INTRODUCTION

Fielding 16 varsity teams, Washburn is a member of the NCAA Division II and Mid-America Intercollegiate Athletic Association (MIAA). The Ichabod was adopted as the college mascot in ___ with the “Lady Blues” moniker representing female athletic teams. In 2014, the Department of Athletics dropped the use of “Lady Blues” and all teams, male and female, are now to be referred to as Ichabods.

MISSION STATEMENT

The mission of the Athletics Department is to provide a supportive learning environment in order to ensure success in athletics and academics.

The Athletics Department is committed to excellence, integrity, fairness, good sportsmanship, and competitiveness.

The Athletics Department will provide the leadership, resources and support to ensure all student-athletes receive the finest academic and athletic experience possible.

The Athletics Department will act in an ethical and honest manner, dedicated to compliance with all Federal, State, NCAA, Conference, and University rules and regulations.

STYLE GUIDE USAGE

Consider this a reference resource for Washburn Athletics Brand Guidelines. Not everyone will refer to this guide, everyone associated with the Washburn Department of Athletics should have working knowledge of the major points of the brand.

TRADEMARK INFRINGEMENTS

All logos that are part of the Washburn Athletics branding system are the intellectual property of Washburn University. They are legally protected registered trademarks as noted by the “®” symbol included in the logos. Use of these logos without the consent of Washburn’s Office of Communications or the Department of Athletics may result in legal action.

QUESTIONS? CONTACT US

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1 INTRODUCTION
2 COLOR PALETTE
3 PRIMARY LOGO
4 PRIMARY LOGO WITH SUB-HEADING
5 EXPIRED LOGOS
6 TYPOGRAPHY
7 SOCIAL MEDIA
THE SPIRIT W LOGO

The Washburn University Spirit Mark is a graphic embodiment of the University’s fighting spirit, and is unique to the Athletic Department. It’s short usage is for equipment, signage, uniforms and merchandise. The mark may also be used as a graphic element for athletic event promotions and editorial coverage of news and events related to Washburn Athletics. The mark is not a substitute for the institution logo, nor is it to be used side-by-side (in lockup) with the University logo.

All of the logos (and not just the W) as well as the other Ichabods and other university verbiage such as Ichabods are licensed under a program administered through Learfield Licensing Partnerships.

All merchandise must be purchased through licensed vendors. For further information, refer to the Washburn University Policies, Regulations and Procedures Manual – Policy P (Trademark Licensing).

COLOR

The Washburn Athletics color palette is derived from the University with some exceptions and is as critical to the overall brand identity as images, symbols, and marks. The following color configurations are part of the system that ties in perfectly with the brand’s tone of voice, and is current without being trendy. Please know that white space is essential for communication that is easy on the eye, and that white space is actually considered a color and a major competent of any design.

Ink colors are specified according to Pantone Matching System (PMS). The Pantone number, its process-color equivalent (CMYK) and recommended screen colors (RGB) are indicated as coated and uncoated color. This document should not be used to match color on printed items. Please refer to a Pantone color selection book for correct rendition of color.

- **YALE BLUE**
  - Pantone 654
  - CMYK: 100/82/32/12
  - RGB: 0/58/112
  - HEX/HTML: #003A70

- **WHITE**
  - No Ink (Use White Space)
  - CMYK: 0/0/0/0
  - RGB: 255/255/255
  - HEX/HTML: #FFFFFF

- **Light Blue 1**
  - Pantone 1464
  - CMYK: 96/142/181
  - HEX/HTML: #A3C8E3

- **Light Blue 2**
  - Pantone 7454
  - CMYK: 67/35/13/1
  - RGB: 96/142/181
  - HEX/HTML: #608EB5

- **Grey**
  - Pantone Warm Grey 4
  - CMYK: 31/27/31/3
  - RGB: 181/173/166
  - HEX/HTML: #B5ADA6

- **Black**
  - Pantone Process Black C
  - CMYK: 0/0/0/100
  - RGB: 0/0/0
  - HEX/HTML: #000000

* Limited use only. Prior approval is required from University Relations.
Washburn University Athletic teams may use the Spirit Mark as a mark for their sports as shown below. This design is exclusive to sports offered by the Athletics Department and may not be used by club, intramural or other recreational sports teams/organizations.

