



---

ILLINOIS WESLEYAN TITANS  
Athletics Brand Standards Guide

# THE IMPORTANCE OF GRAPHIC STANDARDS

## TABLE OF CONTENTS

The Importance Of Graphic Standards.....	1
Official Colors .....	2
Full Color Athletics Marks .....	3
Primary Athletics Marks on Backgrounds ....	4
Wordmarks on Backgrounds .....	5
Green & White Athletics Marks .....	6
Primary Athletics Marks on Backgrounds ....	7
Wordmarks on Backgrounds .....	8
Black & White Athletics Marks .....	9
Primary Athletics Marks on Backgrounds ....	10
Wordmarks on Backgrounds .....	11
White Athletics Marks .....	12
Primary Athletics Marks on Backgrounds ....	13
Wordmarks on Backgrounds .....	14
Sport Specific Marks .....	15
Safe Zones .....	16
Minimum Size .....	17
Compatible Typography .....	18
Artwork Use Violations.....	19
Retail Applications.....	20
Contact Information .....	BC

**T**he Illinois Wesleyan Titans Athletic Branding Guide is designed to provide clear information on the proper use of approved graphics, colors and fonts for any application of the Titan Athletics brand. Our purpose is to guarantee, as best as possible, a clear and consistent brand image wherever and whenever Illinois Wesleyan athletics is represented in any print, digital or apparel format. Any attempt to utilize Titan Athletics graphics or wordmarks outside the standards represented in this guide are strictly prohibited. Requests for exceptions or interpretations should be submitted directly to the Director of Athletics. Go Titans!



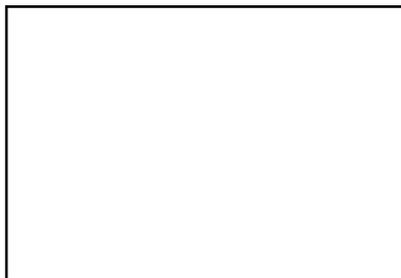
# OFFICIAL COLORS OF ILLINOIS WESLEYAN ATHLETICS

## PRIMARY PALETTE



I W U G R E E N

(in lieu of use \*Pantone® 342c)  
Process Equivalent: 93c 10m 75y 43k  
RGB Equivalent: or 103g 71b  
Madeira Thread: 910-1750, 911-1750  
Hex Code: #006747



W H I T E

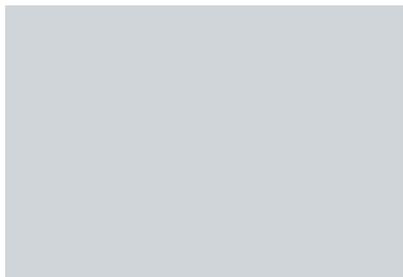
## PRIMARY PALETTE

IWU Green and white are the official colors for Illinois Wesleyan athletics and are shown on the left. It is very important to match these colors faithfully when reproducing the athletics marks. It is greatly preferred that all Illinois Wesleyan athletics marks be used in both of these colors whenever possible.

## SUPPORT COLORS

In addition to the primary palette, the Illinois Wesleyan athletics marks utilize IWU Gray as an important support color.

## SUPPORT COLORS



I W U G R A Y

(in lieu of use \*Pantone® 428c)  
Process Equivalent: 10c 4m 4y 14k  
RGB Equivalent: 193r 198g 200b  
Madeira Thread: 918-1811  
Hex Code: C1C6C8

# ILLINOIS WESLEYAN FULL COLOR ATHLETIC MARKS

## PRIMARY MARKS

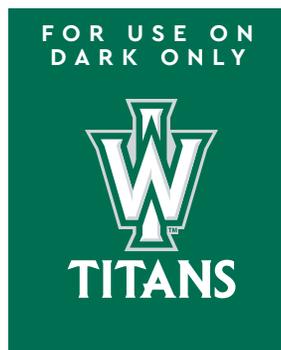


## WORDMARKS



The Illinois Wesleyan athletics marks were designed to create a consistent visual identity for the Illinois Wesleyan athletics department. These marks should not be changed or altered in any way and their use must adhere to the standards in this guide. At the same time, there are many logo variations to choose from so there should be a design compatible to any desired application.

## MONOGRAM MARKS



All of the Illinois Wesleyan athletics marks are shown in full color on this page. These logos are intended for use only by the Illinois Wesleyan athletics department. Permission is required for use by any other entity.

