




**Puget Sound**  
*Loggers*



**UPS**  
**Loggers**

## Uniforms

The University of Puget Sound school colors are **Maroon** and **White**.

All uniforms will use the colors of maroon and white as the body of the garment. Accent colors are **Black** and **Gray or Silver**. Accent colors should be used only to outline numbers or letters or as trim on white or maroon.

## T-shirts, sweatshirts, polo shirts, etc.

Garments other than uniforms may also use gray or black for the body of the garment.

## Color Standardization for Printing

**Offset Printing:** Because of the variables in color when printing on different paper stocks, the University has chosen three different Pantone maroon colors for offset printing.

<i>When printing on:</i>	<i>specify:</i>	<i>When printing on coated or uncoated stock in 4-color process,</i>
Uncoated stock	PMS 208	<i>the maroon screen build is as follows:</i>
Matte coated stock	PMS 209	Cyan 0%, Magenta 83%, Yellow 34%, Black 51%
Gloss coated stock	PMS 216	<i>(This is the process color specification for PMS 209)</i>

In each case, the ink density should be heavy to give as rich a luster as possible to the maroon.

**Screen Printing:** When screen printing or using dye sublimation for uniforms or decals, match the PMS colors above as closely as possible with colors available in each process.

## Logo Color Variations

The University of Puget Sound athletic logos are available in an Adobe Illustrator eps file format in 8 different color combinations for various applications:

- |  |   |
|--|---|
| <b>1</b> maroon and black (2-color) on white, gray or silver | <b>5</b> black (1-color) on white, gray or silver   |
| <b>2</b> white and black (2-color) on maroon                 | <b>6</b> white (1-color) on black   |
| <b>3</b> maroon (1-color) on white, gray or silver           | <b>7</b> maroon and white (2-color) on black  |
| <b>4</b> white (1-color) on maroon                           | <b>8</b> maroon, white and black (3-color) on gray or silver<br><i>(this version is screen print only, it has opaque white)</i> |

Combinations 5 and 6 are also available as tiff files.

The logo files have the maroon called out as maroon, not a specific PMS color. Be sure to specify which PMS color to use, according to the paper stock (as mentioned above), prior to printing.

## Offset or Silk Screen Printing

Each of the files is coded with a numeral 1-8 that pertains to the color combinations above, and a letter "o" or "s" which pertains to "offset printing" or "silk screening." For example, if you want to use a white and black logo on a maroon shirt for silk screening, you would use the file coded "2s." If you want to use a black logo on white paper for offset printing, you would use "5o." Files coded "os" will work for both offset and silk screening. If you use a maroon and black logo on gray paper, the paper color will come through where white would be. It is recommended to only print on a light gray stock.

*Note: It is important to use the proper versions for screen printing and offset printing because of differing mechanical requirements.*

## Embroidery

When using the logos for embroidery, use the files designated "s," because these files have the same mechanical specifications for embroidery as for silkscreening.

## Silver or Gray

All logo files are set up with the gray area (the ax head) to print a 30% screen of black. When silver is used instead of gray, the gray area should be converted to print in Pantone 877 (Silver). If you prefer a Pantone gray rather than the 30% screen of black, that color should be Pantone Cool Gray 4.

## File Format

Each of the files has been saved in an Illustrator 8.0 eps file format which may be read by either Mac or PC compatible systems. Logos 5 and 6 have also been saved as tiff files. **The files should be imported/placed as graphics in page layout or word processing programs.** You may not be able to open them in your specific application, but you should be able to import or place them. The eps files were created in Adobe Illustrator 8.0 (Mac), tiffs in Adobe Photoshop 5.0 (Mac).

## Design Integrity

The logo cannot be altered in any way. Use only as specified. **No screening or other modification is permissible.**

## Logo Use and Distribution of Files

When requests are made for logos, use a **University of Puget Sound Athletic Logo Request Guide** in determining which file should be used for the specific application of the logo.

Since there are a variety of applications for use of the University of Puget Sound athletic logos, this guide has been developed to assist you in determining which logo file is appropriate for each application.

