WOFFORD COLLEGE

APPROVED ATHLETICS LOGOS
TEAM SUBLOGOS
DISCONTINUED LOGOS
COLOR GUIDE
TERRIER CLUB
STATIONERY SUITE

MAY 2016
**APPROVED ATHLETICS LOGOS**

**MAY 2016**

**PRIMARY COLLEGE MARK**

**PRIMARY MARK WITH TAGLINE (PREFERRED)**

**WOFFORD**

"WOFFORD" without "COLLEGE" is only to be used in Athletics marketing and branding.

The athletics wordmark uses the typeface Century Old Style Bold, unlike the college wordmark, which uses the typeface Baskerville Classico.

**DO NOT** attempt to recreate this logo using either of the aforementioned typefaces or a similar typeface.

**FULL COLLEGE WORDMARK**

**WOFFORD COLLEGE**

**WOFFORD COLLEGE**

**WOFFORD COLLEGE**
TEAM SUBLOGOS
MAY 2016

USAGE GUIDELINES

Team sublogo graphics should be treated like official college logos; do not attempt to recreate, modify or alter them in any way.

Team sublogos may be displayed in Old Gold, black or white. For a specific sublogo in a specific color, please contact the Office of Marketing and Communications.

The college's official secondary font is Gotham. Do not attempt to recreate college sublogos using a similar typeface.

In order to maintain brand recognition, it is very important that team sublogos are always displayed/used correctly. Please follow these guidelines when using your team sublogo:

- Do not use any alternate color treatments, tints or gradients. Do not distort any portion of the team sublogo. Do not crop any portion of the team sublogo. Do not tilt or rotate the team sublogo.
- Do not add a stroke around the team sublogo.
- Do not add any symbols or other unapproved graphics to the team sublogo.
- Do not readjust the typeface within the team sublogo.
- Do not use the team sublogo as a watermark.
- Do not attempt to recreate any team sublogo by using an approved or similar typeface. If you need a custom sublogo with a specific team, contact the Office of Marketing and Communications, and we will gladly make a custom sublogo for you.
Sublogos are also available in white/gold for use on dark backgrounds. If you need a sublogo for use on a dark background, contact the Office of Marketing and Communications.

DO NOT ATTEMPT TO RECREATE YOUR TEAM’S SUBLOGO. If you need a custom sublogo in a specific color, contact the Office of Marketing and Communications, and we will gladly make a custom sublogo for you.
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DISCONTINUED LOGOS
MAY 2016

DISCONTINUED TEAM LOGOS* 

Neither this logo nor the word “quintessential” (or derivations thereof) are to be used in conjunction with the college’s primary mark. For approved team sublogos see page 3 of this document.

*These usage rules apply to all old team sublogos, not just the graphics used above as examples.

DISCONTINUED COLLEGE MARKS

Neither this logo nor the word “quintessential” (or derivations thereof) are to be used in conjunction with the college, such as in taglines, event names, or slogans.

DISCONTINUED ATHLETICS MARKS
**COLOR GUIDE**
**MAY 2016**

### OLD GOLD

<table>
<thead>
<tr>
<th>Color</th>
<th>C</th>
<th>M</th>
<th>Y</th>
<th>K</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantone® Metallic Coated 873C</td>
<td>42</td>
<td>50</td>
<td>74</td>
<td>19</td>
</tr>
<tr>
<td>Hexadecimal: #886E4C</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>R</td>
<td>G</td>
<td>B</td>
<td></td>
<td></td>
</tr>
<tr>
<td>136</td>
<td>110</td>
<td>76</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

If metallic printing is not available, Pantone® Solid Coated 873C may be substituted.

### BLACK

<table>
<thead>
<tr>
<th>Color</th>
<th>C</th>
<th>M</th>
<th>Y</th>
<th>K</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantone® Process Black</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>100</td>
</tr>
<tr>
<td>Hexadecimal: #000000</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>R</td>
<td>G</td>
<td>B</td>
<td></td>
<td></td>
</tr>
<tr>
<td>0</td>
<td>0</td>
<td>0</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Approved Logos and Marks may be reproduced in WHITE (C=0 M=0 Y=0 K=0; #FFFFFF; R=255 G=255 B=255) when used on a dark background.

### WOFFORD KHAKI

<table>
<thead>
<tr>
<th>Color</th>
<th>C</th>
<th>M</th>
<th>Y</th>
<th>K</th>
</tr>
</thead>
<tbody>
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<td>Pantone® Solid Coated 466C</td>
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<td>22</td>
<td>43</td>
<td>0</td>
</tr>
<tr>
<td>Hexadecimal: #C7B37F</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>R</td>
<td>G</td>
<td>B</td>
<td></td>
<td></td>
</tr>
<tr>
<td>199</td>
<td>179</td>
<td>127</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Wofford Khaki is traditionally used for printing on dark surfaces when neither Pantone® nor metallic printing are available. Wofford Khaki should not be used as a substitute for Old Gold.

When matching thread to Wofford Khaki, the college requests Madeira 1128 Classic Rayon.

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ATHLETICS STATIONERY SUITE
MAY 2016

BUSINESS CARD

Business cards are two-sided and printed in Pantone® Metallic gold ink. Please work with your marketing coordinator with regards to ordering new business cards.

Front

Back, option 1
(customized with the appropriate team's championship graphics)

Back, option 2

Back, option 3
(exclusively for teams that will compete in the future arena)
LETTERHEAD & ENVELOPE

Personalized digital letterhead can be installed on your personal computer by calling the IT Help Desk at x4357.
Please work with your marketing coordinator with regards to ordering tent cards.