



SEWANEETM

ATHLETICS BRAND GUIDELINES | VERSION 1.0

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INTRODUCTION

BRAND NARRATIVE

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The brand narrative for Sewanee Athletics blends Tiger tradition with the mystique of the Mountain. It draws inspiration from the shared visual DNA of tiger stripes, gothic typography, and the iconic fog of the Domain.

**STRONG, DYNAMIC,
AND DESIGNED TO
ENDURE.**



BRAND HIERARCHY

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Core Marks

The Gothic S, the Tiger Head, and the Stacked Wordmark are Sewanee’s core marks, with the Gothic S as the most prominent.



Secondary Marks

Lettering & Numbers



Subtitle Marks





BRAND ASSETS



“S” MARKS

GOTHIC “S” MARKS

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Brandmarks may appear on white or purple backgrounds.

Light gray backgrounds are also acceptable. Black or dark gray backgrounds should be used sparingly.

The examples shown have been established to allow for flexibility across a variety of uses. Use only provided digital files and never alter them in any way.

SKYE_Sewanee_Gothic_S_wOutline_PurpleBg_wTM



SKYE_Sewanee_Gothic_S_wOutline_LightBg_wTM



SKYE_Sewanee_Gothic_S_Purple_LightBg_wTM



GOTHIC “S” STACKED MARKS

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SKYE_Sewanee_Gothic_S_Stacked_wAthleticsOnly_wOutline_PurpleBg_wTM



SKYE_Sewanee_Gothic_S_Stacked_wAthleticsOnly_wOutline_LightBg_wTM



SKYE_Sewanee_Gothic_S_Stacked_wAthleticsOnly_Purple_LightBg_wTM





TIGER MARKS

TIGER HEAD MARKS

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SKYE_Sewanee_TigerHead_DarkBg_wTM



SKYE_Sewanee_TigerHead_LightBg_wTM



SHIELD TIGER MARKS

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KYE_Sewanee_ShieldTiger_DarkBg_wTM



SKYE_Sewanee_ShieldTiger_LightBg_wTM



GOTHIC “S” TIGER MARKS

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SKYE_Sewanee_GothicS_Tiger_DarkBg_wTM



SKYE_Sewanee_GothicS_Tiger_LightBg_wTM





SUBTITLE MARKS

STACKED SUBTITLE MARKS GOTHIC “S”

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SKYE_Sewanee_Gothic_S_Stacked_wAthletics_PurpleBg_wTM



SKYE_Sewanee_Gothic_S_Stacked_wTigers_PurpleBg_wTM



STACKED SUBTITLE MARKS TIGER HEAD

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Brandmarks may appear on white or purple backgrounds.

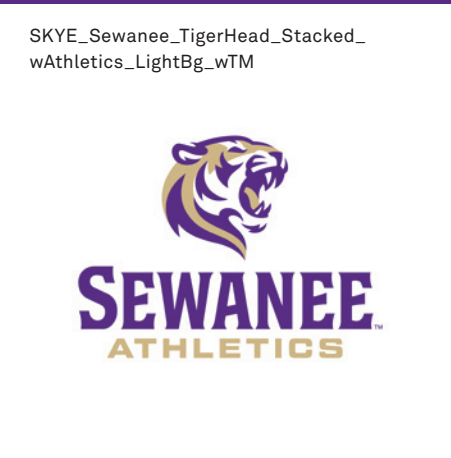
Light gray backgrounds are also acceptable. Black or dark gray backgrounds should be used sparingly.

The examples shown have been established to allow for flexibility across a variety of uses. Use only provided digital files and never alter them in any way.

