



GULF SOUTH CONFERENCE

BRAND STANDARDS

IDENTITY

1.

PRIMARY MARK

The Primary Gulf South Conference Mark should be used most often and used if all possible in full color.

Black and White versions of the logo are available to use in opposing background options.

- Make sure the Primary Gulf South Conference Mark is rotated at an 18.5% angle
- Always keep Primary Mark lockup in these proportions.



FULL COLOR PRIMARY MARK



ONE COLOR DARK PRIMARY MARK



ONE COLOR LIGHT PRIMARY MARK

PROPER WORDMARK USAGE



DARK/COLOR BACKGROUND



LIGHT/COLOR BACKGROUND



DARK/COLOR PHOTO OR PATTERN



LIGHT/COLOR PHOTO OR PATTERN

3.

WORDMARK

The Gulf South Conference Wordmark should be used if all possible in full color.

Black and White versions of the logo are available to use in opposing background options.

- Make sure Gulf South Conference Wordmark is rotated at an 18.5% angle
- Always keep Wordmark lockup in these proportions.



FULL COLOR PRIMARY MARK



ONE COLOR DARK PRIMARY MARK



ONE COLOR LIGHT PRIMARY MARK

PROPER WORDMARK USAGE



DARK/COLOR BACKGROUND



LIGHT/COLOR BACKGROUND



DARK/COLOR PHOTO OR PATTERN



LIGHT/COLOR PHOTO OR PATTERN

INPROPER MARK USAGE



DO NOT ROTATE



DO NOT SKEW



DO NOT STRETCH OR SCRUNCH



DO NOT DECREASE THE SIZE
AS TO NOT BE READABLE



DO NOT REMOVE ELEMENTS



DO NOT DEVIATE FROM
APPROVEDCOLOR PALLET



DO NOT ADD DROP SHADOW



DO NOT ADD STROKE



DO NOT PIXELATE

COLOR & TYPE

COLOR PALLET

The correct color pallet is very important. To “stay on brand” please use the accepted colors in all production materials.

- Do not stray from the color pallet unless instructed by Marketing.
- Always use proper inverse of given marks based on background colors.

PANTONE 130C
#F7A800

PANTONE 186C
#CF0A2C

BLACK
#000000

7.

TYPOGRAPHY

- To “stay on brand” please use the accepted typography when at all possible.
- Do not stray from acceptable typography unless instructed by Marketing.

ABCD1234

DUKE FILL - PRIMARY FONT USED FOR HEADERS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

SAA SERIES A D - SECOUNDARY FONT USED FOR HEADERS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

MYRIAD PRO - BODY FONT USED FOR ALL BODY TEXT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

WEB SAFE TYPOGRAPHY

- To “stay on brand” please use the accepted typography when at all possible.
- Do not stray from acceptable typography unless instructed by Marketing.

Abcd 1 2 3 4

LEAGUE GOTHIC - PRIMARY FONT USED FOR HEADERS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

OPEN SANS CONDENSED - SECOUNDARY FONT USED FOR HEADERS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

ARIAL NARROW - BODY FONT USED FOR ALL BODY TEXT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

BRAND USAGE

10.

BUSINESS CARDS & LETTERHEAD

To “stay on brand” please use the accepted typography when at all possible.

- Do not stray from acceptable typography unless instructed by Marketing.



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APPAREL & MERCH

To “stay on brand” please use the accepted colors in all production materials.

- Do not stray from the color pallet unless instructed by Marketing.
- Always use proper inverse of given marks based on background colors.
- Do not stray from acceptable typography unless instructed by Marketing.



SCHOOL BRAND USAGE

UNIVERSITY OF ALABAMA HUNTSVILLE

COLOR COMBINATIONS

The color options on this page are appropriate for use on institutional materials. The following combinations must only be used with the simplified logo.

*For special applications that use colors beyond the institutional palette, please defer to the black/white simplified logos.



WHITE

PMS 293 C

AUBURN UNIVERSITY AT MONTGOMERY

COLOR COMBINATIONS

The color options on this page are appropriate for use on institutional materials. The following combinations must only be used with the simplified logo.

*For special applications that use colors beyond the institutional palette, please defer to the black/white simplified logos.

PMS 172 C

BLACK



CHRISTIAN BROTHERS UNIVERSITY

COLOR COMBINATIONS

The color options on this page are appropriate for use on institutional materials. The following combinations must only be used with the simplified logo.

*For special applications that use colors beyond the institutional palette, please defer to the black/white simplified logos.



