# SECTION C

# ATHLETICS
# LOGOS & USAGE

## WCU ATHLETICS LOGO

The new WCU logos were designed to create a consistent brand for our athletics program. At the same time, there are many variations to choose from so that there should be a design compatible to any application. The primary logo indicated below is preferred. Logos that do not contain type are for use only when either the school name or monogram have been previously presented. For example, the head-alone design can be used inside a brochure if a logo or words identifying the university have been used on the cover. All artwork and variations are available in EPS digital file formats. For more information, contact Brand Experience at 828.227.2077 or branding@wcu.edu. For sport-specific logos, see page SecC:3.

*These logos are to be used only for approved athletics and spirit applications and are not to be used in place of the WCU institutional logo.*

**primary logo**



**secondary logo options**

The five logo configurations shown below are available in all recognized sports: Baseball, Basketball, Cross Country, Football, Golf, Softball, Track & Field, Volleyball, Soccer, Women's Tennis and Cheerleading.

All other wording must be approved by the athletics director and the Creative Services Department; for example, use of the Catamount Club logo.
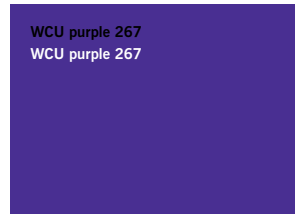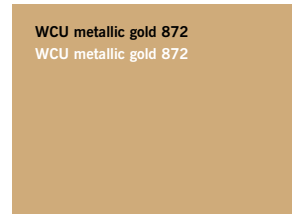


For use exclusively by the Catamount Club

## primary colors

Color is one of the most important elements of the Western Carolina University athletics identity system. The colors below are the official colors for all of the WCU athletics logos. If these colors are not available, the logos should be printed in all WCU purple or in all black. Logos also may be used in all white on either black or WCU purple backgrounds. In addition, logos may be used in all white on other dark color backgrounds if previously approved (see page SecC:6). WCU athletics logos are never to be reversed.*

| WCU purple 267 | WCU metallic gold 872 | WCU nonmetallic gold 465 |
| --- | --- | --- |
| WCU purple 267 | WCU metallic gold 872 | WCU nonmetallic gold 465 |

Pantone 267 CVC

Pantone 267 CVU

R: 89  G: 44  B: 136

C: 89  M: 100  Y: 0  K: 0

HEX: 592C88

Pantone 872 CVC *metallic*

Pantone 872 CVU *metallic*

R: 193  G: 168  B: 117

C: 20  M: 32  Y: 58  K: 0
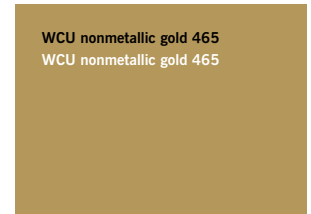
HEX: C1A875

Use Pantone 465 in place of gold 872 when metallic gold is not practical.

Pantone 465 CVC *nonmetallic*

Pantone 465 CVU *nonmetallic*

R: 193 G: 168 B: 117

C: 20 M: 32 Y: 58 K: 0

HEX: C1A875

*Pantone® is a registered trademark of Pantone, Inc. The colors shown on this page and throughout this manual are not intended to match the Pantone® Color Standards; use Pantone® chips for accurate color matching.*

*  See individual artwork guidelines.*

## support color

In addition to the primary colors shown above, the WCU athletics identity system utilizes white as an important support color. White helps to add contrast to WCU purple and WCU gold.

White

R: 255  G: 255  B: 255

C: 0  M: 0  Y: 0  K: 0

HEX: ffffff

## color variations

All of the WCU athletics logos are available in full color and all black. Some examples are shown below. Logos also may be used in all white on either black or WCU purple backgrounds. In addition, logos may be used in all white or on other dark color backgrounds if previously approved (see page SecC:6). The logos may be used in all white or WCU purple by creating the art from the black logos provided. A gold logo is not to be printed on a black background, and a black logo is not to be printed on a gold background.

**full color**



**black**
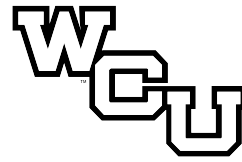


**WCU purple**



**all white**

## logo usage on color backgrounds

Frequently it may be desirable to place the athletics identity logos on a field of color. As shown in the examples below, all of the artwork has been created with a built-in outline shape that allows it to work clearly on any background. For this reason it is not necessary to alter the logos before placing them on any color, photograph or complex background.

