



---

**IDENTITY STANDARDS**

# TABLE OF CONTENTS

## LOGO AND COLORS

Color	4
Logo	5
ESPN	14
Restrictions	16
Typography	17

## UNIVERSITY LOCK UPS

HCU	19
UIW	20
Lamar	21
McNeese	22
New Orleans	23
Nicholls	24
Northwestern State	25
SFA	26
Southeastern	27
Texas A&M-Commerce	28
Texas A&M-Corpus Christi	29
UTRGV	30

## UNIFORM APPLICATIONS

Baseball	32
Basketball	33
Beach Volleyball	34
Football	35
Golf	36
Soccer	37
Softball	38
Tennis	39
Track & Field/Cross Country	40
Volleyball	41
Attire	42
Apparel	43

## SURFACE APPLICATIONS

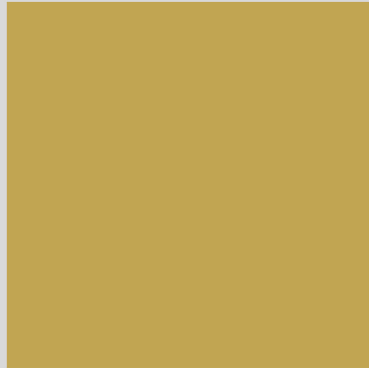
Baseball/Softball	45
Basketball	46
Football	47
Soccer	48
Volleyball	49
Other	50



---

**LOGO AND COLORS**

## SLC GOLD



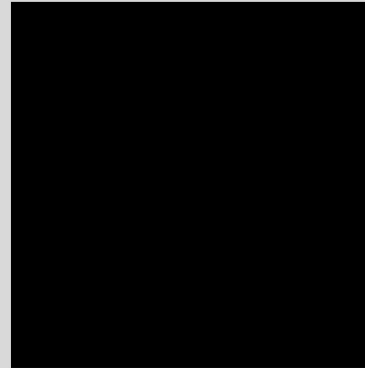
**Pantone**  
P 11-13 C

**RGB**  
194r 165g 83b

**CMYK**  
00c 13m 60y 25k

**HEX**  
#c2a553

## SLC BLACK



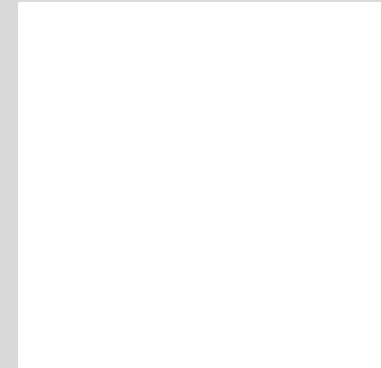
**Pantone**  
P Process Black C

**RGB**  
0r 0g 0b

**CMYK**  
00c 00m 00y 100k (1 color)  
74c 67m 66y 89k (Composite)

**HEX**  
#000000

## SLC WHITE



**Pantone**  
P 179-1 C

**RGB**  
255r 255g 255b

**CMYK**  
00c 00m 00y 00k

**HEX**  
#ffffff



Primary Logo / Color Palette



Secondary Logo / Color Palette



Compass Logo / Color Palette



**Primary Logo / Color Palette**



Primary on Light Background



Primary on Dark Background



One Color on Light Background



One Color on Dark Background



**Secondary Logo / Color Palette**



**Secondary on Light Background**



**Secondary on Dark Background**



**One Color on Light Background**



**One Color on Dark Background**



**Compass Logo / Color Palette**



**Compass on Light Background**



**Compass on Dark Background**



**One Color on Light Background**



**One Color on Dark Background**



Primary / Right Justified



Secondary / Stacked

**EARNED  
EVERY  
DAY**

Primary / Stacked

**EARNED EVERY DAY**

Secondary / Horizontal



ESPN Co-Brand



**Institutional Lock Up**



**Sponsor Lock Up**



Add Stroke



Alter Colors



Change Relationship of Logo and Wordmark



Stretch



Position or Angles



Previous Logos

**United Sans Condensed Black**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

---

**United Sans Condensed Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

---

United Sans Condensed Medium  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

