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Introduction

OUR PURPOSE

The Cardinal spirit is a unique thing. In order to show our fans, our city and the world what it means to be a UofL Cardinal, we must be consistent. Every form of communication—from how we look to what we say—must reflect the cardinal spirit.

The guidelines in this document define the visual methods that create who we are and how we look, both to ourselves and to the public, including use of logos, colors, typography and more.

Consistency is the key to success. Just as we are on the field and in the classroom, we must be vigilant and attentive to detail in all aspects of brand execution, building trust and pride along the way.

SCOPE

These brand guidelines apply generally to all athletic-related materials, including but not limited to athletic marketing materials, facility signs, environmental graphics, video/motion graphics, online/social, internal communication and recruitment materials.

OR NOTE: The UofL Athletics brand is related to but separate from the main UofL brand platform. They are familial and support each other. However, due to the nature of collegiate athletics and differences in audience, it is natural that the two platforms are distinct and separate.

If you are unsure if your project should conform the UofL Athletics brand, contact Lottie Stockwell at 502.852.2456 or lottie@gocards.com

BRAND ATTRIBUTES

Below are the characteristics that represent the core of UofL Athletic’s brand. All communication should in some way uphold or reflect one or more of these qualities:

- Progressive
- Proud
- Loyal
- Humble
- Hard-working
- Confident
- Modern
- Family
- Resilient
- Committed

DESIGNED FOR ADAPTABILITY

Due to the changing nature of media platforms, visual trends and internal needs, the UofL Athletics brand platform is designed to be well-defined, but still adaptable and flexible.

The Department of Athletics reserves the right to modify the guidelines contained in this document at any time to better align our brand with the current landscape.

QUESTIONS?

Lottie Stockwell
Assistant Athletic Director for Brand Marketing
University of Louisville Athletics
200 S. Floyd, Louisville, KY 40292
(502) 852.2456 or lottie@gocards.com
Color

Nothing says “UofL” quite like Cardinal Red. Our primary color is the cornerstone of our brand, and as such it is imperative that reproduction of our brand palette be consistent across all platforms and materials.

**CARDINAL RED**

- **PANTONE**: 200
- **CMYK**: 14 / 80 / 87 / 6
- **RGB**: 207 / 0 / 31
- **HEX**: C9001F
- **THREAD**: MADEIRA 1147 & POLY-NEON 1747

**WHITE**

- **PANTONE**: SPAND WHITE
- **CMYK**: 0 / 0 / 0 / 0
- **RGB**: 255 / 255 / 255
- **HEX**: FFFFFF
- **THREAD**: MADEIRA 1001 & POLY-NEON 1801

**BEAK YELLOW**

- **PANTONE**: 150
- **CMYK**: 0 / 30 / 100 / 0
- **RGB**: 253 / 185 / 19
- **HEX**: FDB913
- **THREAD**: MADEIRA 1172 & POLY-NEON 1771

**NOTE**: Use of this yellow is restricted to the reproduction of the primary mark (beak) only. It may not be used for any other purpose.

Type

**Gotham**

Strong. Modern, yet familiar and friendly. Unassuming and progressive. Gotham’s honest tone and extensible nature makes it the perfect typeface for our brand.

The wide range of weights and styles available in the Gotham family lends versatility and adaptability to a variety of messaging needs. Any weight/version of Gotham may be used.

**GOTHAM THIN**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
```

**GOTHAM LIGHT**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
```

**GOTHAM BOOK**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
```

**GOTHAM MED/L**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
```

**GOTHAM BOLD**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
```

**GOTHAM BLACK**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
```

**TYPOGRAPHY**

Typography and choice of font carries the tone of the UofL Athletics brand out into the world. Gotham is the primary workhorse of our brand platform, as well as several supporting typefaces that may be used.

The Department of Athletics may, for special occasions or other purposes, extend the typographic brand palette beyond the typefaces defined here. Permission to do so must be obtained by contacting (502) 852-2456 or brand@gocards.com.
## Secondary Typefaces

### Mercury Text
There is a need for an adaptable, high-performance serifed typeface within our brand. Best for publication body copy, Mercury Text is the perfect companion to Gotham.