## WORD/ICON COMBO MARKS



## SPIRIT MARKS



## ILLINOIS WESLEYAN FULL COLOR PRIMARY ATHLETIC MARKS ON BACKGROUNDS

### PRIMARY ATHLETIC MARK



ON IWU GREEN



ON IWU GRAY



ON WHITE



ON BLACK



ON NON IWU COLOR



ON COMPLEX BACKGROUND

Frequently it may be desirable to place the full color Illinois Wesleyan primary athletics marks on alternate backgrounds. This page shows the full color Illinois Wesleyan athletics marks on green, gray, white, black and medium gray (similar to the color of practice sweat pants and shirt). Also shown is the technique for using the mark on a complex background.

All artwork and variations are available in Macintosh and PC digital file formats.

## ILLINOIS WESLEYAN FULL COLOR WORDMARKS ON BACKGROUNDS

### WORDMARK



ON IWU GREEN



ON IWU GRAY



ON WHITE



ON BLACK



ON NON IWU COLOR



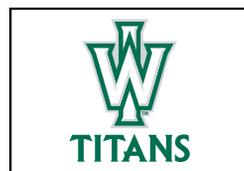
ON COMPLEX BACKGROUND

Frequently it may be desirable to place the full color Illinois Wesleyan secondary athletics marks on alternate backgrounds. This page shows the full color Illinois Wesleyan athletics marks on green, gray, white, black and medium gray (similar to the color of practice sweat pants and shirt). Also shown is the technique for using the mark on a complex background.

The Illinois Wesleyan wordmarks should never be used on a background color that does NOT offer sufficient contrast. Approved versions of the logos on certain background colors are shown on the left (unapproved versions are crossed out in red).

All artwork and variations are available in Macintosh and PC digital file formats.

### WORDMARK WITHOUT CONTAINING SHAPE



# ILLINOIS WESLEYAN GREEN & WHITE ATHLETIC MARKS

## PRIMARY MARKS



## WORDMARKS



All of the Illinois Wesleyan athletics marks are available in IWU Green & white, as shown on this page.

These logos are intended for use only by the Illinois Wesleyan athletics department. Permission is required for use by any other entity.

## MONOGRAM MARKS



## WORD/ICON COMBO MARKS



## SPIRIT MARKS



## ILLINOIS WESLEYAN GREEN & WHITE PRIMARY ATHLETIC MARKS ON BACKGROUNDS

### PRIMARY ATHLETIC MARK



ON IWU GREEN



ON IWU GRAY



ON WHITE



ON BLACK



ON NON IWU COLOR



ON COMPLEX BACKGROUND

Frequently it may be desirable to place the IWU Green & white Illinois Wesleyan primary athletics marks on alternate backgrounds. This page shows the IWU Green & white Illinois Wesleyan athletics marks on green, gray, white, black and medium gray (similar to the color of practice sweat pants and shirt). Also shown is the technique for using the mark on a complex background.

All artwork and variations are available in Macintosh and PC digital file formats.

## ILLINOIS WESLEYAN GREEN & WHITE WORDMARKS ON BACKGROUNDS

### WORDMARK



ON IWU GREEN



ON IWU GRAY



ON WHITE



ON BLACK



ON NON IWU COLOR



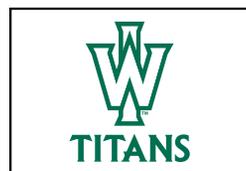
ON COMPLEX BACKGROUND

Frequently it may be desirable to place the IWU Green & white Illinois Wesleyan secondary athletics marks on alternate backgrounds. This page shows the IWU Green & white Illinois Wesleyan athletics marks on green, gray, white, black and medium gray (similar to the color of practice sweat pants and shirt). Also shown is the technique for using the mark on a complex background.

The Illinois Wesleyan wordmarks should never be used on a background color that does NOT offer sufficient contrast. Approved versions of the logos on certain background colors are shown on the left (unapproved versions are crossed out in red).

All artwork and variations are available in Macintosh and PC digital file formats.

### WORDMARK WITHOUT CONTAINING SHAPE



# ILLINOIS WESLEYAN BLACK & WHITE ATHLETIC MARKS

## PRIMARY MARKS



## WORDMARKS



All of the Illinois Wesleyan athletics marks are available in black & white, as shown on this page.

These logos are intended for use only by the Illinois Wesleyan athletics department. Permission is required for use by any other entity.