---

---



---

**UNIVERSITY LOCK UPS**

# HCU

**Nickname**  
Huskies

**Primary Reference**  
HCU, Houston Christian

**PMS Colors**  
PMS 287 Royal Blue  
PMS 1655 Orange

**HEX Colors**  
Royal Blue 062f87  
Orange fa4d09  
White ffffff



## PRIMARY LOGO



## PRIMARY LOCK UP



## FIELD/COURT LOCK UP



## UNIFORM LOCK UP



# UIW

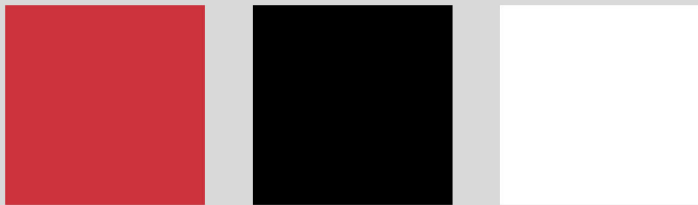
**Nickname**  
Cardinals

**Primary Reference**  
UIW, Incarnate Word

**PMS Colors**  
PMS 1797 Red

## HEX Colors

Red      cb333b  
Black    000000  
White    ffffff



## PRIMARY LOGO



## PRIMARY LOCK UP



## FIELD/COURT LOCK UP



## UNIFORM LOCK UP



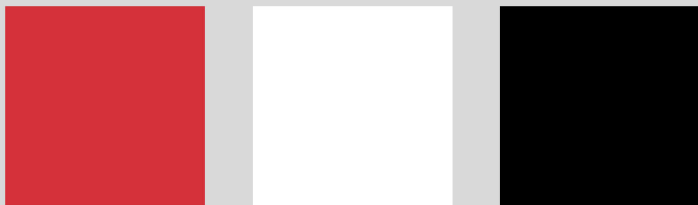
# LAMAR

**Nickname**  
Cardinals

**Primary Reference**  
Lamar, LU

**PMS Colors**  
PMS 199 Red

**HEX Colors**  
Red dc0032  
White ffffff  
Black 000000



## PRIMARY LOGO



## PRIMARY LOCK UP



## FIELD/COURT LOCK UP



## UNIFORM LOCK UP



# McNEESE

## Nickname

Cowboys, Cowgirls

## Primary Reference

McNeese, MCN

## PMS Colors

PMS 287 Royal Blue

PMS 116 Sunflower Gold

## HEX Colors

Royal Blue 00529b

Gold ffd204

White ffffff



## PRIMARY LOGO



## PRIMARY LOCK UP



## FIELD/COURT LOCK UP



## UNIFORM LOCK UP



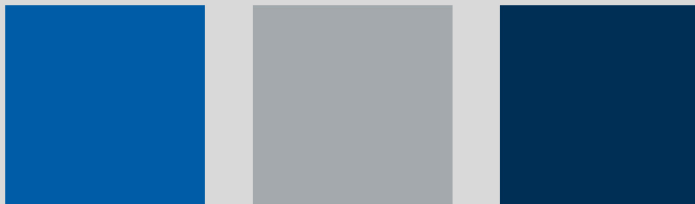
# NEW ORLEANS

**Nickname**  
Privateers

**Primary Reference**  
UNO, New Orleans

**PMS Colors**  
PMS 2935 Blue  
PMS 429 Silver  
PMS 540 Navy

**HEX Colors**  
Blue 005ca6  
Silver a3a9ac  
Navy 002f56



## PRIMARY LOGO



## PRIMARY LOCK UP



## FIELD/COURT LOCK UP



## UNIFORM LOCK UP



# NICHOLLS

**Nickname**  
Colonels

**Primary Reference**  
Nicholls, NICH

**PMS Colors**  
PMS 187 C Red  
PMS 430 C Silver

**HEX Colors**  
Red ae132a  
Silver 72808a  
Black 000000



## PRIMARY LOGO



## PRIMARY LOCK UP



## FIELD/COURT LOCK UP



## UNIFORM LOCK UP



# NORTHWESTERN STATE

## Nickname

Demons

## Primary Reference

Northwestern State, NWST

## PMS Colors

PMS 267 Purple

PMS 165 Orange

## HEX Colors

Purple 663399

Orange ff7700

White ffffff



## PRIMARY LOGO



## PRIMARY LOCK UP



## FIELD/COURT LOCK UP



## UNIFORM LOCK UP



# STEPHEN F. AUSTIN

## Nickname

Lumberjacks, Lady Jacks

