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<td>Western Carolina</td>
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<td>Wofford</td>
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</table>
The Conference currently consists of 10 members (The Citadel, ETSU, Furman, Mercer, UNCG, Samford, Chattanooga, VMI, Western Carolina and Wofford) in six states throughout the Southeast and sponsors 22 varsity sports and championships that produce participants for NCAA Division I Championships, with the addition of women’s lacrosse in 2018.

A total of 20 Rhodes Scholarship winners have been selected from conference institutions, including Wofford volleyball player Rachel Woodlee, who earned the honor four years ago. Both the SEC and the ACC grew out of the SoCon, with the SEC forming in 1933 and the ACC 20 years later. Here are a few of the famous alumni and coaches that have made up the Southern Conference:

- Stephen Curry, Davidson
- Charlie “Choo Choo” Justice, North Carolina
- Sam Huff, West Virginia
- Frank Selvy, Furman
- Arnold Palmer, Wake Forest
- Jerry West, West Virginia
- Mary Jayne Harrelson, Appalachian State
- Clint Dempsey, Furman

The Conference currently consists of 10 members (The Citadel, ETSU, Furman, Mercer, UNCG, Samford, Chattanooga, VMI, Western Carolina and Wofford) in six states throughout the Southeast and sponsors 22 varsity sports and championships that produce participants for NCAA Division I Championships, with the addition of women’s lacrosse in 2018.

The first SoCon Championship was the league basketball tournament held in Atlanta in 1922. The Southern Conference Tournament remains the oldest of its kind in college basketball. Ronnie Carr of Western Carolina made the first 3-point field goal in college basketball history in a game against Middle Tennessee State on Nov. 29, 1980.

Commissioner Ken Germann spearheaded the Southern Conference’s expansion to include women’s athletics during the 1983-84 season. That year, league women’s championships were held in volleyball, basketball and tennis. Cross country joined the mix in 1985, outdoor track and field was added in 1987 and indoor and track and field followed in 1988. Most recently, the conference instituted golf and softball championships in the spring of 1994 and added soccer in the fall of 1994.
The guidelines established in this document are meant to be followed as stated. It is the responsibility of each institution to abide by these policies.

LOGO COLORS

It is permissible for institutions to display the SoCon logo in their own school colors for placement on uniforms, on basketball playing courts and on the covers of media guides. Usage on playing fields should be limited to the color white. The standard blue, red and white colors of the logo should be utilized for all media relations applications, including websites, media guide covers, banners and signage. PMS colors for the logo are: Reflex blue, Red (485)

WEB: #001489  WEB: #DA291C

PRIMARY MARK POLICIES

The primary mark should be used in all media relations applications, in all signage and banners, and generally in all instances where available space is not a concern.

SECONDARY MARK POLICIES

The secondary mark should be used only in conjunction with uniform placement and markings on playing fields and courts.

Oponent BANNERS

All institutions are required to display banners identifying all members of the Conference in their primary basketball arena. The recommended style for institutional names is as follows: The Citadel, ETSU, Furman, Mercer, UNCG, Samford, Chattanooga, VMI, Western Carolina, Wofford.

Additionally, it is desirable but not mandatory to utilize pennants or flags with conference member names at other venues, including football stadiums, baseball, softball and soccer facilities. PMS numbers to match the appropriate colors of conference member banners, flags and pennants are listed in this document.

TRADEMARK POLICIES

The use of the primary SoCon logo should always contain the trademark “R” within the circle, just beneath the letter n in the word SoCon.

MEDIA RELATIONS POLICIES

The SoCon logo must appear on all institutional media guides for all championship sports sanctioned by the Conference on either the front or back cover. It is required that at least one page of the guide be devoted to information on the Conference.

The SoCon logo must appear on the front page of each member institution’s official athletic department website with a link to the Conference’s website (www.soconsports.com).
SOCON LOGO PLACEMENT: PLAYING FIELDS/COURTS

FOOTBALL

It is mandatory that the SoCon logo be displayed on all home football fields. Use of the SoCon logo may not obliterate or cover up any yard lines, hash marks or sidelines per NCAA rules. The logo must appear somewhere between the 20 and 40-yard lines facing the near sideline to the right of the 50-yard line. When used facing both sides of the field, the two logos will essentially be diagonal to each other and facing opposite directions. The mark should appear completely white in color. The Conference office will provide field stencils of the secondary mark to each institution if need be.

BASKETBALL

It is mandatory that the SoCon logo be displayed on all basketball playing courts. The preferred application is the secondary mark (the word SOCON without the background circle) in the lane, facing the shooter as he/she stands at the foul line. A secondary, less desirable, application would be use of the logo between the mid-court line and the foul lane, facing the near sideline on both halves of the court. The two logos would essentially be diagonal to each other and facing opposite directions.

BASEBALL, SOCCER, LACROSSE

The SoCon logo must be visible at the playing venue, whether through a field stencil or through prominent signage. Examples in the above two sports include:

- The SoCon logo (the word SOCON without the background circle) behind home plate on the baseball field;
- The logo on the outfield wall or on the facing of the press box;
- The logo on the soccer or lacrosse field, on one side of the midfield area;

OTHER SPORTS

It is strongly recommended that SoCon signage be visible at all venues hosting events in such Conference sports as tennis, track & field, volleyball, etc.
All participating teams in the following sports – men’s and women’s basketball, men’s and women’s soccer, baseball, softball, football, volleyball and lacrosse – are expected to either wear SoCon logo patches or have the SoCon logo screened onto their home and road uniforms. Institutions are responsible for all costs associated with screening and/or sewing patches onto uniforms.

All NCAA guidelines regarding the size of the SoCon logo are to be followed (bylaw 12.5.4 of the NCAA Manual).

1. FOOTBALL
   - **1st option** - High on wearer’s left side of the jersey, just below the shoulder pad, facing front.
   - **2nd option** - High on wearer’s right side of the jersey, just below the shoulder pad, facing front.

2. MEN’S & WOMEN’S BASKETBALL
   - **1st option** - High on wearer’s left side of jersey.
   - **2nd option** - High on wearer’s right side of jersey.
   - **3rd option** - On the game shorts (preferably on the left leg or right leg, just above the hem, facing front).

3. MEN’S & WOMEN’S SOCCER, BASEBALL, SOFTWARE, LACROSSE
   - **1st option** - Left sleeve of jersey, facing the side, approximately three inches above the bottom of the sleeve.
   - **2nd option** - Right sleeve of jersey, facing the side, approximately three inches above the bottom of the sleeve.
   - **3rd option** - Place on wearer’s left chest.

4. VOLLEYBALL
   - **1st option** - High on wearer’s left side of jersey, facing front.
   - **2nd option** - High on wearer’s right side of jersey, facing front.

5. WRESTLING, TRACK & FIELD, CROSS COUNTRY, TENNIS, GOLF
   - While there are no mandatory uniform uses of the logo in these individual sports, any usage of the SoCon logo is helpful to the overall goal of strengthening the affiliation between the institution and the conference. Potential applications include warmup apparel, jerseys, golf bags, shorts, duffel bags, etc.
CHAMPIONSHIP LOGOS
SPORT LOGOS
<table>
<thead>
<tr>
<th>Name</th>
<th>Nickname</th>
<th>Abbreviation</th>
<th>Proper Name</th>
<th>Other Approved Abbreviations and Nicknames</th>
<th>DO NOT USE</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Citadel</td>
<td>Bulldogs</td>
<td>CIT</td>
<td>The Citadel</td>
<td>Citadel</td>
<td></td>
</tr>
<tr>
<td>ETSU</td>
<td>Buccaneers</td>
<td>ETSU</td>
<td>East Tennessee State University</td>
<td>FU</td>
<td></td>
</tr>
<tr>
<td>Furman</td>
<td>Paladins</td>
<td>FUR</td>
<td>Furman University</td>
<td>UNCG Greensboro or Greensboro</td>
<td></td>
</tr>
<tr>
<td>Mercer</td>
<td>Bears</td>
<td>MER</td>
<td>Mercer University</td>
<td>SU</td>
<td></td>
</tr>
<tr>
<td>UNCG</td>
<td>Spartans</td>
<td>UNCG</td>
<td>The University of North Carolina at Greensboro</td>
<td>UNCG Greensboro or Greensboro</td>
<td></td>
</tr>
<tr>
<td>Samford</td>
<td>Bulldogs</td>
<td>SAM</td>
<td>Samford University</td>
<td>UT Chattanooga or Tennessee Chattanooga or Chatt or Chatty or Moccasins</td>
<td></td>
</tr>
<tr>
<td>Chattanooga</td>
<td>Mocs</td>
<td>UTC</td>
<td>University of Tennessee at Chattanooga</td>
<td></td>
<td></td>
</tr>
<tr>
<td>VMI</td>
<td>Keydets</td>
<td>VMI</td>
<td>Virginia Military Institute</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Western Carolina</td>
<td>Catamounts</td>
<td>WCU</td>
<td>Western Carolina University</td>
<td>W. Carolina</td>
<td>WC</td>
</tr>
<tr>
<td>Wofford</td>
<td>Terriers</td>
<td>WOF</td>
<td>Wofford College</td>
<td>WC or WoCo</td>
<td></td>
</tr>
<tr>
<td>Southern Conference</td>
<td>SoCon</td>
<td>SoCon</td>
<td>Southern Conference</td>
<td>Southern</td>
<td></td>
</tr>
</tbody>
</table>

