# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction</td>
<td>3</td>
</tr>
<tr>
<td>Primary Logo</td>
<td>4</td>
</tr>
<tr>
<td>Wordmark Logo</td>
<td>5</td>
</tr>
<tr>
<td>Secondary Logos</td>
<td>6</td>
</tr>
<tr>
<td>Secondary Logos (Cont.)</td>
<td>7</td>
</tr>
<tr>
<td>Color Palette</td>
<td>8</td>
</tr>
<tr>
<td>Typography</td>
<td>9</td>
</tr>
<tr>
<td>Do Not Use</td>
<td>10</td>
</tr>
<tr>
<td>Verbage &amp; Tricodes</td>
<td>11</td>
</tr>
<tr>
<td>Retro Ramblers &amp; Elements</td>
<td>12</td>
</tr>
<tr>
<td>Contact</td>
<td>13</td>
</tr>
</tbody>
</table>
Welcome to the Loyola University Athletics Logo Style Guide. This guide provides guidelines, reference material and information on the visual components of the Loyola Athletics logo. This guide is a tool to help manage the branding and consistency of Loyola University Athletics. This guide will be essential as you activate the Loyola Athletics brand.

While every effort has been made to provide a comprehensive and accurate summary of the Loyola Athletics logo style, the information in this guide is not intended to supersede, override or affect the interpretation of any of the rights and obligations of Loyola University.

While this style guide provides guidelines for the correct usage of logos and word marks, final designs of all applications must be reviewed and approved by the Loyola University staff before production. In the event this guide requires clarification, Loyola University will provide such interpretations at its sole discretion.

The Loyola University Athletics Logo Style Guide is a key component of Loyola University brand management strategy. Building the equity of the Loyola Athletics brand can only be accomplished by adhering to these guidelines. Through the consistent application and usage of the included logos in all graphic applications, Loyola Athletics will continue to build a strong and identifiable brand.

This document contains the guidelines for usage of the Loyola Athletics logos, and it is the responsibility of those who execute/activate materials to observe these guidelines.

For your convenience, all marks, design elements and production templates seen in this document are available via your Loyola University Athletics representative. Whenever possible, please use the art files provided. DO NOT distort, add to or change any of the files. Again, all uses of Loyola University graphics and marks must be pre-approved by the Loyola University staff.
LOYOLA WOLF HEAD PRIMARY LOGO

- The Loyola primary logo with wolf head must be used in its respective entirety.
- Don’t stretch, distort or alter the logo.
- The color palette should be used on all materials. This guide should not be used to match color for final production pieces – a Pantone color guide is recommended.
- The logo should be the dominant element when used.
- Logos are available in full color and one color options.

CORRECT USE AND PREFERRED VERSION

The Loyola Athletics logos should be the cornerstone of all printed and environmental graphic elements. The full-color logo is the preferred version and should be used as frequently as possible.

The logo is a trademark of Loyola University and must be reproduced in the configurations and colors shown in this document. No variation in its design, other than what is provided, will be approved.

NO OUTLINE TO BE USED ON LIGHT BACKGROUNDS ONLY

WHITE OUTLINE TO BE USED ON DARK BACKGROUNDS ONLY
LOYOLA WORD MARK WITH SCRIPT Font

- The Loyola script logo must be used in its respective entirety.
- Don’t stretch, distort or alter the logo.
- The color palette should be used on all materials. This guide should not be used to match color for final production pieces – a Pantone color guide is recommended
- The logo should be the dominant element when used.
- Logos are available in full color and one color options.

CORRECT USE AND PREFERRED VERSION

The Loyola Athletics logos should be the cornerstone of all printed and environmental graphic elements. The full-color logo is the preferred version, and should be used as frequently as possible.

The logo is a trademark of Loyola University and must be reproduced in the configurations and colors shown in this document. No variation in its design, other than what is provided, will be approved.

TO BE USED ON WHITE AND LIGHT COLORED BACKGROUNDS ONLY

<table>
<thead>
<tr>
<th>TWO COLOR SCRIPT LOGO</th>
<th>ONE COLOR SCRIPT LOGO</th>
</tr>
</thead>
<tbody>
<tr>
<td>BLACK &amp; DARK BACKGROUNDS ONLY</td>
<td>MAROON BACKGROUNDS ONLY</td>
</tr>
<tr>
<td>Loyola Chicago</td>
<td>Loyola Chicago</td>
</tr>
<tr>
<td>Loyola Chicago</td>
<td>Loyola Chicago</td>
</tr>
<tr>
<td>Loyola Chicago</td>
<td>Loyola Chicago</td>
</tr>
<tr>
<td>Loyola Chicago</td>
<td>Loyola Chicago</td>
</tr>
</tbody>
</table>
SECONDARY LOGOS

LOYOLA WOLF HEAD

- The Loyola Wolf head must be used in its respective entirety.
- Don’t stretch, distort or alter the logo.
- The color palette should be used on all materials. This guide should not be used to match color for final production pieces – a Pantone color guide is recommended
- The logo should be the dominant element when used.
- Logos are available in full-color, three-color, and line-art options.

