ATHLETICS BRAND GUIDELINES
SPIRIT MARKS
Identity is cause; brand is effect, and the strength of the former influences the strength of the latter.

- Larry Ackerman
WHY USE THESE GUIDELINES

All communications (print, online, etc.) must follow the brand guidelines established by the Office of Marketing Communication. We want to continue to effectively represent the University at all times.

We offer these resources as tools to assist the planning process and help ensure the formatting of UST images and messages are consistently communicated to our various constituents.
The UST lion head logo is the official athletics logo mark for use by the University's athletic department and its entities. It is used primarily for sports teams, athletics marketing and communications, trademarked merchandise and is not intended for use for academic-related publications or material. This logo should never replace the University's logo.

Use of the athletics logo for non-athletic marketing or promotional items must be approved by the University’s Marketing and University Relations Department.
Sometimes, often due to production costs, only one color imprint options are available. In this scenario, the logo must be clearly distinguishable from the background color.
Clear Space

“Clear space” is the protected area around the logo that maximizes its impact. Placing elements too close to the logo diminishes its importance. A clear space around the logo will give it room to stand out. Clear space markers are provided below for reference.

The U spacing is designated by leaving space around the logo that is equal in width and height to the "U" in the UST wordmark.

Minimum Size

To make sure the logo is always clear and legible, there is a minimum size requirement.
**Logomark**

**Usage:**

Do NOT stretch the logo.

Do NOT rotate the logo.

Do NOT add elements to the logo.

Do NOT place logo on busy backgrounds.

Do NOT flip logo.

Do NOT alter colors.

Do NOT crop the logo.

Do NOT sit the logo on high contrast or vibrant colors.

Usage of this logo is limited to:

- Team uniforms
- Apparel and merchandise
- Athletic playing fields, like the basketball court
- Formal athletics department communication
- Header of athletics website
- Athletic social media accounts
The duo-color word “UST” in Handel Gothic D Bold is the primary UST Athletic wordmark.

This wordmark may be used in print materials, athletics marketing and communications, trademarked merchandise and on websites and in other digital properties.

The wordmark may be used as a standalone or combined with the logomark in compliance with UST’s guidelines for the lockup.

This logo should never replace the University’s logo.
Wordmark
Mono-color

One-color imprint options of the wordmark are available in the following colors only (please see pg 22 for official color codes).

In this scenario, the logo must be clearly distinguishable from the background-color.
Three color imprint options of the wordmark are available but usage of this wordmark is limited to apparel and merchandise only.
**Wordmark**
Clearspace //
Min. Size

**Clear Space**
To ensure the impact and integrity of the mark, clearspace is required on all sides of the wordmark.

The U spacing is designated by leaving space around the logo that is equal in width and height to the “U” in the UST wordmark.

**Minimum Size**
The wordmark must always be scaled proportionally by locking the aspect ratio so the height and width are scaled together. To ensure legibility, the logo should never be reduced to an unreadable size.

1 inch
Wordmark
Secondary

The duo-color words “Celts” in Handel Gothic D Bold is the secondary version of the UST Athletic wordmark.

This wordmark may be used in print materials, athletics marketing and communications, trademarked merchandise and on websites and in other digital properties.

The wordmark may be used as a standalone or combined with the logomark in compliance with UST’s guidelines for the lockup.

This logo should never replace the University’s logo.
One-color imprint options of the wordmark are available in the following colors only (please see pg 22 for the official color codes).

In this scenario, the logo must be clearly distinguishable from the background-color.
Wordmark
Three-color Option

Three color imprint options of the wordmark are available but usage of this wordmark is limited to apparel and merchandise only.
**Wordmark**

Clearspace //
Min. Size

**Clear Space**
To ensure the impact and integrity of the mark, clearspace is required on all sides of the wordmark.

The U spacing is designated by leaving space around the logo that is equal in width and height to the "U" in the UST wordmark.

**Minimum Size**
The wordmark must always be scaled proportionally by locking the aspect ratio so the height and width are scaled together. To ensure legibility, the logo should never be reduced to an unreadable size.
Wordmark

Usage

Usage of this logo is limited to:

- Team uniforms
- Apparel and merchandise
- Athletic playing fields, like the basketball court
- Formal athletics department communication
- Header of athletics website
- Athletic social media accounts

Do NOT use the wordmark in a line with text.
Do NOT use the wordmark in a URL.
Do NOT skew wordmark.

