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**IDENTITY STANDARDS**

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## SURFACE APPLICATIONS

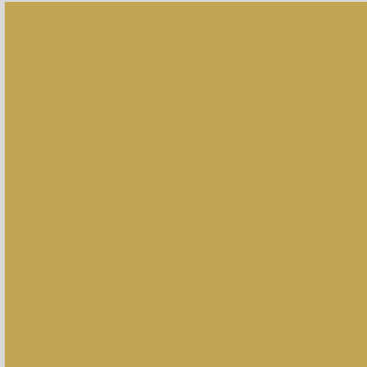
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**LOGO AND COLORS**

## SLC GOLD



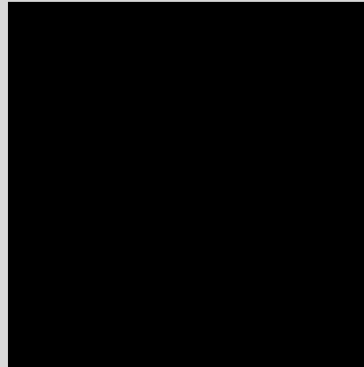
**Pantone**  
P 11-13 C

**RGB**  
194r 165g 83b

**CMYK**  
00c 13m 60y 25k

**HEX**  
#c2a553

## SLC BLACK



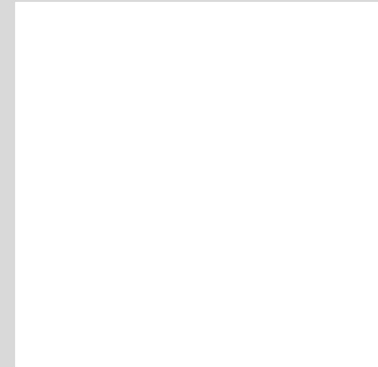
**Pantone**  
P Process Black C

**RGB**  
0r 0g 0b

**CMYK**  
00c 00m 00y 100k (1 color)  
74c 67m 66y 89k (Composite)

**HEX**  
#000000

## SLC WHITE



**Pantone**  
P 179-1 C

**RGB**  
255r 255g 255b

**CMYK**  
00c 00m 00y 00k

**HEX**  
#ffffff





Primary Logo / Color Palette



Secondary Logo / Color Palette



Compass Logo / Color Palette



**Primary Logo / Color Palette**



Primary on Light Background



Primary on Dark Background



One Color on Light Background



One Color on Dark Background



**Secondary Logo / Color Palette**



**Secondary on Light Background**



**Secondary on Dark Background**



**One Color on Light Background**



**One Color on Dark Background**



**Compass Logo / Color Palette**



**Compass on Light Background**



**Compass on Dark Background**



**One Color on Light Background**



**One Color on Dark Background**



Primary Logo and Tagline





**Institutional Lock Up**



**Sponsor Lock Up**



Add Stroke



Alter Colors



Change Relationship of Logo and Wordmark



Stretch



Position or Angles



Previous Logos

**United Sans Condensed Black**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

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**United Sans Condensed Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

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United Sans Condensed Medium  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

