

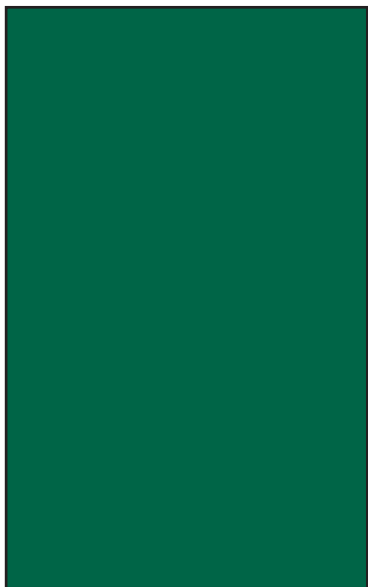


TULANE GREEN WAVE ATHLETICS  
**STYLE GUIDE**

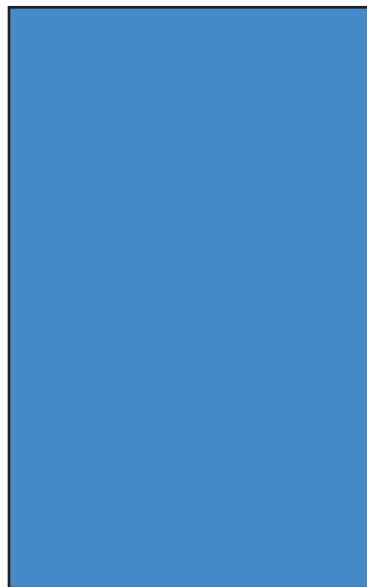


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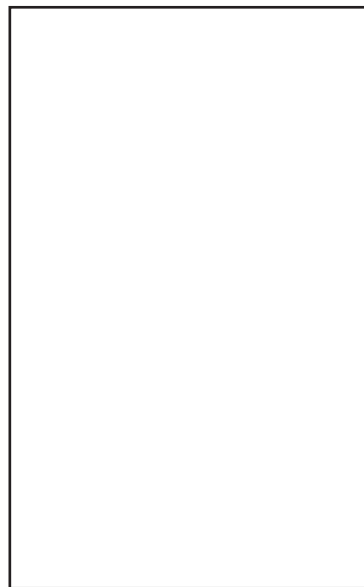
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PRIMARY  
Dark Green  
PMS 342



PRIMARY  
Blue  
PMS 279



ACCENT  
White



ACCENT  
White

## PRIMARY FULL-COLOR VERSION

Either of these two versions may be used on white or light color backgrounds.

angry\_wave\_342



angry\_wave\_342\_279



## FULL COLOR WITH STROKES

For use on dark backgrounds.

angry\_wave\_342\_white\_stroke



angry\_wave\_342\_279\_stroke



## ONE-COLOR VERSIONS

Only to be reproduced in approved color palette.

angry\_wave\_WHITE



angry\_wave\_342\_1c



angry\_wave\_Black



angry\_wave\_279





FOUR SINGLE-COLOR OPTIONS  
In approved color palette



**TULANE**<sup>®</sup>

TULANE.wordmark.342



**TULANE**<sup>®</sup>

TULANE.wordmark.279



**TULANE**<sup>®</sup>

TULANE.wordmark.BLACK



**TULANE**<sup>®</sup>

TULANE.wordmark.white

## TWO-COLOR OPTIONS

A stroke may be added to the one-color options in one of the four colors from the color palette.



**TULANE.**

TULANE.wordmark.342.279



**TULANE.**

TULANE.wordmark.279.342



**TULANE.**

TULANE.wordmark.black.342



**TULANE.**

TULANE.wordmark.black.279



**TULANE.**

TULANE.wordmark.white.279



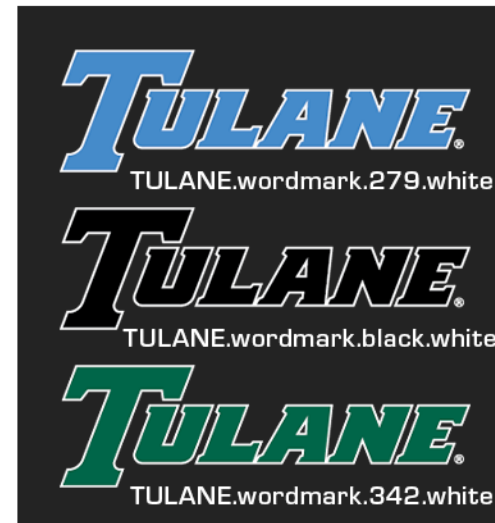
**TULANE.**

TULANE.wordmark.white.342



**TULANE.**

TULANE.wordmark.white.black





TULANE GREEN WAVE WORDMARK

May also be used in the single-color options provided in the color palette.