PMS 186 C

PMS 408 C

DELTA STATE UNIVERSITY

COLOR COMBINATIONS

The color options on this page are appropriate for use on institutional materials. The following combinations must only be used with the simplified logo.

*For special applications that use colors beyond the institutional palette, please defer to the black/white simplified logos.



PMS 348 C

WHITE

FLORIDA INSTITUTE OF TECHNOLOGY

COLOR COMBINATIONS

The color options on this page are appropriate for use on institutional materials. The following combinations must only be used with the simplified logo.

*For special applications that use colors beyond the institutional palette, please defer to the black/white simplified logos.



PMS 202 C

PMS 424 C

LEE UNIVERSITY

COLOR COMBINATIONS

The color options on this page are appropriate for use on institutional materials. The following combinations must only be used with the simplified logo.

*For special applications that use colors beyond the institutional palette, please defer to the black/white simplified logos.



PMS 209 C

PMS 289 C

MISSISSIPPI COLLEGE

COLOR COMBINATIONS

The color options on this page are appropriate for use on institutional materials. The following combinations must only be used with the simplified logo.

*For special applications that use colors beyond the institutional palette, please defer to the black/white simplified logos.



PMS 282 C

PMS 1235 C

UNIVERSITY OF MONTEVALLO

COLOR COMBINATIONS

The color options on this page are appropriate for use on institutional materials. The following combinations must only be used with the simplified logo.

*For special applications that use colors beyond the institutional palette, please defer to the black/white simplified logos.



PMS 2627 C

PMS 123 C

NORTH GREENVILLE UNIVERSITY

COLOR COMBINATIONS

The color options on this page are appropriate for use on institutional materials. The following combinations must only be used with the simplified logo.

*For special applications that use colors beyond the institutional palette, please defer to the black/white simplified logos.



PMS 206 C

PMS 428 C

SHORTER UNIVERSITY

COLOR COMBINATIONS

The color options on this page are appropriate for use on institutional materials. The following combinations must only be used with the simplified logo.

*For special applications that use colors beyond the institutional palette, please defer to the black/white simplified logos.



PMS 293 C

WHITE

SPRING HILL COLLEGE

COLOR COMBINATIONS

The color options on this page are appropriate for use on institutional materials. The following combinations must only be used with the simplified logo.

*For special applications that use colors beyond the institutional palette, please defer to the black/white simplified logos.



PMS 2627 C

PMS COOL GRAY 6 C

UNION UNIVERSITY

COLOR COMBINATIONS

The color options on this page are appropriate for use on institutional materials. The following combinations must only be used with the simplified logo.

*For special applications that use colors beyond the institutional palette, please defer to the black/white simplified logos.

PMS 194 C

WHITE



VALDOSTA STATE UNIVERSITY

COLOR COMBINATIONS

The color options on this page are appropriate for use on institutional materials. The following combinations must only be used with the simplified logo.

*For special applications that use colors beyond the institutional palette, please defer to the black/white simplified logos.



PMS 187 C

BLACK

UNIVERSITY OF WEST ALABAMA

COLOR COMBINATIONS

The color options on this page are appropriate for use on institutional materials. The following combinations must only be used with the simplified logo.

*For special applications that use colors beyond the institutional palette, please defer to the black/white simplified logos.



PMS 187 C

WHITE

UNIVERSITY OF WEST FLORIDA

COLOR COMBINATIONS

The color options on this page are appropriate for use on institutional materials. The following combinations must only be used with the simplified logo.

*For special applications that use colors beyond the institutional palette, please defer to the black/white simplified logos.



PMS 285 C

PMS 3405 C

UNIVERSITY OF WEST GEORGIA

COLOR COMBINATIONS

The color options on this page are appropriate for use on institutional materials. The following combinations must only be used with the simplified logo.

*For special applications that use colors beyond the institutional palette, please defer to the black/white simplified logos.



PMS 286 C

PMS 185 C

YOUNG HARRIS COLLEGE

COLOR COMBINATIONS

The color options on this page are appropriate for use on institutional materials. The following combinations must only be used with the simplified logo.

*For special applications that use colors beyond the institutional palette, please defer to the black/white simplified logos.



PMS 2597 C

PMS COOL GRAY 9 C

SCHOOL UNIFORM PLACEMENT

16.