CORRECT USE AND PREFERRED VERSION

The Loyola Athletics logos should be the cornerstone of all printed and environmental graphic elements. The full-color logo is the preferred version, and should be used as frequently as possible.

The logo is a trademark of Loyola University and must be reproduced in the configurations and colors shown in this document. No variation in its design, other than what is provided, will be approved.
SECONDARY LOGOS

- The Loyola Athletics sport-specific logos must be used in their respective entirety.
- Don’t stretch, distort or alter the logo.
- The color palette should be used on all materials. This guide should not be used to match color for final production pieces – a Pantone color guide is recommended (refer to page 13 for color information).
- The logo should be the dominant element when used.
- Logos are available in full color and one color options.
- There are logos available for all University sports. The ones shown here are for example only, and are not a comprehensive list of the logos that are available. To obtain specific logos, please contact your Loyola Athletics representative.

<table>
<thead>
<tr>
<th>TWO COLOR SCRIPT LOGO</th>
<th>ONE COLOR SCRIPT LOGO</th>
</tr>
</thead>
<tbody>
<tr>
<td>WHITE &amp; LIGHT</td>
<td>BLACK &amp; DARK</td>
</tr>
<tr>
<td>BACKGROUNDS ONLY</td>
<td>BACKGROUNDS ONLY</td>
</tr>
</tbody>
</table>

Loyola Basketball
Loyola Volleyball
Loyola Track & Field
Loyola Golf
Loyola Soccer
Loyola Softball
Loyola Cross Country
COLOR PALETTE

**PMS 130 C**
- CMYK: C=1% / M=38% / Y=100% / K=0%
- RGB: R=253 / G=185 / B=19
- Embroidery Color: Mediera -1024

**PMS 504 C**
- CMYK: C=45% / M=81% / Y=62% / K=52%
- RGB: R=88 / G=41 / B=49
- Embroidery Color: Mediera -1036
PRIMARY TYPOGRAPHY
The primary typeface of Loyola Athletics is Bebas Neue Regular. This font should be used as the go-to font for Loyola Athletics.

BEVAS NEUE REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

SECONDARY TYPOGRAPHY
The secondary typefaces of Loyola Athletics are Berthold City and Fenway Park JF. These fonts should only be used for titles and not general typesetting.

BERTHOLD CITY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Fenway Park JF

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
DO NOT USE

The following marks are either in the vault, or not an official logo of Loyola Athletics as of 2019-20 and should not be used.
CORRECT
Loyola University Chicago
Loyola Chicago
Loyola (Chi)
LUC

INCORRECT
LOY-CHI
LCHI
Loyola CHI
Loyola-chi
Loyola-Chicago
LILL
LCU
RETRO RAMBLERS

The Retro Ramblers Collection is a group of past university logos, representing official sanctioning by the institution. Use of these logos are limited and should not be used as a substitute for the university primary or secondary logos. In certain circumstances, exceptions to these guidelines may be made but only with prior approval.

ELEMENTS

Loyola recognizes that we have partnerships with external and internal organizations. The following icons are part of the Loyola brand but should not be used as a substitute for the university primary or secondary logos. In certain circumstances, exceptions to these guidelines may be made but only with prior approval.

CREATED BY CULTURE

LOYOLA UNIVERSITY ATHLETICS - LOGO STYLE GUIDE - 12
If you are interested in utilizing official Loyola Marks & Logos in any fashion, please be sure to contact our licensing partner, CLC, to learn more and to get the licensing process started.

CLC (formerly IMG College Licensing & Learfield Licensing)
1075 Peachtree Street, Suite 3300
Atlanta, GA 30309
Phone: 770.956.0520
Fax: 770.955.4491
www.imglicensing.com

Application process inquiries - applications@imgcollegelicensing.com
Corporate inquiries about promotions - promotions@imgcollegelicensing.com
Retailer inquiries about promotions or licensee information - retail@imgcollegelicensing.com

Questions about these brand standards or other inquiries can be directed to Loyola Athletics.

Tom Sorboro
Sr. Associate Athletic Director, External Operations
Loyola Athletics
Norville Athletic Center
6526 N. Winthrop Ave.
Chicago, IL 60626
Phone: 773.508.2731
tsorboro@luc.edu