**Explanation of Categories**

**Name**
This is the school's preferred name. Use this in graphics and when speaking about the school.

**Nickname**
Mascot.

**Abbreviation**
This is the school's primary abbreviation. Use this in graphics/score bug or when a 3-4 letter abbreviation is necessary. Please use these consistently... if using CIT please use SAM not Samford.

**Proper Name**
This is the full name of the institution. This is typically used during formal events or in PSAs

**Other Approved Abbreviation**
Only use these if necessary. Please use these consistently. Only use Cadets for The Citadel if necessary... this should NEVER be used in graphics of any type; it is only for speaking and press releases.

**DO NOT USE**
Do not refer to the schools by these names and abbreviations. The schools may use some of these, but they are only approved for internal use.

**Order**
When listing the schools, use the following order:
The Citadel, ETSU, Furman, Mercer, UNCG, Samford, Chattanooga, VMI, Western Carolina, Wofford
<table>
<thead>
<tr>
<th>Institution</th>
<th>Approved Logo(s)</th>
<th>Web</th>
<th>PMS Colors</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Citadel</td>
<td></td>
<td></td>
<td>Citadel Blue (298) Navy Blue (289)</td>
<td>The first logo is the primary mark, followed by the secondary.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Institution Blue (279)</td>
<td></td>
</tr>
<tr>
<td>ETSU</td>
<td></td>
<td></td>
<td>Blue (282) Gold (123)</td>
<td>The blue E can stand alone only if it is on a white background. The</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>second logo can be used on any background. The gold E should be</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>used with a blue background and the blue E should be used with a</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>gold background.</td>
</tr>
<tr>
<td>Furman</td>
<td></td>
<td></td>
<td>Purple (268) White</td>
<td>The first logo is Furman’s primary mark, followed by the secondary.</td>
</tr>
<tr>
<td>Mercer</td>
<td></td>
<td></td>
<td>Orange (716) Black</td>
<td>Both logos are primary depending on the sport. The MU logo is</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>associated with baseball, softball and men’s and women’s soccer.</td>
</tr>
<tr>
<td>UNCG</td>
<td></td>
<td></td>
<td>Gold (116) Navy (281) White</td>
<td>This is the only logo that should be used.</td>
</tr>
<tr>
<td>Samford</td>
<td></td>
<td></td>
<td>Blue (289) Red (200)</td>
<td>Samford maintains a suite of on-brand spirit marks. While the full</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>signature spirit mark is preferred, the spirit wordmark, Sam-dot</td>
</tr>
<tr>
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<td></td>
<td>and Sam-U are also acceptable. The choice of spirit mark should</td>
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<td>be dictated by the product to which it is being applied in terms of</td>
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<td></td>
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<td></td>
<td></td>
<td>space and style. Accordingly, horizontal versions of the full</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>signature and Sam-dot also are available.</td>
</tr>
<tr>
<td>Chattanooga</td>
<td></td>
<td></td>
<td>Blue (295) Old Gold (124)</td>
<td>The first logo should always be the first one used. The second</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>logo is for use on dark backgrounds.</td>
</tr>
<tr>
<td>VMI</td>
<td></td>
<td></td>
<td>Red (186) Gold (116) Black</td>
<td>The first logo is the primary mark and should always be the first</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>one used. The second logo is a black and white option.</td>
</tr>
<tr>
<td>Western Carolina</td>
<td></td>
<td></td>
<td>Purple (267) Gold (872)</td>
<td>This is the only logo that should be used. The second logo is the</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>one-color option.</td>
</tr>
<tr>
<td>Wofford</td>
<td></td>
<td></td>
<td>Vegas Gold (873) Black</td>
<td>The black logo is the primary mark and should always be the first</td>
</tr>
<tr>
<td></td>
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<td></td>
<td></td>
<td>one used. If it is a dark background, the gold logo can be used.</td>
</tr>
<tr>
<td></td>
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<td></td>
<td>The white logo acts as their tertiary mark. The Terrier head is to</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>be used for TV purposes only.</td>
</tr>
<tr>
<td>SoCon</td>
<td></td>
<td></td>
<td>Reflex Blue Red (485)</td>
<td></td>
</tr>
</tbody>
</table>
APPENDIX B

THE CITADEL is the owner of all rights, title and interest in and to the following Indicia, which includes trademarks, service marks, trade names, designs, logos, seals and symbols.

DECEMBER 02, 2014

THE CITADEL BULLDOGS

INSTITUTIONAL MARK

INSTITUTIONAL MARKS

SCHOOL SEAL

ADDITIONAL PERTINENT INFORMATION

NOTE: The marks of The Citadel are controlled under a licensing program administered by The Collegiate Licensing Company. Any use of these marks will require written approval from The Collegiate Licensing Company.

In addition to the Indicia shown above, any Indicia adopted hereafter and used or approved for use by THE CITADEL shall be deemed to be additions to the Indicia as though shown above and shall be subject to the terms and conditions of the Agreement.
All information relevant to this entity is available on the last page of this style guide. / Digital art distributed by J. Patton • Phone: 770-612-0400 • Fax: 770-612-0439 • Web: www.jpattonondemand.com

The marks East Tennessee State University are controlled under a licensing program administered by Strategic Marketing Affiliates. Any use of these marks will require written approval from Strategic Marketing Affiliates.
**COLOR INFORMATION**

- **BLUE**
  - PANTONE 282

- **GOLD**
  - PANTONE 123

**VERBIAGE**

- East Tennessee State University®
- ETSU®
- Buccaneers™
- ETSU Buccaneers™
- Bucs™
- Quillen College of Medicine™
- Bill Gatton College of Pharmacy™
- ETSU University School™
- University School™
- Little Bucs™

**GENERAL INFORMATION**

- **Location:** Johnson City, TN
- **Nickname:** Buccaneers
- **Mascot:** Bucky
- **Established Date:** 1911
- **Conference:**
  - Atlantic Sun Conference - NCAA Div. I
  - Southern Conference - NCAA Div. I FCS (July 1, 2014)

**ADDITIONAL PERTINENT INFORMATION**

- University seal permitted on products for resale: YES
- Limited use permitted - graduation related items, stationery, and official and legal documents.
- Alterations to seal permitted: NO
- Overlaying / intersecting graphics permitted with seal: NO
- University licenses consumables: YES
- University licenses health & beauty products: YES
- University permits numbers on products for resale: YES
- Mascot caricatures permitted: YES
- Athletic Approval Required
- Cross licensing with other marks permitted: YES
- NO USE of current player’s name, image, or likeness is permitted on commercial products in violation of NCAA rules and regulations.
- NO REFERENCES to alcohol, drugs, or tobacco related products may be used in conjunction with University marks.

You must use the approved *PANTONE colors listed on this page. The colors on this page are not intended to match the PANTONE color standards.

For the PANTONE color standards, refer to the current editions of the PANTONE color publications. *PANTONE® is a registered trademark of PANTONE, Inc.
APPENDIX B

FURMAN UNIVERSITY is the owner of all rights, title and interest in and to the following Indicia, which includes trademarks, service marks, trade names, designs, logos, seals and symbols.

NOTE: The marks of Furman University are controlled under a licensing program administered by The Collegiate Licensing Company. Any use of these marks will require written approval from The Collegiate Licensing Company.
Guidelines for the Mercer University brand.

LINK TO QUICK REFERENCE >>
Athletic and Spirit Marks

Mercer University athletics identity elements — or “spirit marks” — are for use by the University’s Athletics Department and University-sanctioned teams, spirit and student organizations. Mercer’s athletics spirit marks include the Block M logo, the Mercer spirit wordmarks, the interlocking MU, and the bear head.