- **MERCURY TEXT ROMAN**
  - 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

- **MERCURY TEXT ROMAN ITALIC**
  - 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

- **MERCURY TEXT SEMIBOLD**
  - 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

- **MERCURY TEXT SEMIBOLD ITALIC**
  - 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

- **MERCURY TEXT BOLD**
  - 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

- **MERCURY TEXT BOLD ITALIC**
  - 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

### Vitesse
The quintessential 21st century slab serif. Collegiate-inspired but still classic enough not to look forcefully retro. Perfect for headlines, posters and environmental graphics.

- **VITESSE THIN**
  - 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

- **VITESSE LIGHT**
  - 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

- **VITESSE 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
  - 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

- **VITESSE BOOK**
  - 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

- **VITESSE BOLD**
  - 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

- **VITESSE BLACK**
  - 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

## Logos

The primary logo and supporting marks are the public face of our brand. There are multiple configurations and variations, to be used in a number of different applications. Each mark and their allowed uses are detailed in the following pages.

For Academic units, student organizations and any other non-athletic entity who wishes to use an official UofL Athletics logo must obtain approval by contacting (502) 852-2456 or brand@gocards.com.

### OVERVIEW

1. Primary Mark
2. Secondary Mark (restricted)
3. Lettermark
4. Wordmarks
5. Primary Lockup
6. Wordmark Lockup
7. Archival Marks
8. Additional Marks

### GENERAL APPLICATION GUIDELINES

To maintain a high level of quality and consistency in a variety of applications, the following guidelines must be followed when applying the logo:

#### Quality

The logo should be reproduced from an original vector-based electronic file. To order, contact Athletics at (502) 852-6171 or by emailing brand@gocards.com.

#### Size

To maintain clarity, the logo should not be reproduced to a size where detail is lost.

#### Color

Printed applications should use the CMYK color space version of the marks, while web or screen-based applications (video, presentations, mobile, etc.) should use the RGB color space with hexadecimal or RGBA values.

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NOTE: All marks contained in the following pages are protected by both copyright and licensing regulations. For more information on this, see page 27.
Primary Logo

The primary logo (The Birdhead) is the default choice of mark for most applications.

At all times, the white trap (stroke) around the primary mark should be maintained in order to separate it from dark and complex backgrounds.

However, in instances where including this would incur additional cost (e.g. merchandise) due to ink or thread, it is permissible to omit the white trap.

Incorrect Version

In October 2012, UofL Athletics revised art to remove the elongated “crease” running from the back of the head toward the eye.

This version is no longer allowed to be used under any circumstance, and when possible, any previous use should be replaced with the current primary logo.

Clear Space

Observe the protected area around the logo. Nothing should intrude into this specified clear space when employing the logo in any application.

Regardless of scale, the size of the clear zone for the primary logo must equal the size of a box represented in the yellow box labeled “X” (equaling the width/height of the bird’s eye).

COPYRIGHT REQUIREMENTS

For most uses, the primary mark should have an adjacent registered copyright mark signifying a federally registered work.

Previous versions (used prior to 2012) of the primary mark displaying a trademark symbol should be replaced with this newer, correct artwork.

On apparel, the adjacent registered trademark symbol must be embroidered in the same color as the fabric (tone-on-tone) so as to not draw attention.

Questions about copyright symbol use should be directed to (502) 852-2456 or brand@gocards.com.

For example, athletic uniforms, large signs, national broadcast graphics, etc. do not necessitate the copyright symbol to be displayed.

Color Variation
Secondary Logo

Restricted Use
The secondary logo is currently the “winged bird” version of the primary mark. Introduced in 2000 as the primary athletic logo, it is a larger illustration that also incorporates the gothic wordmark.

Currently, use of this logo by the department or other parties is restricted. Approval to use this mark must be sought by contacting Lottie Stockwell at (502) 852.2456 or lottie@gocards.com.

Existing signs or other permanent items utilizing the mark are acceptable.

Clear Space
If approved for use, observe the protected area around the logo. Nothing should intrude into this specified clear space when employing the logo in any application.

Regardless of scale, the size of the clear zone for the secondary logo must equal the size of a box represented in the yellow box labeled “X” (equaling the height of the black mask behind the wordmark letters).

Custom Secondary Logo

Restricted Use
The customized secondary logo has historically been used as a team-specific logo. Currently, use of this logo by the department or other parties is restricted. Approval to use this mark must be sought by contacting Lottie Stockwell at (502) 852.2456 or lottie@gocards.com.

Existing signs or other permanent items utilizing the mark are acceptable.

