This section provides standards for usage of Texas Woman’s University Athletics logos. Because the logos are a fundamental element of all Texas Woman’s University brand identification, these standards have been established to ensure consistency wherever and however they are displayed. While this document contains guidance for basic applications of the Texas Woman’s University Athletics logo, it cannot anticipate all possible uses. Any applications of the athletics logo not directly addressed here - or applications that cause usage questions to arise that are not answered here - will require prior approval by the TWU Marketing and Communications department.

Refer all brand guideline questions or comments to:

Marketing and Communications
Renee Thompson, Manager of Design Services
940-898-3455
rthompson@twu.edu
The TWU Athletics marks were designed to create a consistent brand for the TWU Athletics department. These marks should not be changed or altered in any way, and their use must adhere to the standards in this style guide. There are many logo variations to choose from, so there should be a design compatible to any application. **THE MAROON AND WHITE MARKS ARE PRIMARY.** Full-color marks are designed for digital usage but may have other applications. These marks are intended for use only by the TWU Athletics department. Permission is required for their use by any other entity.

The Owl **must be accompanied** by the words TWU, Texas Woman’s, or Pioneers.
Inspired by the statue of the Pioneer Woman on our Denton campus, lovingly dubbed “Minerva” by our students, the “owl of Minerva” is the warrior-goddess’s mythological companion. Steadfast and erudite, this sacred animal is the ideal representation of TWU Athletics’ commitment to excellence in competition and in the classroom.

The Pioneers name will continue to be worn proudly, with variations of the owl mascot appearing on our respective sports uniforms, equipment and facilities. The design of the owl’s wings mimics the flares on the new Texas Woman’s logo, further strengthening the bond between Pioneers’ fans and our university.

The owl mascot is the culmination of an enthusiastic exploration initiated by our students and athletes, with subsequent input from university leaders. In addition to the graphic representation, TWU will have a costumed mascot making its debut in Fall 2018 and participating in our Spirit Program with the Pioneer Pride Dance Team to further drive competitive spirit on campus.
Full-color marks are designed for digital use only by the TWU Athletics department.
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The owl mascot must be accompanied by the text TWU, Texas Woman's or Pioneers.
OFFICIAL COLORS OF TWU ATHLETICS

PRIMARY COLORS

TWU MAROON
PMS | 202C
CMYK | 9  100  64  48
RGB | 152  0  46
HEX | 850928

WHITE

SUPPORT COLORS

DARK MAROON
PMS | 7421C
CMYK | 38  91  70  55
RGB | 91  23  36
HEX | 5B1724

GREY
PMS | 429C
CMYK | 38  28  27  0
RGB | 167 169 172
HEX | A3A9AD

MADEIRA THREAD 1384

Because of the variance in fabric materials, dying methods and ink, TWU matches to PMS 209 to more consistently approximate the official TWU maroon.
TEXT LOGOS ON COLOR BACKGROUNDS

It may be desirable to place the TWU Athletics marks on a field of color. As shown in the examples, all of the artwork has been created with a built-in outline shape, allowing it to work clearly on any background. For this reason, it is usually not necessary to alter the marks before placing them on any color, photograph or complex background. NOTE: Complex backgrounds only pertain to apparel, bags or other fabric items and will be subject to approval.

EXCEPTIONS
The all-white version of any of the TWU Athletics marks should not be used on white, light or complex backgrounds since none of these background colors offer sufficient contrast. The all-white versions may be used on black non-apparel items only.
MASCOT ON COLOR BACKGROUNDS

It may be desirable to place the TWU Athletics marks on a field of color. As shown in the examples, all of the artwork has been created with a built-in outline shape, allowing it to work clearly on any background. For this reason, it is usually not necessary to alter the marks before placing them on any color, photograph or complex background. NOTE: Complex backgrounds only pertain to apparel, bags or other fabric items and will be subject to approval.

EXCEPTIONS
The all-white version of any of the TWU Athletics marks should not be used on white, light or complex backgrounds since none of these background colors offer sufficient contrast.
The area around the logo is based off 1/10th of the height of the logo as indicated below. Text, headlines and graphics must not violate this area.
Customizing a mark for a specific sport or program area must be approved by TWU Athletics prior to use. Shown on this page are a few examples of custom text in full color. Artwork is available for Athletics, Basketball, Gymnastics, Hall of Fame, Pioneer Kids Club, Pioneer Pep Band, Pioneer Pride Dance Team, Sports Medicine, Sports Performance, Soccer, Softball, Student-Athlete Advisory Committee, and Volleyball.
Each of the TWU Athletics marks has a minimum allowable size. To ensure clear reproduction and legibility, the marks must not be used any smaller than the sizes shown. It is strongly recommended that the marks are used larger than the minimum size.
COMPATIBLE TYPOGRAPHY

The Geogrotesque font family is for Athletics Department use only and is meant to complement the customized typography that makes up the word “PIONEERS” in the athletics logo.

Geogrotesque Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890

Geogrotesque Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890

Geogrotesque Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890

Geogrotesque Light
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890

The Arial font family works for body copy as well as in scenarios where type choice is limited (such as for web or in Microsoft software).

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890
**LOGO VIOLATIONS**

*Do not* distort any logos.

*Do not* place the logo over a graphic background.

*Do not* add type (separate from approved formats) or create additional logos with the logo.

*Do not* place the logo over a busy image.

*Do not* change colors within any approved logos and logotypes.

*Do not* rotate the logo.
SOCIAL MEDIA - PROFILE IMAGES

Profile pictures for departments on social media will always feature the TWU Owl, with the Athletics Department name written in close proximity in the format of “TWU - [Name].”

All university social media accounts must use the profile photos provided. Social Media accounts must be registered with Marketing and Communications. To register your account please refer to the instructions at: twu.edu/social-media/how-to-register-your-accounts

Refer any questions or comments to socialmedia@twu.edu.
DO NOT use any logos without the trademark (™) marker.

The Athletics logos are licensed with Learfield. This trademark licensing promotes and protects the visual branding of the University. TWU’s trademark licensing program is directed by Amy Evans, Director of Communications for Student Life. She may be contacted at 940-898-3607 or aevans18@twu.edu.