1. Specify the type of printing you will be using:  offset printing  silk screening or embroidering  
 other (specify) \_\_\_\_\_
2. Specify the background color you are printing on:  white, gray or silver  maroon  black  
 other (specify) \_\_\_\_\_
3. Specify the number of ink colors you will print the logo in:  1-color  2-color  3-color  4-color process
4. Specify the logo version you are requesting:



A



B

A & B are the primary logos. They should be the first choice for most uses.



C



D



E



F

C through F should be used only for special uses where A or B may not be the most appropriate.

6. Send files via:  Email  US Post office (on a floppy disk) Need files by (date) \_\_\_\_\_

7. Please send the files to:

Name \_\_\_\_\_

Organization \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Tel \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Please fax or mail your request to:

**ROBIN HAMILTON, SPORTS RELATIONS DIRECTOR**  
**UNIVERSITY OF PUGET SOUND**  
**1500 N WARNER**  
**TACOMA WA 98416-0710**

**Tel: 253-756-3141**  
**Fax 253-756-3634**  
**rhamilton@ups.edu**

**A** *Puget Sound, Ax, Loggers*



**A1os.eps**

maroon and black (2-color) on white, gray or silver offset.  
Use *A8s.eps* for application on gray or silver for screenprint.



**A2s.eps**

white and black (2-color) on maroon  
Will appear like *A2o.eps* when printed



**A4o.eps**

white (1-color) on maroon



**A4/6s.eps**

white (1-color) on maroon or black  
Will appear like *A4o.eps* when printed on maroon and *A6o.eps* when printed on black.



**A7o.eps**

maroon and white (2-color) on black



**A2o.eps**

white and black (2-color) on maroon



**A3os.eps**

maroon (1-color) on white, gray or silver



**A5os.eps**

black (1-color) on white, gray or silver



**A6o.eps**

white (1-color) on black



**A7s.eps**

maroon and white (2-color) on black



**A8s.eps**

maroon, white and black (3-color) on gray or silver

*This version is screen print only, it contains opaque white. Use *A1os.eps* for this look in offset*

**B** *UPS, Loggers, Ax*



**B10s.eps**

maroon and black (2-color) on white, gray or silver offset.

Use B8s.eps for application on gray or silver for screenprint.



**B20.eps**

white and black (2-color) on maroon



**B2s.eps**

white and black (2-color) on maroon  
*Will appear like B20.eps when printed*



**B30s.eps**

maroon (1-color) on white, gray or silver



**B40.eps**

white (1-color) on maroon



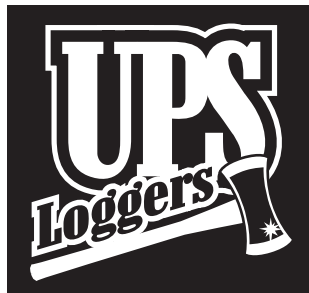
**B4/6s.eps**

white (1-color) on maroon or black  
*Will appear like B40.eps when printed on maroon and B60.eps when printed on black.*



**B50s.eps**

black (1-color) on white, gray or silver



**B60.eps**

white (1-color) on black



**B70.eps**

maroon and white (2-color) on black



**B7s.eps**

maroon and white (2-color) on black



**B8s.eps**

maroon, white and black (3-color) on gray or silver

*This version is screen print only, it contains opaque white. Use B10s.eps for this look in offset*

**C** *Puget Sound, Ax*



**C10s.eps**

maroon and black (2-color) on white, gray or silver offset.  
*Use C8s.eps for application on gray or silver for screenprint.*



**C2s.eps**

white and black (2-color) on maroon  
*Will appear like C20s.eps when printed*



**C40s.eps**

white (1-color) on maroon



**C4/6s.eps**

white (1-color) on maroon or black  
*Will appear like C40s.eps when printed on maroon and C60s.eps when printed on black.*



**C70s.eps**

maroon and white (2-color) on black



**C20s.eps**

white and black (2-color) on maroon



**C30s.eps**

maroon (1-color) on white, gray or silver



**C50s.eps**

black (1-color) on white, gray or silver



**C60s.eps**

white (1-color) on black



**C7s.eps**

maroon and white (2-color) on black



**C8s.eps**

maroon, white and black (3-color) on gray or silver

*This version is screen print only, it contains opaque white. Use C10s.eps for this look in offset*

**D** UPS, Ax



**D10s.eps** maroon and black (2-color) on white, gray or silver offset. Use *D8s.eps* for application on gray or silver for screenprint.