## Primary Reference

SFA, Stephen F. Austin

## PMS Colors

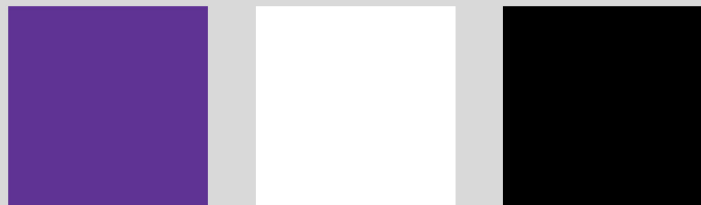
PMS 267 C Purple

## HEX Colors

Purple 5f259f

White ffffff

Black 060808



## PRIMARY LOGO



## PRIMARY LOCK UP



## FIELD/COURT LOCK UP



## UNIFORM LOCK UP



# SOUTHEASTERN LOUISIANA

**Nickname**  
Lions

**Primary Reference**  
Southeastern, SLU

**PMS Colors**  
PMS 357 Green  
PMS 123 Gold

**HEX Colors**  
Green 215732  
Gold ffc72c  
White ffffff



## PRIMARY LOGO



## PRIMARY LOCK UP



## FIELD/COURT LOCK UP



## UNIFORM LOCK UP



# TEXAS A&M-COMMERCE

**Nickname**  
Lions

**Primary Reference**  
Texas A&M-Commerce, A&M-Commerce, TAMUC

**PMS Colors**  
2955 Blue  
124c/7406u Gold

**HEX Colors**  
Blue 00386c  
Gold f1b20f  
White ffffff



## PRIMARY LOGO



## PRIMARY LOCK UP



## FIELD/COURT LOCK UP



## UNIFORM LOCK UP



# TEXAS A&M-CORPUS CHRISTI

## Nickname

Islanders

## Primary Reference

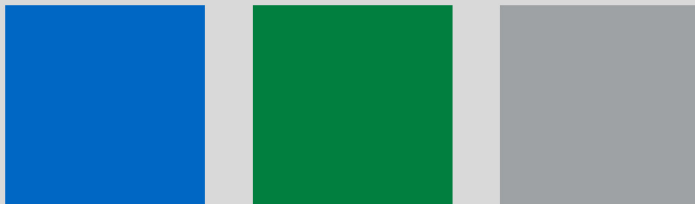
Texas A&M-Corpus Christi, A&M-Corpus Christi, TAMUCC

## PMS Colors

300 C Islander Blue  
PMS 348 C Islander Green  
PMS 422 C Silver

## HEX Colors

Blue 0067c5  
Green 007f3e  
Silver 9ea2a4



## PRIMARY LOGO



## PRIMARY LOCK UP



## FIELD/COURT LOCK UP



## UNIFORM LOCK UP



# UTRGV

## Nickname

Vaqueros

## Primary Reference

UTRGV

## PMS Colors

PMS 1655 Orange

PMS 10 Cool Gray

## HEX Colors

Orange ff5e17

Gray 646469

White ffffff



## PRIMARY LOGO



## PRIMARY LOCK UP



## FIELD/COURT LOCK UP



## UNIFORM LOCK UP





---

**UNIFORM APPLICATIONS**

**BASEBALL**

The secondary SLC patch shall be used on the left arm sleeve, either upper or lower, of the **baseball uniform** in the school's one color identity. The size for the patch is:



A helmet decal is also to be used on the back of the helmet in the school's one color identity. The size for the decal is:

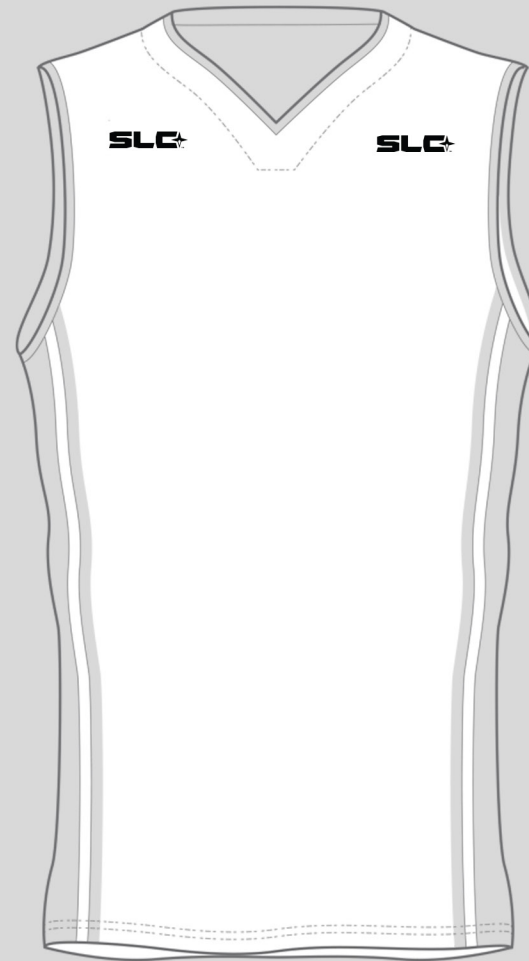


**BASKETBALL**

The secondary SLC patch shall be used on either the left or right side of the front of the **basketball uniform** in the school's one color identity. The size for the patch is:



3.0"