Clear Space
If approved for use, observe the protected area around the logo. Nothing should intrude into this specified clear space when employing the logo in any application.

Regardless of scale, the size of the clear zone for the secondary logo must equal the size of a box represented in the yellow box labeled “X” (equaling the height of the black mask behind the wordmark letters).
**Lettermark**

The Gothic “L” mark is a supplemental icon that may be used in lieu of the primary mark.

In addition to being used as a brand signifier, the lettermark may be used as a typographic substitution for words beginning with the letter L.

The lettermark is the only UofL athletic mark that may be used as a typographic substitution.

**Clear Space**

Observe the protected area around the logo. Nothing should intrude into this specified clear space when employing the lettermark in any application.

Regardless of scale, the size of the clear zone for the lettermark must equal the size of a box represented in the yellow box labeled “X” (equaling the height of the horizontal bar).

**COLOR VARIATION**

- **FULL COLOR**
- **ONE COLOR**

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**Primary Wordmark**

The wordmark is succinct and instantly identifiable on a national stage. It plays as a supporting role in the brand platform as a unique mark. It visually compliments the angular nature of our primary mark.

**Clear Space**

Observe the protected area around the logo. Nothing should intrude into this specified clear space when employing the wordmark in any application.

Regardless of scale, the size of the clear zone for the wordmark must equal the size of a box represented in the yellow box labeled “X” (equaling the width of the O).

**COLOR VARIATION**

- **FULL COLOR**
- **ONE COLOR**

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Secondary Wordmark

The secondary wordmark is a supplemental community mark that may be used on promotional materials and merchandise. The mark expresses the community of fans and supporters, the university at large and also our city.

The secondary wordmark is available in two different configurations (inline and stacked) to offer flexibility in positioning and use.

Clear Space

Observe the protected around the logo. Nothing should intrude into this specified clear space when employing the secondary wordmark in any application.

Regardless of scale, the size of the clear zone for either mark must equal the size of a box represented in the yellow box labeled “X” (equaling the height of the horizontal bar of the L).

COLOR VARIATION

COPYRIGHT REQUIREMENTS

For most uses, the wordmarks (primary and secondary) should have an adjacent registered copyright mark signifying a federally registered work.

Previous versions of the secondary marks displaying a trademark symbol should be replaced with this newer, correct artwork.

Certain applications, at the discretion of the Department of Athletics, may omit the copyright symbol. For example, athletic uniforms do not necessitate the copyright symbol to be displayed.

Questions about copyright symbol use should be directed to (502) 852-2456 or brand@go Cards.com.
Wordmark Lockups

Lockups are available for the department itself, as well as all of the UofL Athletics NCAA teams, both with and without the primary mark incorporated.

The wordmark lockups combine the standard UofL Athletic wordmark with a customized titleplate set in Gotham. These wordmark lockups may be used on marketing and promotional materials by coaches and staff.

- Athletics (departmental use)
- Baseball
- Basketball
- Cross Country
- Field Hockey
- Football
- Golf
- Lacrosse

No unit or entity besides those listed below may create a customized wordmark lockup using this style.

- Rowing
- Soccer
- Softball
- Swimming & Diving
- Tennis
- Track & Field
- Volleyball

Clear Space

Observe the protected area around the logo. Nothing should intrude into this specified clear space when employing the wordmark lockups in any application.

Regardless of scale, the size of the clear zone for either mark must equal the size of a box represented in the yellow box labeled “X” (equaling the width of the O in “Louisville”).

COLOR VARIATION

FULL COLOR

ONE COLOR

COPYRIGHT REQUIREMENTS

For most uses, the wordmark lockups should have an adjacent registered copyright mark signifying a federally registered work.

Certain applications, at the discretion of the Department of Athletics, may omit the copyright symbol. For example, athletic uniforms do not necessitate the copyright symbol to be displayed.

Questions about copyright symbol use should be directed to (502) 852-2456 or brand@gocards.com.
Unacceptable Logo Use

The success of the University of Louisville Athletics brand identity relies on the clarity and consistency with which it is implemented. Distorting or changing it reduces its legal protection and diminishes its impact.

The following examples visualize some potential mistakes that must be avoided.