UNIFORM LOGO & APPAREL PLACEMENT

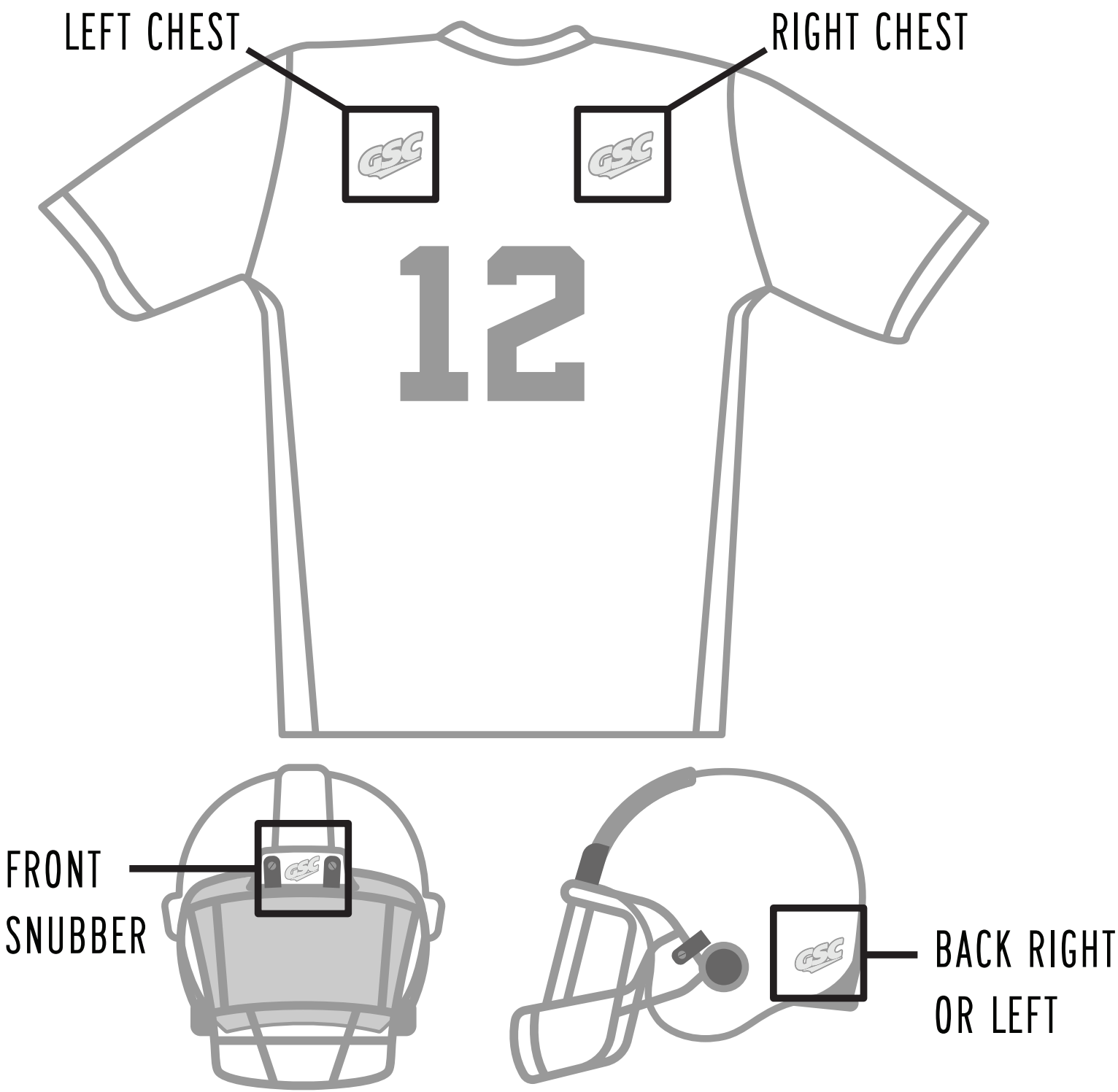
The following section outlines specific information related to the placement of the Gulf South Conference logo on member institutions' uniforms.

Logos on jerseys should follow the logo guidelines in the current playing rules, and the conference office must confirm each use and placement.

Member specific color options are outlined on pages 12-19

Specific questions related to color options and/or logo placement should be directed to the Conference office.