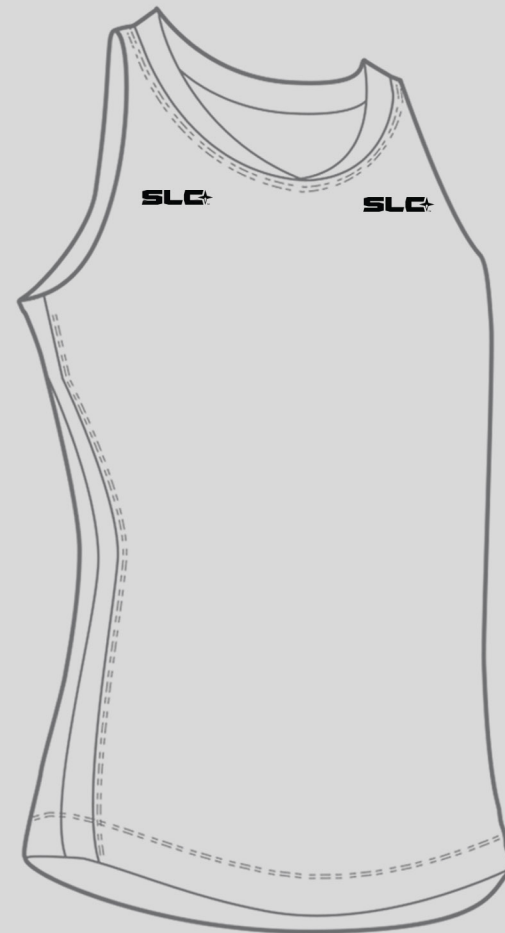


**BEACH VOLLEYBALL**

The secondary SLC patch shall be used on either the left or right side of the front of the **beach volleyball uniforms** in the school's one color identity. The size for the patch is:



2.5"



**FOOTBALL**

The secondary SLC patch shall be used on either the left or right side on the front of the **football uniform** in the school's one color identity. The size for the patch is:



A helmet decal is also to be used on the back of the helmet in the school's one color identity. The size for the decal is:



**GOLF**

The secondary SLC patch shall be used on either the left or right sleeve of the **golf uniforms** in the school's one color identity. The size for the patch is:

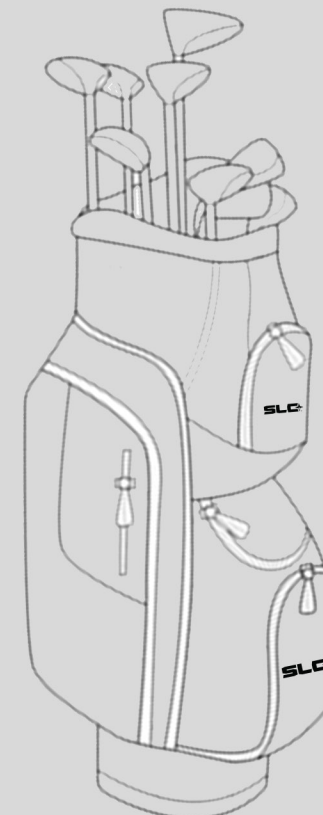


2.5"

A secondary patch is also to be used on the front portion of the golf bag in the school's one color identity. The size for the patch is:



3.0"



**SOCCER**

The secondary SLC patch shall be used on either the left or right sleeve of the **soccer uniform** in the school's one color identity. The size for the patch is:



3.0"



## SOFTBALL

The secondary SLC patch shall be used on the left arm sleeve, either upper or lower, of the **softball uniform** in the school's one color identity. The size for the patch is:



A helmet decal is also to be used on the back of the helmet in the school's one color identity. The size for the decal is:



**TENNIS**

The secondary SLC patch shall be used on either the left or right sleeve or the left or right side of the chest of the **tennis uniform** in the school's one color identity. The size for the patch is:

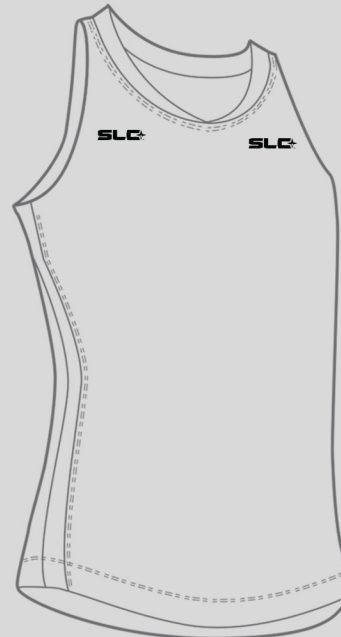
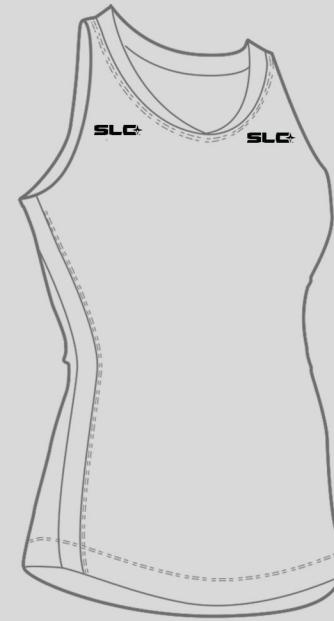