## MONOGRAM MARKS



## WORD/ICON COMBO MARKS



## SPIRIT MARKS



## ILLINOIS WESLEYAN BLACK & WHITE PRIMARY ATHLETIC MARKS ON BACKGROUNDS

### PRIMARY ATHLETIC MARK



ON IWU GREEN



ON IWU GRAY



ON WHITE



ON BLACK



ON NON IWU COLOR



ON COMPLEX BACKGROUND

Frequently it may be desirable to place the black & white Illinois Wesleyan primary athletics marks on alternate backgrounds. This page shows the black & white Illinois Wesleyan athletics marks on green, gray, white, black and medium gray (similar to the color of practice sweat pants and shirt). Also shown is the technique for using the mark on a complex background.

All artwork and variations are available in Macintosh and PC digital file formats.

## ILLINOIS WESLEYAN BLACK & WHITE WORDMARKS ON BACKGROUNDS

### WORDMARK



ON IWU GREEN



ON IWU GRAY



ON WHITE



ON BLACK



ON NON IWU COLOR



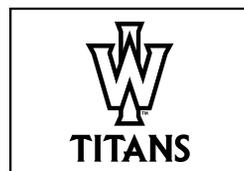
ON COMPLEX BACKGROUND

Frequently it may be desirable to place the black & white Illinois Wesleyan secondary athletics marks on alternate backgrounds. This page shows the black & white Illinois Wesleyan athletics marks on green, gray, white, black and medium gray (similar to the color of practice sweat pants and shirt). Also shown is the technique for using the mark on a complex background.

The Illinois Wesleyan wordmarks should never be used on a background color that does NOT offer sufficient contrast. Approved versions of the logos on certain background colors are shown on the left (unapproved versions are crossed out in red).

All artwork and variations are available in Macintosh and PC digital file formats.

### WORDMARK WITHOUT CONTAINING SHAPE



# ILLINOIS WESLEYAN ALL WHITE ATHLETIC MARKS

## PRIMARY MARKS



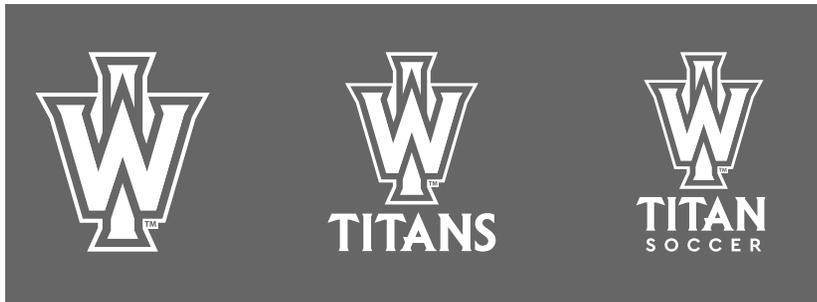
## WORDMARKS



All of the Illinois Wesleyan athletics marks are available in all white, as shown on this page.

These logos are intended for use only by the Illinois Wesleyan athletics department. Permission is required for use by any other entity.

## MONOGRAM MARKS



## WORD/ICON COMBO MARKS



## SPIRIT MARKS

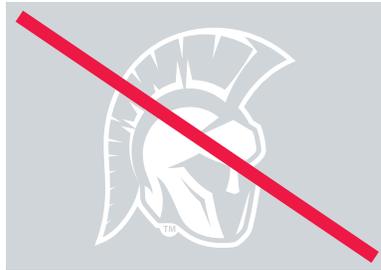


## ILLINOIS WESLEYAN ALL WHITE PRIMARY ATHLETIC MARKS ON BACKGROUNDS

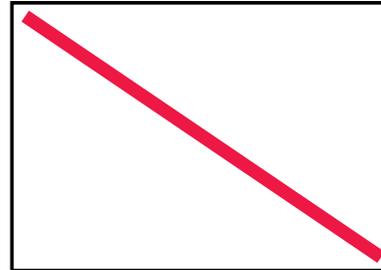
### PRIMARY ATHLETIC MARK



ON IWU GREEN



ON IWU GRAY



ON WHITE



ON BLACK



ON NON IWU COLOR



ON COMPLEX BACKGROUND

Frequently it may be desirable to place the all white Illinois Wesleyan primary athletics marks on alternate backgrounds. This page shows the all white Illinois Wesleyan athletics marks on green, gray, white, black and medium gray (similar to the color of practice sweat pants and shirt). Also shown is the technique for using the mark on a complex background.

