

WCU CLUB SPORTS

LOGOS & USAGE GUIDELINES

CLUB SPORTS OPTIONS

The logo configurations shown below are available for all recognized club sports. All other wording must be approved by the Chief Marketing Officer. The official club sports logo includes the catamount spirit mark, the full university name, and the club name. The logo set includes a vertically stacked logo and a horizontal layout.

vertical orientation



horizontal orientation



Club name is centered under university name on vertical logo and text is left aligned on horizontal logo. Please use official logo set up provided by University Marketing. Do not try to recreate logo.



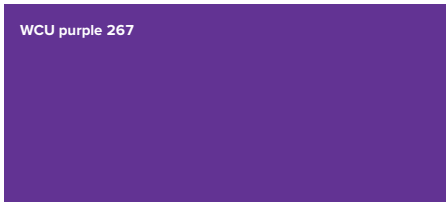
See below for example on purple background.



LOGO USE GUIDELINES

Primary colors

Color is one of the most important elements of the Western Carolina University identity system. WCU's primary colors consist of a specific purple and a specific gold. The metallic version of our gold is preferred if you have the option of using it. Find the appropriate color mixes for CMYK and RGB below as well as our HEX codes for digital use and our Pantone colors for branded merchandise and one-color printing.



Pantone 267 C
RGB: 98, 51, 147
CMYK: 76, 97, 0, 0
HEX: #592C88



Pantone 467 C
RGB: 193, 168, 117
CMYK: 25, 31, 61, 1
HEX: #C1A875

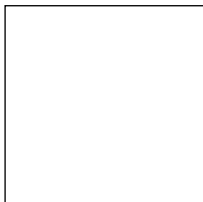


Pantone 872 C metallic
RGB: 193, 168, 117
CMYK: 42, 48, 75, 18
HEX: #C1A875

Use Pantone 467 in place of gold 872 when metallic gold ink is not practical.

Support color

In addition to the primary colors shown above, the WCU identity system utilizes white as an important support color. White helps to add contrast to purple and gold.



White
R: 255 G: 255 B: 255
C: 0 M: 0 Y: 0 K: 0
HEX: #ffffff

TYPOGRAPHY

Official font

NIMBUS SANS CONDENSED L BLACK ITALIC is used in the main mark. It can be used primarily in titles in club sport marketing materials.

NIMBUS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Available through Adobe Typekit

<https://typekit.com/fonts/nimbus-sans>

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CLUB SPORTS LOGO USE GUIDELINES

Logo color variations

All of the WCU Club Sports logos are available in full color and one color white or one color purple. Examples are provided below. The one-color white logo may be used on any dark-color background and the one-color purple may be used on any light-color background. In rare cases, such as for black-and-white printing, a one-color black logo may be used on a white background. Use of the logo in any other color must be approved through University Marketing.

FULL COLOR



ONE COLOR



ALL WHITE



Minimum size guidelines

Each of the WCU Club Sports logos has a minimum allowable size. In order to ensure clear reproduction and legibility, the logos must not be used any smaller than the sizes shown below. It is preferred that, when possible, the logos be used larger than their minimum size.



LOGO USE VIOLATIONS

So that WCU can maintain the design integrity of its brand and maximize each logo's effectiveness as an identifier, it is mandatory that all Club Sports logos be applied as indicated in this manual. As a general rule do not modify the provided logo artwork in any way. Shown below are unacceptable uses:



Never reverse the logo. The Catamount whiskers and face highlights should always be the lighter color, not the darker color, when printed.



Never stretch or compress any logo.



Never use any gold/black combination.



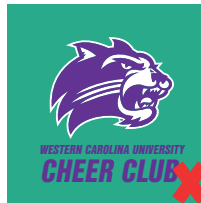
Never use one color logo over a complex background.



Never use non-WCU colors in any logo without written permission from University Marketing.



Never re-arrange the elements in any logo.



The cathead mark is either three colors or one. Never create a two-color logo.

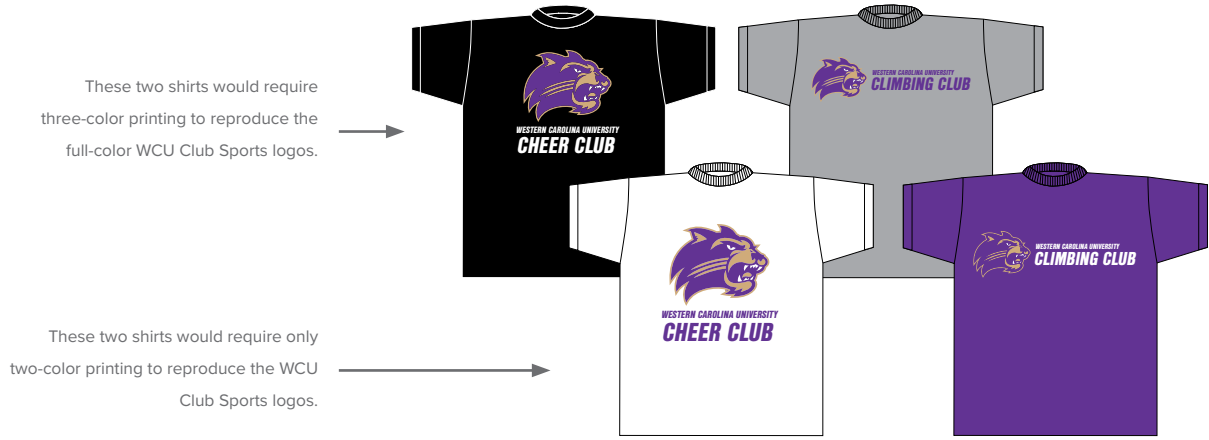


Never add additional graphic elements or text to the logo itself.

CLUB SPORTS RETAIL APPLICATION

Full-color options

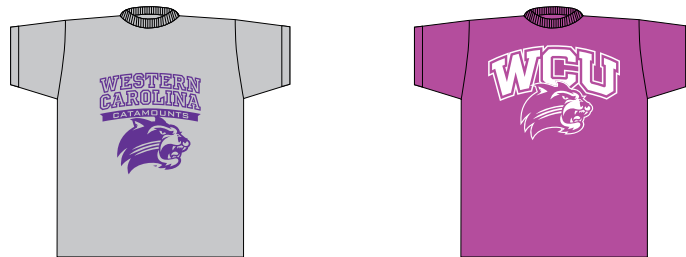
If the fabric color matches one of the official colors closely (WCU purple, WCU gold or white), the fabric can show through in place of printing that color. If the fabric color does not match any official color, all three colors must be used to print the logo.



One-color options

When using the Club Sports logo on apparel, the art may print in WCU purple or white as long as there is sufficient contrast with the fabric color. The one-color logo is a great cost-saving alternative to the full-color logos.

In no case should a gold logo be printed on a black background, or a black logo be printed on a gold background.



CLUB SPORTS RETAIL APPLICATION

Separating text from cathead on merchandise

In some cases, the logo set may be separated into two parts: the Catamount spirit mark and the text. See examples below. When necessary due to space limitations, the text can be used alone on branded items. When text is separated from the spirit mark, the two lines of text should always be centered.