SKYE_Sewanee_TigerHead_Stacked_wAthletics_PurpleBg_wTM



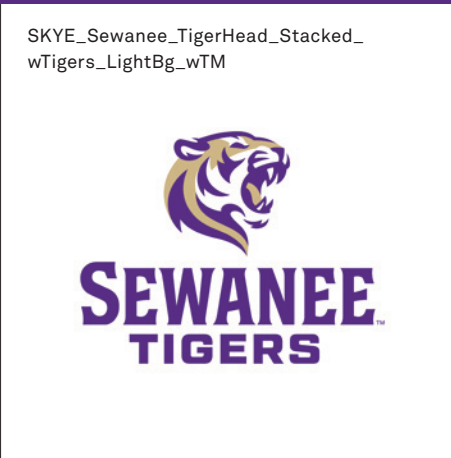
SKYE_Sewanee_TigerHead_Stacked_wAthletics_LightBg_wTM



SKYE_Sewanee_TigerHead_Stacked_wTigers_PurpleBg_wTM



SKYE_Sewanee_TigerHead_Stacked_wTigers_LightBg_wTM



STACKED SUBTITLE MARKS

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STACKED SUBTITLE MARKS

FULL BODY TIGER

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SKYE_Sewanee_FullBodyTiger_Stacked_wAthletics_PurpleBg_wTM



SKYE_Sewanee_FullBodyTiger_Stacked_wAthletics_LightBg_wTM



SKYE_Sewanee_FullBodyTiger_Stacked_wTigers_PurpleBg_wTM



SKYE_Sewanee_FullBodyTiger_Stacked_wTigers_LightBg_wTM



FLUSH LEFT SUBTITLE MARKS

TIGER HEAD

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FLUSH LEFT SUBTITLE MARKS

SHIELD TIGER

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SKYE_Sewanee_ShieldTiger_FlushLeft_wAthletics_PurpleBg_wTM



SKYE_Sewanee_ShieldTiger_FlushLeft_wAthletics_LightBg_wTM



SKYE_Sewanee_ShieldTiger_FlushLeft_wTigers_PurpleBg_wTM



SKYE_Sewanee_ShieldTiger_FlushLeft_wTigers_LightBg_wTM



SUBTITLE WORDMARK ONLY

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WORDMARKS

STACKED WORDMARKS CAPITALS & REGULAR

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EXTENDED WORDMARKS

TIGER HEAD & SHIELD

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SKYE_Sewanee_ExtendedWM_wTigerHead_PurpleBg_wTM