The Illinois Wesleyan primary athletics marks should never be used on a background color that does NOT offer sufficient contrast. Approved versions of the logos on certain background colors are shown on the left (unapproved versions are crossed out in red).

All artwork and variations are available in Macintosh and PC digital file formats.

## ILLINOIS WESLEYAN ALL WHITE WORDMARKS ON BACKGROUNDS

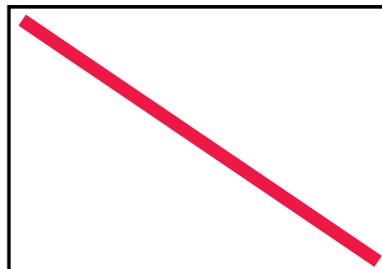
### WORDMARK



ON IWU GREEN



ON IWU GRAY



ON WHITE



ON BLACK



ON NON IWU COLOR



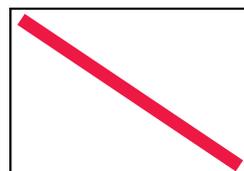
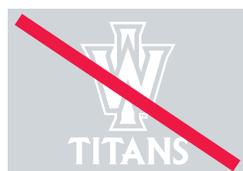
ON COMPLEX BACKGROUND

Frequently it may be desirable to place the all white Illinois Wesleyan secondary athletics marks on alternate backgrounds. This page shows the all white Illinois Wesleyan athletics marks on green, gray, white, black and medium gray (similar to the color of practice sweat pants and shirt). Also shown is the technique for using the mark on a complex background.

The Illinois Wesleyan wordmarks should never be used on a background color that does NOT offer sufficient contrast. Approved versions of the logos on certain background colors are shown on the left (unapproved versions are crossed out in red).

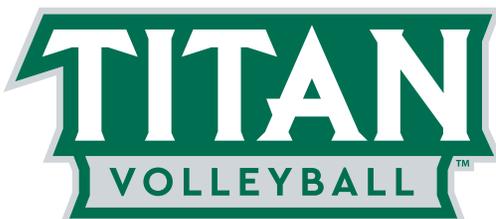
All artwork and variations are available in Macintosh and PC digital file formats.

### WORDMARK WITHOUT CONTAINING SHAPE



## ILLINOIS WESLEYAN SPORT SPECIFIC ATHLETIC MARKS

### FULL COLOR



### BANNER TEXT

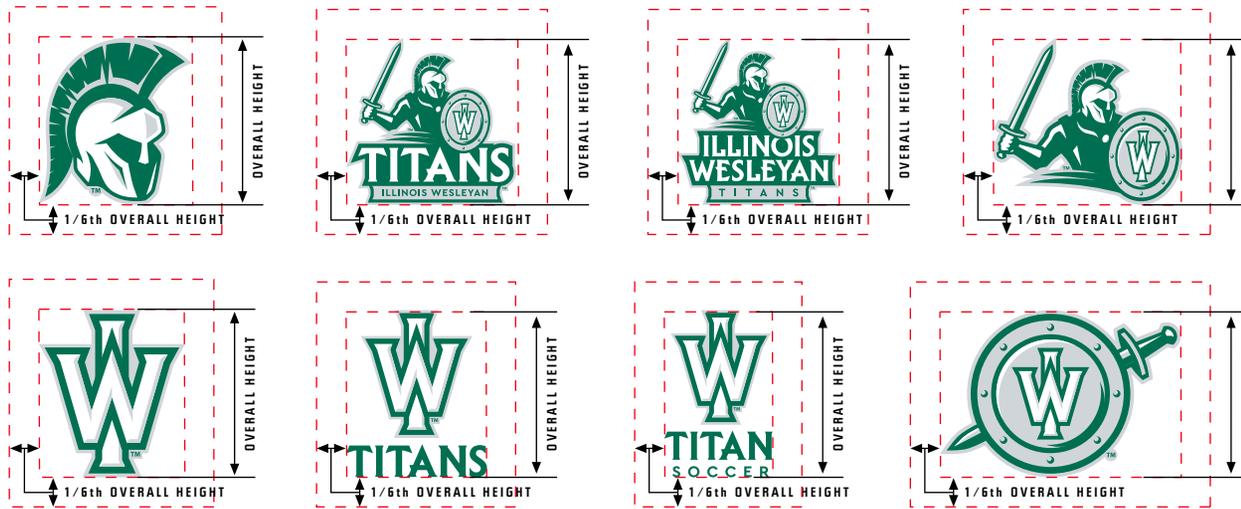
The three logo configurations shown on this page are capable of presenting different text in the banners. All wording must be approved by Illinois Wesleyan athletics. Banner text must represent varsity sports and athletics activities at Illinois Wesleyan. Club sports or intramural teams may NOT have custom banner text logos.

