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THE IMPORTANCE OF A CONSISTENT VISUAL IDENTITY

The UMass Lowell Athletics’ Branding Guide is a resource for all members of UMass Lowell and the vendors who work with the University. It was designed to ensure consistent and appropriate use of UMass Lowell’s Athletic marks. The guidelines included represent official University policy related to any and all graphic representation of UMass Lowell Athletics.

UMass Lowell must capture the affinity of fans, boosters, faculty, students, parents, student-athletes, coaches, staff and general public in order to be successful. While logos, colors, and typefaces are not the only elements of an institution’s brand, they are its visual representation and commonly what individuals identify with first. To avoid brand confusion and integrity erosion, it is paramount an institution’s marks and symbols are consistent.

All of the logo marks contained within the following pages were designed exclusively for the UMass Lowell Athletics Department and for those entities that have been given permission to use them. The guidelines apply to both printed and electronic forms of UMass Lowell Athletics’ visual identity. Correct, consistent application of the images is the most crucial step in the branding process. It is imperative for our organization to protect our marks and visual identity as we continue to expand the reach of UMass Lowell Athletics.

For these reasons, the UMass Lowell Athletics identity has been systemized; removing confusion and strengthening the brand. An official font and numbering system has been adopted to create unity within the athletics department and build a recognizable brand.

We have created this guide to both accomplish the above goals and to make use of our marks and fonts convenient to those internal and external to our athletic department. Our goal is to reinforce consistent application of our brand elements as we continue to build upon the strength of the UMass Lowell brand. By providing the colors, logos, fonts and individual sport marks, we hope to make it more accessible and valuable to our partners.

Please address any questions regarding the content in this document, as well as any other issues regarding graphic standards and University messaging, to the UMass Lowell Athletics’ External Operations Office.
OFFICIAL UMASS LOWELL ATHLETICS COLORS

Color is a fundamental component in establishing and communicating the UMass Lowell Athletics brand identity. Uses consistently in conjunction with the primary logo and wordmarks, the colors of the UMass Lowell Athletics brand evoke immediate recognition and response.

The colors we choose - as well as how those colors are combined with other design elements, work together to create a unique and compelling brand expression. The more consistently we use color, the more powerful our brand will become. A consistent color palette allows for instant team identification. Correct use of color will enhance the impact of the Athletics identity and differentiate the brand from the competitors.

THE COLOR PALETTE
The official colors for UMass Lowell Athletics are Royal Blue and White, with Red being used only as an accent color.

Color is an integral part of the UMass Lowell Athletics identity. To maintain recognition of the identity, use the color palette specified on the next page, recognizing the dominant color is River Hawk Blue. Accent colors are acceptable, but cannot dominate the page.

Due to limitations of digital printing process technology, consistent and accurate color reproduction shown in this manual cannot be assured. For accurate color representations, please refer to the Pantone Matching System (PMS) at www.pantone.com.

Please note: Pantone/CMYK/RGB/Hexadecimal values do not translate to all mediums and are not meant to be used in other applications such as for paint, screen-printing, thread colors, etc. Ultimately, please use your best judgement to match the color as closely as you can to River Hawk Blue.
COLOR PALETTE

**PRIMARY COLORS**
Color is one of the most important elements of the UMass Lowell Athletics brand identity. Blue and white are the official colors of UMass Lowell Athletics. Their breakdowns are shown in the pie chart.

**SECONDARY COLORS**
There are three secondary colors. Red may ONLY be used as an accent color, with the use being minimal.

**FABRIC COLORS**
BLUE (PMS 293 MATCH), WHITE, GRAY, BLACK, *RED (PANTONE 186) is an accent ink or accent fabric only.

**UMASS LOWELL BLUE**
Pantone (PMS) 293
CMYK: 100 / 57 / 0 / 2
RGB: 0 / 72 / 182
HTML: #000549F

**RED**
Pantone (PMS) 186
CMYK: 2 / 100 / 85 / 6
RGB: 206 / 17 / 38
HTML: #CF202F

**GRAPHITE**
Pantone Cool Gray 10C
CMYK: 0 / 0 / 4 / 53
RGB: 119 / 119 / 114
HTML: #8E8F8C

**WHITE**
No Ink (Or Opaque White)
CMYK: 0 / 0 / 0 / 0
RGB: 255 / 255 / 255
HTML: #FFFFFF

**BLACK**
Pantone Process Black C
CMYK: 0 / 0 / 0 / 100
RGB: 44 / 42 / 41
HTML: #2C2A29
TYPOGRAPHY

Typography is a powerful tool within our identity system that unites athletics. Typography plays an important role in communicating an overall tone. Careful use of typography reinforces our brand and ensures clarity and harmony in all athletics communications. To aid in creating a consistent look for a wide variety of athletics related communications, two typefaces are included in the identity package.

UPBOLTERS font is our custom athletics typeface. The letterforms are bold and athletic. Consistent use will enhance the overall identity, promote consistency across athletics and build equity in the athletics brand. There is no lowercase version. Do not try to “make” a lowercase version. Not intended for large bodies of copy; use of this font should be limited to no more than one sentence. The only typeface currently allowed with the athletics marks are those called out in this identity guide.