SKYE_Sewanee_ExtendedWM_wTigerHead_LightBg_wTM



SKYE_Sewanee_ExtendedWM_wShieldTiger_PurpleBg_wTM



SKYE_Sewanee_ExtendedWM_wShieldTiger_LightBg_wTM



EXTENDED WORDMARKS

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ARCHED WORDMARKS

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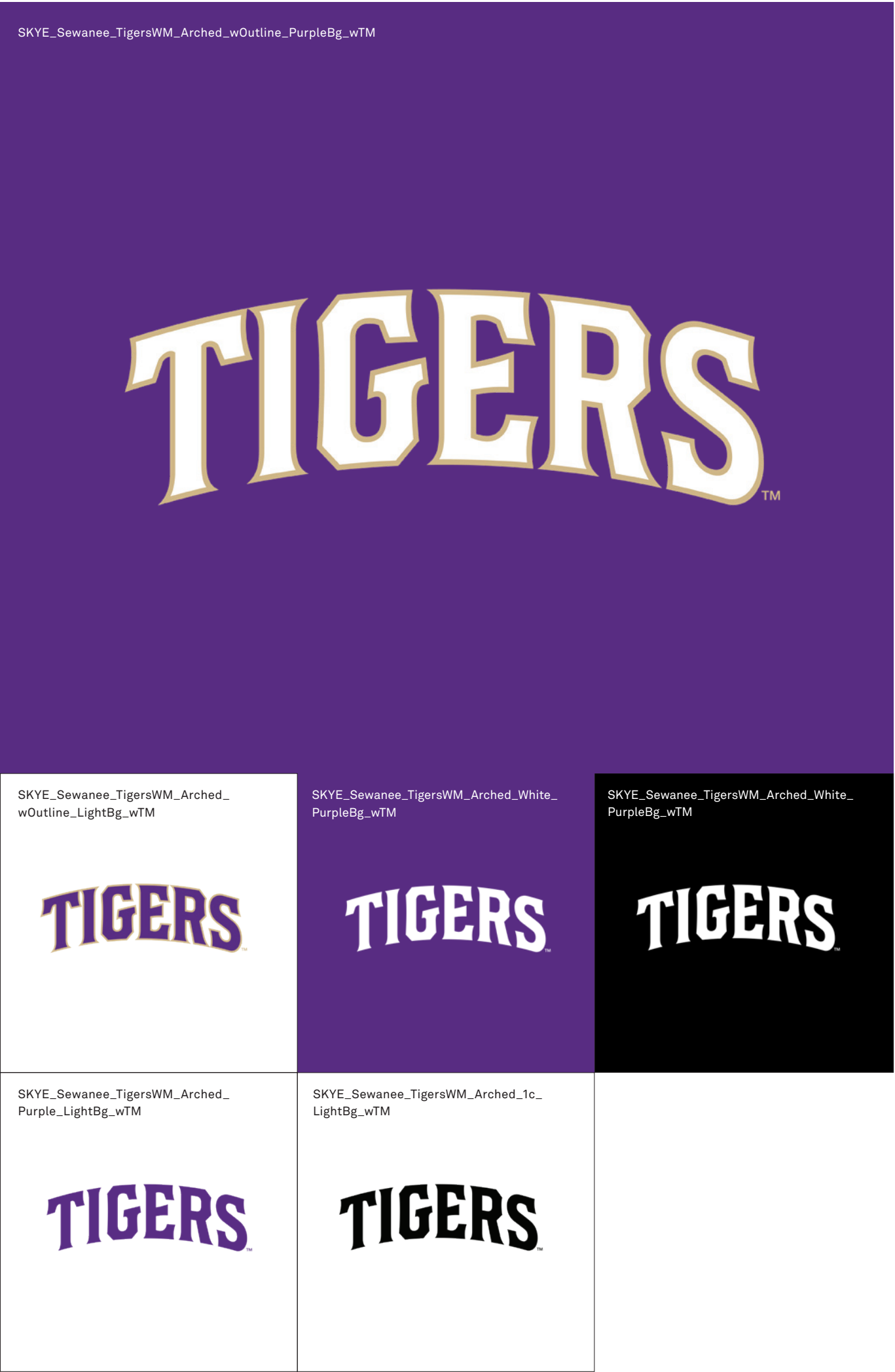
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STRAIGHT WORDMARKS

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TIGERS SCRIPT WORDMARKS

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SEWANEE SCRIPT WORDMARKS

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SPORT SPECIFIC MARKS

SPORT SPECIFIC MARKS

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Brandmarks may appear on white or purple backgrounds.

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COLOR & TYPOGRAPHY

COLOR PALETTE

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- TYPOGRAPHY AND COLOR**
- GUIDELINES
- BRAND APPLICATIONS

The official colors of Sewanee athletics are Purple and White. A combination of those should be used in every application. Gold is an accent color used to enhance our brandmarks and wordmarks. The strongest expression of the athletics marks occurs when all three colors are used together.

The official palette consists of three colors: Purple (Pantone 268 C), White, and Gold (Pantone 7502 C).

In addition to those Pantone designations, reference this page for corresponding CMYK, RGB and Hex color values.

PURPLE PMS 268 C CMYK 82/100/12/2 RGB 88/45/130 HEX 582D82 THREAD: MADEIRA RAYON 1412 (PREFERRED) MADEIRA POLY-NEON 1633	WHITE CMYK 0/0/0/0 RGB 255/255/255 HEX FFFFFFFF 1 THREAD: MADEIRA RAYON 1001 MADEIRA POLY-NEON 1801	GOLD PMS 7502 C CMYK 19/25/53/0 RGB 209/184/134 HEX D1B886 METALLIC GOLD: PANTONE 873 THREAD: MADEIRA RAYON 1070 MADEIRA POLY-NEON 1670
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Mountain Gothic is a custom font created exclusively for the University of the South. Its primary use is for projects by the Sewanee Athletic Department. Any other use must be approved by the Office of Marketing & Communications.

Mountain Gothic has been selected for headline applications where maximum visual impact is required.

Tactic Sans has been selected as an alternate headline font and can be used for all instances where maximum visual impact is required.

