



ATHLETICS STYLE GUIDE

OUACHITA BAPTIST UNIVERSITY
ATHLETICS BRANDING

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OUACHITA BAPTIST UNIVERSITY

ATHLETICS BRANDING

“A strong brand binds us internally
and differentiates us externally.”

BRIAN RESNICK

INTRODUCTION

The Ouachita Tigers have a rich athletics history dating back to the late 1800s and have continued to show dedication, excellence and passion both in competition and the classroom. While the Tiger mascot was adopted in the early 1900s, a consistent Tiger logo was only commissioned after the turn of the millennium. This branding guide seeks to incorporate that mark into a contemporary and consistent branding system for use across Ouachita athletics products, facilities and more. This visual system seeks to communicate the pride Ouachita takes in its athletics traditions while presenting a professional image that distinguishes the university in today's media-saturated environment.

TRADEMARK INFRINGEMENT

All logos that are part of the Ouachita Athletics branding system are the intellectual property of Ouachita Baptist University. They are legally protected trademarks as noted by the “TM” symbol included in the logos. Use of these logos without the consent of Ouachita's Office of Communications or Department of Athletics may result in legal action.

STYLE GUIDE USAGE

This style guide is a resource for all members of Ouachita Baptist University and the vendors who work with the university and applies to any and all graphic representation of Ouachita Athletics. It should be followed to ensure consistent use of university logos as depicted in this guide as correct application of the artwork is a critical step in the branding process. While this style guide provides guidelines for correct usage, final designs of all applications must be approved by staff in the Office of Communications and the Department of Athletics.

QUESTIONS? CONTACT US

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OFFICIAL LOGO FILES MAY BE REQUESTED FROM THE OFFICE OF COMMUNICATIONS AT WWW.OBU.EDU/ATHLETICS/BRANDING

OUACHITA ATHLETICS BRANDING PRIMARY LOGO OPTIONS



The Tiger head logo remains Ouachita athletics' defining mark after building brand recognition for more than a decade. Two new combination marks incorporate the Tiger head with text to more clearly define the university and its athletics program. The "Ouachita" mark is appropriate for general use as it highlights the university's unique name, and the "Ouachita Tigers" mark is especially ideal for athletics use as it highlights the program's Tiger mascot as well as its players and fans who embody the Tiger spirit.

OUACHITA ATHLETICS BRANDING LOGO OPTIONS WITH SUB-BRANDING



Limited sub-branding options are available with the “Ouachita” and “Ouachita Tigers” combination marks to provide an identity for each of the university’s athletics programs. This option may not be used to highlight other on- or off-campus entities to maintain the significance of the official intercollegiate athletics teams.

Do not attempt to recreate the sub-branding line, as each typographical element has been customized. Standard fonts will *not* accurately reproduce the official logos.

The following options are available for sub-branding:

BASEBALL	SOFTBALL
BASKETBALL	SWIMMING & DIVING
CHEER	TENNIS
CROSS COUNTRY	TRACK & FIELD
DANCE	VOLLEYBALL
FOOTBALL	WRESTLING
SOCCER	

BAPTIST UNIVERSITY (OUACHITA LOGO)

OUACHITA ATHLETICS BRANDING SPORT-SPECIFIC LOGO OPTIONS

Sport-specific logos have been created as an additional identity-builder for each of Ouachita's athletics programs. These logos should be used informally. For example, when the primary goal is to distinguish the university from competing institutions, these logos should *not* be used.



OUACHITA ATHLETICS BRANDING
WORD MARK OPTIONS



OUACHITA™



OUACHITA
TIGERS™



OUACHITA™
FOOTBALL



OUACHITA
TIGERS™
TENNIS



OUACHITA
SOCCER™

For each logo in the Ouachita Athletics system, text-only word marks that do not include the Tiger head may be used as shown in these representative samples.

OUACHITA ATHLETICS BRANDING

OFFICIAL COLORS

Color is critical to Ouachita's graphic identity as it is one of the primary features that viewers associate with the university. The use of purple and gold also is one of the longest-standing traditions in Ouachita athletics. Purple should be used as the primary color with gold as a secondary accent color. Neutral colors such as white, gray and black also are used in the branding system.

Care should be taken to use the exact shades of purple and gold below. Ink colors are specified according to the Pantone Matching System (PMS). The Pantone number, its process-color equivalent (CMYK), recommended screen colors (RGB) and approved thread colors for embroidery are noted below.



