

A large, faint watermark of the Southern Wesleyan University Warriors logo is visible in the background. It features a stylized lion's head with a star on its forehead, set within a circular frame with a jagged, star-like border.

SOUTHERN WESLEYAN UNIVERSITY

WARRIORS

ATHLETICS
BRANDING
GUIDE

V2.0

GENERAL GUIDELINES

The logos, word marks, and typeface within this document form the visual brand for Warrior Athletics of Southern Wesleyan University. The Warrior brand was developed as a cornerstone for Warrior Athletics, consistently representing “Team SWU” through the four pillars of Warrior athletics:

Spiritual Development

Academic Success

Community Service

Athletic Excellence

USAGE OF WARRIOR ATHLETIC BRAND

While this is not the primary university brand, the Warrior Athletics brand is allowed to be used by all SWU offices for promotional giveaway items, apparel, visual presentations, and wall graphics within campus offices. For stationary and official documentation (letterhead, envelopes, business cards, forms, etc.), the Warrior brand should only be used by the Office of Athletics and Office of Admissions.

These logos should never be manipulated except by the Office of Marketing. The Office of Athletics and Office of Marketing have the authority to monitor the use of the Warrior brand to ensure its integrity.

Please contact the Office of Marketing for questions about proper usage and to secure proper artwork files.

Note: This is not the primary visual brand (logos, wordmarks, and typeface) of the university. Please refer to the university brand guide for more information.

COLOR PALETTE

Warrior Blue is the official blue of the Athletic Department. This color should be primary over the official University Blue in all Athletic materials and items. All other colors below with the exception of PMS 288 + PMS 2707 may be used as primary colors.



PMS 286 – WARRIOR BLUE

CMYK: C92 M59 Y0 K0

RGB: R0 G51 B160

HEX: #0033A0

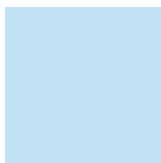


PMS 288 – UNIVERSITY BLUE

CMYK: C100 M69 Y6 K29

RGB: R33 G55 B109

HEX: #21376D



PMS 2707

CMYK: C22 M3 Y1 K0

RGB: R195 G215 B238

HEX: # C3D7EE



PMS 7543

CMYK: C31 M13 Y13 K5

RGB: R152 G164 B174

HEX: #98A4AE

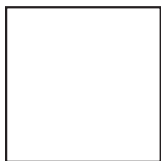


PMS PROCESS BLACK

CMYK: C0 M0 Y0 K100

RGB: R0 G0 B0

HEX: #000000



WHITE

CMYK: C0 M0 Y0 K0

RGB: R255 G255 B255

HEX: #FFFFFF

PRIMARY LOGOS

These primary logos are the heart and soul of the visual brand for Warrior Athletics. The primary logos for Warrior athletics consist of the Warrior helmet, the athletics "SWU" nameplate, and the combination of the two. These visual marks communicate the fierceness of our competition and, at the same time, our commitment to one true King (Jesus) for whom we live and serve.

In almost all scenarios, it is best to use one of the primary logos over a secondary logo option. The primary logos are the most versatile in use, and with consistent use, are becoming the most recognized marks for Warrior Athletics.

The primary logos may not be modified in any way. Please give adequate space around each logo when used (at least 1/4" of space). One of the primary logos must appear on all official communications from the Office of Athletics.



The Warrior helmet logo is the central image for Warrior Athletics and stands as a visual representation of our commitment to athletic excellence and, more importantly, to having a servant's heart even in the midst of competition. These are the only variations of the stand-alone Warrior helmet logo that may be used.

A1



A2



A3



A4



A5



B

This combination of the Warrior helmet and the “SWU” nameplate is the most versatile and descriptive of the Warrior Athletics brand. Therefore, this logo should be given preference of use over all other marks.

B1



B2



B3



B4



B5





The “SWU” nameplate should be used least of the primary marks, as it does not include the Warrior helmet. This can be used for athletic uniforms or apparel.

C1



C2



C3



C4



C5



SECONDARY LOGOS

The secondary logos provide options within the Warrior Athletics brand for specific applications of the brand or when a primary logo does not work best. Generally, the primary logos should still always be given preference over the secondary logos for usage.

