



**WILLAMETTE UNIVERSITY ATHLETIC STYLE GUIDE**

# WILLAMETTE UNIVERSITY ATHLETIC STYLE GUIDE

The intent of the Willamette University Athletic Style Guide is to create a consistent brand across the department including all sports and sub-departments. This guide applies to any visual element that is associated with Willamette University Athletics, including, but not limited to, uniforms, apparel, print items and social media.

## WILLAMETTE ATHLETIC LOGO

The Athletics visual identity marks are the official marks of Willamette University Athletics. They are uniquely designed and, in part, trademarked for ownership and use by only the Willamette University Athletics Department and the Bearcats' varsity sport programs. Furthermore, only the official marks included in the Athletics visual identity may be used to represent the "Bearcat" brand—i.e., no other Bearcat designs may be created to represent Willamette University. The following guidelines must be followed with regard to the Bearcats' visual identity:

- » For the reproduction of these marks, all persons must request and receive permission from Willamette University Athletics.
- » The marks presented in this visual identity may not be altered in any way.
- » Proportions of the marks may not change upon increasing or decreasing of size.
- » Additional artwork or text may not be incorporated into the marks described in this visual identity

It is not the purpose of the visual identity to answer/address every possible situation that may arise in regard to the Bearcats' logos, word marks or color palette.

Marks can be found and downloaded at [wubearcats.com/information/sportsinformation/downloads/](http://wubearcats.com/information/sportsinformation/downloads/)

## PRINT AND WEB

To keep a consistent identity any item that is intended for an external audience and includes visual identity elements, must be approved. External audiences are defined as anyone other than current student-athletes and athletics department employees.

## SOCIAL MEDIA

Any social media accounts that directly represent Willamette University Athletics must use the official designated avatar. The avatar will use an official mark and will be provided.

For more information on social media see the Social Media Policy.



## RECRUITING MATERIALS

Anyone who is recruiting is effectively marketing for Willamette University Athletics. Content items that have a graphical element should be at level of quality that represents Willamette Athletics in the best possible way. To ensure quality and a consistent identity these items should be approved

# AVAILABLE LOGOS

## PRIMARY – 2 COLOR



## SECONDARY – 2 COLOR



## PRIMARY – 1 COLOR



## SECONDARY – 1 COLOR



## SPORT – 2 COLOR

Sport logos are available for all sports. Only baseball is shown for brevity.



## SPORT – 1 COLOR

Available in cardinal, gold, black, and white. Use follows guide on the next page



## TERTIARY – 2 COLOR

Tertiary logos should only be used for uniforms



## TERTIARY – 1 COLOR

Available in cardinal, gold, black, and white. Use follows guide on the next page



## UNIVERSITY

University logos should not be used for athletic purposes



## MODIFIED

Never modify or combine logos



# LOGO COLOR COMBINATIONS

2 COLOR

CARDINAL – 1 COLOR

GOLD – 1 COLOR

WHITE – 1 COLOR

BLACK – 1 COLOR



LIGHT GREY FOLLOWS RULES FOR WHITE AND DARK GREY FOLLOWS RULES FOR BLACK



 This color combination should never be used

 This color combination should only be used in black and white print

# FONTS

## AVENIR NEXT

Avenir is a clean, readable modern typeface that works in both text and display settings. It is available in a wide range of weights, as shown below. Use of Avenir allows Willamette University to maintain a consistent look throughout our communications. If Avenir is not available, use Arial.

### AVENIR NEXT ULTRA LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

### AVENIR NEXT MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

### AVENIR NEXT BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 0123456789**

### AVENIR NEXT HEAVY

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 0123456789**

## BEARCAT BOLD

Bearcat Bold is a customized version of Aachen which was used to create the Bearcat athletics marks. This font can be used for large impactful words, especially in cases where a regular logo wont work.

### BEARCAT BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZT**

## UNIFORM FONTS

Numbers on uniforms should use the Nike Glades font as it is the closest match to Avenir. Nike Glades should only be used for the numbers and not any other text on the uniform. Other text on unifroms should use Bureau, Ithaca, or Boulder.



# COLORS

Cardinal and gold are Willamette's official colors and one of the strongest elements of the Bearcat brand. These colors should be prominent in all apparel and athletics communications. Consistent use of the color palette reinforces the Bearcat brand. Avoid using color combinations that directly or indirectly represent competitor or regional institutions. As cardinal is the primary color do not use red, or other shades of red, like maroon.

Willamette has two official colors, one for print materials and one for digital materials. Appropriate logos are available for each use.

## PRINT COLORS

### Cardinal

CMYK 0,100,61,43  
PANTONE PANTONE 202  
RGB 152,0,46  
HEX #98002E



### Gold

CMYK 30,30,50,5  
PANTONE PANTONE 8005  
RGB 175,160,129  
HEX #AFA081



## WEB COLORS

### Cardinal

CMYK N/A  
PANTONE N/A  
RGB 121,23,22  
HEX #791716



### Gold

CMYK N/A  
PANTONE N/A  
RGB 192,172,126  
HEX #C0AC7E



# APPAREL

## UNIFORMS

Uniforms include all items issued with the intent of being worn and visible during competition. This includes, but is not limited to, jerseys, shorts, pants, socks and helmets.

## COLORS

All athletic uniforms will be cardinal, gold or white as required by sport rules. The only exception is baseball and softball, where a light grey version of the uniform is the norm. Cardinal and gold must both be present in the completed uniform. Black or other unofficial color uniforms may be used only as an alternate. Teams may wear alternate uniforms for no more than 10% of their games.

## LOGOS AND NUMBERS

A Willamette athletics logo must appear on all athletic uniforms. For most sports it should appear on the chest. For sports where such a display is not feasible, the logo may appear on the sleeve, shorts, left breast, hat or helmet. Script font is not permitted even in sports where it is customary, such as baseball and softball. All uniform numbers must be Nike Dade Bold. They may be a solid color or outlined, but they must contrast with the color of the uniform. (See Examples of non-contrasting numbers below.)



## COMPETITION APPAREL

Competition apparel is defined as items issued with the intent of being worn and visible at a competition during warmup, cooldown or while on the bench or sideline. All competition apparel should be primarily cardinal or gold and include both colors.

## NON-COMPETITION APPAREL

Non-competition apparel is issued as casual wear. It is not intended to be worn at a competition. This includes practice items, apparel for family, or apparel for wearing around campus.

A Single color screen on gold, white or grey garments must be cardinal. A Single color screen on a cardinal garment must be gold. No single color screens on Black. A multiple color screen on any garment color must include cardinal and gold.

## SAMPLE UNIFORMS

The pictures below illustrate uniforms that fit into the the Bearcat identity. A consistent use of color and typography provide a clear visual identity that sets Willamette apart from all other Northwest Conference institutions.