FOOTBALL



BASKETBALL



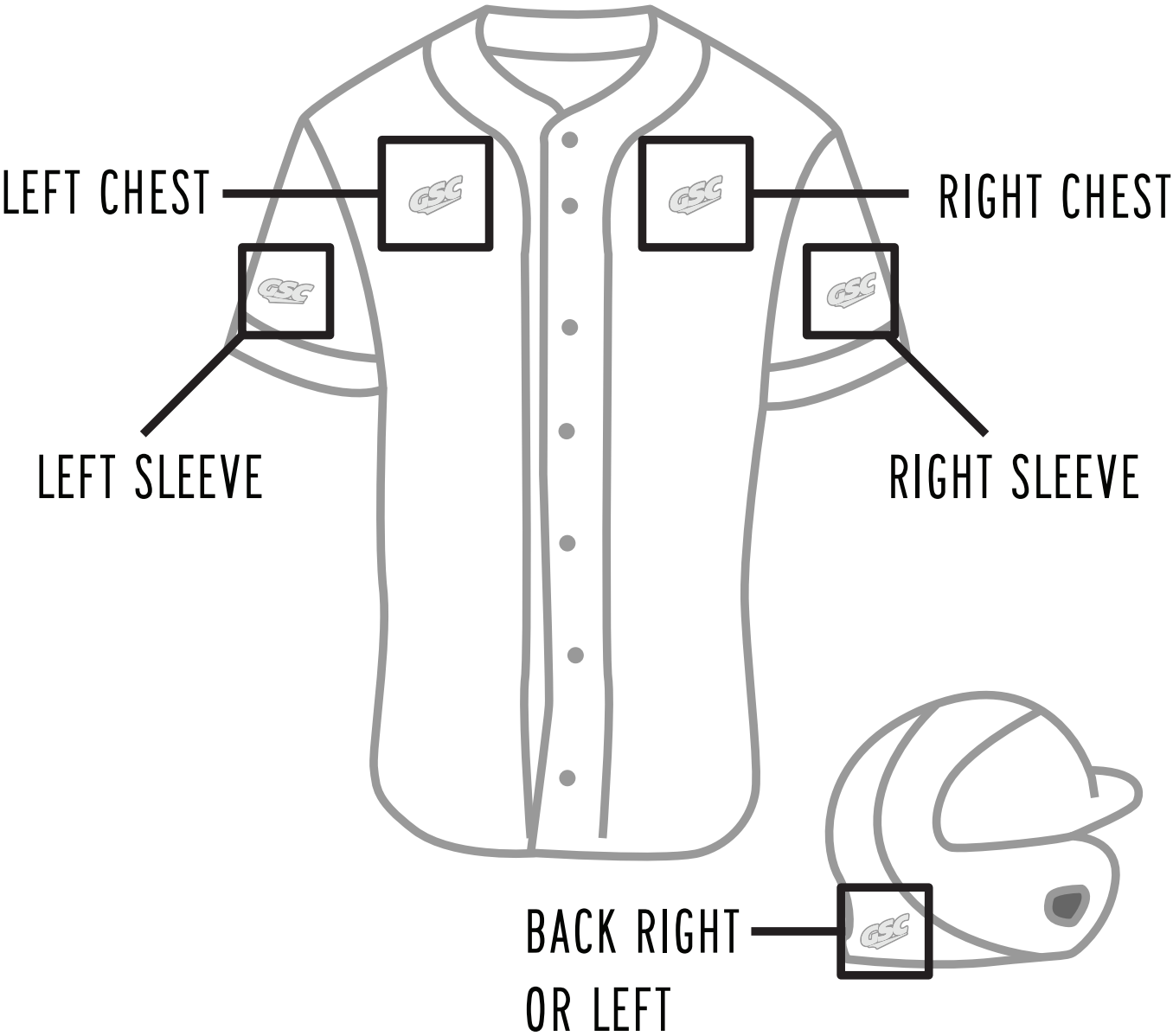
SOCCER



VOLLEYBALL



BASEBALL/SOFTBALL



OTHER SPORTS

CROSS COUNTRY

- Positioning is at the discretion of the institution on team warm-ups or competition uniforms.

LACROSSE

- Positioning is at the discretion of the institution on team warm-ups or competition uniforms.

GOLF

- Positioning is at the discretion of the institution on competition shirts.

TRACK & FIELD

- Positioning is at the discretion of the institution on team warm-ups or competition uniforms.

TENNIS

- Positioning is at the discretion of the institution on competition uniforms.

