WOFFORD

It's your world.

WOFFORD COLLEGE

APPROVED ATHLETICS LOGOS
TEAM SUBLOGOS
DISCONTINUED LOGOS
COLOR GUIDE
TERRIER CLUB
STATIONERY SUITE

MAY 2016

APPROVED ATHLETICS LOGOS

MAY 2016

PRIMARY COLLEGE MARK

W
WOFFORD

W
WOFFORD

PRIMARY MARK WITH TAGLINE (PREFERRED)

W
WOFFORD
It's your world.

W
WOFFORD
It's your world.

TERRIER LOGO

ATHLETICS WORDMARK

WOFFORD

"WOFFORD" without "COLLEGE" is only to be used in Athletics marketing and branding.

The athletics wordmark uses the typeface Century Old Style Bold, unlike the college wordmark, which uses the typeface Baskerville Classico.

DO NOT attempt to recreate this logo using either of the aforementioned typefaces or a similar typeface.

FULL COLLEGE WORDMARK

WOFFORD
COLLEGE

WOFFORD
COLLEGE

WOFFORD COLLEGE

WOFFORD COLLEGE

TEAM SUBLOGOS

MAY 2016

WOFFORD
BASKETBALL

WOFFORD
BASKETBALL

WOFFORD
BASKETBALL

USAGE GUIDELINES

Team sublogo graphics should be treated like official college logos; do not attempt to recreate, modify or alter them in any way.

Team sublogos may be displayed in Old Gold, black or white. For a specific sublogo in a specific color, **please contact the Office of Marketing and Communications**

The college's official secondary font is Gotham. Do not attempt to recreate college sublogos using a similar typeface.

In order to maintain brand recognition, it is very important that team sublogos are always displayed/used correctly. Please follow these guidelines when using your team sublogo:

- Do not use any alternate color treatments, tints or gradients. Do not distort any portion of the team sublogo. Do not crop any portion of the team sublogo. Do not tilt or rotate the team sublogo.
- Do not add a stroke around the team sublogo.
- Do not add any symbols or other unapproved graphics to the team sublogo.
- Do not readjust the typeface within the team sublogo.
- Do not use the team sublogo as a watermark.
- **Do not attempt to recreate any team sublogo by using an approved or similar typeface. If you need a custom sublogo with a specific team, contact the Office of Marketing and Communications, and we will gladly make a custom sublogo for you.**

ATHLETIC TRAINING

WOFFORD
ATHLETIC TRAINING

WOFFORD
ATHLETIC TRAINING

WOFFORD
ATHLETIC TRAINING

BASEBALL

WOFFORD
BASEBALL

WOFFORD
BASEBALL

WOFFORD
BASEBALL

BASKETBALL

WOFFORD
BASKETBALL

WOFFORD
BASKETBALL

WOFFORD
BASKETBALL

CHEERLEADING

WOFFORD
CHEERLEADING

WOFFORD
CHEERLEADING

WOFFORD
CHEERLEADING

Sublogos are also available in white/gold for use on dark backgrounds. If you need a sublogo for use on a dark background, contact the Office of Marketing and Communications.

DO NOT ATTEMPT TO RECREATE YOUR TEAM'S SUBLOGO. If you need a custom sublogo in a specific color, contact the Office of Marketing and Communications, and we will gladly make a custom sublogo for you.

