



VWU ATHLETICS STYLE GUIDE

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INTRODUCTION

This style guide should be followed to maintain branding consistency. Logos are to be used only as explicitly depicted in this guide. Virginia Wesleyan University's athletic branding is essential to maintain a consistent visual identity. These brand guidelines are an important element of the University's overall brand strategy and ensure the full and beneficial impact of both the Marlin brand image and that of the University.

A cohesive brand is integral to the identity of the University so it can be visually referenced and easily recognized. Unique seals, logos or wordmarks may not be used on any team apparel and no new logos may be developed.

When using athletic logos (for apparel, signage, promotional brochures, equipment, etc.) please refer to the specifications outlined in this guide. Use of our logos must meet approved standards and be authorized by the Executive Director of Intercollegiate Athletics. It is important that the Marlin and all brand assets are used properly and in a quality manner.

The logo and official University names have registered trademark protection, and any use of the logo or official University names other than those identified in this guide is prohibited.

Please contact the Office of Marketing & Communications if you have any questions regarding usage of any logo or brand-related material.

Executive Director of Intercollegiate Athletics
757.455.5723

Branding & Design Manager, Office of Marketing & Communications
757.455.3218 | chall@vwu.edu

PRIMARY IDENTITY

The Marlin logo is Virginia Wesleyan athletics' defining mark.

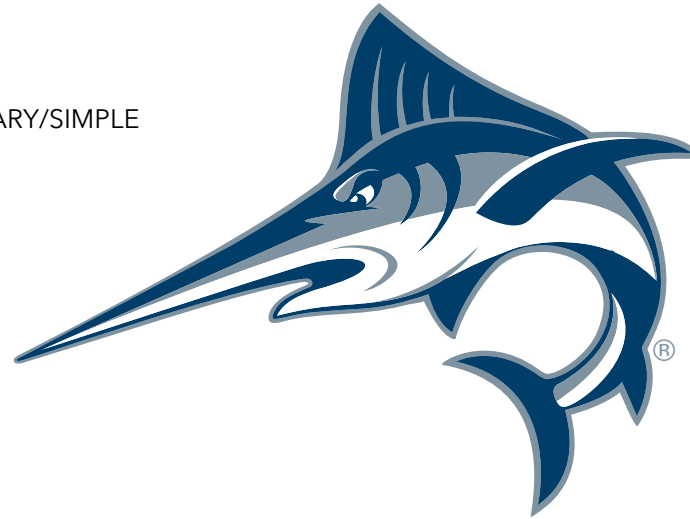
The Marlin illustration and wordmark are the primary identifiers of the University's athletic brand. Reinforcement of this primary identity will build brand recognition.

The full and simple primary marks are our main athletics logos. Use these whenever possible.

PRIMARY/FULL



PRIMARY/SIMPLE



MARLINS WORDMARK

The wordmark *MARLINS* is bold and graphic and creates a memorable identity. This custom wordmark incorporates unique design elements to the letterforms and cannot be created by typesetting.

DO NOT SUBSTITUTE ANY OTHER FONT FOR THE WORD *MARLINS*.



SECONDARY IDENTITY MARKS

These secondary logos are approved options for use on team apparel and training gear if the size and format better fits the product. For example the VW Shield or VWU monogram may be better suited on caps/ swimwear /golf or tennis polo shirts. No changes should be made to color, proportion, or design.

The MARLINS SHIELD logo is for VWU uniform and team apparel use only.

If your needs are not met by an existing logo, please contact the Office of Marketing & Communications for assistance.

VW LOGOTYPE

VIRGINIA WESLEYANTM

MARLINS SHIELD



VWU MONOGRAM



OFFICIAL COLORS

Color is critical to Virginia Wesleyan's graphic identity. No new colors may be introduced to a logo. These are the official colors of Virginia Wesleyan's sports brand identity, images, symbols and marks.

While a variety of color options are available for items with limited budgets or production limitations, the full-color version (VWU Blue, VWU Grey and White) should be used whenever possible. These color combinations are available for all logo variations in the branding system.

PRIMARY COLORS

The colors on the right are the official colors of Virginia Wesleyan Athletics. Logos should not be reproduced in any other colors.

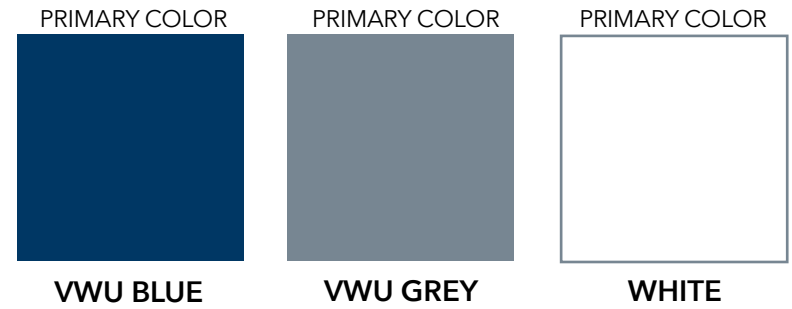
ACCENT COLOR

Coastal Blue is an accent color only, and should not exceed 15% of total color on intercollegiate uniforms.

However Coastal Blue may be used as an optional color for practice/training gear.

SUPPORT COLORS

When the official colors are not available, athletic logos maybe printed in all black or white (whichever offers the best contrast). If printing in white, do not reverse the Marlin primary logo.