PRIMARY COLOR: Purple

PMS: 2607
CMYK: C81 / M100 / Y0 / K7
RGB: R85 / G41 / B136
HEX: #532987
EMBROIDERY: 2607



SECONDARY COLOR: Gold

PMS: 123
CMYK: C0 / M23 / Y91 / K0
RGB: R255 / G198 / B39
HEX: #FFC417
EMBROIDERY: 1137



SECONDARY COLOR: White

PMS: WHITE C
CMYK: C0 / M0 / Y0 / K0
RGB: R255 / G255 / B255
HEX: #FFFFFF
EMBROIDERY: 1001



SECONDARY COLOR: Graphite

PMS: PROCESS BLACK C 90%
CMYK: C0 / M0 / Y0 / K90
RGB: R64 / G64 / B65
HEX: #404041
EMBROIDERY: 1041

OUACHITA ATHLETICS BRANDING

COLOR VARIATIONS



Purple, Gold, White & Graphite
(preferred)



Purple, Gold & White



Purple, Graphite & White



Purple & White



Graphite & White

While a variety of color options are available for items with limited budgets or production limitations, the full-color version (purple, gold, white & graphite) should be used as frequently as possible.

These color combinations are available for *all* logo variations in the branding system, although the word marks do not include gold accents.

OUACHITA ATHLETICS BRANDING

COLOR VARIATIONS

Color variations for use on dark backgrounds are shown below. They do vary from the primary logos, so please request these specific versions when requesting files; do not request a primary logo and attempt to adjust it for use on a dark background.

COLOR VARIATIONS ON PURPLE



COLOR VARIATIONS ON GRAPHITE



OUACHITA ATHLETICS BRANDING

COLOR VARIATIONS FOR TIGER ICON

Color variations for use on dark backgrounds are shown below. They do vary from the primary logos, so please request these specific versions when requesting files; do not request a primary logo and attempt to adjust it for use on a dark background.

COLOR VARIATIONS



Purple, Gold & White



Graphite & White



Purple & White

COLOR VARIATIONS ON GRAPHITE



Purple, Gold & White



Purple & White



Graphite & White

OUACHITA ATHLETICS BRANDING

PRIMARY TYPEFACE

CITY BQ BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!@%&

CITY BQ MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!@%&

CITY BQ LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!@%&

CITY BQ BOLD ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!@%&*

CITY BQ MEDIUM ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!@%&*

CITY BQ LIGHT ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!@%&*

Typography is another important element in the branding system as it further sets the tone for the brand.

City BQ is a modern slab serif with a variety of weights as shown here. Its slab serif is aligned with traditional collegiate typefaces that Ouachita has historically used but incorporates a contemporary aesthetic and increased flexibility.

CITY BQ BOLD NUMBERS

**12345
67890**

CITY BQ MEDIUM NUMBERS

**12345
67890**

OUACHITA ATHLETICS BRANDING

SECONDARY TYPEFACE

BERTHOLD AKZIDENZ GROTESK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!@%&

BERTHOLD AKZIDENZ GROTESK CONDENSED BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!@%&

BERTHOLD AKZIDENZ GROTESK CONDENSED BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!@%&

BERTHOLD AKZIDENZ GROTESK EXTENDED LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!@%&

BERTHOLD AKZIDENZ GROTESK EXTENDED MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!@%&

Berthold Akzidenz Grotesk should be used as a secondary typeface in design pieces for Ouachita Athletics. Its sleek but strong lines create a professional look that is well-suited to athletics.

The Berthold Akzidenz Grotesk font family is incredibly flexible as it includes a number of weights and heights, even beyond what is shown here. It is ideal for body copy as well as secondary headline text.

OUACHITA ATHLETICS BRANDING

LOGO ARTWORK SAFE ZONES



SAFE ZONE =
Half the height
of tallest letter

The **safe zones** around the primary and secondary logos ensure that no other graphic elements interfere with its clarity and integrity. The safe zone will always be scaled proportionally with the logotype. The depth of the safe zone is equivalent to half the height of the tallest letter of any given logotype and half the height of the Tiger head when it stands alone.



SAFE ZONE =
Half the height
of Tiger head

OUACHITA ATHLETICS BRANDING

LOGO ARTWORK MINIMUM SIZES & PLACEMENT



Each logo in the Ouachita Athletics branding system has a minimum allowable size in order to ensure clear reproduction and legibility. It is preferred that the logos be used larger than their minimum size whenever possible.