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**UNIVERSITY LOCK UPS**

# HCU

**Nickname**  
Huskies

**Primary Reference**  
HCU, Houston Christian

## PMS Colors

PMS 287 Royal Blue  
PMS 1655 Orange

## HEX Colors

Royal Blue 062f87  
Orange fa4d09  
White ffffff



## PRIMARY LOGO



## PRIMARY LOCK UP



## FIELD/COURT LOCK UP



## UNIFORM LOCK UP



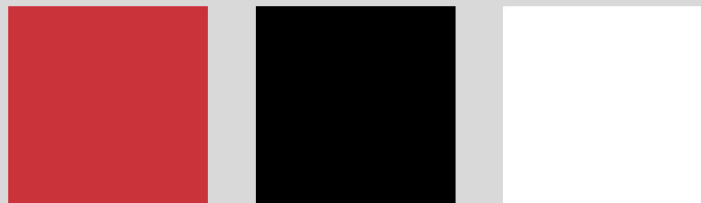
# UIW

**Nickname**  
Cardinals

**Primary Reference**  
UIW, Incarnate Word

**PMS Colors**  
PMS 1797 Red

**HEX Colors**  
Red      cb333b  
Black    000000  
White    ffffff



## PRIMARY LOGO



## PRIMARY LOCK UP



## FIELD/COURT LOCK UP



## UNIFORM LOCK UP



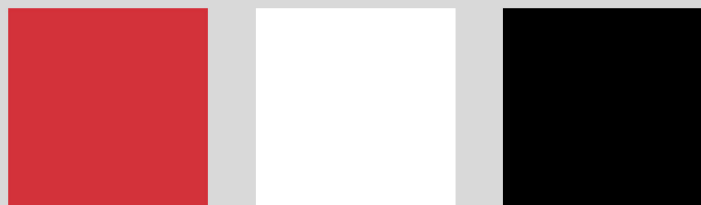
# LAMAR

**Nickname**  
Cardinals

**Primary Reference**  
Lamar, LU

**PMS Colors**  
PMS 199 Red

**HEX Colors**  
Red dc0032  
White ffffff  
Black 000000



## PRIMARY LOGO



## PRIMARY LOCK UP



## FIELD/COURT LOCK UP



## UNIFORM LOCK UP



# McNEESE

## Nickname

Cowboys, Cowgirls

## Primary Reference

McNeese, MCN

## PMS Colors

PMS 287 Royal Blue

PMS 116 Sunflower Gold

## HEX Colors

Royal Blue 00529b

Gold ffd204

White ffffff



## PRIMARY LOGO



## PRIMARY LOCK UP



## FIELD/COURT LOCK UP



## UNIFORM LOCK UP





# NEW ORLEANS

## Nickname

Privateers

## Primary Reference

UNO, New Orleans

## PMS Colors

PMS 2935 Blue

PMS 429 Silver

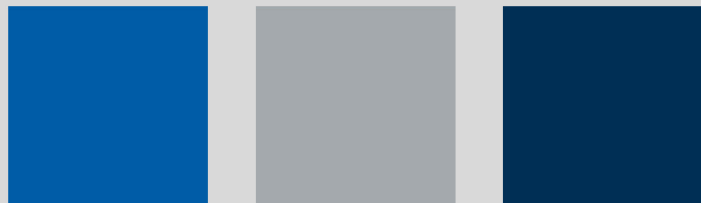
PMS 540 Navy

## HEX Colors

Blue 005ca6

Silver a3a9ac

Navy 002f56



## PRIMARY LOGO



## PRIMARY LOCK UP



## FIELD/COURT LOCK UP



## UNIFORM LOCK UP



# NICHOLLS

**Nickname**  
Colonels

**Primary Reference**  
Nicholls, NICH

**PMS Colors**  
PMS 187 C Red  
PMS 430 C Silver

**HEX Colors**  
Red ae132a  
Silver 72808a  
Black 000000



## PRIMARY LOGO



## PRIMARY LOCK UP



## FIELD/COURT LOCK UP



## UNIFORM LOCK UP



# NORTHWESTERN STATE

## Nickname

Demons

## Primary Reference

Northwestern State, NWST

## PMS Colors

PMS 267 Purple

PMS 165 Orange

## HEX Colors

Purple 663399

Orange ff7700

White ffffff



## PRIMARY LOGO



## PRIMARY LOCK UP



## FIELD/COURT LOCK UP



## UNIFORM LOCK UP



# SOUTHEASTERN LOUISIANA

## Nickname

Lions

## Primary Reference

Southeastern, SLU

## PMS Colors

PMS 357 Green

PMS 123 Gold

## HEX Colors

Green 215732

Gold ffc72c

White ffffff



## PRIMARY LOGO



## PRIMARY LOCK UP



## FIELD/COURT LOCK UP



## UNIFORM LOCK UP



# TEXAS A&M-COMMERCE

## Nickname

Lions

## Primary Reference

Texas A&M-Commerce, A&M-Commerce, TAMUC

## PMS Colors

2955 Blue

124c/7406u Gold

## HEX Colors

Blue 00386c

Gold f1b20f

White ffffff



## PRIMARY LOGO



## PRIMARY LOCK UP



## FIELD/COURT LOCK UP



## UNIFORM LOCK UP



# TEXAS A&M-CORPUS CHRISTI

## Nickname

Islanders

## Primary Reference

Texas A&M-Corpus Christi, A&M-Corpus Christi, TAMUCC

## PMS Colors

300 C Islander Blue

PMS 348 C Islander Green

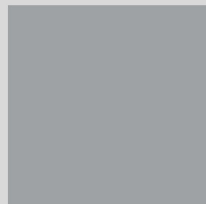
PMS 422 C Silver

## HEX Colors

Blue 0067c5

Green 007f3e

Silver 9ea2a4



## PRIMARY LOGO



## PRIMARY LOCK UP



## FIELD/COURT LOCK UP



## UNIFORM LOCK UP





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**UNIFORM APPLICATIONS**

## BASEBALL

The secondary SLC patch shall be used on the left arm sleeve, either upper or lower, of the **baseball uniform** in the school's one color identity. The size for the patch is:



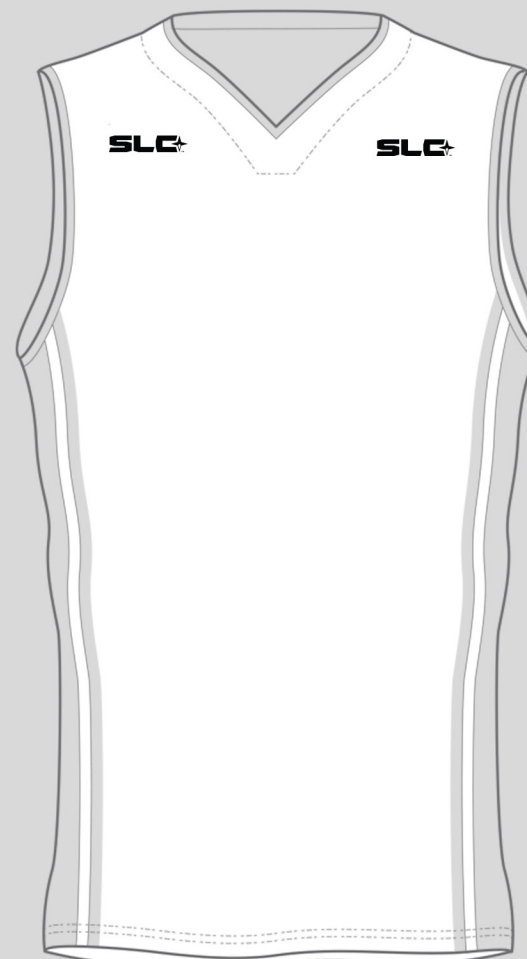
A helmet decal is also to be used on the back of the helmet in the school's one color identity. The size for the decal is:





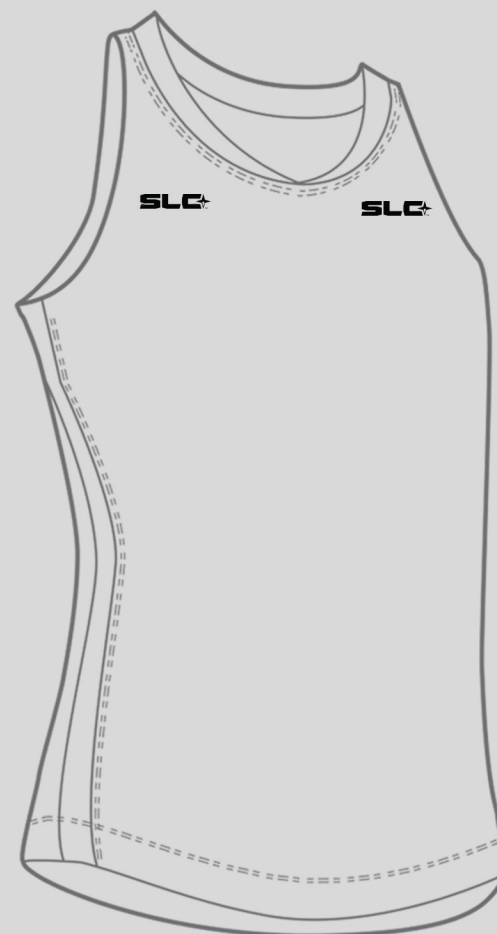
**BASKETBALL**

The secondary SLC patch shall be used on either the left or right side of the front of the **basketball uniform** in the school's one color identity. The size for the patch is:



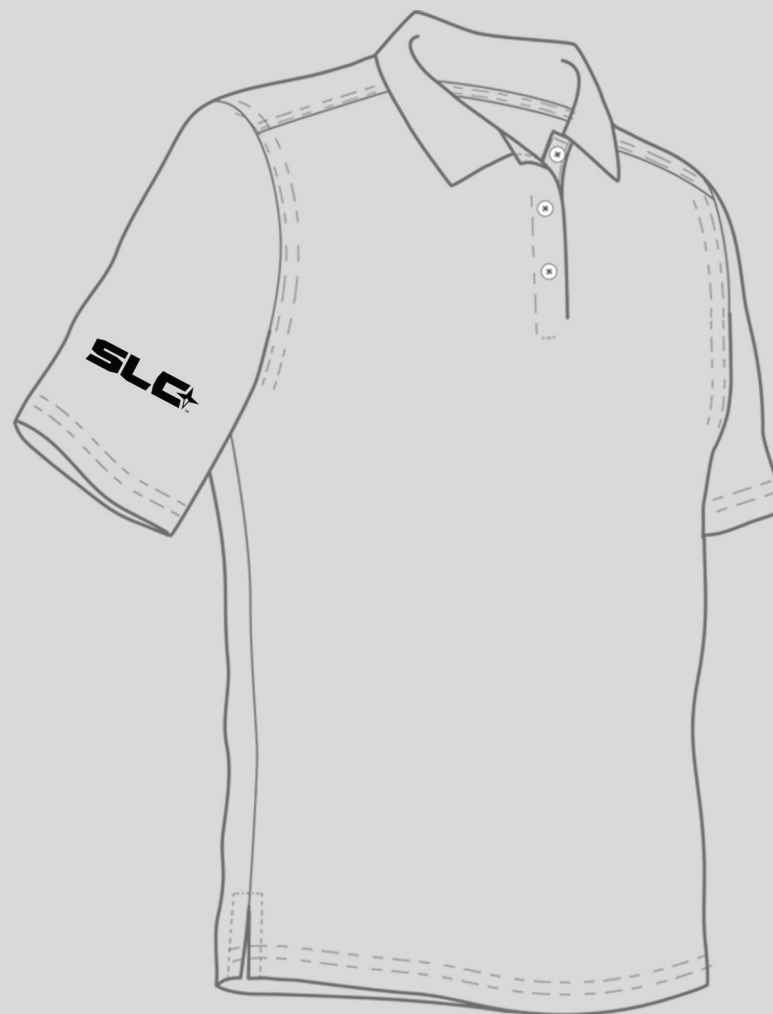
**BEACH VOLLEYBALL**

The secondary SLC patch shall be used on either the left or right side of the front of the **beach volleyball uniforms** in the school's one color identity. The size for the patch is:



## BOWLING

The secondary SLC patch shall be used on either the left or right sleeve of the **bowling uniforms** in the school's one color identity. The size for the patch is:

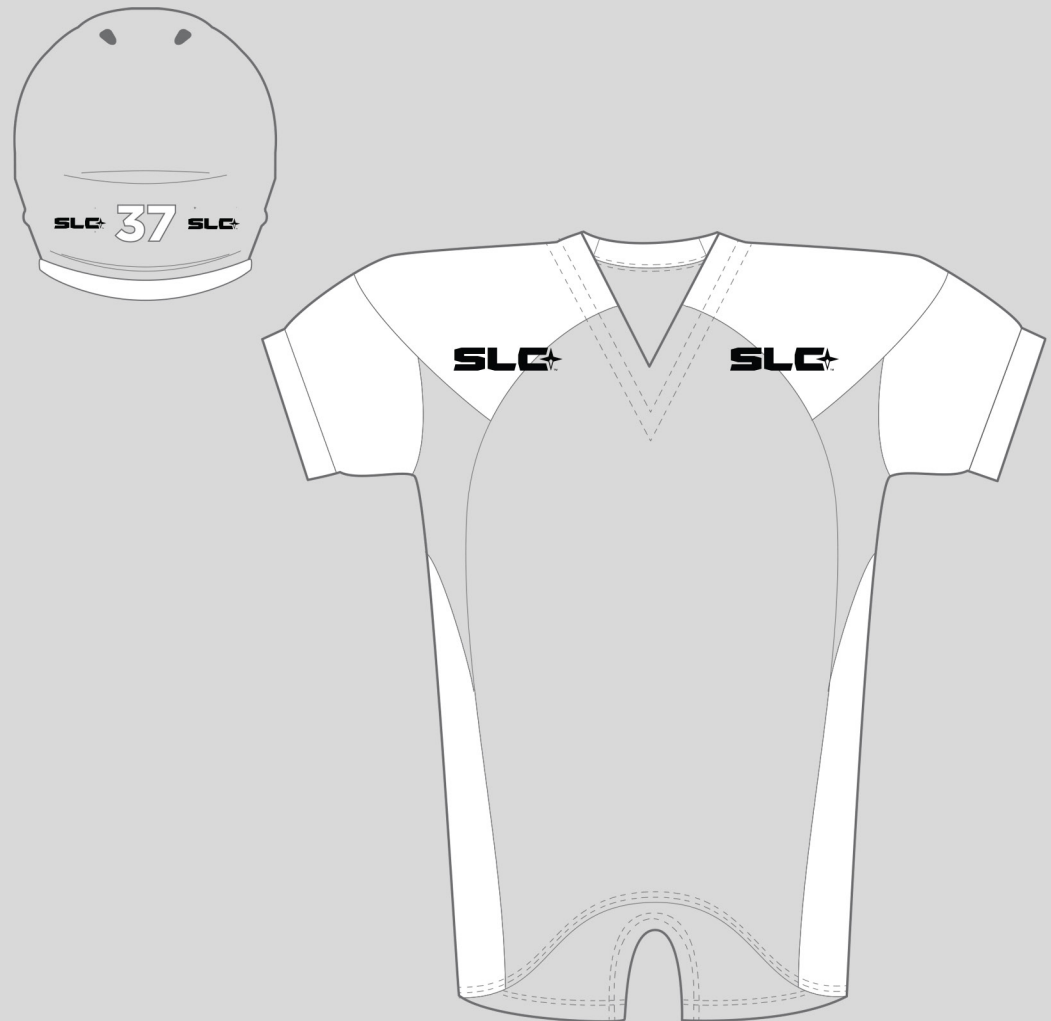


## FOOTBALL

The secondary SLC patch shall be used on either the left or right side on the front of the **football uniform** in the school's one color identity. The size for the patch is:



A helmet decal is also to be used on the back of the helmet in the school's one color identity. The size for the decal is:

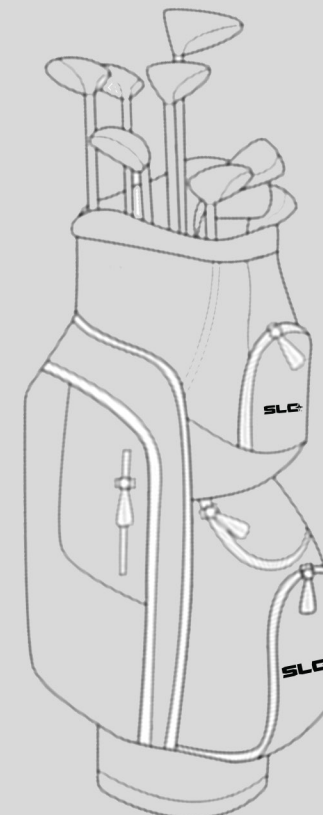
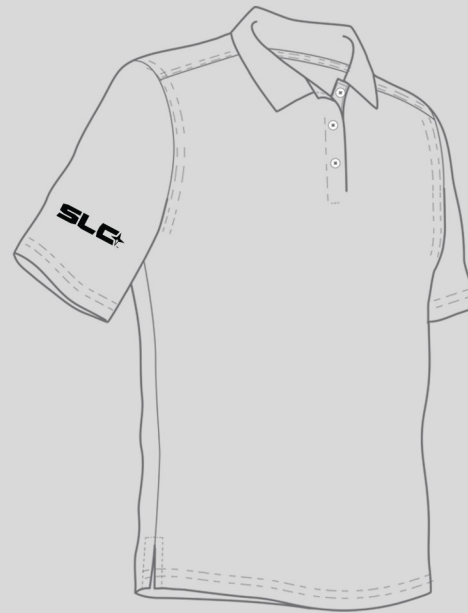


## GOLF

The secondary SLC patch shall be used on either the left or right sleeve of the **golf uniforms** in the school's one color identity. The size for the patch is:



A secondary patch is also to be used on the front portion of the golf bag in the school's one color identity. The size for the patch is:



## SOCCER

The secondary SLC patch shall be used on either the left or right sleeve of the **soccer uniform** in the school's one color identity. The size for the patch is:



2.5"

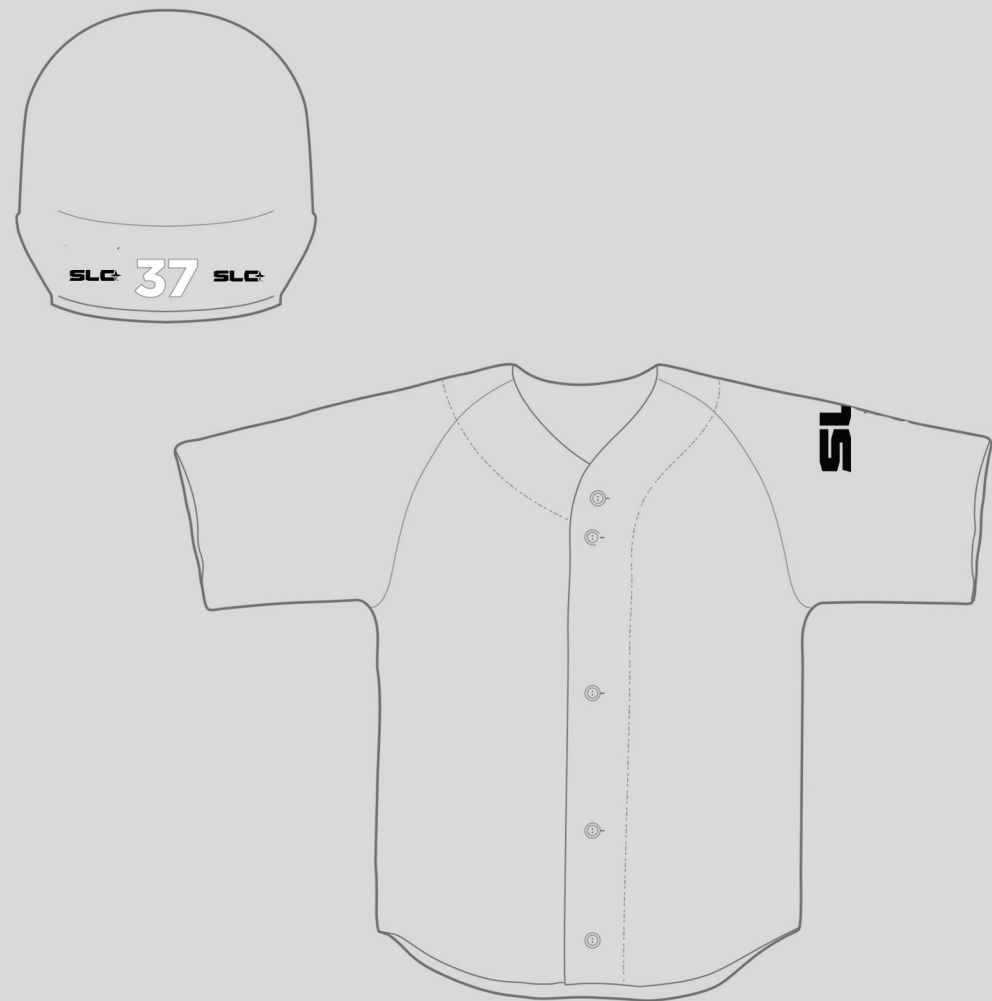


## SOFTBALL

The secondary SLC patch shall be used on the left arm sleeve, either upper or lower, of the **softball uniform** in the school's one color identity. The size for the patch is:

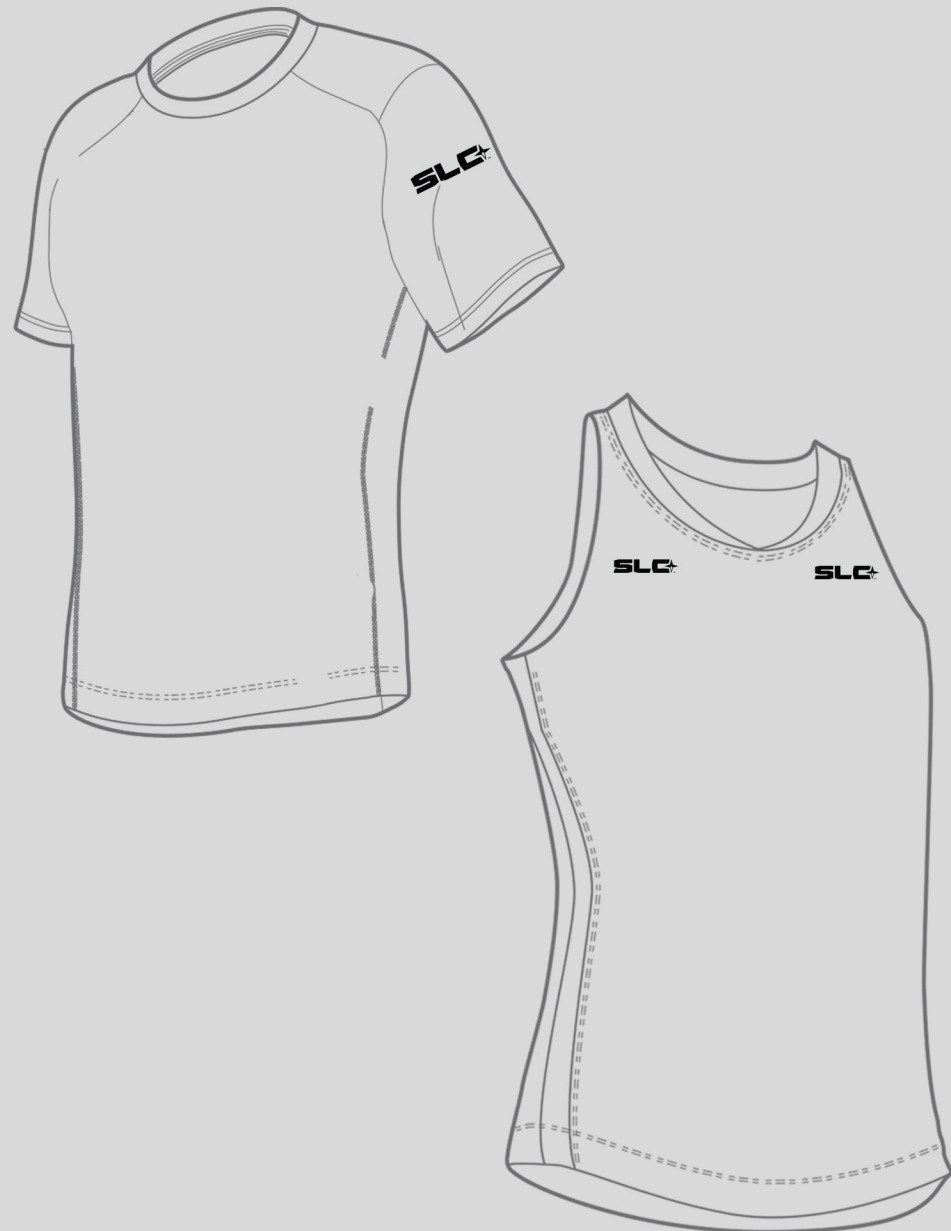


A helmet decal is also to be used on the back of the helmet in the school's one color identity. The size for the decal is:



## TENNIS

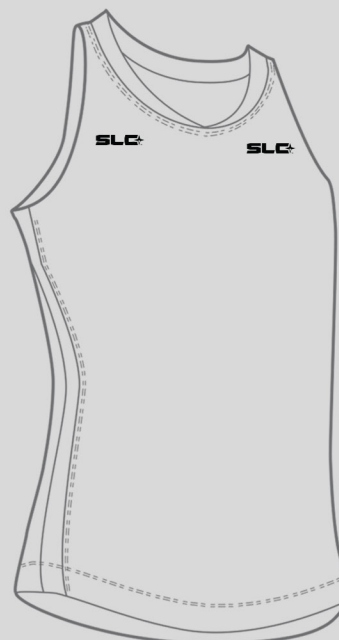
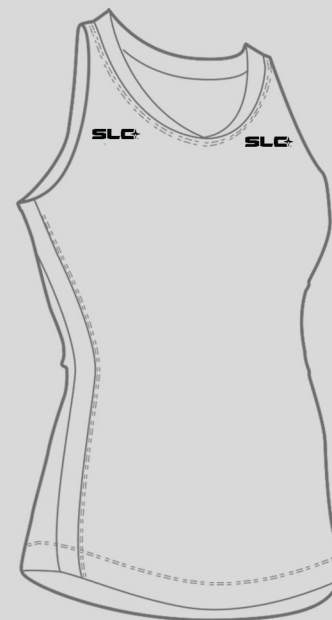
The secondary SLC patch shall be used on either the left or right sleeve or the left or right side of the chest of the **tennis uniform** in the school's one color identity. The size for the patch is:





## TRACK & FIELD/CROSS COUNTRY

The secondary SLC patch shall be used on either the left or right side of the front of the **cross country** and **track & field uniforms** in the school's one color identity. The size for the patch is:



**VOLLEYBALL**

The secondary SLC patch shall be used on either the left or right sleeve of the **indoor volleyball uniform** in the school's one color identity. The size for the patch is:

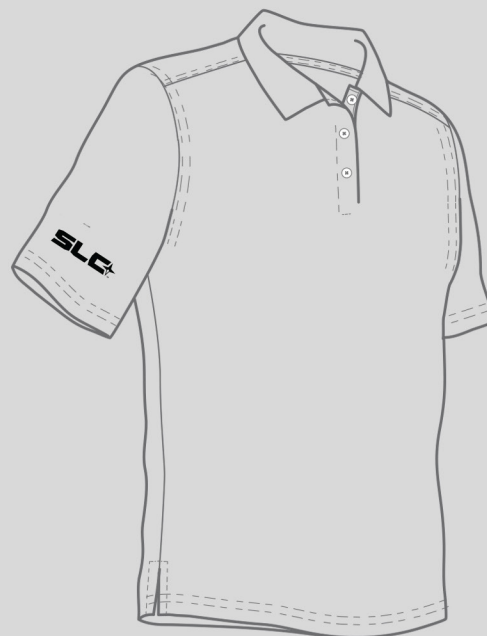


2.5"



## GAMEDAY ATTIRE

The secondary SLC patch shall be used on either the left or right sleeve of **gameday attire** in the school's one color identity. The size for the patch is:

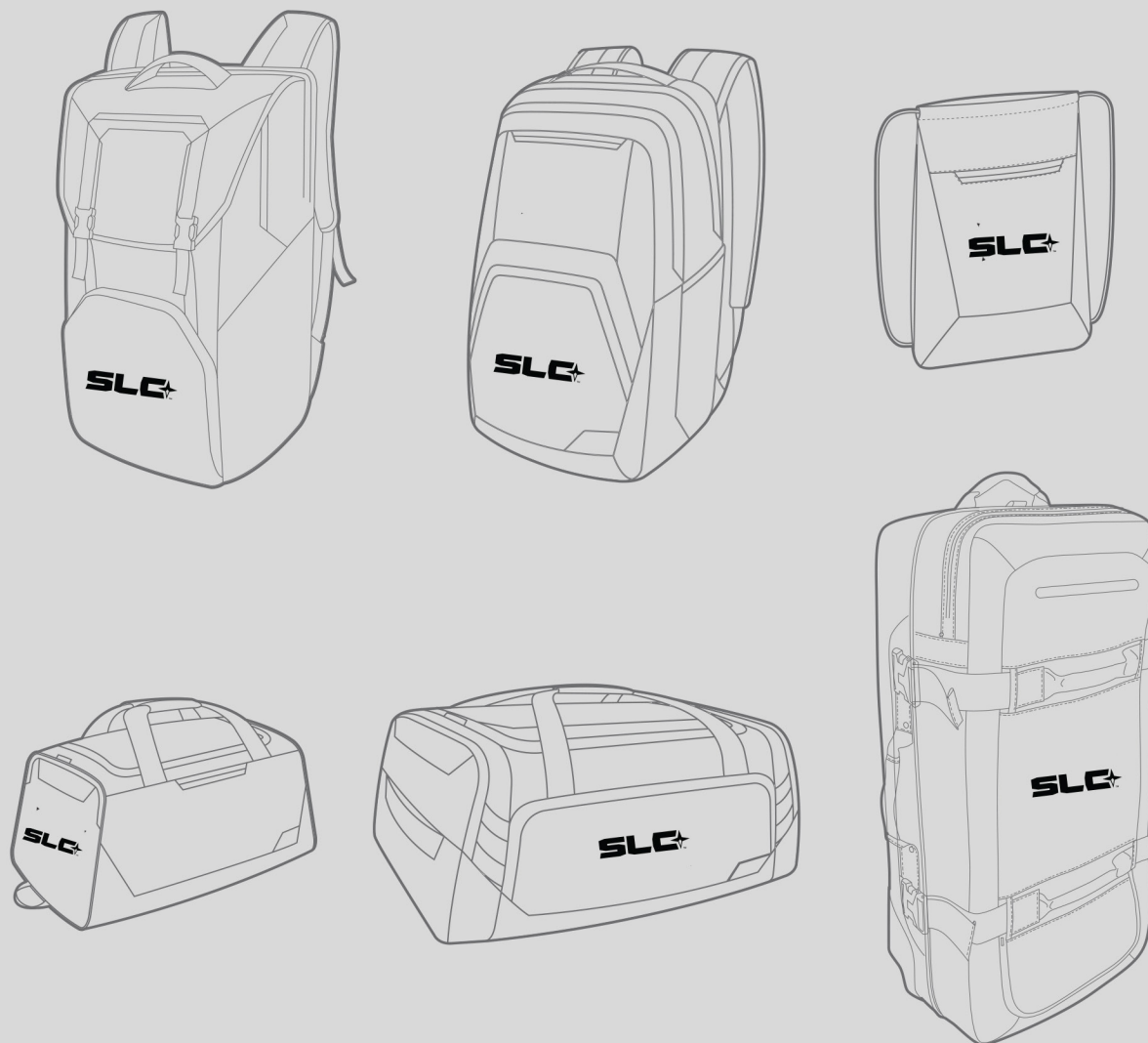


### ADDITIONAL APPAREL

The secondary SLC patch shall be used on open areas of **additional apparel** in the school's one color identity. The size for the patch is:



3"