**TRACK & FIELD/CROSS COUNTRY**

The secondary SLC patch shall be used on either the left or right side of the front of the **cross country and track & field uniforms** in the school's one color identity. The size for the patch is:



2.5"



**VOLLEYBALL**

The secondary SLC patch shall be used on either the left or right sleeve of the **indoor volleyball uniform** in the school's one color identity. The size for the patch is:

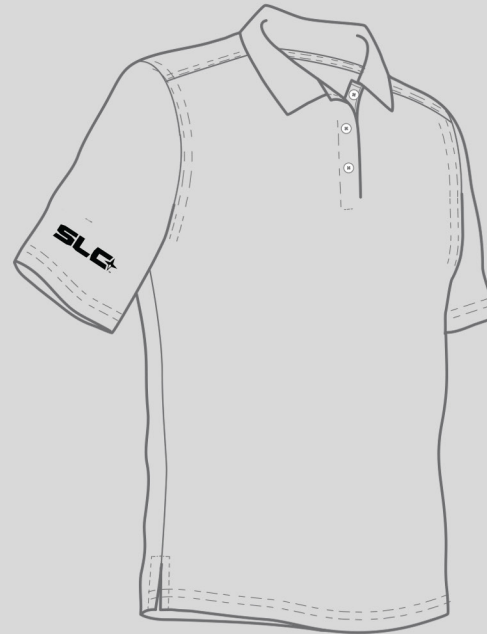


3.0"



## GAMEDAY ATTIRE

The secondary SLC patch shall be used on either the left or right sleeve of **gameday attire** in the school's one color identity. The size for the patch is:

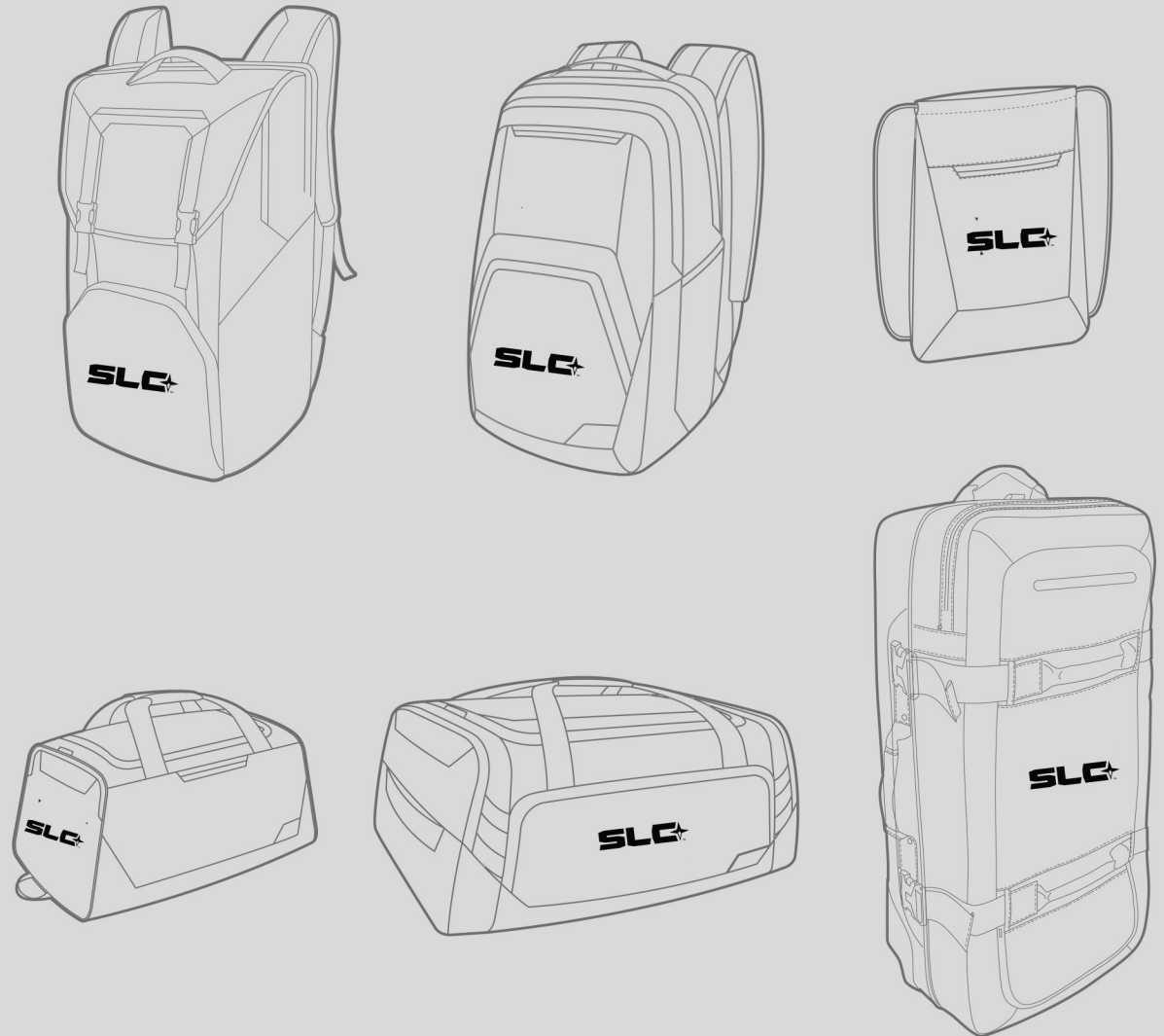


**ADDITIONAL APPAREL**

The secondary SLC patch shall be used on open areas of **additional apparel** in the school's one color identity. The size for the patch is:



3"





---

**SURFACE APPLICATIONS**

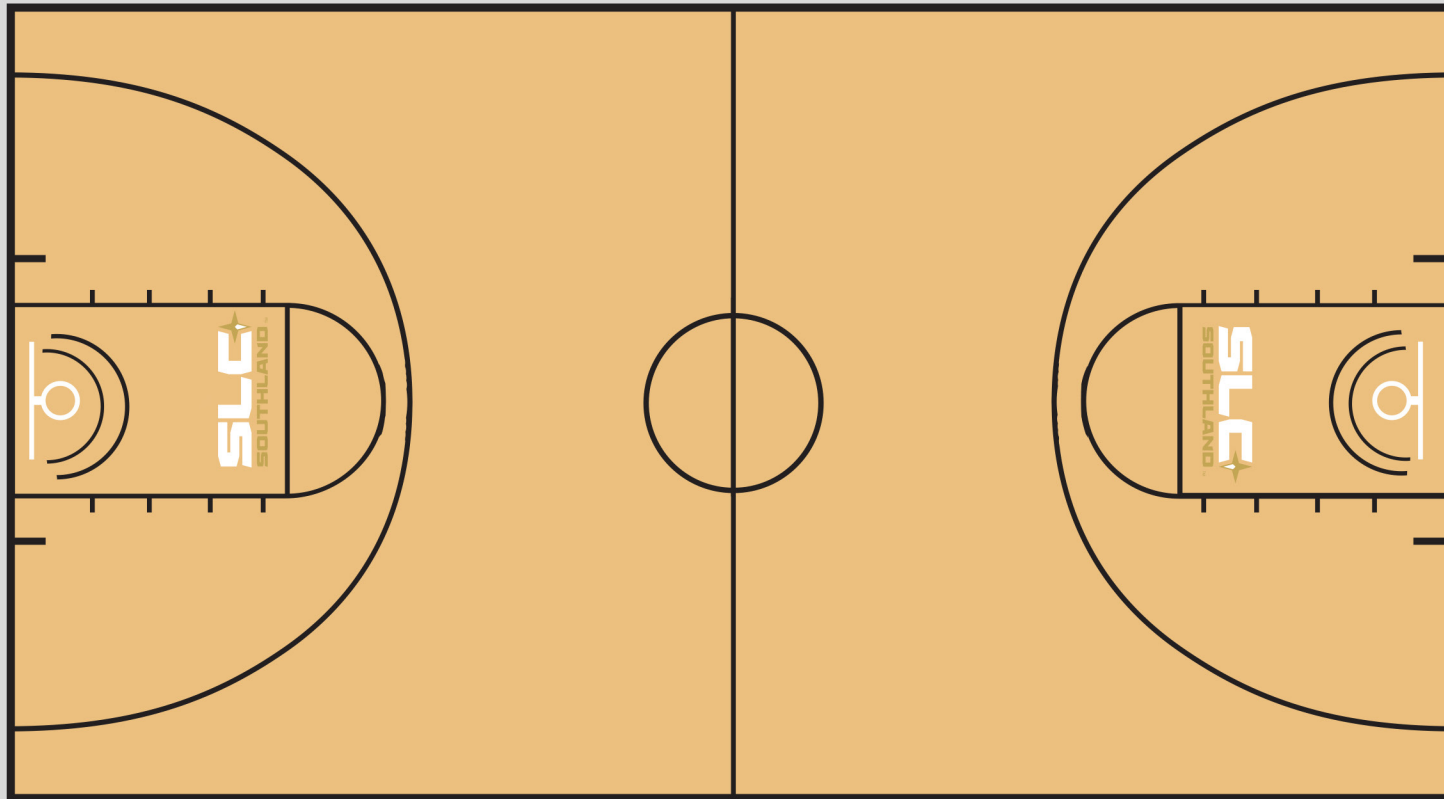
**BASEBALL/SOFTBALL**

The primary SLC logo with shall be used with the white SLC and the school's approved colors in the wordmark and compass on the field, while the secondary logo may be used on backstop padding or interior outfield walls



