3 Introduction
4 Colors
5 Typography
6 Athletic signatures
7 Primary and secondary logos
8 Primary logo
14 Secondary logo
20 Primary logo with athletic identification
30 Secondary logo with athletic identification
The University of the South—familiarly known as Sewanee—fields 23 varsity teams and is a member of the NCAA Division III Southern Athletic Association (SAA).

In this document, Sewanee introduces a new Sewanee Tiger as our secondary mark, joining the already established primary mark—the Tiger S. In addition, the guide outlines new color and font standards. By following the guidelines, the athletic department and its partners can apply the visual elements properly to achieve a powerfully consistent effect.

It is imperative to always use these guidelines when designing any materials for Sewanee athletics. They will not constrain creativity, but ensure the full and beneficial impact of the athletics visual identity.
Purple is the primary color in the Sewanee Athletics palette. Secondary colors are: Vegas Gold, White, and Process Black.

**Pantone 268 C**
CMYK conversion: c82/m98/y0/k12
RGB conversion: r88/g44/b131
HTML: #582C83
Thread: Madeira Rayon 1412 (preferred)
Madeira Poly-neon 1633

**Pantone 7502 C**
(Metallic Gold: Pantone 873)
CMYK conversion: c6/m14/y39/k8
RGB conversion: r206/g184/b136
HTML: #CEB888
Thread: Madeira Rayon 1070
Madeira Poly-neon 1670

**White**
CMYK conversion: c0/m0/y0/k0
RGB conversion: r255/g255/b255
HTML: #FFFFFF
Thread: Madeira Rayon 1001
Madeira Poly-neon 1801

**Process Black**
CMYK conversion: c0/m0/y0/k100
RGB conversion: r0/g0/b0
HTML: #000000
Thread: Madeira Rayon 1000
Madeira Poly-neon 1800
Superstar M54 is the primary font for Sewanee Athletics. It is the only font that can accompany the Tigers S or the Sewanee Tiger. There is no lowercase version. Do not attempt to “create” a lowercase version.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
The Tiger S

The Tiger S is the primary visual mark for Sewanee Athletics and should be used most often. Consistent use has made it the recognizable symbol representing Sewanee Athletics.

The Sewanee Tiger

The Sewanee Tiger is the secondary visual mark and should be used to support the primary mark. The Sewanee Tiger should always be facing right. It is the only tiger image approved for use.
SEWANEE ATHLETICS | PRIMARY LOGO WITH SIGNATURE BELOW | TWO COLOR OPTIONS WITH OUTLINES

SEWANEE TIGERS

The University of the South
SEWANEE ATHLETICS | SECONDARY LOGO WITH SIGNATURE BELOW | ONE COLOR OPTIONS

SEWANEE TIGERS