As with the University wordmark, the spirit marks may not be altered in any way. They may only be used in the manner displayed in the Style Guide.

The Mercer athletics spirit marks in various digital formats may be downloaded here. Users will need their Mercer log-in and password (same as your email log-in and password) to access the files. For assistance with downloading logo files, contact the Office of Marketing Communications.
APPENDIX B

THE UNIVERSITY OF NORTH CAROLINA AT GREENSBORO is the owner of all rights, title and interest in and to the following Indicia, which includes trademarks, service marks, trade names, designs, logos, seals and symbols.

JUNE 12, 2014

THE UNIVERSITY OF NORTH CAROLINA AT GREENSBORO

All marks may also be used in one-color navy or black by using the navy plate.

<table>
<thead>
<tr>
<th>PRIMARY MARK</th>
<th>SECONDARY MARKS</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
<th>9</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNCG</td>
<td>UNCG</td>
<td>UNCG</td>
<td>UNCG</td>
<td>UNCG</td>
<td>UNCG</td>
<td>UNCG</td>
<td>UNCG</td>
<td>UNCG</td>
<td>UNCG</td>
<td>UNCG</td>
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<td></td>
</tr>
</tbody>
</table>

Mark #7 must be used in conjunction with University name or UNCG.

COLOR INFORMATION

You must use the approved University colors or the "PANTONE" colors listed on this page. The colors on this page are not intended to match the PANTONE color standards. For the PANTONE color standards, refer to the current edition of the PANTONE color publications. "PANTONE" is a registered trademark of PANTONE, Inc.

<table>
<thead>
<tr>
<th>SCHOOL COLORS</th>
<th>PANTONE COLORS</th>
<th>THREAD COLORS</th>
</tr>
</thead>
<tbody>
<tr>
<td>BLUE</td>
<td>PANTONE 281</td>
<td>MADEIRA 1242</td>
</tr>
<tr>
<td>GOLD</td>
<td>PANTONE 116</td>
<td>RA 2439</td>
</tr>
<tr>
<td>METALLIC SILVER</td>
<td>PANTONE 877</td>
<td>GS/SULKY 1200</td>
</tr>
<tr>
<td>ALTERNATE SILVER</td>
<td>PANTONE COOL GRAY 5</td>
<td>RA 2466</td>
</tr>
<tr>
<td>WHITE</td>
<td>WHITE</td>
<td>GS/SULKY 1083</td>
</tr>
<tr>
<td></td>
<td></td>
<td>MADEIRA 1118</td>
</tr>
<tr>
<td>MEI</td>
<td>MEI</td>
<td>RA 2741</td>
</tr>
<tr>
<td></td>
<td></td>
<td>GS/SULKY 1011</td>
</tr>
</tbody>
</table>

Note: The marks of The University of North Carolina at Greensboro are controlled under a licensing program administered by The Collegiate Licensing Company. Any use of these marks will require written approval from The Collegiate Licensing Company.

VERBIAGE

The University of North Carolina at Greensboro™
UNC Greensboro™
UNCG Spartans™
UNCG ®
Spartans™
Let’s Go G™

GENERAL INFORMATION

LOCATION: GREENSBORO, NC
MAJOR: SPARTANS
MAJOR'S NAME: N/A
BASKETBALL CONFERENCE: SOUTHERN CONFERENCE

INSTITUTIONAL MARKS

THE UNIVERSITY OF NORTH CAROLINA
GREENSBORO

INSTITUTIONAL MARKS

THE UNIVERSITY OF NORTH CAROLINA
GREENSBORO

SCHOOL SEAL

UNCG

ADDITIONAL PERTINENT INFORMATION

- University seal permitted on products for resale:
- Alterations to seal permitted:
- Overlaid or intersecting graphics permitted with seal:
- University licenses consumables:
- University licenses health & beauty products:
- University permits numbers on products for resale:
- Mascot caricatures permitted:
- Cross licensing with other marks permitted:
- No use of current player's name, image, or likeness is permitted on commercial products in violation of NCAA rules and regulations.
- No references to alcohol, drugs, or tobacco related products may be used in conjunction with University marks.

NOTE: The University of North Carolina at Greensboro is controlled under a licensing program administered by The Collegiate Licensing Company. Any use of these marks will require written approval from The Collegiate Licensing Company.

In addition to the Indicia shown above, any Indicia adopted hereafter and used or approved for use by THE UNIVERSITY OF NORTH CAROLINA AT GREENSBORO shall be deemed to be additions to the Indicia as though shown above and shall be subject to the terms and conditions of the Agreement.
Uniforms are only blue, red or a neutral color (gray, white, etc.).
Color Palette

Color is perhaps the strongest driver of emotion and recall among all brand identity components. Samford’s color palette is anchored by the legacy of its red and blue, while bolstered by the brightness and charm of its supporting palette. Collectively, the official color palette communicates Samford’s story of leadership and sophistication.

These color standards should be used for all communication products. For prestige communications—as with the Office of the President—assorted metallic colors may be introduced, and the color ratios detailed here may give way to more neutral tones and blue.

Samford’s two primary colors are red and blue, which should be used most prominently in overall ratio on a canvas. Gray, sky blue, garden green and ray yellow are secondary colors, which should be used in minority ratio relative to the primary palette.

Always obey the color values provided.
Logo Color Formats

As demonstrated below, the six primary marks exist on four background colors, all of which are in the official color palette. The full-color bell tower logo on a white background is preferred, but all of these formats are approved as on-brand options.
Typography

An effective brand identity requires consistent typography to help communicate an organization's personality. Samford's identity system maintains several typefaces for specific applications.

**CHRONICLE DECK**
The words “Samford University” in the bell tower logo are derivative of Chronicle Deck. Chronicle Deck is a mainstay display/headline font in the identity system.

**WHITNEY**
The sport-specific words in the spirit wordmarks are derivatives of Whitney.

**SPIRIT WORDMARK**
The wordmark “Samford” and “Sam” in all spirit marks are artwork rather than a specific font. They cannot be replicated in text.
Minimum Sizing

The use of properly sized logos and marks establishes a unified and professional appearance. Reproducing the bell tower logo or other official marks below a minimum size jeopardizes legibility. Never reproduce the bell tower logo or another official mark at a size smaller than the minimums provided below. Use your best judgment when applying the bell tower logo or other official marks, seeking to achieve the most desirable balance between the size of the mark, the surrounding content and the available canvas. Simply making a logo bigger is not always the best approach, as a bloated logo relative to its canvas can be as ineffective as a logo that is too small.

Print and Digital

Sizing is measured horizontally from the left edge to the right edge of the logo or mark.

The minimum size for both the horizontal and vertical orientations of the logo for print and digital applications is 1” or 72 pixels.

Size requirements apply to all logo arrangements and other official marks, not just the options represented here.

Exceptions for especially small items with limited surface area, such as pens, can be requested from the Division of Marketing and Communication.
**Spirit Marks**

Samford maintains a suite of on-brand spirit marks. While the full signature spirit mark is preferred, the spirit wordmark, Sam-dot and Sam-U are also acceptable. The choice of spirit mark should be dictated by the product to which it is being applied in terms of space and style. Accordingly, horizontal versions of the full signature and Sam-dot also are available.

**Full Signature Spirit Mark** *(preferred)*

**Spirit Wordmark** *(preferred)*

**Full Signature Spirit Mark** *(horizontal)*

**SAM-DOT** may be used singly or in conjunction with the spirit wordmark. If used in conjunction with the spirit wordmark, the marks need to be placed appropriately to avoid any feeling of redundancy or repetition (i.e., no “Sam Samford”). Do not use Sam-dot in conjunction with the full signature to avoid awkward repetition of the bulldog image.

**SAM-U** may be used singly, or in conjunction with the full signature spirit mark or spirit wordmark. If used in conjunction with the full signature or spirit wordmark, the marks need to be placed appropriately to avoid any feeling of redundancy or repetition (i.e., no “Sam Samford”).

**THE BULLDOG** may not be used singly; it must be used in conjunction with the spirit wordmark. If the bulldog and the spirit wordmark will be in close proximity, use the full signature spirit mark instead. Do not use the bulldog in conjunction with the full signature spirit mark to avoid awkward repetition of the bulldog image.