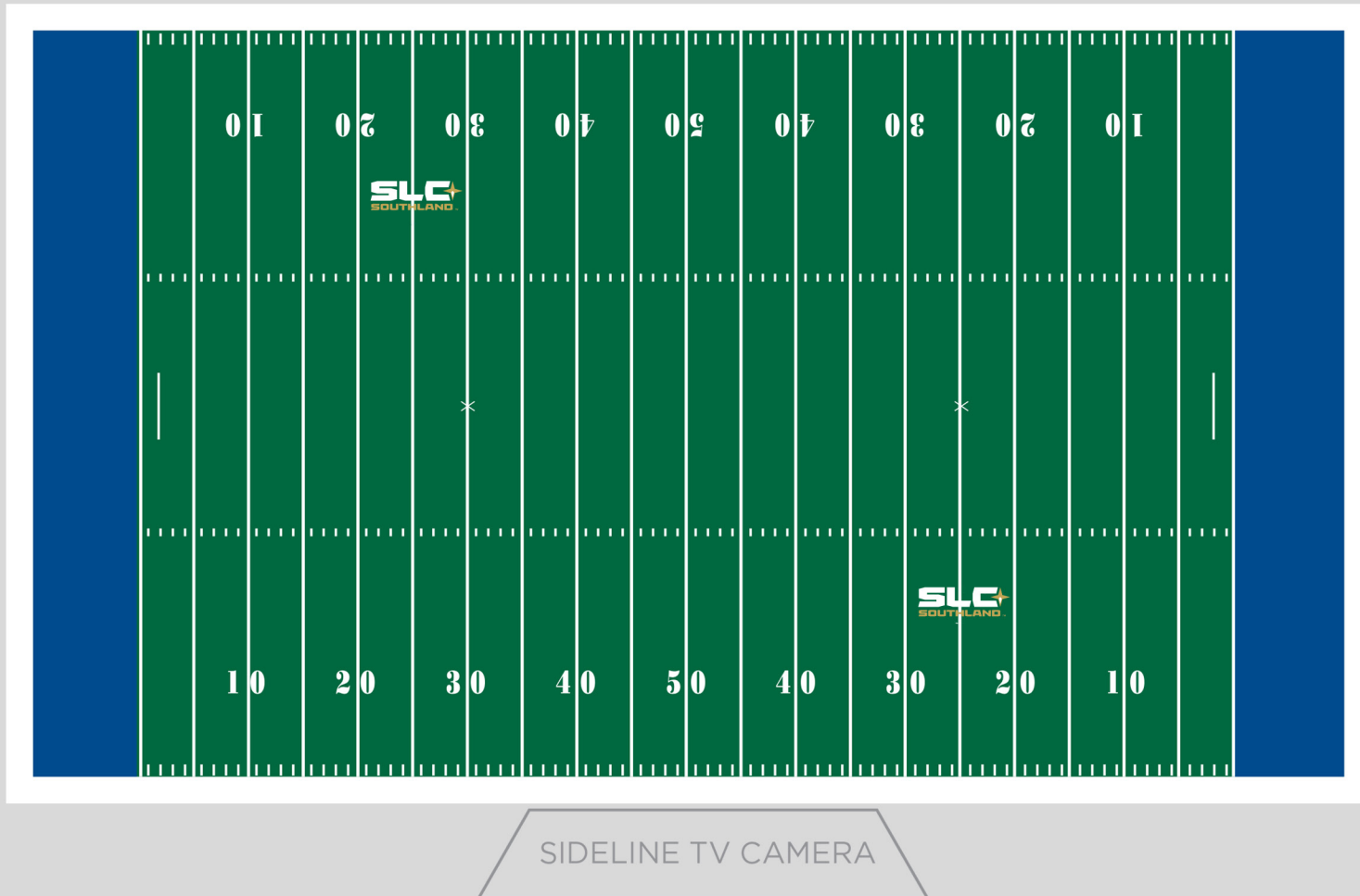
**BASKETBALL**

The primary SLC logo with shall be used with the white SLC and the school's approved colors in the wordmark and compass inside both free throw lanes facing the shooter



**FOOTBALL**

The primary SLC logo with shall be used with the white SLC and the school's approved colors in the wordmark and compass. The logos should be painted diagonally from each other and facing the pressbox on the 25 yard line