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**SURFACE APPLICATIONS**

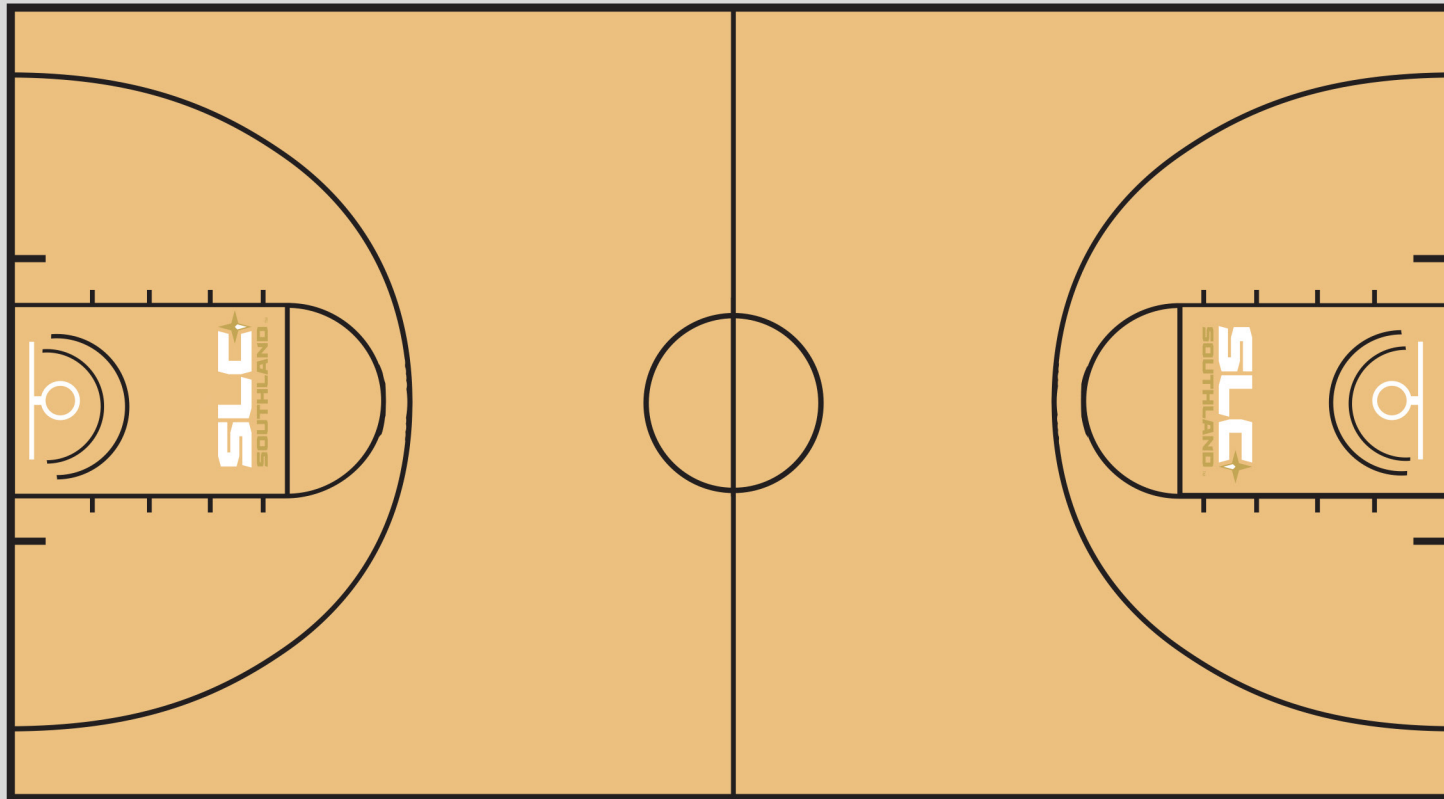
**BASEBALL/SOFTBALL**

The primary SLC logo with shall be used with the white SLC and the school's approved colors in the wordmark and compass on the field, while the secondary logo may be used on backstop padding or interior outfield walls