**S-DOT** may not be used singly; it must be used in conjunction with the spirit wordmark. If used in conjunction with the spirit wordmark, the marks need to be placed appropriately to avoid awkward repetition of the “S” (i.e., no “S. Samford”). Use of S-dot is strictly reserved for baseball and softball uniform caps.
Full Signature (preferred)
Samford University Brand Identity Standards Athletics Supplement

Wordmark

SAMFORD
S-dot
Baseball and softball uniform hats only
Full Signature *Horizontal*
These spirit marks are used on products that need a centered version. While only one version of each mark is shown, here, all color combinations shown on previous pages are available.
APPENDIX B

UNIVERSITY OF TENNESSEE AT CHATTANOOGA is the owner of all rights, title and interest in and to the following Indicia, which includes trademarks, service marks, trade names, designs, logos, seals and symbols.

**THE UNIVERSITY OF TENNESSEE AT CHATTANOOGA**

<table>
<thead>
<tr>
<th>PRIMARY MARKS</th>
<th>1</th>
<th>2</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="Primary Mark 1" /></td>
<td><img src="image2" alt="Primary Mark 2" /></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SECONDARY MARKS</th>
<th>3</th>
<th>4</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image3" alt="Secondary Mark 3" /></td>
<td><img src="image4" alt="Secondary Mark 4" /></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>BIRD FOOT MARK</th>
<th>ADMINISTRATIVE MARKS</th>
<th>5</th>
<th>6</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image5" alt="Bird Foot Mark" /></td>
<td><img src="image6" alt="Administrative Mark" /></td>
<td><img src="image7" alt="Primary Mark 5" /></td>
<td><img src="image8" alt="Primary Mark 6" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SCHOOL COLORS</th>
<th>PANTONE COLORS</th>
<th>THREAD COLORS</th>
</tr>
</thead>
<tbody>
<tr>
<td>BLUE</td>
<td>PANTONE 295</td>
<td>MADEIRA 1242</td>
</tr>
<tr>
<td>GOLD</td>
<td>PANTONE 124</td>
<td>MADEIRA 1025</td>
</tr>
<tr>
<td>METALLIC SILVER</td>
<td>PANTONE 877</td>
<td>RA 2242</td>
</tr>
<tr>
<td>SILVER</td>
<td>PANTONE 429</td>
<td>MADEIRA 1040</td>
</tr>
<tr>
<td>WHITE</td>
<td>WHITE</td>
<td>RA 2618</td>
</tr>
</tbody>
</table>

**VERBIAGE**

- University of Tennessee at Chattanooga™
- UTC®
- Chattanooga™
- Mocs ®

**GENERAL INFORMATION**

- LOCATION: CHATTANOOGA, TN
- MASCOT: MOCS, LADY MOCS
- MASCOT NICKNAME: SCRAPPY
- CONFERENCE: SOUTHERN CONFERENCE

**"C" MARKS**

On dark backgrounds, the C should remain gold but outlines can be inverted.

**ALUMNI MARKS**

**ADDITIONAL PERTINENT INFORMATION**

- University crest permitted on products for resale: ☒  No ☐
- Alterations to crest permitted: ☐  No ☒
- Overlaying / intersecting graphics permitted with crest: ☐  No ☒
- University licenses consumables: ☐  No ☒
- University licenses health & beauty products: ☐  No ☒
- University permits numbers on products for resale: ☐  No ☒
- Mascot caricatures permitted: ☐  No ☒
- Cross licensing with other marks permitted: ☐  No ☒
- NO USE of current player's name, image, or likeness is permitted on commercial products in violation of NCAA rules and regulations.
- NO REFERENCES to alcohol, drugs, tobacco, sex, fire arms or related products may be used in conjunction with University marks.
- PMS 151 CAN ONLY APPEAR ON THE "UT" ICON USED WITH THIS ONE WORDMARK. NO OTHER MARK FOR THE UNIVERSITY OF TENNESSEE AT CHATTANOOGA WILL BE APPROVED OR ALLOWED USING THIS PANTONE COLOR. THE ONLY COLOR COMBINATIONS FOR THIS MARK ARE ALL BLACK, ALL WHITE, OR BLACK AND PMS 151.

NOTE: The marks of the University of Tennessee, Chattanooga are controlled under a licensing program administered by Collegiate Licensing Company. Any use of these marks will require written approval from Collegiate Licensing Company.

In addition to the Indicia shown above, any Indicia adopted hereafter and used or approved for use by UNIVERSITY OF TENNESSEE AT CHATTANOOGA shall be deemed to be additions to the Indicia as though shown above and shall be subject to the terms and conditions of the Agreement.
If you wish to use anything that does not appear in this style guide, you must request approval from Dr. Diles prior to use.
Overview

This is the official NCAA Identity Standards Manual for Virginia Military Institute. It sets the official policy and standards for the design of stationery, publications, signage, digital communications, and other media.

The VMI Associate Athletic Director for External Relations in cooperation with the Office of Communications and Marketing exercises oversight of the use of VMI marks and brands.

Adhering to these standards will ensure that communications from every VMI Athletic department and office speak with a clear and uniform voice that accurately represents the image and brand of Virginia Military Institute.

It is important that we project a cohesive image to all audiences. This manual establishes consistent visual and editorial policies and covers many applications, based on official Virginia Military Institute logos and wordmarks.

The primary logo, spider, wordmarks, combination marks, and official Institute names have trademark protection, and any use of the logos, wordmarks, or official Institute names other than those prescribed in this manual is prohibited, regardless of funding source.

The Rules:
General order No. 42

Offices of VMI are covered by the Institute Identity Standards Policy, General Order No. 42 which may be found on the Chief of Staff’s page on the VMI website.

Summary:
1. No entity, internal or external to VMI, may use or alter marks, brands, or logos unless given specific authorization. Use must conform to the terms mandated when authorization is given.
2. Exceptions to standards enumerated in this manual will be considered on a case-by-case basis and are not approved unless specifically stated when authorization is given.
3. The Institute reserves the right to reject delivery of materials containing unauthorized or incorrect use of the enclosed guidelines.

Who can approve logo use:

Sample designs must be provided with each request.

- **Non-commercial** use, with no sale of products, by offices of VMI, the VMI Foundation, the VMI Alumni Association, and the VMI Keydet Club should be directed to the Director of Marketing in the VMI Office of Communications and Marketing, (540) 464-7207.

- **Commercial** use of products, including fundraising by cadet organizations and commercial or non-commercial use of products by NCAA athletic organizations, should be directed to the Associate Athletic Director for External Relations, (540) 464-7529.

- Use for **cadet club** activities is approved by the Commandant of Cadets.

The visual standards for publications and other print media ensure that communications from every department and office speak with a clear and uniform voice that best represents the image and brand of Virginia Military Institute.

Trademark Designation

Although current logos do not show the ™ or ®, they are still registered and protected as such.
Primary logo

Printing on Color Backgrounds
When printing the logo on light backgrounds, use the primary logo, wordmarks, and athletic logo.
White versions of the primary logo, wordmarks, and athletic logo should be used on dark backgrounds and photos. When printing one color or two color, always use the one-color logo.
Never use the logo in grayscale.
When possible, avoid one-color black on red or reversing red out of black.
Do not reverse a white logo out of a yellow background because it will not have sufficient contrast.

Other Color Usage
The logo can be produced in copper, gold, or silver inks or foils. The athletic logo may also be blind embossed.

For Merchandise
Screened primary logo, wordmarks, or athletic logo may be used – to give a two-color effect – only when using black ink.
The athletic spider (letter mark) consists of the interlocking letters VMI without any other associated text. Use of this letter mark without accompanying text is approved only for the Athletic Department.

Contact the Associate Athletic Director for External Relations, (540) 464-7529, to request approval of an exception.

Use only officially prepared logos. No other typefaces or combinations of typefaces are to be used.

Whenever possible primary logo, wordmarks, and athletic logo should be produced in 3 colors. The one-color logo should be used when printing two color or grayscale, except when white is considered a color.
Wordmark

Logos must be reproduced using digital files supplied by the Office of Communications and Marketing. Contact the Associate Athletic Director for External Relations, (540) 464-7529.

“Virginia Military Institute” is not to be broken between lines; it must always be on a single line.

Primary Wordmark
The primary logo with Institute and sport should be utilized to increase strategic awareness of the brand with audiences such as prospective cadets, families, advertising audiences, and those outside the Institute.

“Keydets” appears in either in Aachen Std Bold or Trajan Pro 3 Semibold typeface. “Virginia Military Institute” appears in the Museo Sans Cond 700 typeface, and the sport’s name in Museo Sans 700 or 900 typeface. No other typefaces or combinations of typefaces are to be used. Team names in this logo variation are not to use ampersands (&).