Akkurat Pro should be used in all instances where long form and/or support content needs to be communicated within a page layout.

Custom numerals have been designed for use within the Sewanee brand system. Further guidelines for their use, especially in terms of applications on uniforms, can be referenced in later pages of this document.

Headline Typeface | Mountain Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
!@#\$%&?*

Headline Typeface | Tactic Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%&?*

Secondary Typeface | Akkurat Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%&?*

Uniform Numerals

0123456789 0123456789

TYPE HIERARCHY

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The following are guidelines to showcase the styles and sizes for certain applications.

LARGE & MEDIUM HEADING
Font: Mountain Gothic
Case: All caps
Leading: 5-10% larger than type size
Kerning: Optical
Tracking: 0

SUB-HEADING
Font: Tactic Sans Black & Regular
Case: All caps
Leading: Same as type size
Kerning: Optical
Tracking: 10

BODY COPY
Font: Tactic Sans Regular
Case: Sentence case
Leading: 10-25% larger than type size
Kerning: Optical
Tracking: 15

BODY COPY
Font: Akkurat Pro Regular
Case: Sentence case
Leading: 10-25% larger than type size
Kerning: Optical
Tracking: 15

Large Headline

LARGE HEADLINE

Medium Headline

AN EXAMPLE OF HOW TO USE
THIS FONT AS A SUB-HEADING

Sub-heading

AN EXAMPLE OF HOW TO USE
THIS FONT AS A SUB-HEADING.

AN EXAMPLE OF HOW TO USE
THIS FONT AS A SUB-HEADING.

Body copy and footnotes

Arcillore et omnis auditem is rem eost lab id etum et, audandi nimpore stotas etur, ut et audis sum inctiat endiciis ea si ipis aperum imusdae ctibus. Dundamet hillacestrum quiderciunt quissum ratus. Erum qui duscia voluptatem iur aut volut rerchil ipis aut ut aut odiam cum sum sam estia sinus, con re laut

Arcillore et omnis auditem is rem eost lab id etum et, audandi nimpore stotas etur, ut et audis sum inctiat endiciis ea si ipis aperum imusdae ctibus. Dundamet hillacestrum quiderciunt quissum ratus. Erum qui duscia voluptatem iur aut volut rerchil ipis aut ut aut odiam cum sum sam estia sinus, con re laut

UNIFORM NUMERALS

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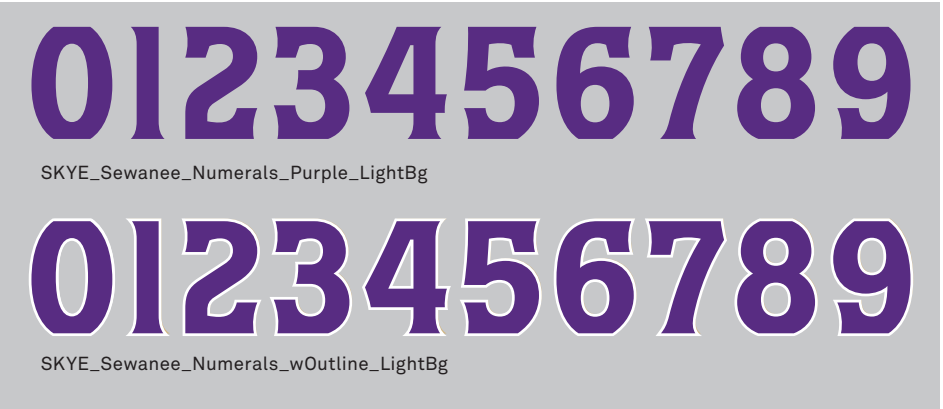
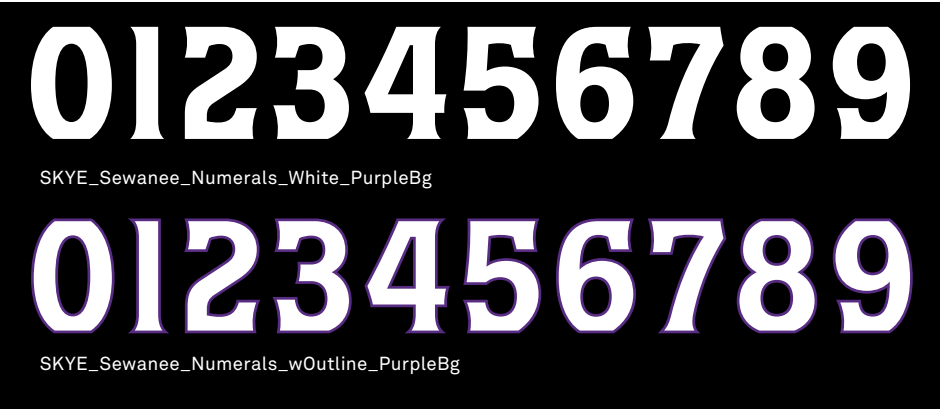
TYPOGRAPHY AND COLOR