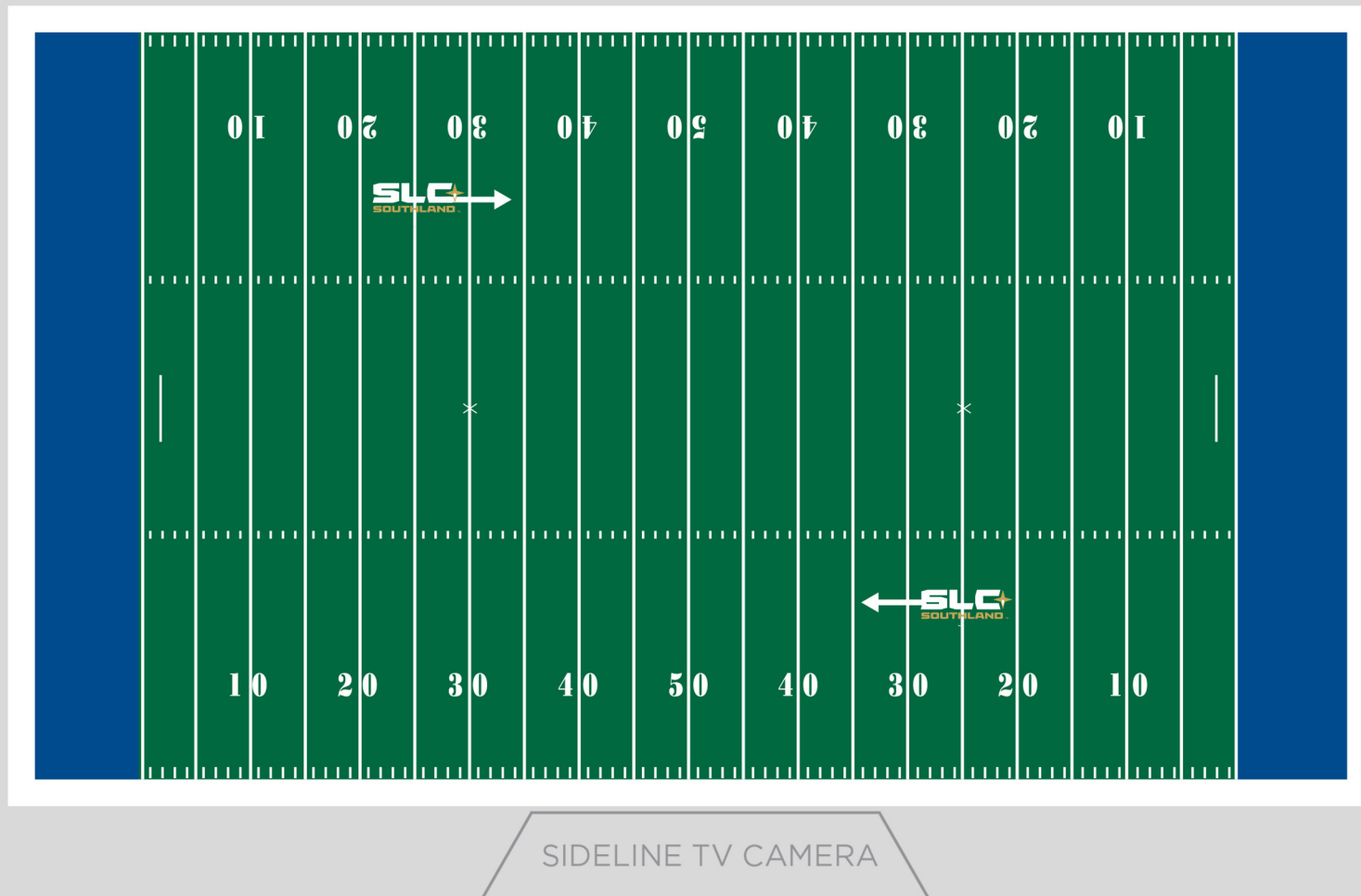
**BASKETBALL**

The primary SLC logo with shall be used with the white SLC and the school's approved colors in the wordmark and compass inside both free throw lanes facing the shooter



## FOOTBALL

The primary SLC logo with shall be used with the white SLC and the school's approved colors in the wordmark and compass. The logos should be painted diagonally from each other and facing the pressbox on either the 25 or 35 yard line





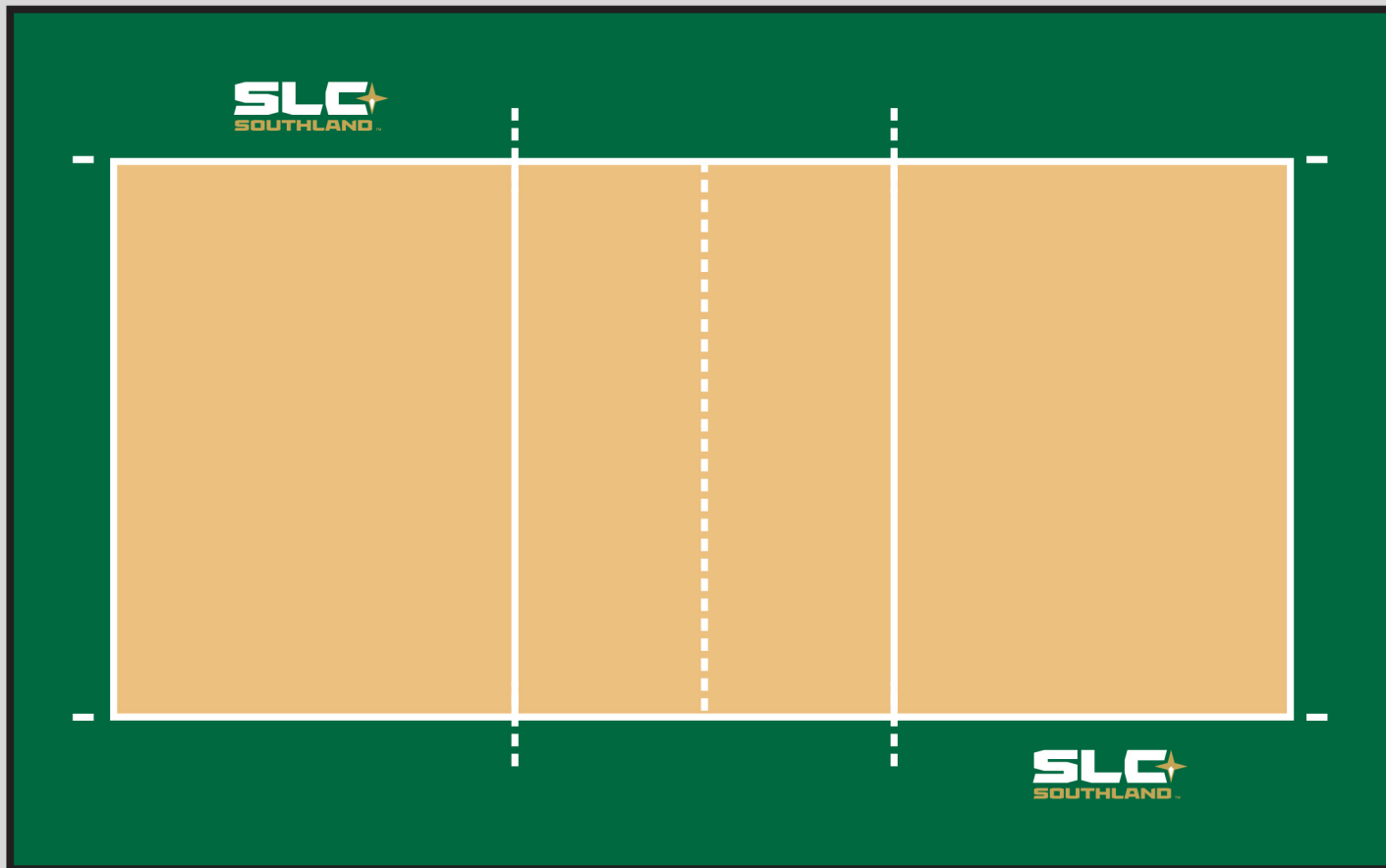
## SOCCER

The primary SLC logo with shall be used with the white SLC and the school's approved colors in the wordmark and compass. The logos should be painted diagonally from each other and facing the pressbox.



**VOLLEYBALL**

The primary SLC logo with shall be used with the white SLC and the school's approved colors in the wordmark and compas.



## OTHER SURFACES

### BEACH VOLLEYBALL

Minimum of two banners in venue.

### BOWLING

Minimum of two banners in venue.

### CROSS COUNTRY

The primary SLC logo with shall be painted with the white SLC and the school's approved colors in appropriate areas or minimum of two banners.

### GOLF

The primary SLC logo with shall be painted with the white SLC and the school's approved colors in appropriate areas or minimum of two banners.

### TENNIS

Minimum of two banners in venue.

### TRACK & FIELD

Minimum of two banners in venue.