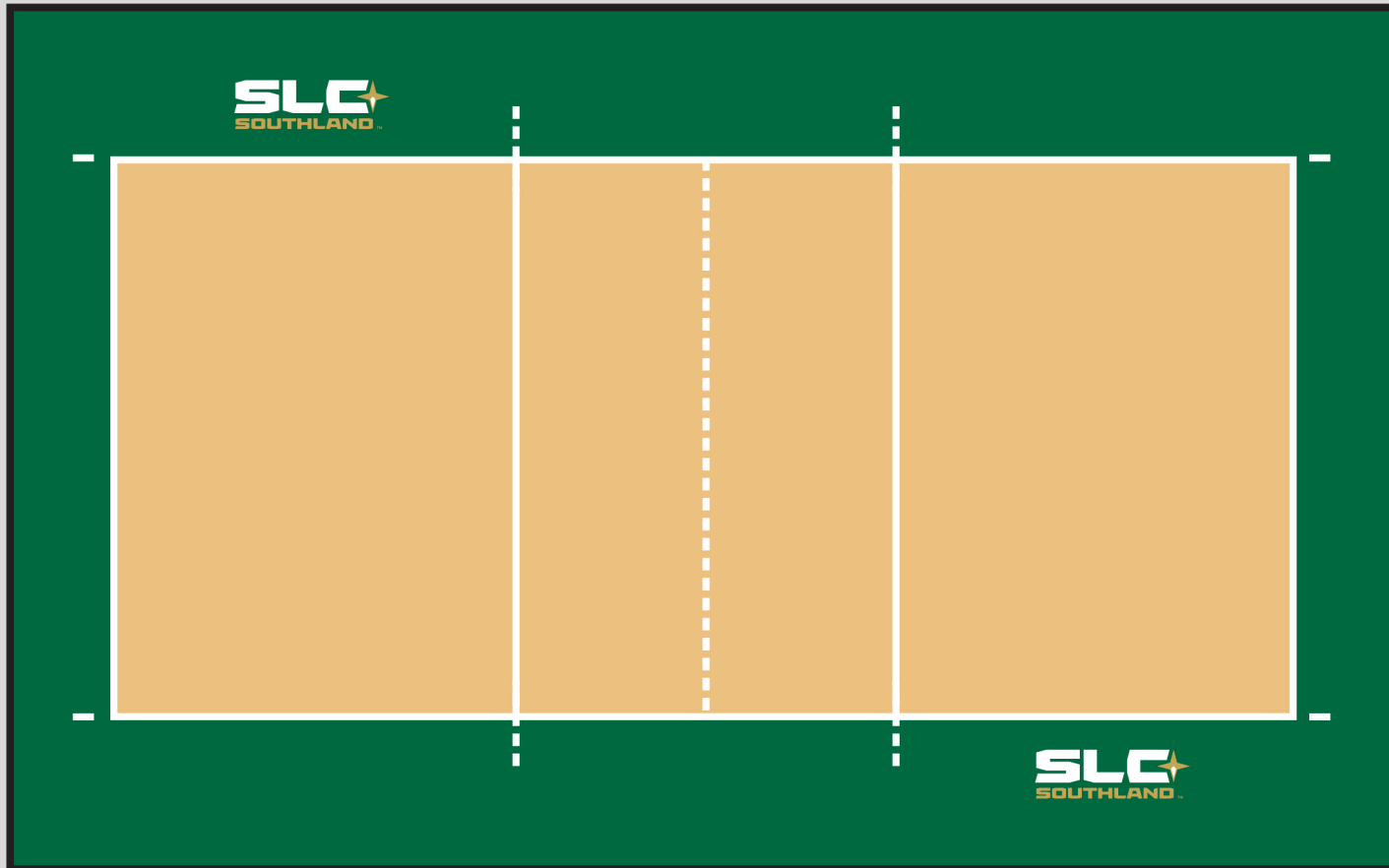
**SOCCER**

The primary SLC logo with shall be used with the white SLC and the school's approved colors in the wordmark and compass. The logos should be painted diagonally from each other and facing the pressbox.



## VOLLEYBALL

The primary SLC logo with shall be used with the white SLC and the school's approved colors in the wordmark and compas.



## **OTHER SURFACES**

### **BEACH VOLLEYBALL**

Minimum of two banners in venue.

### **CROSS COUNTRY**

The primary SLC logo with shall be painted with the white SLC and the school's approved colors in appropriate areas or minimum of two banners.

### **GOLF**

The primary SLC logo with shall be painted with the white SLC and the school's approved colors in appropriate areas or minimum of two banners.

### **TENNIS**

Minimum of two banners in venue.

### **TRACK & FIELD**

Minimum of two banners in venue.