ARENA BRAND PLACEMENT

PLAYING SURFACE &
ARENA PLACEMENT

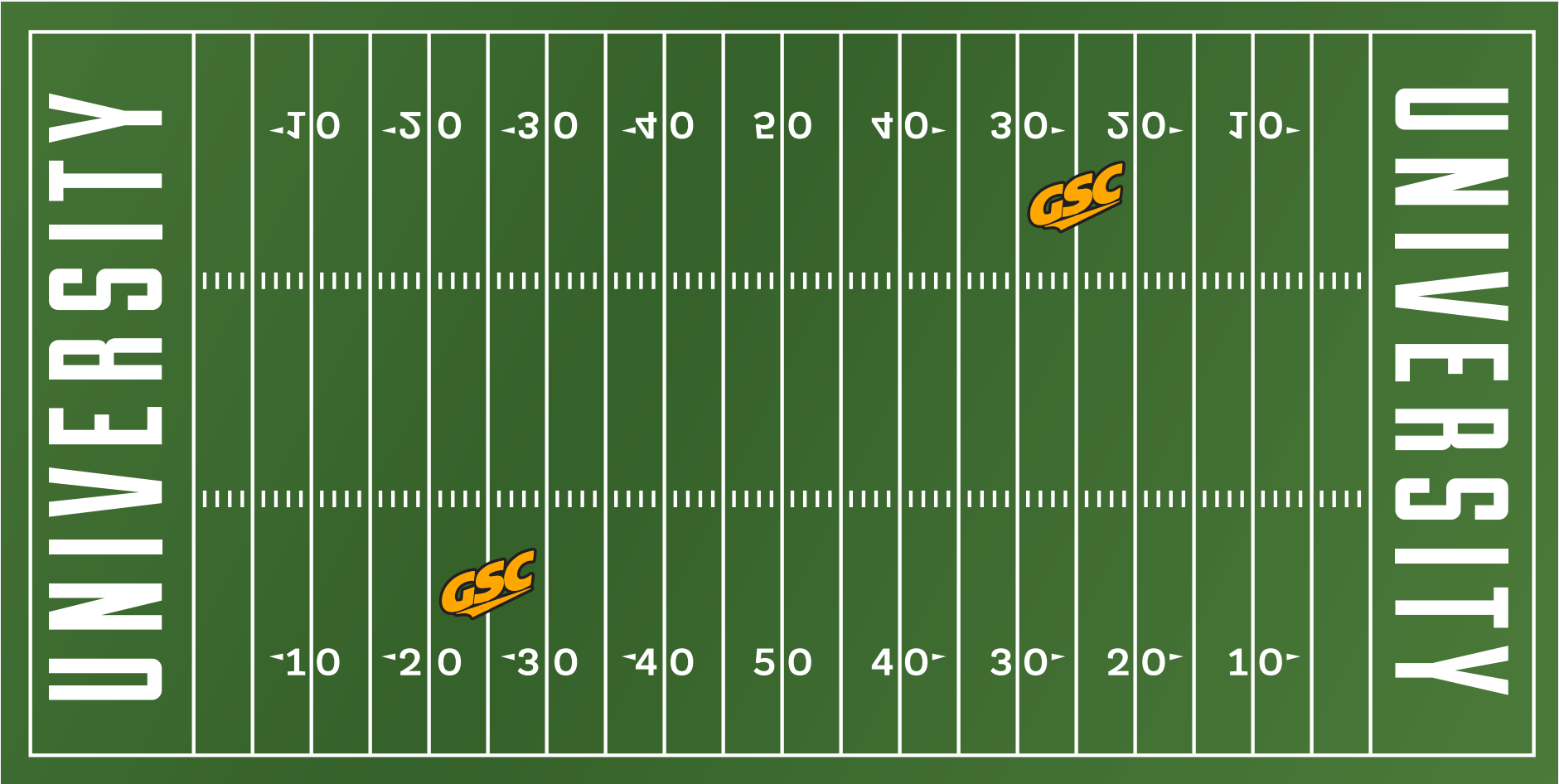
FOOTBALL

Logos are to be painted on the field between the numbers and hash marks.

The logos should be painted diagonally from each other facing the press box on the 25-yard lines.

The base of the logo should stretch a total of at least 6 yards, or three on either side of the 25-yard line.