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BRAND APPLICATIONS

The Sewanee Uniform Numerals are rendered in a custom font and are designed for use whenever possible. Outline numerals have been created for a variety of uses across different uniform applications.

The preferred color applications are to be applied as demonstrated here.





GUIDELINES

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All our logos should always have clear space around them. This space is equal to the height of the letter “S” in “Sewanee” from the Sewanee Tigers Wordmark.

To ensure optimum legibility, our logo should not reproduce at a size smaller than 1 inch in print and 50 pixels on-screen. As much as possible, it should be larger than the minimum size.

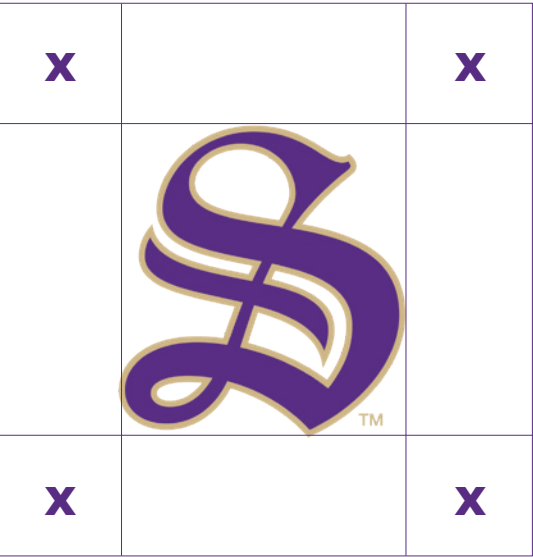
Defining the clear space



Clear space requirements



Maintain a minimum clear space around the logo equal to the height and width of the "x" graphic symbol



Minimum size requirements



The logo and brand marks should be no smaller than 1" for print applications.



The logo and brand marks should be no smaller than 50 px for digital applications.

LOGO MISUSE

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Our logos are an integral part of our identity. As such, it’s imperative we keep their usage consistent. Always use the official logos and never recreate them. The logos and wordmarks should never be manipulated in any way. If in doubt, please follow the general rules on this page.



X Do not change the color



X Do not put the logo at an angle



X Do not add outlines, gradients or text to the logo.



X Do not put the full color logo on conflicting color backgrounds.