UPBOLTERS Italic Font:

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
The secondary sans-serif typeface Frutiger is the primary typeface for the University and one that we will use in print and electronic applications.

Only variations of the font shown here may be used. Do not use outline, shadow versions, etc.

**Frutiger - 55 Roman**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
```

**Frutiger - 45 Light**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
```
PRIMARY IDENTITY

The UMass Lowell hawk logo is the primary representation of the Athletics brand and is used as the main identifying device. It is an instantly recognizable symbol representing UMass Lowell Athletics. Reinforcement of the primary identity will build equity in the brand.
PRIMARY IDENTITY

Color Variation

This logo can only be used in school color variations shown below:
SECONDARY IDENTITY

The UMass Lowell wordmarks are bold graphic treatments creating a clear, consistent and visually memorable identity. These custom wordmarks incorporate unique design elements in the body of the letterforms as well as bold serifs to create a powerful look that distinguishes UMass Lowell Athletic wordmarks from other schools. The wordmarks have been specially designed and cannot be created by typesetting the wording.

![UMass Lowell Wordmark](image-url)
SECONDARY IDENTITY

Color Variation

This logo can only be used in school color variations shown below:

![Logo Variations](image-url)
SECONDARY IDENTITY

The stand alone River Hawk head is UMass Lowell Athletics’ mascot logo. Although the River Hawk head design is unique to UMass Lowell and may be used by itself to represent UMass Lowell in certain situations, it is strongly preferred that the River Hawk head be used in conjunction with another secondary mark or approved text.
SECONDARY IDENTITY

No other River Hawk designs or variations are allowed as this will cause brand confusion and decrease the UMass Lowell brand equity. This mark can not be altered in any way.

Color Variation
This logo can only be used in school color variations shown below:
TERTIARY IDENTITY: SPORT SPECIFIC WORDMARKS

Sport specific wordmarks supply freshness and uniqueness to products when needed as well as represent specific university athletics programs. Sport specific wordmarks unify athletics and promote consistency across the brand by sharing a common visual language and hierarchy.

Each sport benefits from identification as part of UMass Lowell Athletics. Furthermore, the system communicates the diversity of the athletics program while building the core brand.
TERTIARY IDENTITY: SPORT SPECIFIC WORDMARKS

Color Variation

This logo can only be used in school color variations shown below:
TERTIARY IDENTITY: SPORT SPECIFIC WORDMARKS

Each Athletics team has their own paired team wordmark

Color Variation

These logos can only be used in previously mentioned color variations:
TERTIARY IDENTITY: SPORT SPECIFIC PRIMARY LOGOS

Sport specific primary logos supply freshness and uniqueness to products when needed as well as represent specific university athletics programs. Sport specific logos unify athletics and promote consistency across the brand by sharing a common visual language and hierarchy.

Each sport benefits from identification as part of UMass Lowell Athletics. Furthermore, the system communicates the diversity of the athletics program while building the core brand.
TERTIARY IDENTITY: SPORT SPECIFIC PRIMARY LOGOS

Color Variation

This logo can only be used in school color variations shown below:
TERTIARY IDENTITY: SPORT SPECIFIC PRIMARY LOGOS

Each Athletics team has their own paired team primary logo

Color Variation
These logos can only be used in previously mentioned color variations:
TERTIARY IDENTITY: SPORT SPECIFIC SECONDARY LOGOS

Sport specific secondary logos supply freshness and uniqueness to products when needed as well as represent specific university athletics programs. Sport specific logos unify athletics and promote consistency across the brand by sharing a common visual language and hierarchy.

Each sport benefits from identification as part of UMass Lowell Athletics. Furthermore, the system communicates the diversity of the athletics program while building the core brand.
TERTIARY IDENTITY: SPORT SPECIFIC SECONDARY LOGOS

Color Variation

This logo can only be used in school color variations shown below:
TERTIARY IDENTITY: SPORT SPECIFIC SECONDARY LOGOS

Each Athletics team has their own paired team secondary logo

Color Variation
These logos can only be used in previously mentioned color variations:
REFERENCES & RESOURCES

Any individual, organization or company wishing to use UMass Lowell Athletics logos must obtain the right to do so in writing from the university Trademark Licensing Director in conjunction with Public Relations & Marketing. All users of UMass Lowell’s logos must be licensed and shall be regulated by UMass Lowell’s Trademark Licensing Manager in conjunction with Public Relations & Marketing.

All images, logos, designs and other marks in this standards manual are trademarks owned by UMass Lowell. By accessing and using any of the images, logos, designs or marks in this standards manual, you are agreeing not to reproduce or otherwise use any of the images, logos, designs or marks, except in accordance with the terms of your contract with the University or as otherwise expressly permitted by an authorized University representative.

UMass Lowell Trademark Licensing exists to protect and promote the indicia (marks, names, logos) of UMass Lowell. Individuals, groups and organizations, both on and off campus, seeking to use the UMass Lowell indicia must have prior approval from UMass Lowell’s Trademark Licensing Manager in conjunction with Public Relations and Marketing.

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