The WCU logos should never be reversed. All WCU logos may be used in all white on either WCU purple or black backgrounds (or on other dark color backgrounds with prior approval). The all-white version of the WCU logo should never be used on complex backgrounds. This prevents any photograph, pattern or complex background from showing through the logo (as in the example at the far right of the bottom row).

| | on WCU purple background | on black background | on non-WCU background | on complex background |
|---|---|---|---|---|
| **full color** |  |  |  |  |
| **black** |  |  |  |  |
| **white** |  |  |  |  |
| | | | with approval | |

## clear space guidelines

Each of the Western Carolina University athletics logos has an established clear space minimum. This clear space is intended to maintain the logo's integrity and to avoid visual confusion. No other type or graphic element (including folds, trims or edges) should fall within the clear space shown. The clear space is uniform on all sides of the logo. See the examples below for each athletics logo's specific clear space.

*No more than one logo should be used on any one item.*

**"A" is equal to 1/10 of the width of the logo**
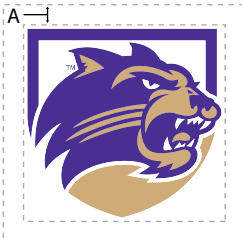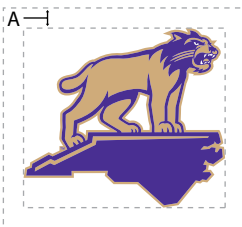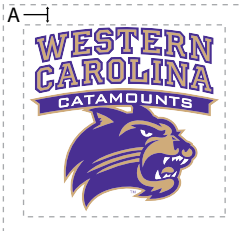
**"B" is equal to 1/12 of the width of the logo**

**"C" is equal to 1/15 of the width of the logo**

## minimum size guidelines

Each of the WCU athletics logos has a minimum allowable size. In order to ensure clear reproduction and legibility, the logos must not be used any smaller than the sizes shown below. It is preferred that, when possible, the logos be used larger than their minimum size.

So that WCU athletics can maintain the design integrity of its brand and maximize each logo's effectiveness as an identifier, it is mandatory that all logos be applied as indicated in this manual, without modification. The logos are not to be altered in any way. Shown below are unacceptable uses of the WCU athletics logos.

*A one-color gold logo is not to be printed on a black background, and a one-color black logo is not to be printed on a gold background.*



Never switch colors on any WCU athletics logo
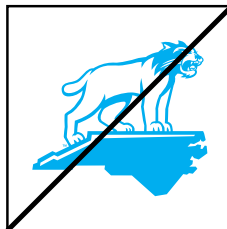


Never use WCU athletics logos in non-WCU colors



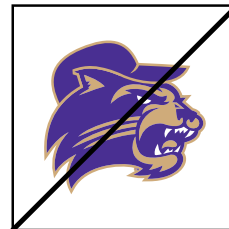Never change the tagline font in any WCU athletics logo
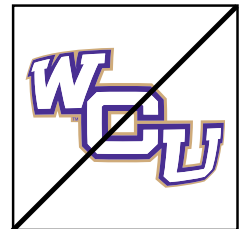


Never use unapproved wording in any WCU athletics logo



Never re-size elements in any WCU athletics logo



Never reproportion any WCU athletics logo



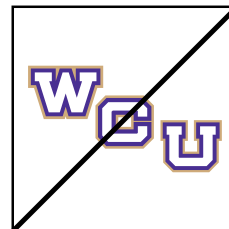Never add elements to any WCU athletics logo



Never distort any WCU athletics logo



Never angle or rotate any WCU athletics logo



Never reposition the elements in any WCU athletics logo



Never re-space the elements in the WCU athletics logos



Never use any logo without its outline on any background



Never reverse any WCU athletics logo



Never allow any pattern or photo to show through any logo
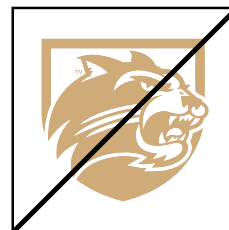


Never use logos in all WCU gold on light backgrounds



Never flip any WCU athletics logo



Never use a gold/black combination



Never add elements to any WCU athletics logo



No more than one logo, athletics or institutional, in any combination, should be used on any one item

**official fonts**

Bank Gothic, the font used in the banner of the WCU logos, is recommended for use in titles and limited body copy in athletics marketing materials.

## BANK GOTHIC MD BT MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Example at 9 pt: Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation.