1. Do not alter colors or use patterns
2. Do not alter proportions
3. Do not fade or add texture
4. Do not rotate the logo
5. Do not invade clear space
6. Do not combine marks
7. Do not blur the logo
8. Do not skew the logo
9. Do not flip orientation
10. Do not crop the logo
11. Do not add elements
12. Do not use the silhouette

NOTE: the above examples apply to all UofL Athletic marks

Additional Restrictions

1. Co-branded situations (using a UofL Athletics mark in conjunction with another brand/multiple brand logos) are not preferred. In situations requiring co-branding, the UofL logo must retain primary importance when possible.

2. Co-branded situations within the university (e.g. an event requiring UofL Athletics and an academic unit) should not use two UofL logos on the same material. Dual branding is not allowed.

3. UofL Academic units, student organizations and other non-athletic entities within the university are not permitted to use UofL Athletic marks without permission from the Assistant Director of Athletic Marketing, by contacting (502) 852-2456 or brand@gocards.com

4. UofL Athletics must adhere to the UofL Brand Guidelines (non-athletic) when using non-athletic institutional logos. Questions about the institutional brand can be made by contacting the Director of Brand Design in the Office of Communications & Marketing by contacting (502) 852-2898 or branding@louisville.edu.

5. Use of an official UofL Athletic logo on merchandise or other printed promotional or marketing material requires compliance with licensing regulations (see page 27 for more information). Internal/campus entities are not exempt, and must comply with these regulations.
Additional Logos & Marks

**YOUTH MARK**
The youth mark’s use is restricted to UofL Athletics camps for kids, and marketing/promotional items for youth.

**HELMETS**
UofL Athletic helmet design is the only application where it is permissible to flip the orientation of the primary mark.

**LOUISVILLE FIRST CARDS FOREVER**
This trademarked campaign, wordmark and insignia are used as accent art and is not intended for standalone use as a department logo or mark.

These marks are best employed on marketing materials where it is appropriate to evoke pride in the spirit of UofL Athletics, as opposed to purpose of branding the material as UofL (organizationally).

**CARDINAL ATHLETIC FUND**
The Cardinal Athletic Fund provides scholarship support for UofL student-athletes through annual donations from its members.

This mark is not to be used by anyone besides the staff of the CAF. For more information or questions, contact cafemail@louisville.edu.

**GOCARDS.COM**
The gocards.com campaign was launched in 2012 to advertise and promote the new UofL Athletics website. The marks from this may still be used internally by the department staff for marketing materials who’s purpose is enhanced by calling attention to the website. The mark is not intended to be used by itself on public-facing materials.

**UOFL ALUMNI**
The UoFL Alumni Association was granted permission to use the primary athletic mark as part of their signature.

This mark is not to be used by anyone besides the staff of the Alumni Association. For more information or questions, contact lindsay.wehr@louisville.edu.

**CARDINAL KIDS CLUB**
The Cardinal Kids Club is a membership-based fan organization for children under the age of 13.

This mark may only be used for Kids Club events and related materials.
Facility Logos

Within the UofL Athletics brand there exists a handful of facilities that, due to the nature of their gift agreements, have their own marks. Marks of these nature are not standard or encouraged, as their use is limited.

These marks are not to be used by any one other than the facilities staff and should not be used for purposes of signage.

Archival Logos

UofL Athletics has a rich history decorated with a variety of proud symbols. We wish to protect these marks and their use, and as such the logos shown below are covered by both copyright and licensing restrictions and may not be used without permission.

Only Adidas and Retrobrand CLC College Vault licensees may use these protected marks on apparel.

Questions about archived logo use should be directed to (502) 852-2456 or brand@go Cards.com.
Within the UofL Athletics brand there are key phrases often used that, for sake of consistency and clarity, we must define:

• University of Louisville Cardinals
• Louisville Athletics
• University of Louisville Athletics
• University of Louisville Athletic Department
• Louisville Cardinals
• Cardinal [insert sport]

The logos and wordmarks contained in this document are federally registered content of the University of Louisville and any use of such must include the ® designation whenever they are used. By accessing and using any of these images, logos, designs or marks, you are agreeing to do so in accordance with the terms of your contract with the University of Louisville or as otherwise expressly permitted by an authorized UofL Athletics representative.

Additionally, all uses of University of Louisville Athletic logos and trademarks must be licensed and are subject to the regulations of the Licensing Program.

Any person, organization or corporate entity wishing to use the University of Louisville Athletic logos and trademarks must obtain the right to do so in written form by contacting Lottie Stockwell at (502) 852.2456 or lottie@gocards.com.