



## **BRAND STANDARDS GUIDE**

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# **BRAND STANDARDS EXPECTATIONS**

**EACH INSTITUTION IS EXPECTED TO COMPLY WITH THE STANDARD ESTABLISHED WITHIN THE PAGES OF THE UNIVERSITY OF MOUNT OLIVE BRAND STANDARDS STYLE GUIDE.**

# COLOR PALETTE

TO MAINTAIN CONSISTENCY, THE UNIVERSITY OF MOUNT OLIVE MARKS MUST BE SET WITHIN THE FEATURED COLORS. ADDITIONAL MARKETING MATERIALS MUST ALSO FALL WITHING THIS PALLETTE.

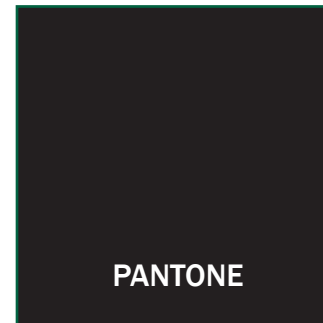
DUE TO THE UNPREDICTABLE CALIBRATION OF DESKTOP SCREENS AND PRINTERS, PLEASE REFER TO THE PANTONE COLORS FOR AN ACCURATE COLOR REPRODUCTION.



CMYK: 90 36 84 30

RGB: 2 98 65

HEX: 026241



CMYK: 100 79 44 93

RGB: 16 24 32

HEX: 101820

# PRIMARY TYPOGRAPHY

UNITED ITALIC REGULAR STENCIL IS THE DESIGNATED ATHLETICS FONT AND SHOULD BE USED CONSISTENTLY IN ACCORDANCE WITH THE ATHLETICS BRANDING - TRADEMARK LICENSING GUIDELINES.

**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**

**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**

**1 2 3 4 5 6 7 8 9**

# SECONDARY TYPOGRAPHY

THE FRANKLIN GOTHIC FONT SHOULD BE USED TO SUPPORT UNITED ITALIC REGULAR. AS AN EXAMPLE, FRANKLIN GOTHIC FONT SHOULD BE USED WHENEVER POSSIBLE IN ALL TEXT - (BODY) - CONTENT WITH ATHLETICS PUBLICATIONS, MARKETING MATERIALS AND CORRESPONDENCE.

FRANKLIN GOTHIC BOOK REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

*FRANKLIN GOTHIC BOOK ITALIC*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz*

FRANKLIN GOTHIC BOOK MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

*FRANKLIN GOTHIC BOOK MEDIUM ITALIC*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz*

FRANKLIN GOTHIC BOOK DEMI

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

*FRANKLIN GOTHIC BOOK DEMI ITALIC*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz*

FRANKLIN GOTHIC BOOK HEAVY

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

*FRANKLIN GOTHIC BOOK HEAVY ITALIC*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz*

# THE LOGOS

THE UNIVERSITY OF MOUNT OLIVE ATHLETICS BRAND IDENTITY IS COMPRISED OF FOUR VARIATIONS OF CLOSELY RELATED LOGOS. TO THE RIGHT IS THE PRIMARY VERSION AS WELL AS THE LETTERMARK, SECONDARY, AND TERTIARY VERSION OF THE LOGOS.



LETTERMARK



PRIMARY



SECONDARY



TERTIARY

# LETTERMARKS

THE LETTERMARK SHOULD BE USED IN FULL-COLOR WHEN POSSIBLE, BUT IS AVAILABLE FOR USE IN THE ONE-COLOR VARIATIONS LISTED BELOW.



FULL COLOR



BLACK



GREEN



GRAYSCALE



WHITE



# PRIMARY MARKS

THE PRIMARY MARK SHOULD BE USED IN FULL-COLOR WHEN POSSIBLE, BUT IS AVAILABLE FOR USE IN THE ONE-COLOR VARIATIONS LISTED BELOW.



FULL COLOR



BLACK



GREEN



GRAYSCALE



WHITE

# SECONDARY MARKS

THE SECONDARY MARK SHOULD BE USED IN FULL-COLOR WHEN POSSIBLE, BUT IS AVAILABLE FOR USE IN THE ONE-COLOR VARIATIONS LISTED BELOW.



FULL COLOR



BLACK



GREEN



GRAYSCALE



WHITE

# TERTIARY MARKS

THE TERTIARY MARK SHOULD BE USED IN FULL-COLOR WHEN POSSIBLE, BUT IS AVAILABLE FOR USE IN THE ONE-COLOR VARIATIONS LISTED BELOW.



FULL COLOR



BLACK



GREEN



GRAYSCALE

# **LOGO CLEAR SPACE**

THE MINIMUM AMOUNT OF CLEAR SPACE THAT MUST SURROUND THE LOGO AT ALL TIMES IS SHOWN TO THE RIGHT. NO OTHER GRAPHIC ELEMENTS SHOULD INTRUDE INTO THE CLEAR SPACE RATION WHICH IS TO ALWAYS REMAIN AS SHOWN.

IN INSTANCES WHERE POSSIBLE, PROVIDE MORE CLEAR SPACE AROUND THE LOGO.

# MINIMUM SIZING

THE UNIVERSITY OF MOUNT OLIVE ATHLETICS LOGO HAS NO MAXIMUM SIZE RESTRICTIONS, HOWEVER THERE ARE RESTRICTIONS ON THE MINIMUM SIZE.

## EMBROIDERY

IN THE CASE OF THE PRIMARY LOGO, THE MONOGRAM SHOULD BE NO SMALLER THAN 2" WIDE. IN THE CASE OF THE HORIZONTAL LOGO, THE MONOGRAM SHOULD BE NO SMALLER THAN 3.5" WIDE. THE MONOGRAMMED LOGO SHOULD APPEAR NO SMALLER THAN 1" WIDE.

## DIGITAL

IN THE CASE OF DIGITAL APPLICATIONS, THE UMO ATHLETICS LOGOS SHOULD APPEAR NO SMALLER THAN .5" WIDE OR .5" HIGH DEPENDING ON THE LOGO,

# LOGO RESTRICTIONS

THE UNIVERSITY OF MOUNT OLIVE ATHLETICS TERTIARY LOGO SHOULD NEVER HAVE THE FACE FACING THE LEFT DIRECTION.

THE UNIVERSITY OF MOUNT OLIVE ATHLETICS TERTIARY LOGO SHOULD ALWAYS REMAIN A PERFECT SQUARE SHAPE; NEVER SQUISHED OR STRETCHED.



# REGISTERED TERMS

THE FOLLOWING WORDS ARE OFFICIALLY REGISTERED IN ASSOCIATION WITH THE UNIVERSITY AND ITS ATHLETIC TEAMS:

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UNIVERSITY OF MOUNT OLIVE

UNIVERSITY OF MOUNT OLIVE TROJANS

MOUNT OLIVE TROJANS

MOUNT OLIVE

UMO

UMO TROJANS

TROJANS

GREEN AND BLACK

KORNEGAY ARENA

SCARBOROUGH FIELD

NANCY CHAPMAN CASSELL FIELD

RAY AND CHRIS AMON FIELD

JOHN NEAL WALKER TENNIS CENTER

RAY MCDONALD SR. SPORTS COMPLEX







**UMO ATHLETICS DEPARTMENT**

KORNEGAY ARENA

MOUNT OLIVE, NC 28365

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