Secondary Wordmark
The letters appear in the Aachen Std Bold or Trajan Pro 3 Semibold typeface.

Primary Wordmark

<table>
<thead>
<tr>
<th>KEYDETS</th>
<th>KEYDETS</th>
</tr>
</thead>
<tbody>
<tr>
<td>MEN’S TRACK AND FIELD</td>
<td>WOMEN’S TRACK AND FIELD</td>
</tr>
</tbody>
</table>

Secondary Wordmark

<table>
<thead>
<tr>
<th>KEYDETS</th>
<th>KEYDETS</th>
</tr>
</thead>
<tbody>
<tr>
<td>TRACK</td>
<td>TRACK</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>KEYDETS</th>
<th>KEYDETS</th>
</tr>
</thead>
<tbody>
<tr>
<td>KEYDETS</td>
<td>KEYDETS</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>KEYDETS</th>
<th>KEYDETS</th>
</tr>
</thead>
<tbody>
<tr>
<td>TRACK</td>
<td>TRACK</td>
</tr>
</tbody>
</table>
Combination Marks

Combines a wordmark with the spider (letter mark).

**Secondary Combination mark with spider**

![Secondary Combination mark with spider](image)

**Abbreviated Combination mark**

![Abbreviated Combination mark](image)
Combination Marks

Combines a wordmark with the spider (letter mark).

Primary Wordmark with spider – Combination mark

Stacked Combination mark
### Sport Drilldown

<table>
<thead>
<tr>
<th>Primary Name</th>
<th>Other Approved Names</th>
<th>Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baseball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Basketball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cross Country</td>
<td>Women's Cross Country</td>
<td>VIRGINIA MILITARY INSTITUTE</td>
</tr>
<tr>
<td></td>
<td>Men's Cross Country</td>
<td>KEYDETS</td>
</tr>
<tr>
<td></td>
<td>XC</td>
<td>TRACK AND FIELD</td>
</tr>
<tr>
<td>Football</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lacrosse</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rifle</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Men’s Soccer</td>
<td>Soccer</td>
<td>VIRGINIA MILITARY INSTITUTE</td>
</tr>
<tr>
<td>Women’s Soccer</td>
<td>Soccer</td>
<td>KEYDETS</td>
</tr>
<tr>
<td>Swimming &amp; Diving</td>
<td>Women’s Swimming &amp; Diving</td>
<td>WOMEN’S TRACK AND FIELD</td>
</tr>
<tr>
<td></td>
<td>Men’s Swimming &amp; Diving</td>
<td>MENS TRACK AND FIELD</td>
</tr>
<tr>
<td>Track &amp; Field</td>
<td>Women’s Track &amp; Field</td>
<td>VIRGINIA MILITARY INSTITUTE</td>
</tr>
<tr>
<td>Water Polo</td>
<td></td>
<td>KEYDETS</td>
</tr>
<tr>
<td>Wrestling</td>
<td></td>
<td>MEN’S TRACK AND FIELD</td>
</tr>
<tr>
<td>Athletics</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Athletic Communications</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sports Medicine</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Strength &amp; Conditioning</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Ampersands (&) may only be used in specified logos styles.
Keydets: Options

<table>
<thead>
<tr>
<th>Alone</th>
<th>With sport</th>
<th>With school</th>
<th>With school and sport</th>
</tr>
</thead>
<tbody>
<tr>
<td>KEYDETS</td>
<td>KEYDETS</td>
<td>VMI KEYDETS</td>
<td>VMI KEYDETS TRACK AND FIELD</td>
</tr>
<tr>
<td>WOMEN’S SWIMMING AND DIVING</td>
<td>WOMEN’S SWIMMING AND DIVING</td>
<td>WOMEN’S SWIMMING AND DIVING</td>
<td>WOMEN’S SWIMMING AND DIVING</td>
</tr>
<tr>
<td>KEYDETS</td>
<td>KEYDETS</td>
<td>VMI KEYDETS</td>
<td>VMI KEYDETS TRACK</td>
</tr>
<tr>
<td>WOMEN’S SWIMMING AND DIVING</td>
<td>WOMEN’S SWIMMING AND DIVING</td>
<td>WOMEN’S SWIMMING AND DIVING</td>
<td>WOMEN’S SWIMMING AND DIVING</td>
</tr>
<tr>
<td>KEYDETS</td>
<td>KEYDETS</td>
<td>VMI KEYDETS</td>
<td>VMI KEYDETS TRACK AND FIELD</td>
</tr>
<tr>
<td>WOMEN’S SWIMMING AND DIVING</td>
<td>WOMEN’S SWIMMING AND DIVING</td>
<td>WOMEN’S SWIMMING AND DIVING</td>
<td>WOMEN’S SWIMMING AND DIVING</td>
</tr>
</tbody>
</table>
Clear Space

A protected area, equivalent to the width of the letter I (the slab serif), surrounds all versions of the logo. No other words except the primary logo and wordmark may be used within the protected area of the logo. However, the logo may printed on photos as a knockout or be reversed out of photos as long as the background doesn’t render the logo difficult to distinguish.

Scaling

The space between the V and the M in the spider (letter mark) should always be visible. It should appear no smaller than ½ inch high.

Combination Mark

The spider (letter mark) in the combination mark should appear no smaller than ½ inch high.
Misuses

Never

- use previous logos
- change the fonts used in the logo
- add drop shadow, outer glow, or other effects to the logo or to any elements of the logo
- render in 3-D
- disassemble the logo or the spider (letter mark)
- stretch or squash the logo
- change the colors of the logo
- swap the letter colors on the letter mark
- create your own departmental logo. Departmental logos must be requested from the Office of Communications and Marketing
- rearrange elements of the logo
- alter the alignment of elements in the logo
- apply any effects such as Microsoft “word art”
- violate the minimum required clear space
- attach any other elements to the logo
- scan and reprint the logo
- screen the logo on solid backgrounds or photographs
- use a grayscale logo – always use the one-color logo when printing one color or two color
- apply patterns to the logo (such as stripes, camo, etc.)
- apply gradients to the logo

- screen on a background image
- transparent on a background image
- crop the logo
- rotate logo
- use a white outline on the three-color logo
- overprint on a background image/patterns
- use without associated typography
- reverse logo out of background images/patterns that do not have sufficient contrast to ensure readability
- place logo on background images/patterns that do not have sufficient contrast to ensure readability
- pixelate the logo
- use the color combination of yellow on white or reverse white out of a yellow background; it does not provide sufficient contrast
- screen behind text
- use ampersands (&) when they are not permitted
Crest and Seal

The Virginia Military Institute seal and crest are not permitted on products for resale. Alterations to the seal and crest are not permitted. The seal and crest are reserved for formal use approved separately by the Office of Communications and Marketing.

Coat of Arms

The VMI coat of arms is used on official presentation certificates and awards as required. Those wishing to use the coat of arms must request permission from the Office of Communications and Marketing.

Traditional Seal

The formal seal is reserved for ceremonies, watermarks for official documents, diplomas, and building plaques.

History of the Coat of Arms

The VMI coat of arms was designed and authorized by the U.S. Army's Institute of Heraldry in 1961-1962. It bears the motto Consilio et Animis – By Wisdom and Courage. This is not the same as the official VMI motto.

The Motto

*In Pacem Decus, In Bello Praesidium*

“In Peace a Glorious Asset, In War a Tower of Strength”

The official motto of the Institute was adopted by the Board of Visitors on June 28, 1876, at the request of VMI’s first superintendent, Francis H. Smith. This action was reaffirmed by the Board in 1969.

The Seal

The image on the VMI seal is the same as that on the obverse of the seal of Virginia. It features the Roman goddess Virtus standing over a defeated opponent. She represents the virtues of heroism, righteousness, freedom, and valor and stands in a classical victor's pose over a fallen tyrannical foe, whose crown lies on the ground. Where the seal of Virginia bears the words *Sic Semper Tyrannis* (Thus Always to Tyrants), the VMI seal has the inscription *Virginiae Fidem Praesto* (Faithful to Virginia). This expression was often referred to as VMI’s motto during the period 1841-1875; however, it was never officially adopted as such. The seal is used in ceremonies and on building plaques and official documents.

The VMI Spider (Letter Mark)

The modern VMI spider (letter mark) first became popular as an athletic monogram in the early 20th century. However, the use of the three intertwined initials dates to the post-Civil War period, when elaborate designs were often featured on dance and graduation invitations. It was originally referred to as a cypher.