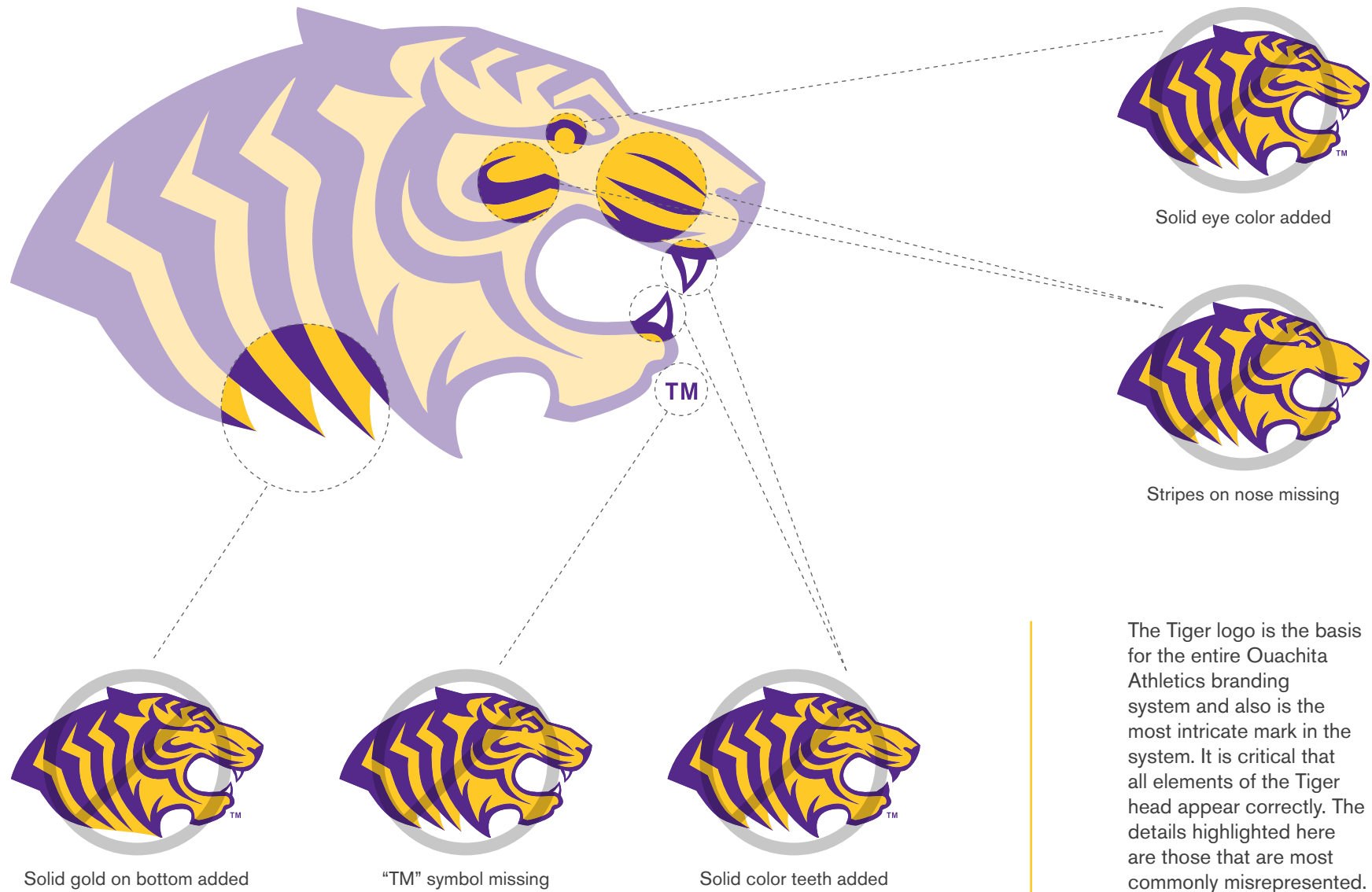
The minimum size for any logo in the system that includes text is 1 inch wide. The minimum size for the purple and gold stand-alone Tiger head is 0.75 inches wide. If the tiger head must be smaller than 0.75 inches, the purple-only mark must be used, and it should not be smaller than 0.5 inches wide.



When centering the logos, center them using the main text; do not factor the "TM" symbol into your calculations.

OUACHITA ATHLETICS BRANDING

KEY ELEMENTS OF TIGER HEAD LOGO



The Tiger logo is the basis for the entire Ouachita Athletics branding system and also is the most intricate mark in the system. It is critical that all elements of the Tiger head appear correctly. The details highlighted here are those that are most commonly misrepresented.

OUACHITA ATHLETICS BRANDING

IMPROPER USAGE OF LOGOS

Correct usage of all logos in the Ouachita Athletics branding system is critical to its success in building brand recognition for the university and its various athletics programs. Below are examples of typical mistakes to avoid.



DO NOT stretch the logo



DO NOT combine logo with other text



DO NOT place numbers or text on logo



DO NOT rotate or angle the logo



DO NOT place on distracting background



DO NOT place a pattern on the logo



DO NOT redesign logo elements



DO NOT use "OBU" in the logo

OUACHITA ATHLETICS BRANDING

IMPROPER USAGE OF LOGOS

Correct usage of all logos in the Ouachita Athletics branding system is critical to its success in building brand recognition for the university and its various athletics programs. Below are examples of typical mistakes to avoid.



DO NOT change size of logo elements



DO NOT use unapproved text under logo



DO NOT change appearance of logo



DO NOT change colors



DO NOT remove elements such as "Ouachita"



DO NOT use unofficial fonts



DO NOT use unofficial colors



DO NOT bevel or emboss the logo

