



Athletics Visual Identity Guidelines

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Seal, PS logo, and logotype

The following pages include guidelines on color options, logo sizing, and font usage. **Puget Sound varsity teams must use official logos** on apparel, equipment, releases, promotional content, etc. The Loggers Seal and PS logo are interchangeable. There is no preference in using one over the other. The Loggers Seal and PS logo should always be used in their entirety, never cropped or changed in any way, nor should text, such as "Baseball," be added to the logos. There are PS logo lockups created for each sport. All logo files are available from the director of athletic communications.

Puget Sound Loggers seal



Puget Sound Loggers logo



Puget Sound Loggers custom logotype

PUGET SOUND
LOGGERS

The Loggers Seal

The Puget Sound Loggers seal with the black ax handle is recommended for apparel and equipment. Due to the extra cost this may incur as a three-color or four-color imprint, please consult with the director of athletic communication for other options. The seal should always be used in its entirety, never cropped or changed in any way, nor should text, such as "Baseball," be added to the seal. There are PS logo lockups created for each sport. All seal files and logo lockups are available from the director of athletic communications. The seal is available as both three-color (maroon, gray, and black) and one-color (all white or all maroon) versions.

Three-color seal



- **COLORS:** PMS 188C (maroon), black, and gray. For use on white or gray backgrounds. Color substitution is not allowed.
 - **USE:** Recommended for apparel and equipment, or general promotion. Interchangeable with the PS logo.
 - **SIZE:** Minimum size is .625 inches, shown at left.
 - **FILES:** Available as EPS vector file for high-quality print or JPEG for digital use.
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One-color seal



- **COLOR:** PMS 188C (maroon). For use on white or light backgrounds. Color substitution is not allowed.
 - **USE:** Recommended for apparel and equipment when three-color printing is not an option, and general promotion.
 - **SIZE:** Minimum size is .625 inches, shown at left.
 - **FILES:** Available as EPS vector file for high-quality print or JPEG for digital use.
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Seal on dark colors



White seal on maroon



Maroon, gray, white, and black seal on black

- **COLORS:** White or PMS 188C (maroon), black, and gray with white background (four colors). Color substitution is not allowed.
- **USE:** Recommended for apparel and equipment.
- **FILES:** Available as EPS vector file for high-quality print or JPEG for digital use.

The PS Logo

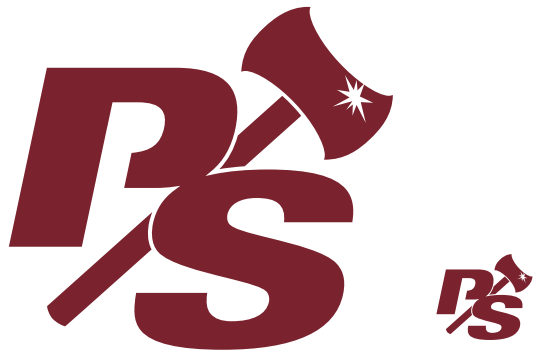
The Puget Sound PS logo with the black ax handle is recommended for apparel and equipment. Due to the extra cost this may incur as a three-color or four-color imprint, please consult with the director of athletic communications for other options. The PS logo should always be used in its entirety, never cropped or changed in any way, nor should text, such as "Baseball," be added to the logo. There are PS logo lockups created for each sport. All logo files are available from the director of athletic communications. The PS logo is available as both three-color (maroon, gray, and black) and one-color (all white or all maroon) versions.

Three-color PS logo



- **COLORS:** PMS 188C (maroon), black, and gray. For use on white or gray backgrounds. Color substitution is not allowed.
 - **USE:** Recommended for apparel and equipment, or general promotion. Interchangeable with the Loggers seal.
 - **SIZE:** Minimum size is .5 inches, shown at left.
 - **FILES:** Available as EPS vector file for high-quality print or JPEG for digital use.
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One-color PS logo



- **COLOR:** PMS 188C (maroon). For use on white or light backgrounds. Color substitution is not allowed.
 - **USE:** Recommended for apparel and equipment when three-color printing is not an option, and general promotion.
 - **SIZE:** Minimum size is .5 inches, shown at left.
 - **FILES:** Available as EPS vector file for high-quality print or JPEG for digital use.
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PS Logo on dark colors



White logo on maroon

White, gray, and black logo on maroon

Maroon, white, gray, and black logo with white stroke on black

- **COLORS:** White; white, gray, and black; or PMS 188C (maroon), black, and gray with white background (four colors). Color substitution is not allowed.
- **USE:** Recommended for apparel and equipment.
- **FILES:** Available as EPS vector file for high-quality print or JPEG for digital use.

PS Logo + sport lockups

The Puget Sound PS logo + sport lockups have been created for **each varsity sport**. The logo with the black ax handle is preferred for individual sport social media icons/profile images and is recommended for apparel and general promotion. Due to the extra cost this may incur as a three-color imprint, please consult with the director of athletic communications for other options. The logo + sport lockups should not be altered in any way, including adding text, such as “Loggers.” Logo + sport lockups are available as three-color (maroon, gray, and black) and one-color (maroon) files.