Contact the Director of Marketing (540-464-7207) for approval
The consistent use of color creates a strong visual impact that reinforces the Institute brand identity.

Values are provided for each color in Pantone, CMYK, HEX, and RGB.

One-Color Printing
When two-color or four-color process reproduction is not an option, solid black or solid PMS 186 logos are also acceptable. Only in one-color printing may the logo appear in other colors.

Exact Color Matching
For exact color matches for publications, specialty items, and other applications, use the PMS color swatches. Note that the Pantone Matching System (PMS) is designed for printing inks. Screen-printing inks and textile, paint, and plastic colors may not accurately match the Institute logo colors. Obtain color samples from vendor for customer approval prior to production of items when using these materials.

### VMI Red

<table>
<thead>
<tr>
<th>Print</th>
<th>Web</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 186 C</td>
<td>R 167, G 31, B 35</td>
</tr>
<tr>
<td>C 0, M 100, Y 78, K 3</td>
<td>HEX #a71f23</td>
</tr>
</tbody>
</table>

### VMI Yellow

<table>
<thead>
<tr>
<th>Print</th>
<th>Web</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 116 C</td>
<td>R 255, G 214, B 27</td>
</tr>
<tr>
<td>C 0, M 14, Y 95, K 0</td>
<td>HEX #ffde52</td>
</tr>
</tbody>
</table>

### Black

<table>
<thead>
<tr>
<th>Print</th>
<th>Web</th>
</tr>
</thead>
<tbody>
<tr>
<td>Process Black</td>
<td>R 0, G 0, B 0</td>
</tr>
<tr>
<td>C 0, M 0, Y 0, K 100</td>
<td>HEX #000000</td>
</tr>
</tbody>
</table>

### Gray

<table>
<thead>
<tr>
<th>Print</th>
<th>Web</th>
</tr>
</thead>
<tbody>
<tr>
<td>Process Black 68%</td>
<td>R 102, G 103, B 102</td>
</tr>
<tr>
<td>C 0, M 0, Y 0, K 68</td>
<td>HEX #666766</td>
</tr>
</tbody>
</table>
### Typography

The proper font combinations are:

#### For Keydets and accompanying text
- Keydets – Aachen Std Bold
- Team names – Museo Sans 900 (small caps)
- Virginia Military Institute – Museo Sans Cond 700

**OR**
- Keydets – Trajan Pro Bold / Trajan Pro 3 Semibold
- Team names – Museo Sans 700 (small caps)
- Virginia Military Institute – Museo Sans Cond 700

#### For VMI with sport
- VMI – Rockwell Extra Bold
- Team names – Museo Sans Cond 700 or 900

**OR**
- VMI – Aachen Std Bold
- Team names – Museo Sans Cond 700 or 900

**OR**
- VMI – Trajan Pro Bold / Trajan Pro 3 Semibold, or Bold
- Team names – Museo Sans Cond 500 or 700

### Aachen Std

<table>
<thead>
<tr>
<th>Font</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Bold</strong></td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz • 1234567890</td>
</tr>
<tr>
<td><strong>Trajan Pro</strong></td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz • 1234567890</td>
</tr>
<tr>
<td><strong>Trajan Pro 3</strong></td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz • 1234567890</td>
</tr>
<tr>
<td><strong>Museo Sans</strong></td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz • 1234567890</td>
</tr>
</tbody>
</table>

**500**
- ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz • 1234567890

**500 Italic**
- ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz • 1234567890

**700**
- ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz • 1234567890

**700 Italic**
- ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz • 1234567890

**900**
- ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz • 1234567890

**900 Italic**
- ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz • 1234567890
For Arc/Arch

- Keydets – Aachen Std Bold
- Team names – Museo Sans 700

OR

- Keydets – Trajan Pro Bold / Trajan Pro 3 Semibold
- Team names – Museo Sans 700

For VMI Keydets

- VMI – Museo Sans 900 Italic
- Keydets – Museo Sans Cond 700 Italic
- Team name – Museo Sans 500 (small caps)

OR

- VMI – Museo Sans 900 Italic
- Keydets – Museo Sans Cond 500 Italic
- Team name – Museo Sans 500 (small caps)

Museo Sans Cond

500  ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdedefghijklmnopqrstuvwxyz • 1234567890
500 Italic  ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdedefghijklmnopqrstuvwxyz • 1234567890
700  ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdedefghijklmnopqrstuvwxyz • 1234567890
700 Italic  ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdedefghijklmnopqrstuvwxyz • 1234567890
900  ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdedefghijklmnopqrstuvwxyz • 1234567890
900 Italic  ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdedefghijklmnopqrstuvwxyz • 1234567890

Rockwell Extra Bold

Regular  ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdedefghijklmnopqrstuvwxyz • 1234567890
Scaling

To maintain the integrity of the brand:

**Proportions**
Maintain the exact spatial relationship shown here when scaling the spider (letter mark), primary logo, wordmarks, and logos electronically to preserve these proportions.

**Scaling of Logos**
Do not distort (stretch or compress) the height or width dimensions of the logo or any of its elements. *In many applications, holding the shift key while scaling maintains the correct aspect ratios.*

**Size Recommendations**
The logo is intended as a visual identifier and should be scaled as such. The space between the V and the M in the spider (letter mark) should always be visible.

**Spider (letter mark)** should appear no smaller than ¼ inch tall, preferably no smaller than ½ inch tall.

**Combination mark**, left aligned, should appear no smaller than ½ (0.5) inches tall; centered, it should appear no smaller than 1¼ (1.75) inches wide.

**Primary Wordmark**, both left aligned and centered, should appear no smaller than 1¼ (1.75) inches wide.

**Secondary Wordmark** should appear no smaller than 1½ inch long, preferably no smaller than 1¾ inch wide.

---

**Unit Identifiers**
The Institute’s logo is designed to accommodate brand extensions, all NCAA sports, and Athletic departments. It is required that these units employ an approved version of the Institute logo with the appropriate brand extension typography.

Request departmental logos from the Office of Communications and Marketing. **Do not create your own departmental logo.**
Printing on Color Backgrounds
When printing the logo on light backgrounds, use the primary logo, wordmarks, and athletic logo. White versions of the primary logo, wordmarks, and athletic logo should be used on dark backgrounds and photos. When printing one color or two color, always use the one-color logo. Never use the logo in grayscale.
Do not reverse a white logo out of a yellow, use yellow on white, black on red, or reverse red out of black background because it will not have sufficient contrast.

Reproduction Media
Reproduction of logo should be faithful to the examples in this book within the limitations of the reproduction media.

Other Color Usage
The logo can be produced in copper, gold, or silver inks or foils; it may also be blind embossed.

Practice Uniforms Only
One-color printing of red on a black background or black on a red background is permitted for practice uniforms only. Gray is strictly for practice uniforms only. It is not to be used for travel gear, warm-ups, or field uniforms.

Camo
Army camo only – approval required.
Keydets Only: White and Red Backgrounds
Keydets Only: Yellow and Black Backgrounds
Keydets: Red and Yellow Backgrounds
Keydets: Black Background
VMI: Aachen Red and Yellow Background
VMI: Trajan Red, Yellow, and Black Background
Alternate Formats

Arc/Arch
Team names with ampersands (&) may be used in this logo style.

VMI Keydets
This variation is to use the shorter approved names only.
Team names with ampersands (&) may not be used in this style logo.
**Practice Uniforms only**

Gray is strictly for practice uniforms only. It is not to be used for travel gear, warm-ups, or field uniforms.

For example, black on charcoal gray is not an appropriate use.

On a gray background, use only the color combinations that appear on this page.
Practice Uniforms Only

Gray is strictly for practice uniforms only. It is not to be used for travel gear, warm-ups, or field uniforms.

For example, black on charcoal gray is not an appropriate use.

On a gray background, use only the color combinations that appear on this page.
Practice uniforms only
Gray is strictly for practice uniforms only.
It is not to be used for travel gear, warm-ups, or field uniforms.
For example, black on charcoal gray is not an appropriate use.
On a gray background, use only the color combinations that appear on this page.
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For example, black on charcoal gray is not an appropriate use.

On a gray background, use only the color combinations that appear on this page.
Practice Uniforms Only

One-color printing of red on a black background or black on a red background is permitted for practice uniforms only.

It is not to be used for travel gear, warm-ups, or field uniforms.
The nondiscrimination statement is to be used on all publications related to cadet recruiting. “Publication” refers to all products in whatever media.