Just as for the primary logos, the secondary logos may not be modified in any way. Please give adequate space around each logo when used (at least 1/4" of space).



This is the full nameplate for Warrior Athletics that includes the full name “Southern Wesleyan University” within the logo. This should be used sparingly in situations where all information needs to be expressed in one logo. This logo cannot be used in situations where a small logo is needed or in embroidery as all text needs to be readable.

D1



D2



D3



D4



D5





The primary use for this variation is athletic jerseys. The stacked versions may be separated with jersey numerals or the Warrior helmet (A1-A5). These also can be arched per approval.

E1

SOUTHERN WESLEYAN

E2

SOUTHERN WESLEYAN

E3

SOUTHERN WESLEYAN

E1 STACKED

**SOUTHERN
WESLEYAN**

E2 STACKED

**SOUTHERN
WESLEYAN**

E3 STACKED

**SOUTHERN
WESLEYAN**



The primary use for this variation is athletic jerseys. This variation can be arched per approval.

F1

WARRIORS

F2

WARRIORS

F3

WARRIORS

F1 OUTLINE

WARRIORS

F2 OUTLINE

WARRIORS

F3 OUTLINE

WARRIORS

SPORT-SPECIFIC LOGOS

Individual teams have individualized logos. Logos A1–A5, B1–B5, and C1–C5 have been combined with the team name set in the Warrior font. Samples are pictured. For consistency and brand integrity purposes, these should not be created but the artwork should be requested from the Office of Marketing.



BASEBALL



BASKETBALL



BASEBALL

BASKETBALL

CROSS COUNTRY

GOLF

LACROSSE

SOCCER

SOFTBALL

TENNIS

TRACK & FIELD

TRIATHLON

VOLLEYBALL

WARRIORS SEALS

G1-G5 is the seal for the Warrior Club. It should only be used when necessary on Warrior Club items. H1-H5 is a Warrior Athletics seal. Both sets of seals require approval by the Director of Athletics before use.



OFFICIAL TYPEFACES

WARRIOR - TITLES/HEADERS TYPEFACE

Warrior should be the first choice for logos and display typography (titles, headlines, etc.) It should not be used for extended text, or printed at less than 18pt.

Instead of having lowercase letters in the font, the lowercase letters are instead just uppercase letters that have been simplified visually. When typing headlines, you should primarily use uppercase letters. However, if a headline looks too busy visually, or if two letters don't look quite right beside each other, try replacing some letters with their simplified equivalents (type them as lowercase).

Warrior is a proprietary typeface of the Warriors and should not be used for anything else, even in a modified form.

A B C D E F G H I J K L M N

O P Q R S T U V W X Y Z

A B C D E F G H I J K L M N

O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0

& ! ? / # % ' " . , : ; - - -

UNIVERS - COMPANION TYPEFACE

Univers should be used for all text typography. Condensed versions can be used in titles or other applications where space / length is an issue. When possible, it should play a secondary role when appearing alongside the Warrior typeface.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 & ! ? / # % ' " . , : ; - - -

NCAA JERSEY NUMBER REQUIREMENTS

NCAA requirements for jersey numbers, broken down by sport.

Soccer (Men's and Women's)

- Must be located on front and back of jersey
- Optional to be placed on shorts
- Must contrast and be easily distinguishable from predominant background color
- Must be at least 8" in height on the back
- Must be at least 4" in height on the front

Volleyball

- Must be at least 4" in height on the front
- Must be at least 6" in height on the back
- All numbers (front and back) must be $\frac{3}{4}$ " wide at narrowest
- Solid colored – shadow trim not to exceed $\frac{1}{2}$ "
- Back numbers must be centered
- Front – either centered upper body (upper chest, center chest, high stomach) or upper right/left shoulder area (top of number must be no more than 5" from shoulder seam"

Basketball (Men's and Women's)

- Must be located in the neutral zone (front and back)
- At least 6" in height on the back
- At least 4" in height on the front
- At least 1" wide on front and back
- One single solid color that contrasts the neutral zone with no more than $\frac{1}{2}$ " border
- Colored neckline 1" width max

Baseball

- Only required to have a number on the back and must be at least 6" in height

Softball

- At least 6" in height on the back
- Recommended to have 3" – 4" numbers on the front