**D20.eps** white and black (2-color) on maroon



**D2s.eps** white and black (2-color) on maroon  
*Will appear like D20.eps when printed*



**D30s.eps** maroon (1-color) on white, gray or silver



**D40.eps** white (1-color) on maroon



**D4/6s.eps** white (1-color) on maroon or black  
*Will appear like D40.eps when printed on maroon and D60.eps when printed on black.*



**D50s.eps** black (1-color) on white, gray or silver



**D60.eps** white (1-color) on black



**D70.eps** maroon and white (2-color) on black



**D7s.eps** maroon and white (2-color) on black



**D8s.eps** maroon, white and black (3-color) on gray or silver

*This version is screen print only, it contains opaque white. Use *D10s.eps* for this look in offset*

**E** *UPS, Ax, Sport* / Individual sport names can be modified in Adobe Illustrator 8.0. The font used is *Univers Bold Oblique*



**E10s.eps** maroon and black (2-color) on white, gray or silver offset.  
Use *E8s.eps* for application on gray or silver for screenprint.



**E20.eps** white and black (2-color) on maroon



**E2s.eps** white and black (2-color) on maroon  
Will appear like *E20.eps* when printed



**E30s.eps** maroon (1-color) on white, gray or silver



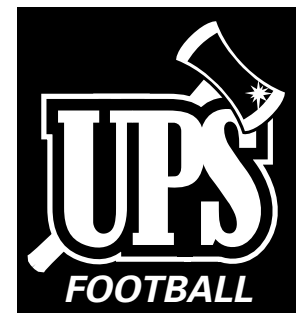
**E40.eps** white (1-color) on maroon



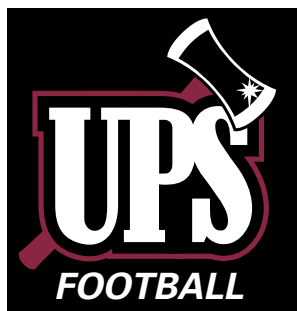
**E4/6s.eps** white (1-color) on maroon or black  
Will appear like *E40.eps* when printed on maroon and *E60.eps* when printed on black.



**E50s.eps** black (1-color) on white, gray or silver



**E60.eps** white (1-color) on black



**E70.eps** maroon and white (2-color) on black



**E7s.eps** maroon and white (2-color) on black



**E8s.eps** maroon, white and black (3-color) on gray or silver

*This version is screen print only, it contains opaque white. Use *E10s.eps* for this look in offset*



**F** *Loggers, Ax*



**F10s.eps**

maroon and black (2-color) on white, gray or silver offset. Use F8s.eps for application on gray or silver for screenprint.



**F20.eps**

white and black (2-color) on maroon



**F2s.eps**

white and black (2-color) on maroon  
Will appear like F20.eps when printed



**F30s.eps**

maroon (1-color) on white, gray or silver



**F40.eps**

white (1-color) on maroon



**F4/6s.eps**

white (1-color) on maroon or black  
Will appear like F40.eps when printed on maroon and F60.eps when printed on black.



**F50s.eps**

black (1-color) on white, gray or silver



**F60.eps**

white (1-color) on black



**F70.eps**

maroon and white (2-color) on black



**F7s.eps**

maroon and white (2-color) on black



**F8s.eps**

maroon, white and black (3-color) on gray or silver

*This version is screen print only, it contains opaque white. Use F10s.eps for this look in offset*