FOOTBALL



APPROVED LOGO OPTIONS



FULL COLOR WORDMARK

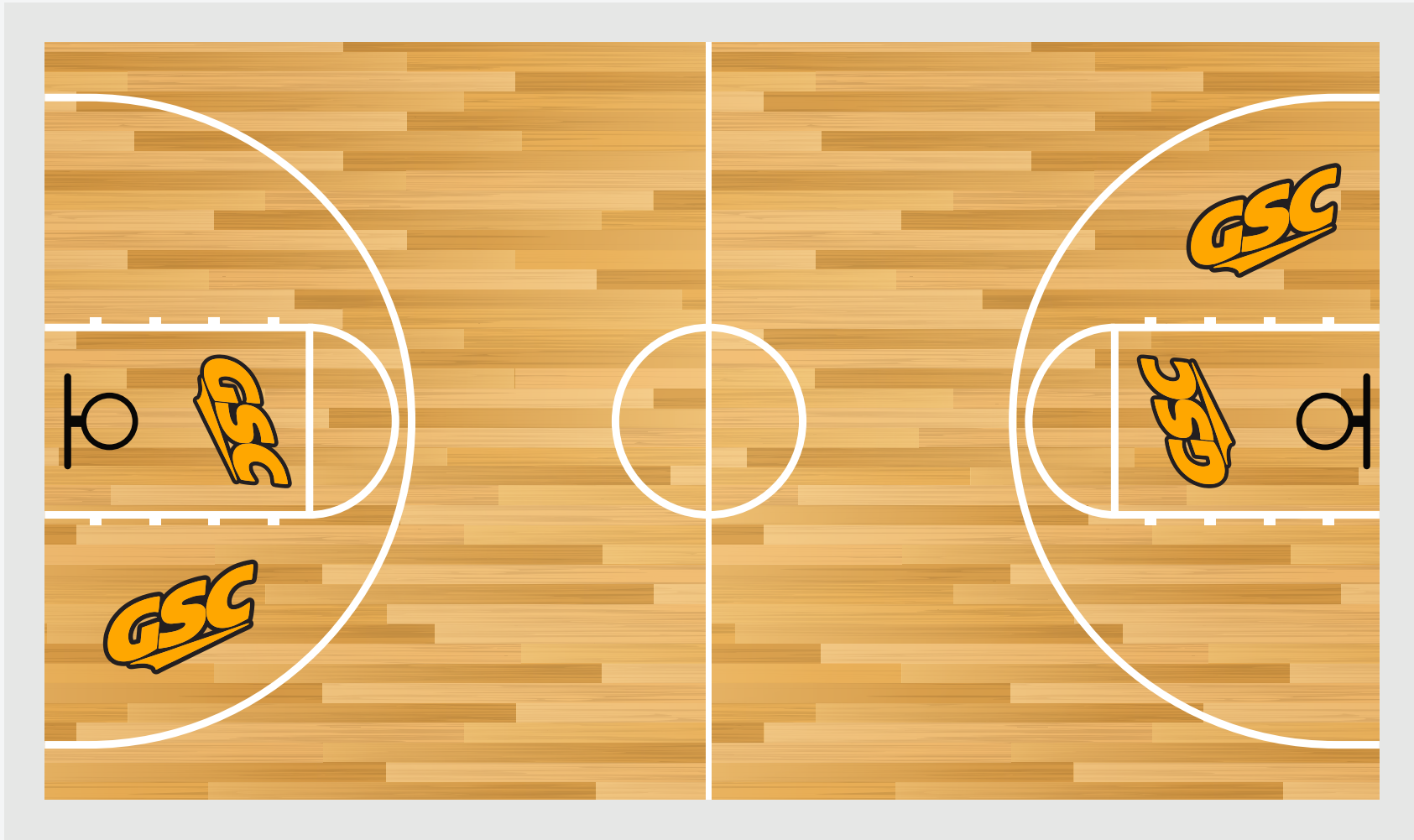


WHITE WORDMARK



SCHOOL COLOR OPTIONS

BASKETBALL



BASKETBALL

Logos are to be applied within the designated area on both sides of the court between the lane line and the 3-point line, in the precise orientations shown on the left.

Measurement orientations are described as follows: (1) draw an imaginary line starting from the midpoint on the baseline (midpoint between lane line and 3-point line) extending to the 3-point line (this line is parallel to lane line); (2) draw imaginary line starting from lane line (between block and first hash mark) extending to 3-point line (this line is parallel to baseline); (3) center of logo should be located at intersection of both imaginary lines. Logo should be 9 feet in height (4 1/2 feet above and 4 1/2 feet below intersection).