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Impact was selected for its visual strength and weight. Recommended for use on titles when limited space precludes the use of Bank Gothic.

## Impact Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Example at 9 pt: Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation.

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News Gothic BT, selected primarily for body copy, has clean lines that do not compete with either title font, while linking the athletics brand to the university brand.

## News Gothic BT Roman

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Example at 9 pt: Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation.

## News Gothic BT Italic

*abcdefghijklmnopqrstuvwxyz*
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*Example at 9 pt: Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation.*

## News Gothic BT Demi

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Example at 9 pt: Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation.

## *News Gothic BT Demi Italic*

*abcdefghijklmnopqrstuvwxyz*
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*Example at 9 pt: Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation.*

## News Gothic BT Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Example at 9 pt: Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation.

## *News Gothic BT Bold Italic*

*abcdefghijklmnopqrstuvwxyz*
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*Example at 9 pt: Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation.*

## News Gothic BT Condensed

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Example at 9 pt: Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation.

## *News Gothic BT Condensed Italic*

*abcdefghijklmnopqrstuvwxyz*
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*Example at 9 pt: Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation.*

## News Gothic BT Bold Condensed

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Example at 9 pt: Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation.
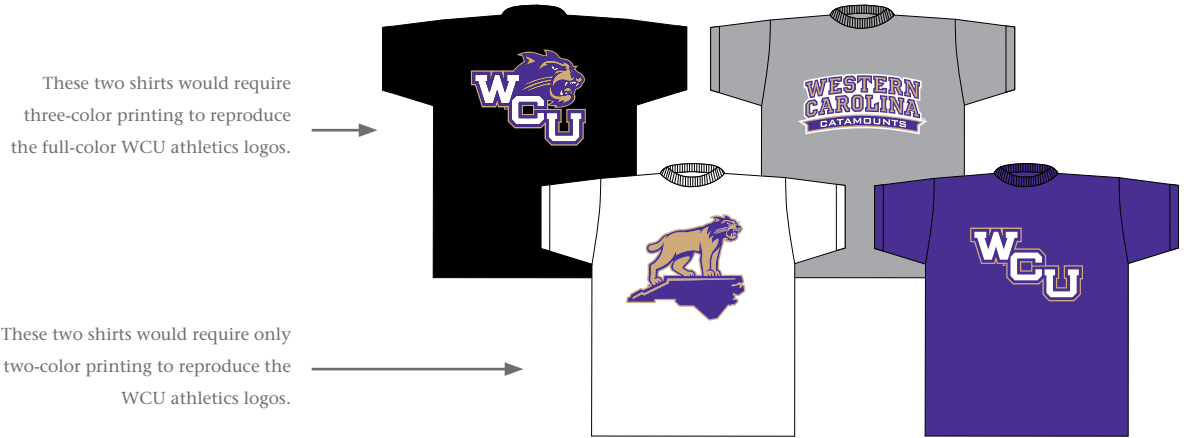
## *News Gothic BT Bold Condensed Italic*

*abcdefghijklmnopqrstuvwxyz*
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*Example at 9 pt: Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation.*

## full-color options

If the fabric color matches one of the official colors closely (WCU purple, WCU gold or white), the fabric can show through in place of printing that color. If the fabric color does not match any official color, all three colors must be used to print the logo.

These two shirts would require three-color printing to reproduce the full-color WCU athletics logos.

These two shirts would require only two-color printing to reproduce the WCU athletics logos.

## one-color options

When using logos on apparel, the art may print in black, WCU purple, WCU gold or white as long as there is sufficient contrast with the fabric color. The one-color WCU athletics logos are a great cost-saving alternative to the full-color logos.

These examples show how one-color versions of the logos can look on apparel. As shown in the middle, various combinations of the WCU athletics fonts and the one-color logos and monograms make it easy to create a variety of simple collegiate designs. As shown on the example on the bottom, it also is permissible to print just the black art on a light-colored fabric without the white outline.

*In no case should a gold logo be printed on a black background, or a black logo be printed on a gold background.*

**ANIMATION**

All animated adaptations of any institutional or athletics logo must be pre-approved by the Creative Services Department prior to use.



**QUESTIONS?**

Proper use of the logo and color is essential to ensure the integrity of the Western Carolina University brand. If you have questions about these guidelines or implementation, please call Brand Experience. Additional information, electronic templates and a PDF of this document are available online at branding.wcu.edu.

**Brand Experience**
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