The Florida Tech Athletics Style Guide provides the official guidelines for use of the Florida Tech athletics logos on collateral, signage, merchandise and more. As part of the overall university style guide, the Panther logo is authorized to emphasize school spirit and Panther pride. Any use of the FT mark by non-athletics university staff, external partners or vendors must be approved through the Athletic Communications Department or University Marketing & Communications.

Institutions nationally have begun recognizing the importance of image consistency, implementing cohesive standards to protect their brand, enhance the value of their names and build a foundation for successful branding. Successful branding occurs when an entity presents itself consistently over time, creating an emotional connection with desired audiences.

The Panther logo is recommended for use on the majority of communications and materials. There are several variations to meet differing design needs and applications, and together they comprise the Florida Tech athletics logo system.

All logos and marks must be reproduced from official artwork available in EPS and other digital file formats.

These logos are to be used only for approved athletics and spirit applications and are not to be used in place of the Florida Tech institutional logo.
COLOR PALETTE

PRIMARY COLORS

CRIMSON
Pantone 202 C
RGB: 119, 0, 0
CMYK: 10, 97, 61, 48
HEX: #770000

GRAY
Pantone 422 C
RGB: 157, 160, 160
CMYK: 40, 31, 32, 1
HEX: #9da0a0

SUPPORT COLORS

In addition to the primary colors shown above, the Florida Tech athletics identity system utilizes GOLD, WHITE and BLACK as important support colors. Gold should be used as an accent color ONLY while White and Black provide contrast to Crimson and Gray tones.

GOLD
Pantone 871 U
RGB: 171, 148, 108
CMYK: 33, 37, 63, 4
HEX: #ab946c

WHITE
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0
HEX: #ffffff

BLACK
RGB: 0, 0, 0
CMYK: 75, 68, 67, 90
HEX: #000000
The Panther Head is the best representation of Florida Tech Athletics. It can be featured in both vertical and horizontal versions with the Florida Tech wordmark.
The Panther logo for Florida Tech Athletics has great versatility and comes in full color, black and white, and reverse (outline) versions.
The FT logo is the secondary mark for Florida Tech Athletics and is limited for use on athletic communications and uniforms. The FT is subordinate to the Panther logo and should be used in conjunction with it.
Typography is an integral part of the Florida Tech brand. It plays an important role in communicating the overall tone of the brand. To aid in creating a consistent look for a wide variety of athletics-related communications, two logotypes are included in this style guide.

The custom HUDSON font family has been utilized to maintain consistency, strengthen and distinguish the Florida Tech Athletics brand. The custom HUDSON font comes in regular and serif versions. Both versions can be alternated based on the use.

Our secondary font is Open Sans. It should be used to complement and contrast with the brand properties and can be used for either text or display purposes where appropriate. The versions of Opens Sans to be used are Regular, Bold and Extra Bold. All three versions can be italicized.
### PRIMARY FONTS
#### HUDSON REGULAR & HUDSON SERIF

**HUDSON REGULAR**

| 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 |

**HUDSON REGULAR - PUNCTUATIONS**

| ( | . | , | ; | : | @ | % | * | + | ! | ? | - | # | & | $ | ) |
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**HUDSON REGULAR - NUMBERS**

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**HUDSON SERIF**

| 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 |

**HUDSON SERIF - PUNCTUATIONS**

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## SECONDARY FONTS
### OPEN SANS TYPE FAMILY

#### OPEN SANS - REGULAR

**UPPER CASE**

- 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

**LOWER CASE**

- 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

**NUMBERS**

- 1 2 3 4 5 6 7 8 9 0
- 1 2 3 4 5 6 7 8 9 0

**PUNCTUATION**

- ( . , ; : @ % * + ! ? - # & $ )
- ( . , ; : @ % * + ! ? - # & $ )

#### OPEN SANS - BOLD

**UPPER CASE**

- 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

**LOWER CASE**

- 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

**NUMBERS**

- 1 2 3 4 5 6 7 8 9 0
- 1 2 3 4 5 6 7 8 9 0

**PUNCTUATION**

- ( . , ; : @ % * + ! ? - # & $ )
- ( . , ; : @ % * + ! ? - # & $ )

#### OPEN SANS - EXTRA BOLD

**UPPER CASE**

- 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

**LOWER CASE**

- 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

**NUMBERS**

- 1 2 3 4 5 6 7 8 9 0
- 1 2 3 4 5 6 7 8 9 0

**PUNCTUATION**

- ( . , ; : @ % * + ! ? - # & $ )
- ( . , ; : @ % * + ! ? - # & $ )
1. Do not use in combination with the primary Florida Tech logo or the university seal.

2. Do not stretch logo.

3. Do not re-position elements of the logo.

4. Do not change the orientation of the logo.

5. Do not change the scaling of the logo.

6. Do not add graphic effects such as drop shadows or strokes to the logo.

**Do not attempt to recreate the logo or substitute an older (retired) Florida Tech mark.**