Both logos should face primary midcourt television cameras

APPROVED LOGO OPTIONS



FULL COLOR WORDMARK



WHITE WORDMARK

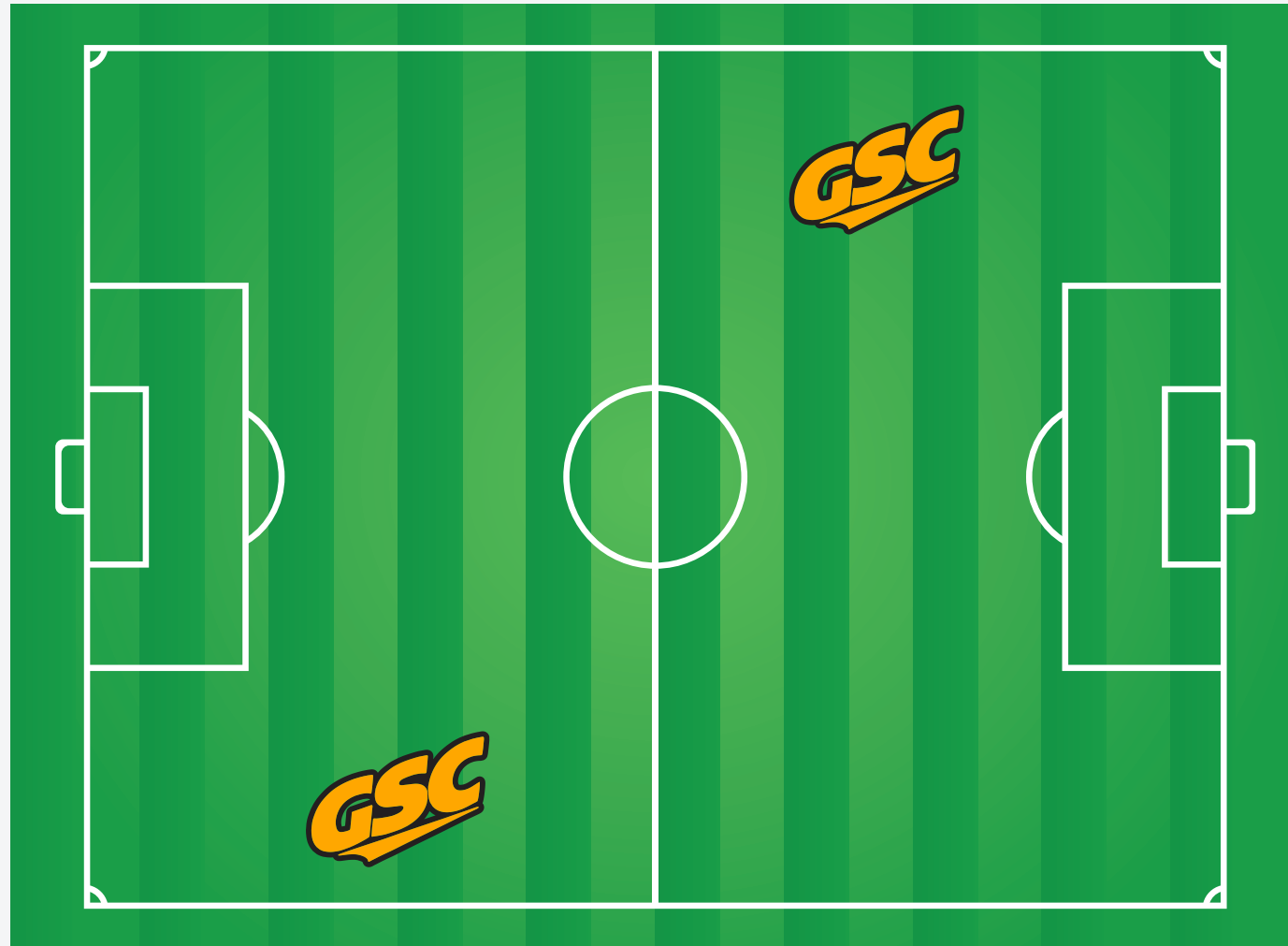


BLACK WORDMARK



SCHOOL COLOR OPTIONS

SOCCER



SOCCER

The approved Gulf South Conference Wordmarks below should be painted on the field either diagonally from each other in the playing boundary or on the side opposite the television camera outside the playing boundary.

For placement diagonally inside the playing boundary, an imaginary straight line should be drawn half way between the end of the penalty box and midfield.

For placement outside the playing boundary, an imaginary straight line should extend from the top of the penalty box.

The center of the logo should be located at the intersection of these imaginary lines. The logo should be 6 yards in length (3 yards to the left and 3 yards to the right)