### AVAILABLE BANNER TEXT

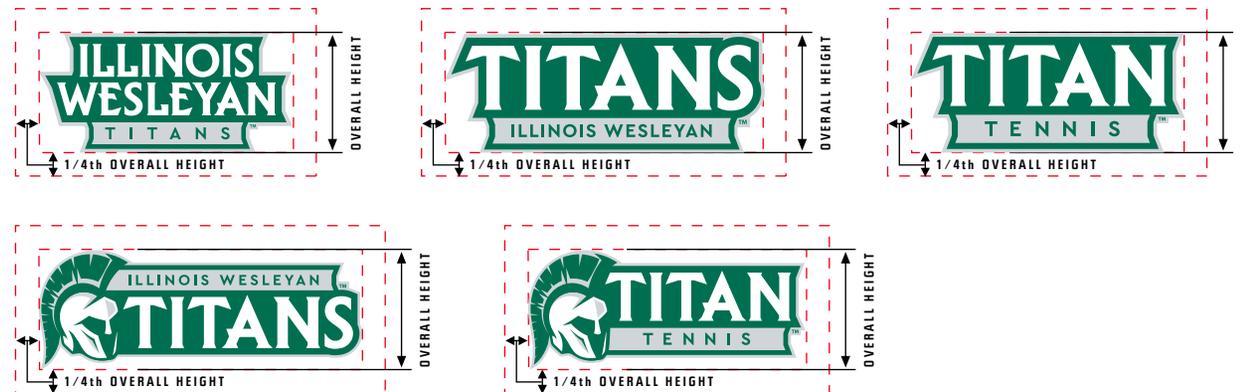
Baseball, Basketball, Cross Country, Football, Golf, Soccer, Softball, Swimming & Diving, Tennis, Track & Field and Volleyball.