CONTENTS

Over the years, the athletic department has had several different marks and logos. However, in an effort to foster consistency, integrity, and unity throughout the department these logos should never be used, printed, or redistributed for any reason and are to be considered expired. This includes but is not limited to merchandise for sale, team issued apparel, etc.

EXPIRED LOGOS
TYPOGRAPHY

Typography is an integral part of the Washburn brand as it has the ability to help communicate the overall tone of the brand. The fonts below best represent our brand, combining form with function while being bold and inviting, however depending on use, other fonts may be acceptable. It is requested however that fonts are consistent.

When designing new uniforms, coaches are asked to consult with the Washburn Sports Information Office to ensure uniform numbers are easily distinguishable to help with the accuracy of stats.

GOTHAM

**Usage:** Headlines

<table>
<thead>
<tr>
<th>BOLD</th>
<th>Usage: Headlines</th>
<th>BLACK</th>
</tr>
</thead>
<tbody>
<tr>
<td>A B C D E F G H I K L M N O P Q R S T U V W X Y Z</td>
<td>a b c d e f g h i k l m n o p q r s t u v w x y z</td>
<td>1 2 3 4 5 6 7 8 9 0</td>
</tr>
</tbody>
</table>

**CRILLEE**

**Usage:** Uniforms, Headlines, Subheads (Web/PC)

<table>
<thead>
<tr>
<th>REGULAR</th>
<th>Usage: Uniforms, Headlines, Subheads (Web/PC)</th>
<th>BOLD</th>
</tr>
</thead>
<tbody>
<tr>
<td>A B C D E F G H I K L M N O P Q R S T U V W X Y Z</td>
<td>a b c d e f g h i k l m n o p q r s t u v w x y z</td>
<td>1 2 3 4 5 6 7 8 9 0</td>
</tr>
</tbody>
</table>

**EXTRA BOLD**

| A B C D E F G H I K L M N O P Q R S T U V W X Y Z | a b c d e f g h i k l m n o p q r s t u v w x y z | 1 2 3 4 5 6 7 8 9 0 |

**Additional fonts are available within these families, and are approved for use.**

SOCIAL MEDIA

The creation of all social media accounts will be handled by the sports information staff upon request and reasoning from a head coach. The sports information staff must be provided with current log-in information such as passwords, usernames, etc., and any changes should be reported to the sports information office immediately.

Tweets accounts are the responsibility of each specific coaching staff and may not be maintained by a student-athlete, manager, or anyone not considered a full-time member of the staff. Team accounts are not personal accounts, always try to use first-person plural (ie: we, us, our).

In an effort of continuity, all team social media accounts should have the handle. Likewise, the prefix of handles from team to team should be similar. (Twitter: @IchabodWBB • @IchabodBSB // Instagram: @IchabodTBL // @IchabodBB)

It is suggested that hashtag use by team or athletic accounts should be limited to two (2) and must be appropriate and relative. The only recognized hashtags by the athletic department are #GoBods // #ProBods // #NFLBods

**SPORT** | **TWITTER** | **INSTAGRAM** | **FACEBOOK**
---|---|---|---
Athletics | @wusports | @IchabodBB | (facebook.com/____)
Baseball | @IchabodBASE | @IchabodBASE | @washburnalumni
Basketball (M) | @IchabodBB | @IchabodBB | @washburnalumni
Basketball (W) | @IchabodBB | @IchabodBB | @washburnalumni
Cross Country | @IchabodXC | @IchabodXC | @washburnalumni
Football | @IchabodTBL | @IchabodTBL | @washburnalumni
Golf | @IchabodGC | @IchabodGC | @washburnalumni
Track & Field | @IchabodTrack | @IchabodTrack | @washburnalumni
Tennis (M) | @IchabodTennis | @IchabodTennis | @washburnalumni
Tennis (W) | @IchabodTennis | @IchabodTennis | @washburnalumni
Soccer | @IchabodWSOC | @IchabodWSOC | @washburnalumni
Softball | @IchabodSB | @IchabodSB | @washburnalumni
Volleyball | @IchabodVB | @IchabodVB | @washburnalumni

SAAC | @WashburnSAAC | @WashburnSAAC | @washburnalumni
Alumni | @washburnalumni | @washburnalumni | @washburnalumni