Nonvarsity sports programs, including club sports, intramurals, etc., may use the logo + sport lockup, but must specify that the sport/activity is nonvarsity, i.e., “Club Rugby” rather than Rugby. Use of the logo + nonvarsity sport lockup must be approved and created by the director of athletic communications. The athletics seal, PS logo and logotype may not be used without a lockup by nonathletics clubs or groups.

Three-color PS logo + sport lockup



- **COLORS:** PMS 188C (maroon), black, and gray. For use on white or light backgrounds. Color substitution is not allowed.
 - **USE:** Preferred for individual sport social media icon/profile images. Recommended for apparel or general promotion.
 - **SIZE:** Minimum size is 1 inch tall.
 - **FILES:** Available as EPS vector file for high-quality print or JPEG for digital use.
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One-color PS logo + sport



- **COLOR:** PMS 188C (maroon). For use on white or light backgrounds. Color substitution is not allowed.
- **USE:** Recommended for apparel when three-color printing is not an option, and general promotion.
- **SIZE:** Minimum size is 1 inch tall.
- **FILES:** Available as EPS vector file for high-quality print or JPEG for digital use.

Logotype

The logotype was created to ensure a consistent representation of “Puget Sound” and “Loggers.” No additional text should be added to the logotype. Each logotype file is available in maroon, black, or white. Contact the director of athletic communications to request logotype files.

Puget Sound and Loggers logotype

PUGET SOUND
LOGGERS

- **COLORS:** PMS 188C (maroon), black, or white. Color substitution is not allowed. Can be used over white or gray.
- **USE:** Recommended for apparel or general promotion.
- **SIZE:** Minimum size for “Puget Sound” is 2 inches wide; minimum size for “Loggers” is 1.5 inches wide.
- **FILES:** Available as EPS vector file for high-quality print or JPEG for digital use.

Logger logotype + sport

LOGGER
SWIMMING

- **COLORS:** PMS 188C (maroon), black, or white. Color substitution is not allowed. Can be used over white or gray.
- **USE:** Recommended for apparel or general promotion.
- **SIZE:** Minimum size for “Puget Sound” is 2 inches wide; minimum size for “Loggers” is 1.5 inches wide.
- **FILES:** Available as EPS vector file for high-quality print or JPEG for digital use.

Logotype on dark colors



PUGET SOUND

White logotype on maroon



LOGGERS

White logotype on black

- **COLORS:** White on PMS 188C (maroon) or black.
- **USE:** Recommended for apparel and general promotion.
- **FILES:** Available as EPS vector file for high-quality print or JPEG and PNG for digital use.

Colors

The Puget Sound colors are maroon and white.

Maroon formulas for different applications



- **PANTONE (PMS):**
188C
- **CMYK:**
Cyan 12
Magenta 95
Yellow 59
Black (K) 54
- **RGB:**
R 102
G 0
B 0
- **LAB:**
L 20
A 41
B 31
- **HEX CODE:**
660000
- **FILES:** EPS logo and logotype files are set up using PMS 188C. All JPEGs are set up as RGB files.
- Contact the director of athletic communications if unsure of what formula to use.

Fonts

The Puget Sound athletics visual identity uses members of the Univers font family, which aligns with the university's institutional visual identity. These fonts should not be used to recreate the logos or logotype. The fonts should be used in publications such as programs and for general promotion. When possible use approved fonts on uniforms for numbers and team names, signage, etc.

Puget Sound fonts for different applications

DISPLAY FONTS

Univers 93 extra black extended

Aa Bb Cc
1 2 3 4 5 6 7 8 9 0

Univers 93 extra black extended oblique

Aa Bb Cc
1 2 3 4 5 6 7 8 9 0

Univers 73 black extended

Aa Bb Cc
1 2 3 4 5 6 7 8 9 0

Univers 73 black extended oblique

Aa Bb Cc
1 2 3 4 5 6 7 8 9 0

Univers LT STD 65 Roman

Aa Bb Cc
1 2 3 4 5 6 7 8 9 0

PUBLICATION FONTS

Univers LT STD 55 Roman

Aa Bb Cc
1 2 3 4 5 6 7 8 9 0

Univers LT STD 55 Roman Oblique

Aa Bb Cc
1 2 3 4 5 6 7 8 9 0

Univers LT STD 65 Roman

Aa Bb Cc
1 2 3 4 5 6 7 8 9 0

Univers LT STD 65 Roman Oblique

Aa Bb Cc
1 2 3 4 5 6 7 8 9 0

Univers LT STD 57 Roman

Aa Bb Cc
1 2 3 4 5 6 7 8 9 0

Univers LT STD 57 Roman Oblique

Aa Bb Cc
1 2 3 4 5 6 7 8 9 0

Univers LT STD 67 Roman

Aa Bb Cc
1 2 3 4 5 6 7 8 9 0

Univers LT STD 67 Roman Oblique

Aa Bb Cc
1 2 3 4 5 6 7 8 9 0