Do NOT sit the wordmark on high contrast or vibrant colors.
Do NOT redraw or retype wordmark.
Do NOT place wordmark on busy background.
The lockup consists of a symbol and a wordmark. When the amount of available space’s width is greater than the height use the horizontal logo.
In the case where the amount of available space is limited, a vertical version of the lockup is to be used.

This option is to be used in cases where the logo is one on the media, for example, a sponsor of something.
Lockup

Clearspace //

Min. Size

Clear Space

To ensure impact, a clear space around the logo will give it room to stand out. The U spacing is designated by leaving space around the logo that is equal in width and height to the U in the UST wordmark.

Minimum Size

To ensure legibility, the logo should never be reduced to an unreadable size.

The vertical lockup must always be at least 1 inch wide on any print form and embroidery.

The horizontal lockup must be at least 1.5 inch wide on any print form or embroidery.
Lockup
Team Specific
Color plays a key role in establishing and communicating the UST athletic brand identity. Consistent use of color across various communication platforms establishes brand recognition.

Red and gold are the official colors of the university. Our colors are a distinguishing feature of our identity. It is not recommended to use independent combinations of white/red, white/gold as these color combinations are more closely identified to other institutions.
On-Screen Colors

Spot colors are more accurate than screen-built colors. Colors displayed below will vary from printed tones. When creating files to be placed on a website or social media, files should be in RGB. You can also use the HEX colors for HTML elements.

<table>
<thead>
<tr>
<th>Primary Colors</th>
<th>Secondary Colors</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>RED</strong></td>
<td><strong>GOLD</strong></td>
</tr>
<tr>
<td>Pantone 187C</td>
<td>Pantone Process Black</td>
</tr>
<tr>
<td>C7 M100 Y82 K26</td>
<td>C0 M0 Y0 K100 #000000</td>
</tr>
<tr>
<td>R166 G25 B46</td>
<td>Pantone Cool Grey 9</td>
</tr>
<tr>
<td>#A6192E</td>
<td>C50 M40 Y34 K17</td>
</tr>
<tr>
<td></td>
<td>R117 G120 B123</td>
</tr>
<tr>
<td></td>
<td>Pantone Metallic 872</td>
</tr>
<tr>
<td></td>
<td>C0 M25 Y56 K51</td>
</tr>
<tr>
<td></td>
<td>R137 G115 B76</td>
</tr>
<tr>
<td></td>
<td>#89734C</td>
</tr>
</tbody>
</table>

Printing

Colors can be printed either with PMS colors or through a 4-color (CMYK) process. Most often, you will be sending files to a vendor with CMYK values. Please use the corresponding CMYK values as opposed to having the vendor (or design software) auto-convert your PMS into CMYK. Auto converting or relying on vendors may result in the wrong CMYK formulas. Please note, there is no need to convert CMYK, RGB, or HEX for uncoated printing. You only need to worry about uncoated if you are printing with PMS colors.
Handel Gothic D Bold (primary)

Handel Gothic D Bold is the official typeface for all University of St. Thomas Athletics Department uniforms and athletic facility signage. The use of Handel Gothic D Bold can also be used for athletic marketing purposes, specifically headlines and titles that need to be highlighted. The typeface has been constructed based off a collegiate letter style and is only to be used in uppercase.
Definition

Kerning is the spacing between each letter.
Open Sans
(secondary)

Open Sans is a clean and modern sans-serif typeface. This font should be used in the body of internal and external communications for marketing purposes. Open Sans has a wide array of weights for purposes of emphasis only.
Open Sans

Open Sans Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Open Sans Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Open Sans Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Open Sans Bold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Open Sans Extrabold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
The spirit mark is used in less formal applications with the goal of building and encouraging school spirit.

These brand assets serve as inspiring visual elements for the University of St. Thomas and can be used on a wide range of informal materials for student groups, intramural teams, alumni organizations, athletic events, merchandise, and web applications to express school spirit.

Spirit marks should never be used in place of the academic logo.
Additional spirit marks include the simplified crest, wordmarks, and pawprints which are made available in the spirit palette of red and gold.