APPROVED LOGO OPTIONS



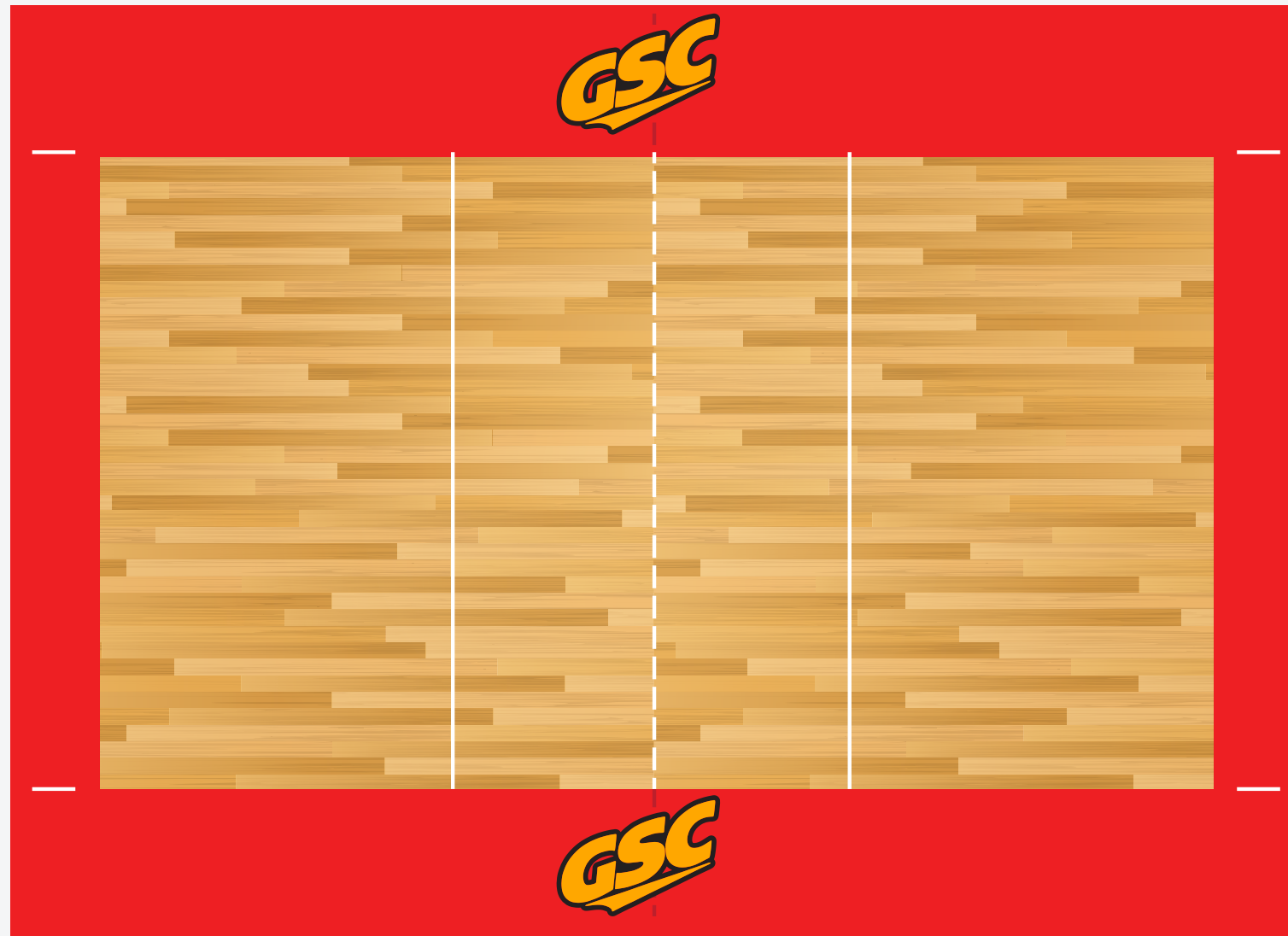
FULL COLOR WORDMARK



WHITE WORDMARK SCHOOL COLOR OPTIONS



VOLLEYBALL



VOLLEYBALL

The approved Gulf South Conference Wordmark' below should be painted at the net in camera view (in or out of the playing boundary). An imaginary line should extend above and below midcourt. The center of the logo should be located at the intersection of the imaginary line. The logo should be 12 feet in length (6 feet to the left and 6 feet to the right).

APPROVED LOGO OPTIONS



FULL COLOR WORDMARK



WHITE WORDMARK



BLACK WORDMARK



SCHOOL COLOR OPTIONS

BASEBALL/SOFTBALL



BASEBALL/SOFTBALL

The approved Gulf South Conference Wordmarks below should be painted at the net in camera view (in or out of the playing boundary). An imaginary line should be drawn halfway between each baseline. The center of the logo should be located at the intersection of the imaginary line. The logo should be 18 feet in length (9 feet to the left and 9 feet to the right).

Additionally, The approved Gulf South Conference Wordmark's below should be placed on the backstop padding and on interior or outfield walls.

APPROVED LOGO OPTIONS



FULL COLOR WORDMARK



WHITE WORDMARK



SCHOOL COLOR OPTIONS

GRAPHIC ASSETS

42.

GRAPHIC ASSETS

SLANTED BANNER



RED SEAMLESS PATTERN



GSCSPORTS.ORG



PLAYBOOK

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 ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. 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 ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

PRIMARY MARKS AND WORDMARKS