PANTONE (PMS)

VWU Blue	PMS 2995
VWU Grey	PMS 7544
Coastal Blue	PMS 3125

CMYK

VWU Blue	100-55-10-48
VWU Grey	33-14-11-31
Coastal Blue	100-0-10-20

RGB

VWU Blue	0-60-105
VWU Grey	137-150-160
Coastal Blue	0-145-184

HEX

VWU Blue	#003861
VWU Grey	#687681
Coastal Blue	#15a7cc

ACCENT COLOR



COLOR OPTIONS FOR PRIMARY LOGO

ON WHITE BACKGROUND



ON VWU BLUE BACKGROUND



ON VWU GREY BACKGROUND



ON WHITE BACKGROUND



ON VWU BLUE BACKGROUND



ON VWU GREY BACKGROUND



COLOR OPTIONS FOR WORDMARK

ON WHITE BACKGROUND



ON VWU BLUE BACKGROUND



ON VWU GREY BACKGROUND



COLOR OPTIONS FOR MARLINS SHIELD

ON WHITE
BACKGROUND



ON VWU BLUE
BACKGROUND



ON VWU GREY
BACKGROUND



COLOR OPTIONS FOR VW LOGOTYPE

ON WHITE
BACKGROUND

VIRGINIA WESLEYAN
BASKETBALL

VIRGINIA WESLEYAN
BASKETBALL

ON VWU BLUE
BACKGROUND

VIRGINIA WESLEYAN
BASKETBALL

VIRGINIA WESLEYAN
BASKETBALL

ON VWU GREY
BACKGROUND

VIRGINIA WESLEYAN
BASKETBALL

VIRGINIA WESLEYAN
BASKETBALL

COLOR OPTIONS FOR VWU MONOGRAM

ON WHITE BACKGROUND



ON VWU BLUE BACKGROUND



ON VWU GREY BACKGROUND



TYPOGRAPHY

Typography is another important element in the branding system as it further sets the tone for the brand.

AVENIR BLACK (ALL CAPS) is the approved standard font for Athletics. The primary use is on uniforms, warm-ups, banners, posters, and other assets that require minimal use of type. This is the only typeface that is allowed with the wordmark (see adjacent examples).

Do not retype the logos or recreate a logo; use only approved files sent by the Office of Marketing & Communications.

BODY COPY FONT

The Avenir font family is the approved typeface for all other athletic communications including body copy text. (Univers may be substituted when Avenir is not available).

Avenir Black

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Avenir Heavy

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Avenir Light

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Avenir Roman

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

STANDARD FONT USAGE

Font style, size and placement in relation to the logo/wordmark is critical in maintaining a consistent identity.

Please DO NOT create yourself or substitute for another font.

Request Marlin or sport title logos direct from the Office of Marketing & Communications.

EXAMPLES OF SECONDARY FONT USAGE



SPORT-SPECIFIC LOGOS

Combination marks incorporate the Marlin with text to more clearly define the University and its athletics program. Only the designated Virginia Wesleyan logos and logotypes can be combined with a sports "title." The "sports" name should always be placed underneath the designated logo and logotype and should not be combined with any other text, logotype or logos.

The sport title font is **Avenir Black**.

Sub-branding options are available with the "Marlin," "Virginia Wesleyan" and VWU combination marks to provide an identity for each of the University's athletic programs.

The official sport-specific branding is for VWU athletics use only. To maintain the significance of the official intercollegiate athletics teams, this option may not be used to highlight other on- or off-campus entities.

These sport-specific options are available for all VWU athletic programs.

PRIMARY1/SPORT



PRIMARY2/SPORT



WORDMARK/SPORT



MARLIN MONOGRAM/SPORT



VW MARLIN LOGOTYPE STACKED/SPORT



VWU MONOGRAM/SPORT



VW LOGOTYPE STACKED/SPORT



VW LOGOTYPE/SPORT



LOGO RESTRICTIONS

Maintaining the integrity of the University's branding is crucial. Correct usage of all logos in the Marlin Athletics branding system is critical to its success in building brand recognition for the University and its athletic programs.

The official logos in this guide may not be redrawn, reportioned or modified in any way.

TYPICAL MISTAKES TO AVOID

DO NOT FLIP MARLIN



DO NOT COMBINE LOGOS



DO NOT USE ALTERNATE FONT FOR SPORT TITLE



DO NOT USE ALTERNATE FONT FOR MARLINS



DO NOT DISTORT /STRETCH ORIGINAL PROPORTION



DO NOT COMBINE LOGO WITH OTHER TEXT



DO NOT REVERSE LOGO



DO NOT SUBSTITUTE OTHER COLORS



DO NOT WARP WORDMARK



IDENTITY STANDARDS

Specific usage guidelines have been established for brand recognition to ensure that each individual component is used correctly. These standards should be adhered to in order to maintain the integrity of the brand.

The logos and wordmarks in this guide are trademarks owned by Virginia Wesleyan University and must include the designated ™ or ® whenever they are used.

FILE RECOMMENDATIONS

- Use of high resolution or vector files should always be used when applying the logo.
- The Office of Communications and Marketing recommends the use of EPS and PNG formatted files for logo application.
 - EPS or Adobe Illustrator (vector) files are recommended for most vendors.
 - PNG files are recommended for Microsoft Office and web applications.

For approval to use any brand specific mark, other University marks please contact the Office of Marketing & Communications.

Branding & Design Manager, Office of Marketing & Communications
757.455.3218 | chall@vwu.edu

VIRGINIA WESLEYAN UNIVERSITY