X Do not edit the logo



X Do not stretch, squash or squeeze the logo



BRAND APPLICATIONS

DESIGN ELEMENTS

INTRODUCTION

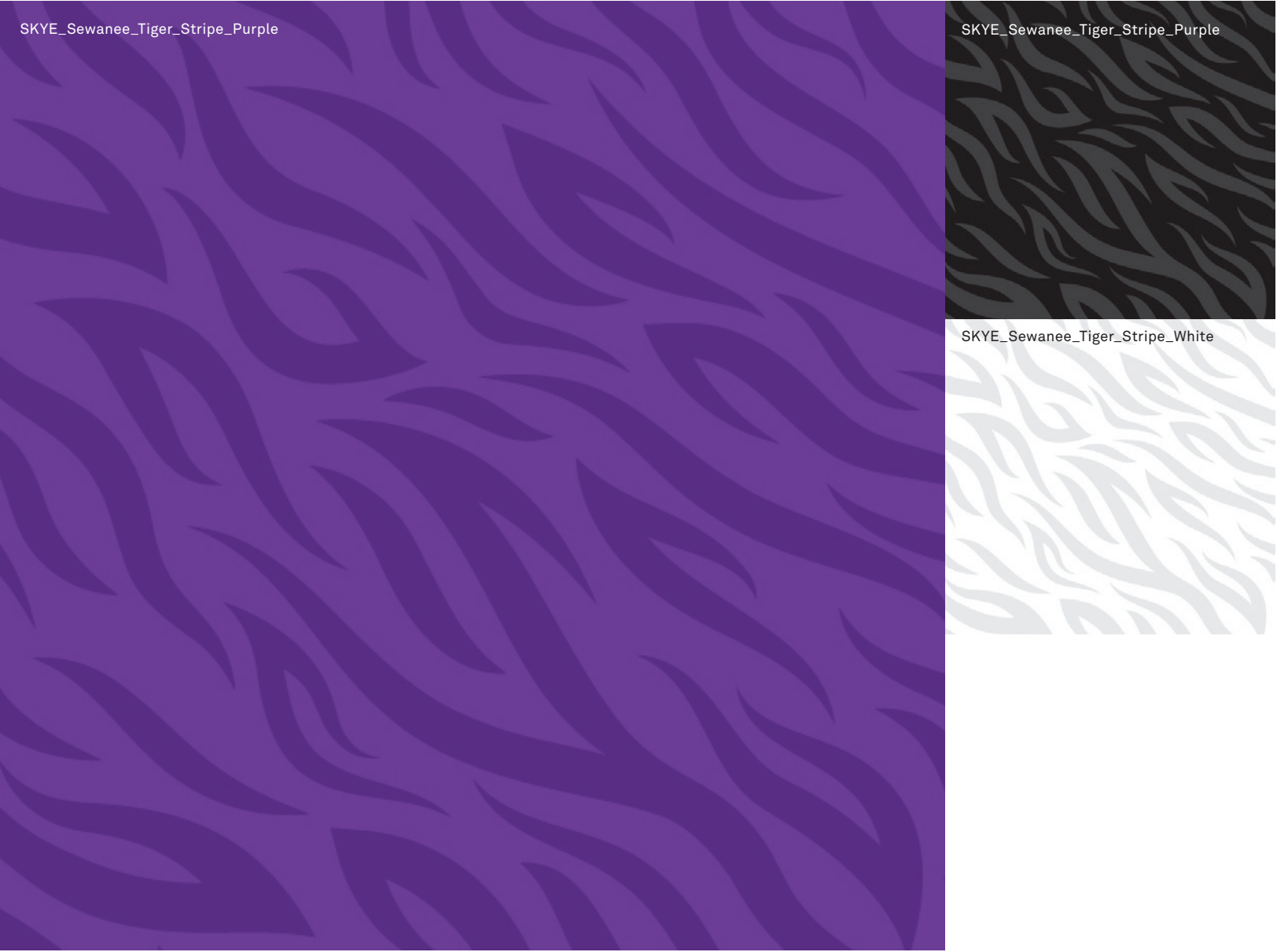
BRAND ASSETS

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The design elements on this page may be used to add texture, depth, and a consistent branded look across a variety of digital and print applications. Each of the three elements shown here are available in purple, black, and white colorways.



UNIFORMS

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Uniform instructions are intended to allow for design flexibility while being cohesive.

Uniform base colors must be white or purple. Gray and black are also acceptable but should be used sparingly. Gold is permitted for use as an accent color only and may not be used as a base color.

Uniforms featuring numbers must use the custom uniform numerals and adhere to the colorway information provided on page 36 in this guide.



GENERAL QUESTIONS / LOGO REQUESTS

Parker W. Oliver
Associate Vice President
Office of Marketing & Communications
P: 931.598.1586
E: pwoliver@sewanee.edu

Steve Keetle
Design Director
Office of Marketing and Communications
P: 931.598.1617
E: slkeetle@sewanee.edu

BRAND SERVICES PARTNER

SKYE
E: info@skye.design
W: skye.design