**How Used**

This statement can appear in any font, size 6 points and above, regardless of the standard font size used in the publication. The font style is not specified, but should work with the overall design of the publication.

**Where to Use**

**Print Publications**

The location of the statement depends on the design. One typical location is at the bottom of the back page of the publication. The publication’s design, however, should dictate the location.

**Websites**

The statement can appear in the footer of a page or from a link in the footer to a separate page.

**Where to Find Updates**

Contact the Office of Communications and Marketing for the latest version of this statement.

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**Nondiscrimination Statement**

The Virginia Military Institute is committed to providing an environment that emphasizes the dignity and worth of every member of its community and that is free from harassment and discrimination based on race, sex, color, national origin, religion, age, veteran status, sexual orientation, pregnancy, genetic information, against otherwise qualified persons with disabilities, or based on any other status protected by law. Every VMI staff member, faculty member and cadet has the right to work and study in an environment free from discrimination and should be treated with dignity and respect. VMI complaint and grievance procedures provide employees and cadets with the means for resolving complaints that this Statement has been violated. VMI is an Equal Opportunity Employer. Anyone having questions concerning discrimination or the application of Title IX regulations should contact Title IX Coordinator, 212 Carroll Hall, VMI, Lexington, Va. 24450, (540) 464-7072. Any cadet or prospective cadet having questions about disability services for students should contact the Director of the Center for Cadet Counseling and Disability Services, 448 Institute Hill, 2nd floor, Post Infirmary, Lexington, Va. 24450, (540) 464-7667. For employment-related disability services, contact the Employee Disability Services Coordinator in the VMI Human Resources Office, Lexington, Va. 24450, (540) 464-7322.

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**Nondiscrimination statement**

The Virginia Military Institute is committed to providing an environment that emphasizes the dignity and worth of every member of its community and that is free from harassment and discrimination based on race, sex, color, national origin, religion, age, veteran status, sexual orientation, pregnancy, genetic information, against otherwise qualified persons with disabilities, or based on any other status protected by law. Every VMI staff member, faculty member and cadet has the right to work and study in an environment free from discrimination and should be treated with dignity and respect. VMI complaint and grievance procedures provide employees and cadets with the means for resolving complaints that this Statement has been violated. VMI is an Equal Opportunity Employer. Anyone having questions concerning discrimination or the application of Title IX regulations should contact Title IX Coordinator, 212 Carroll Hall, VMI, Lexington, Va. 24450, (540) 464-7072. Any cadet or prospective cadet having questions about disability services for students should contact the Director of the Center for Cadet Counseling and Disability Services, 448 Institute Hill, 2nd floor, Post Infirmary, Lexington, Va. 24450, (540) 464-7667. For employment-related disability services, contact the Employee Disability Services Coordinator in the VMI Human Resources Office, Lexington, Va. 24450, (540) 464-7322.

**Minimum size:**

6 point, Myriad Pro condensed.
ATHLETICS
LOGOS & USAGE

SECTION C

Western Carolina University Guidelines | 07/2016
Our WCU Catamount logos were designed to create a consistent brand for our athletics program. At the same time, there are many variations to choose from so that there should be a design compatible to any application. The primary logo indicated below is preferred. Logos that do not contain type are for use only when either the school name or monogram have been previously presented. For example, the head-alone design can be used inside a brochure if a logo or words identifying the university have been used on the cover. All artwork and variations are available in EPS digital file formats. For more information, contact the Brand Experience at 828.227.2077 or branding@wcu.edu. For sport-specific logos, see page SecC:3.

*These logos are to be used only for approved athletics and spirit applications and are not to be used in place of the WCU institutional logo.*
SPORT-SPECIFIC OPTIONS

The five logo configurations shown below are available in all recognized sports: Baseball, Basketball, Cross Country, Football, Golf, Softball, Track and Field, Volleyball, Soccer, Women’s Tennis and Cheerleading.

All other wording must be approved by the athletics director and Brand Experience; for example, use of the Catamount Club logo.

For use exclusively by the Catamount Club
primary colors

Color is one of the most important elements of the Western Carolina University athletics identity system. The colors below are the official colors for all of the WCU athletics logos. If these colors are not available, the logos should be printed in all WCU purple or in all black. Logos also may be used in all white on either black or WCU purple backgrounds. In addition, logos may be used in all white on other dark color backgrounds if previously approved (see page SecC:6). WCU athletics logos are never to be reversed.*

support color

In addition to the primary colors shown above, the WCU athletics identity system utilizes white as an important support color. White helps to add contrast to WCU purple and WCU gold.

Pantone® is a registered trademark of Pantone, Inc. The colors shown on this page and throughout this manual are not intended to match the Pantone® Color Standards; use Pantone® chips for accurate color matching.

* See individual artwork guidelines.
color variations

All of the WCU athletics logos are available in full color and all black. Some examples are shown below. Logos also may be used in all white on either black or WCU purple backgrounds. In addition, logos may be used in all white or on other dark color backgrounds if previously approved (see page SecC:6). The logos may be used in all white or WCU purple by creating the art from the black logos provided. A gold logo is not to be printed on a black background, and a black logo is not to be printed on a gold background.

full color

black

WCU purple

all white
**logo usage on color backgrounds**

Frequently it may be desirable to place the athletics identity logos on a field of color. As shown in the examples below, all of the artwork has been created with a built-in outline shape that allows it to work clearly on any background. For this reason it is not necessary to alter the logos before placing them on any color, photograph or complex background.

The WCU logos should never be reversed. All WCU logos may be used in all white on either WCU purple or black backgrounds (or on other dark color backgrounds with prior approval). The all-white version of the WCU logo should never be used on complex backgrounds. This prevents any photograph, pattern or complex background from showing through the logo (as in the example at the far right of the bottom row).

<table>
<thead>
<tr>
<th>on WCU purple background</th>
<th>on black background</th>
<th>on non-WCU background</th>
<th>on complex background</th>
</tr>
</thead>
<tbody>
<tr>
<td>full color</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><img src="image1.png" alt="Full color WCU logo" /></td>
<td><img src="image2.png" alt="Black WCU logo" /></td>
<td><img src="image3.png" alt="White WCU logo" /></td>
<td><img src="image4.png" alt="Complex background WCU logo" /></td>
</tr>
<tr>
<td>black</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><img src="image2.png" alt="Black WCU logo" /></td>
<td><img src="image5.png" alt="Black and white WCU logo" /></td>
<td><img src="image3.png" alt="White WCU logo" /></td>
<td><img src="image4.png" alt="Complex background WCU logo" /></td>
</tr>
<tr>
<td>white</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><img src="image3.png" alt="White WCU logo" /></td>
<td><img src="image5.png" alt="Black and white WCU logo" /></td>
<td><img src="image3.png" alt="White WCU logo" /></td>
<td><img src="image4.png" alt="Complex background WCU logo" /></td>
</tr>
<tr>
<td>black and white</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><img src="image5.png" alt="Black and white WCU logo" /></td>
<td><img src="image5.png" alt="Black and white WCU logo" /></td>
<td><img src="image3.png" alt="White WCU logo" /></td>
<td><img src="image4.png" alt="Complex background WCU logo" /></td>
</tr>
</tbody>
</table>
clear space guidelines
Each of the Western Carolina University athletics logos has an established clear space minimum. This clear space is intended to maintain the logo’s integrity and to avoid visual confusion. No other type or graphic element (including folds, trims or edges) should fall within the clear space shown. The clear space is uniform on all sides of the logo. See the examples below for each athletics logo’s specific clear space.

No more than one logo should be used on any one item.

“A” is equal to 1/10 of the width of the logo

“B” is equal to 1/12 of the width of the logo

“C” is equal to 1/15 of the width of the logo
minimum size guidelines

Each of the WCU athletics logos has a minimum allowable size. In order to ensure clear reproduction and legibility, the logos must not be used any smaller than the sizes shown below. It is preferred that, when possible, the logos be used larger than their minimum size.
So that WCU athletics can maintain the design integrity of its brand and maximize each logo’s effectiveness as an identifier, it is mandatory that all logos be applied as indicated in this manual, without modification. The logos are not to be altered in any way. Shown below are unacceptable uses of the WCU athletics logos.

A one-color gold logo is not to be printed on a black background, and a one-color black logo is not to be printed on a gold background.