**TULANE**<sup>®</sup>  
GREEN WAVE

TULANE\_GREENWAVE\_342

**TULANE**<sup>®</sup>  
GREEN WAVE

TULANE\_GREENWAVE\_279

**TULANE**<sup>®</sup>  
GREEN WAVE

TULANE\_GREENWAVE\_BLACK

**TULANE**<sup>®</sup>  
GREEN WAVE

TULANE\_GREENWAVE\_WHITE



## TWO-COLOR OPTIONS

A stroke may be added to the one-color option of the word mark with the text below matching the stroke color



**TULANE**  
GREEN WAVE

TULANE\_GREENWAVE\_342.279



**TULANE**  
GREEN WAVE

TULANE\_GREENWAVE\_279.342



**TULANE**  
GREEN WAVE

TULANE.GREEN\_WAVE.BLACK.279



**TULANE**  
GREEN WAVE

TULANE.GREEN\_WAVE.BLACK.342



**TULANE**  
GREEN WAVE

TULANE.GREEN\_WAVE.WHITE.279



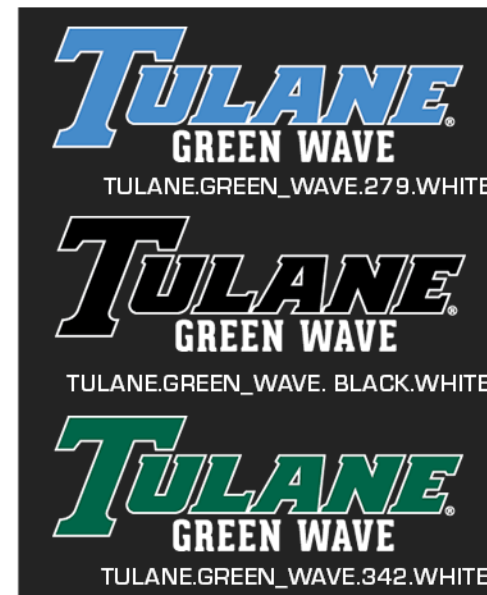
**TULANE**  
GREEN WAVE

TULANE.GREEN\_WAVE.WHITE.342



**TULANE**  
GREEN WAVE

TULANE.GREEN\_WAVE.WHITE.BLACK







## TULANE SPORT-SPECIFIC LOGOS

Available in Pantone 342 (Green),  
Pantone 279 (Blue), black, white and  
two-color by request.

***TULANE***  
BASEBALL

***TULANE***  
BASKETBALL

***TULANE***  
BEACH VOLLEYBALL

***TULANE***  
BOWLING

***TULANE***  
FOOTBALL

***TULANE***  
CROSS COUNTRY

***TULANE***  
GOLF

***TULANE***  
SAILING

***TULANE***  
SWIMMING & DIVING

***TULANE***  
TENNIS

***TULANE***  
TRACK & FIELD

***TULANE***  
VOLLEYBALL



TWO-COLOR OPTIONS

A stroke may be added to the one-color options in one of the four colors from the color palette.

**GREEN WAVE®**

GREEN\_WAVE.342

**GREEN WAVE®**

GREEN\_WAVE.279

**GREEN WAVE®**

GREEN\_WAVE.black

**GREEN WAVE®**

GREEN\_WAVE.white

Consistency is key in the use of fonts and typography in the Tulane Athletics font catalogue. Each of the three fonts serves a specific use in the hierarchy of type used in the visual branding of our athletic department. Below is an example of this hierarchy and advice on when and how to use each one correctly. Please reach out to Tulane Athletics Creative Services for the appropriate font files to install on your computer.

## HEADLINES - OLD BENCHVILLE

A classic yet timeless look that fits the spirit and history of New Orleans, Old Benchville serves as the headline font for Tulane Athletics branding. In this role, Old Benchville should be used to highlight the most important aspect of type within a graphic. It should be used in all caps and in titles/brief phrases only. Headline type should also be free of all effects (such as strokes, bevels, etc.) with the exception of a slight drop shadow for added emphasis and a clean look.

## SUBHEADS - LATIN EXTRA CONDENSED

To complement Old Benchville, Latin Extra Condensed has been selected as the subhead font to be used in type layout for Tulane Athletics materials. In this role, it should be used as a secondary font for subheadings, captions and emphasis. Like Old Benchville, it should only be used in all-caps and for brief titles/phrases. It should be free of all effects/emphasis with the exception of an underline when used as a subhead.

## Body - Eurostyle Medium

The final font in use for the department is Eurostyle Medium as the body text. In this role, this type is used for multiple sentences/paragraphs within department communications. Unlike the headline and subhead fonts, it uses both uppercase and lowercase characters. No effects should be used with this font with the exception of **bold** or *italicized* text sparingly for emphasis within a sentence or paragraph.

*Please see following page for examples of our type at work.*





TULANE GREEN WAVE FOOTBALL  
**SEASON  
TICKETS**  
STARTING AT **\$59** FOR SEVEN GAMES!



