniform design concepts.

- Gold – team collegiate gold (Adidas name)
- Black - black
- White - white
- Gray – mid gray (Adidas name)

Special consideration will be given to special/alternate uniform concepts such as a Pink Out uniform. Approval is needed for this consideration.

Uniforms

APPROVED FONTS & NUMBERS FOR COMPETITION

The following fonts are the only fonts allowed to be used on uniform design concepts.

- **Futura Condensed Bold** – primary
- Futura Condensed – secondary
- Approved Number Options from Adidas – please use one of the following options if you choose not to utilize our font – Futura Condensed Bold

≡ Don't Break The Rules

Please **DO NOT** manipulate the Milwaukee Panther logos and/or utilize old logos for any digital or print purposes.



Victor E. with
"MKE"



Pull Logo



Manipulate Colors



Stretch Logo

OLD LOGOS