Never switch colors on any WCU athletics logo

Never use WCU athletics logos in non-WCU colors

Never change the tagline font in any WCU athletics logo

Never use unapproved wording in any WCU athletics logo

Never re-size elements in any WCU athletics logo

Never re-proportion any WCU athletics logo

Never add elements to any WCU athletics logo

Never distort any WCU athletics logo

Never angle or rotate any WCU athletics logo

Never re-position the elements in any WCU athletics logo

Never re-space the elements in the WCU athletics logos

Never use any logo without its outline on any background

Never reverse any WCU athletics logo

Never allow any pattern or photo to show through any logo

Never use logos in all WCU gold on light backgrounds

Never flip any WCU athletics logo

Never use a gold/black combination

Never add elements to any WCU athletics logo

No more than one logo, athletics or institutional, in any combination, should be used on any one item
official fonts

Bank Gothic, the font used in the banner of the WCU logos, is recommended for use in titles and limited body copy in athletics marketing materials.

**BANK GOTHIC MD BT MEDIUM**

```plaintext
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
Example at 9 pt: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation.
```

Impact was selected for its visual strength and weight. Recommended for use on titles when limited space precludes the use of Bank Gothic.

**Impact Regular**

```plaintext
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
Example at 9 pt: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation.
```

News Gothic BT, selected primarily for body copy, has clean lines that do not compete with either title font, while linking the athletics brand to the university brand.

**News Gothic BT Roman**

```plaintext
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
Example at 9 pt: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation.
```

**News Gothic BT Italic**

```plaintext
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
Example at 9 pt: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation.
```

**News Gothic BT Demi**

```plaintext
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
Example at 9 pt: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation.
```
full-color options
If the fabric color matches one of the official colors closely (WCU purple, WCU gold or white), the fabric can show through in place of printing that color. If the fabric color does not match any official color, all three colors must be used to print the logo.

one-color options
When using logos on apparel, the art may print in black, WCU purple, WCU gold or white as long as there is sufficient contrast with the fabric color. The one-color WCU athletics logos are a great cost-saving alternative to the full-color logos.

These examples show how one-color versions of the logos can look on apparel. As shown in the middle, various combinations of the WCU athletics fonts and the one-color logos and monograms make it easy to create a variety of simple collegiate designs. As shown on the example on the bottom, it also is permissible to print just the black art on a light-colored fabric without the white outline.

_In no case should a gold logo be printed on a black background, or a black logo be printed on a gold background._
All animated adaptations of any institutional or athletics logo must be pre-approved by Brand Experience, the Licensing Department prior to use.

Proper use of the logo and color is essential to ensure the integrity of the Western Carolina University brand. If you have questions about these guidelines or implementation, please call Brand Experience. Additional information, electronic templates and a PDF of this document are available online at branding.wcu.edu.

Brand Experience
415 HF Robinson  |  Cullowhee, NC 28723
828.227.2077  |  branding.wcu.edu
**APPROVED ATHLETICS LOGOS**

**FEBRUARY 2015**

**PRIMARY COLLEGE MARK**

![Wofford Primary Mark](image)

**TERRIER LOGO**

![Wofford Terrier](image)

**ATHLETICS WORDMARK**

"WOFFORD" without "COLLEGE" is only to be used in Athletics marketing and branding.

The athletics wordmark uses the typeface Century Old Style Bold, unlike the college wordmark, which uses the typeface Baskerville Classico. Do not attempt to recreate these logos using a similar typeface.

**FULL COLLEGE WORDMARK**

![Wofford Full Mark](image)

**OFFICIAL COLLEGE LOGO**

Single color options

Two color options
TEAM SUBLOGOS
FEBRUARY 2015

Usage Guidelines

Team sublogo graphics should be treated like official college logos; do not attempt to recreate, modify or alter them in any way.

Team sublogos may be displayed in Old Gold, black or white. For a specific sublogo in a specific color, please contact the Office of Marketing and Communications.

The college’s official secondary font is Gotham. Do not attempt to recreate college sublogos using a similar typeface.

In order to maintain brand recognition, it is very important that team sublogos are always displayed/used correctly. Please follow these guidelines when using your team sublogo:

- Do not use any alternate color treatments, tints or gradients. Do not distort any portion of the team sublogo. Do not crop any portion of the team sublogo. Do not tilt or rotate the team sublogo.
- Do not add a stroke around the team sublogo.
- Do not add any symbols or other unapproved graphics to the team sublogo.
- Do not readjust the typeface within the team sublogo.
- Do not use the team sublogo as a watermark.
- Do not attempt to recreate any team sublogo by using an approved or similar typeface. If you need a custom sublogo with a specific team, contact the Office of Marketing and Communications, and we will gladly make a custom sublogo for you.
ATHLETIC TRAINING

WOFFORD
ATHLETIC TRAINING

BASEBALL

WOFFORD
BASEBALL

BASKETBALL

WOFFORD
BASKETBALL

CHEERLEADING

WOFFORD
CHEERLEADING

Sublogos are also available in white/gold for use on dark backgrounds. If you need a sublogo for use on a dark background, contact the Office of Marketing and Communications.

DO NOT ATTEMPT TO RECREATE YOUR TEAM’S SUBLOGO. If you need a custom sublogo in a specific color, contact the Office of Marketing and Communications, and we will gladly make a custom sublogo for you.
DO NOT ATTEMPT TO RECREATE YOUR TEAM’S SUBLOGO. If you need a custom sublogo in a specific color, contact the Office of Marketing and Communications, and we will gladly make a custom sublogo for you.
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DO NOT ATTEMPT TO RECREATE YOUR TEAM’S SUBLOGO. If you need a custom sublogo in a specific color, contact the Office of Marketing and Communications, and we will gladly make a custom sublogo for you.

Sublogos are also available in white/gold for use on dark backgrounds. If you need a sublogo for use on a dark background, contact the Office of Marketing and Communications.
DISCONTINUED TEAM LOGOS*

W
WOFFORD
GOLF

W
WOFFORD
BASKETBALL

W
WOFFORD
SOCCER

Team names should not be used in conjunction with the college’s primary mark. For approved team sublogos see page 3 of this document.

*These usage rules apply to all old team sublogos, not just the graphics used above as examples.

DISCONTINUED COLLEGE MARKS

Wofford College

Wofford

Quintessential... A Wofford Education

Neither this logo nor the word “quintessential” (or derivations thereof) are to be used in association with the college, such as in taglines, event names, or slogans.

DISCONTINUED ATHLETICS MARKS

W
WOFFORD
TM

BEWARE
OF
DOG

W
WOFFORD
# Color Guide

## February 2015

### Old Gold

<table>
<thead>
<tr>
<th>Pantone® metallic coated 873C</th>
</tr>
</thead>
<tbody>
<tr>
<td>C=42 M=50 Y=74 K=19</td>
</tr>
</tbody>
</table>

If metallic printing is not available, Pantone® Solid Coated 873C may be substituted.

### Black

<table>
<thead>
<tr>
<th>Pantone® Process Black</th>
</tr>
</thead>
<tbody>
<tr>
<td>C=0 M=0 Y=0 K=100</td>
</tr>
</tbody>
</table>

Approved Logos and Marks may be reproduced in WHITE (C=0 M=0 Y=0 K=0; #FFFFFF; R=255 G=255 B=255) when used on a dark background.

### Wofford Khaki

<table>
<thead>
<tr>
<th>Pantone® Solid Coated 466C</th>
</tr>
</thead>
<tbody>
<tr>
<td>C=12 M=22 Y=43 K=0</td>
</tr>
</tbody>
</table>

Wofford Khaki is traditionally used for printing on dark surfaces when neither Pantone® nor metallic printing are available. Wofford Khaki should not be used as a substitute for Old Gold.

When matching thread to Wofford Khaki, the college requests Madeira 1128 Classic Rayon.
BUSINESS CARD

Business cards are two-sided and printed in Pantone® Metallic gold ink. Please work with your marketing coordinator with regards to ordering new business cards.

Front

MIKE YOUNG
Head Men's Basketball Coach
YoungMK@wofford.edu
Wofford College, 429 N. Church St., Spartanburg, SC 29303
W 864-597-4100  F 864-597-4112
@WoffordMBB @woffordterriers
woffordterriers.com

Back, option 1
(customized with the appropriate team’s championship graphics)

Back, option 2
Personalized digital letterhead can be installed on your personal computer by calling the IT Help Desk at x4357.
TENT CARD

Please work with your marketing coordinator with regards to ordering tent cards.

Front

Back

429 North Church St., Spartanburg, SC 29303 | 864.597.4090 | woffordterriers.com