# ILLINOIS WESLEYAN ATHLETIC MARKS SAFE ZONES

## EQUALS ONE SIXTH THE OVERALL HEIGHT OF THE MARK

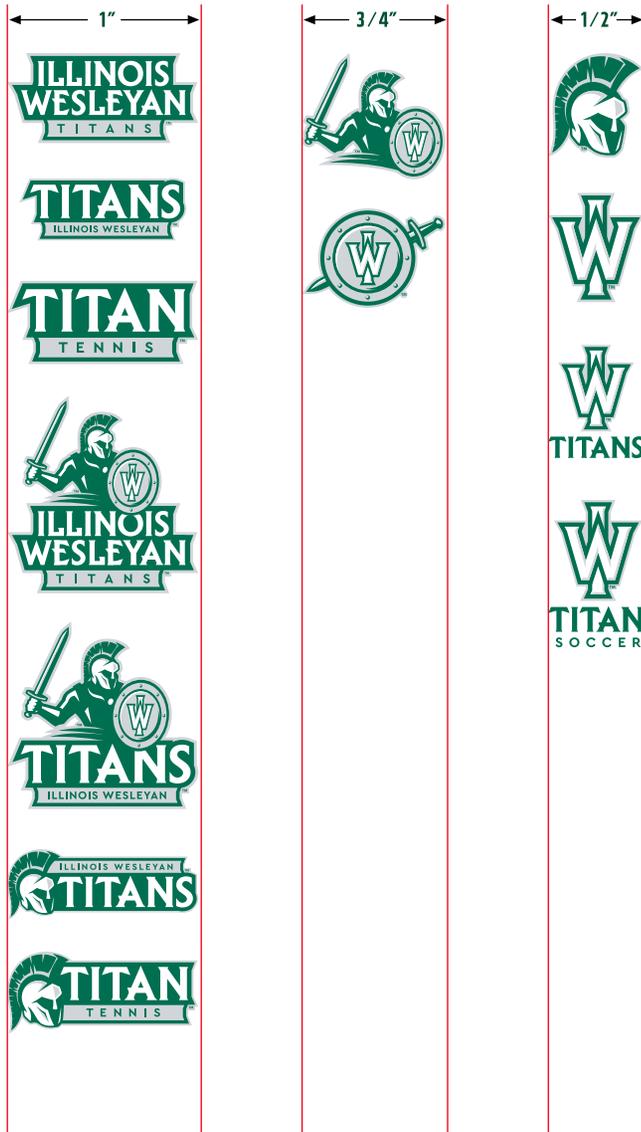


## EQUALS ONE FOURTH THE OVERALL HEIGHT OF THE MARK



Each of the Illinois Wesleyan athletics marks has an established "safe zone". This safe zone is intended to maintain the marks's integrity and to avoid visual confusion. No other type or graphic element (including folds, trims or edges) should fall within the safe zone shown. The safe zone for the Illinois Wesleyan athletic marks is equal to one sixth the height of the mark (shown on the left at the top). The safe zone for the Illinois Wesleyan wordmarks is equal to one fourth the height of the mark (shown on the left at the bottom). The safe zone spacing is uniform on all sides of the marks.

## ILLINOIS WESLEYAN ATHLETIC MARKS MINIMUM SIZE



### MINIMUM LOGO SIZES

Each of the Illinois Wesleyan athletics marks has a minimum allowable size for printing or other reproduction. To ensure clarity and legibility, the logos must NOT be used any smaller than the sizes shown on this page. It is preferred that, when possible, the logos be used larger than their minimum size.

### EMBROIDERY

Contact Illinois Wesleyan's Creative Services office for information about embroidering athletics marks. Minimum sizes are considerably larger for embroidery.

## COMPATIBLE TYPOGRAPHY

### TITAN BOLD

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 0 - = ! @ # \$ % & ™

¢ \* ( ) \_ + © ® { } [ ] ? ; : , . " ' ' ' /

### CERA GR BOLD

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 0 - = ! @ # \$ % & ™

¢ \* ( ) \_ + © ® { } [ ] ? ; : , . " ' ' ' /

Compatible fonts for the Illinois Wesleyan athletics identity are TITAN BOLD and CERA GR BOLD. Cera GR Bold is the font used in the banner text of the Illinois Wesleyan athletics marks. Titan Bold is the custom font designed to match the new athletics marks. The Titan Bold and Cera GR Bold fonts are available from the Creative Services office.

# ARTWORK USE VIOLATIONS



Never use the mark in other colors



Never change the typeface in any part of the mark



Never use unapproved wording in any mark



Never re-size any element in any mark



Never reposition any mark



Never add any element to any mark



Never distort any mark



Never reposition or realign in any mark



Never re-space any elements in any mark



Never change the outline shape to an unapproved color



Never allow any color, pattern or photograph to show through any mark



Never use any mark on a background that provides insufficient contrast

So that Illinois Wesleyan athletics can maintain the design integrity of its athletics brand, it is mandatory that all marks applied as indicated in this manual without modification. The marks are not to be altered in any way. Shown on this page are unacceptable uses of the Illinois Wesleyan athletics marks.

## RETAIL APPLICATIONS

### FULL COLOR ART



**TOP ROW:**  
Each of these shirts would require two color printing to reproduce.

**BOTTOM ROW:**  
This shirt would require three color printing to reproduce.

### ONE COLOR ART



Each of these shirts would require one color printing to reproduce.

## FULL COLOR RETAIL GRAPHICS

In a retail design, if the fabric color matches one of the official colors exactly (IWU Green, IWU Gray or white), the fabric can show through in place of printing that color. If the fabric color does not match any official colors, both official colors (and gray) must be used to print the mark.

## ALTERNATIVES TO FULL COLOR RETAIL GRAPHICS

When using marks on apparel, the art may print in all IWU Green, all black or all white as long as the application follows the specifications in this guide. This is a great cost saving alternative to the full color marks.

**Note:** When selecting fabrics for Illinois Wesleyan merchandise please try to stay as close to IWU Green and IWU Gray as possible.



---

## CONTACT INFORMATION:

ATHLETIC DEPARTMENT

ILLINOIS WESLEYAN UNIVERSITY

302 E. EMERSON ST.

BLOOMINGTON, IL 61701

PHONE: 309-556-3196

EMAIL: [iwusports@iwu.edu](mailto:iwusports@iwu.edu)

FAX: 309-556-3484

[www.iwusports.com](http://www.iwusports.com)

All art shown in this manual is the property of Illinois Wesleyan Athletics and artwork may not be used in any way without prior written permission. ©2018 All rights reserved.

Manual and marks designed by Rickabaugh Graphics.