“

Proud of the way we played tonight. Everyone stepped up when we needed them and efforts like that are what's going to have us going far this year.

HEAD COACH LISA STOCKTON

”



**HAPPY  
BIRTHDAY!**  
DYNAH JONES





# DESIGN ELEMENTS - ICONS

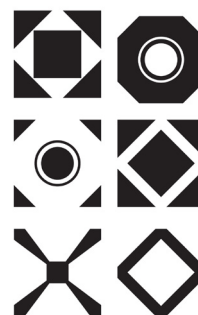
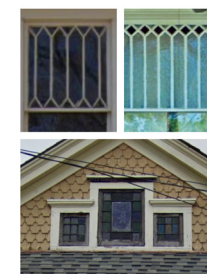
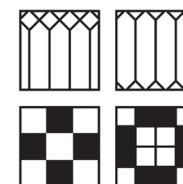
One of the most striking things in New Orleans is that the homes and buildings you find in any neighborhood are works of art. There is no such thing as cookie-cutter architecture in this historic city we call home.

For the 2022-23 year, the creative services team took to the streets and collected various architectural elements found only here in the Crescent City to build icon patterns to be used as a part of our visual branding.

Like anything in New Orleans, it is not symmetrical and experimentation in the order/positioning of these icons will be encouraged to create limitless varieties of this background element.

There are two versions of this icon pattern that can be used throughout graphics: A one-color version at full opacity, and a more subtle white, outline version to be faded into the background.

Examples are below with additional references on the previous page.



## FULL OPACITY ICONS

To be used in backgrounds without text being placed directly on top of it.



## FADED OUTLINE ICONS

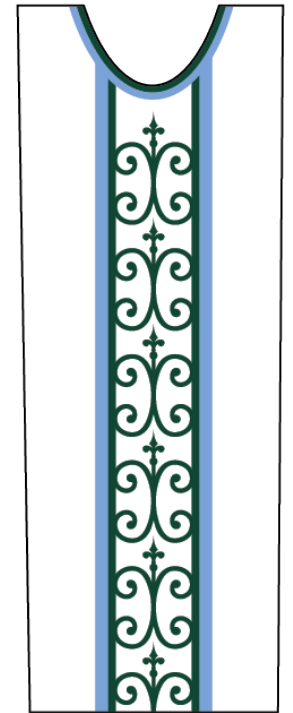
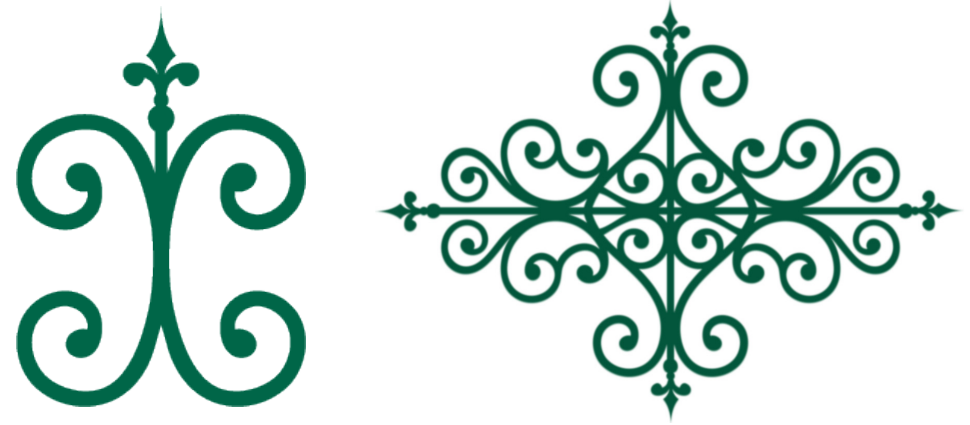
To be used in backgrounds when text can be placed directly on top of it. White only and at 33% opacity/0% fill.



# DESIGN ELEMENTS - IRONWORK

Elegant, unique and unmistakable, the ironwork on balconies and fencing around New Orleans is often one of the most-known elements in local architecture. No two pieces of ironwork in the Crescent City are the same, and the intricate details on these pieces of art provide character to the buildings and sidewalks they adorn.

Two pieces of ironwork have been developed and incorporated into the Tulane visual brand. They can be used on their own in a background setting or in a repeating pattern for use on apparel and uniforms.





Stepping off of a streetcar at 6823 St. Charles Ave., visitors to Tulane are greeted by the classic architecture of Gibson Hall, which has been a fixture at the front of campus since 1894.

The stone architecture of this building, along with others throughout campus, lends itself well to unique and detailed textures that provide a touch of grit.

Our creative services team took photos of the various stonework at Gibson and other buildings throughout campus to create one-of-a-kind textures for use in our graphics.

For these textures to be properly displayed, the blending mode should be set to 'Luminosity' with 25% opacity and fill. An examples of it in proper use is below and on previous pages of this guide.