CROSS COUNTRY

WOFFORD
CROSS COUNTRY

WOFFORD
CROSS COUNTRY

WOFFORD
CROSS COUNTRY

CROSS COUNTRY / TRACK & FIELD

WOFFORD
CROSS COUNTRY
TRACK & FIELD

WOFFORD
CROSS COUNTRY
TRACK & FIELD

WOFFORD
CROSS COUNTRY
TRACK & FIELD

DANCE TEAM

WOFFORD
DANCE TEAM

WOFFORD
DANCE TEAM

WOFFORD
DANCE TEAM

FOOTBALL

WOFFORD
FOOTBALL

WOFFORD
FOOTBALL

WOFFORD
FOOTBALL

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GOLF

WOFFORD
GOLF

WOFFORD
GOLF

WOFFORD
GOLF

LACROSSE

WOFFORD
LACROSSE

WOFFORD
LACROSSE

WOFFORD
LACROSSE

RIFLE

WOFFORD
RIFLE

WOFFORD
RIFLE

WOFFORD
RIFLE

SOCCER

WOFFORD
SOCCER

WOFFORD
SOCCER

WOFFORD
SOCCER

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STRENGTH & CONDITIONING

WOFFORD
STRENGTH & CONDITIONING

WOFFORD
STRENGTH & CONDITIONING

WOFFORD
STRENGTH & CONDITIONING

TENNIS

WOFFORD
TENNIS

WOFFORD
TENNIS

WOFFORD
TENNIS

TERRIER CLUB

WOFFORD
TERRIER CLUB

WOFFORD
TERRIER CLUB

WOFFORD
TERRIER CLUB

TRACK & FIELD

WOFFORD
TRACK & FIELD

WOFFORD
TRACK & FIELD

WOFFORD
TRACK & FIELD

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VOLLEYBALL

WOFFORD
VOLLEYBALL

WOFFORD
VOLLEYBALL

WOFFORD
VOLLEYBALL

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DISCONTINUED LOGOS
MAY 2016

DISCONTINUED TEAM LOGOS*

WOFFORD GOLF

WOFFORD BASKETBALL

WOFFORD SOCCER

Team names should not be used in conjunction with the college's primary mark. For approved team sublogos see page 3 of this document.

*These usage rules apply to all old team sublogos, not just the graphics used above as examples.

DISCONTINUED COLLEGE MARKS

WOFFORD

WOFFORD COLLEGE

WOFFORD COLLEGE

Wofford College

Wofford

QUINTESSENTIAL... A WOFFORD EDUCATION

Neither this logo nor the word "quintessential" (or derivations thereof) are to be used in association with the college, such as in taglines, event names, or slogans.

DISCONTINUED ATHLETICS MARKS

BEWARE OF DOG W WOFFORD ™

WOFFORD

COLOR GUIDE
MAY 2016

OLD GOLD

Pantone® Metallic Coated 873C
C=42 M=50 Y=74 K=19

Hexadecimal: #886E4C
R=136 G=110 B=76

If metallic printing is not available, Pantone® Solid Coated 873C may be substituted.

BLACK

Pantone® Process Black
C=0 M=0 Y=0 K=100

Hexadecimal: #000000
R=0 G=0 B=0

Approved Logos and Marks may be reproduced in WHITE (C=0 M=0 Y=0 K=0; #FFFFFF; R=255 G=255 B=255) when used on a dark background.

WOFFORD KHAKI

Pantone® Solid Coated 466C
C=12 M=22 Y=43 K=0

Hexadecimal: #C7B37F
R=199 G=179 B=127

Wofford Khaki is traditionally used for printing on dark surfaces when neither Pantone® nor metallic printing are available. Wofford Khaki should not be used as a substitute for Old Gold.

When matching thread to Wofford Khaki, the college requests Madeira 1128 Classic Rayon.

The colors shown on this page have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Publications for accurate color. PANTONE® and other Pantone, Inc. trademarks are the property of Pantone, Inc. Portions© Pantone, Inc., 2014.

ATHLETICS STATIONERY SUITE
MAY 2016

BUSINESS CARD

Business cards are two-sided and printed in Pantone® Metallic gold ink. Please work with your marketing coordinator with regards to ordering new business cards.

Front

Back, option 1
(customized with the appropriate team's championship graphics)

Back, option 2

Back, option 3
(exclusively for teams that will compete in the future arena)

LETTERHEAD & ENVELOPE

Personalized digital letterhead can be installed on your personal computer by calling the IT Help Desk at x4357.

WOFFORD

It's your world.

WOFFORD

It's your world.

WOFFORD COLLEGE
DEPARTMENT OF ATHLETICS
429 N. Church Street
Spartanburg SC 29303-3663
woffordterriers.com

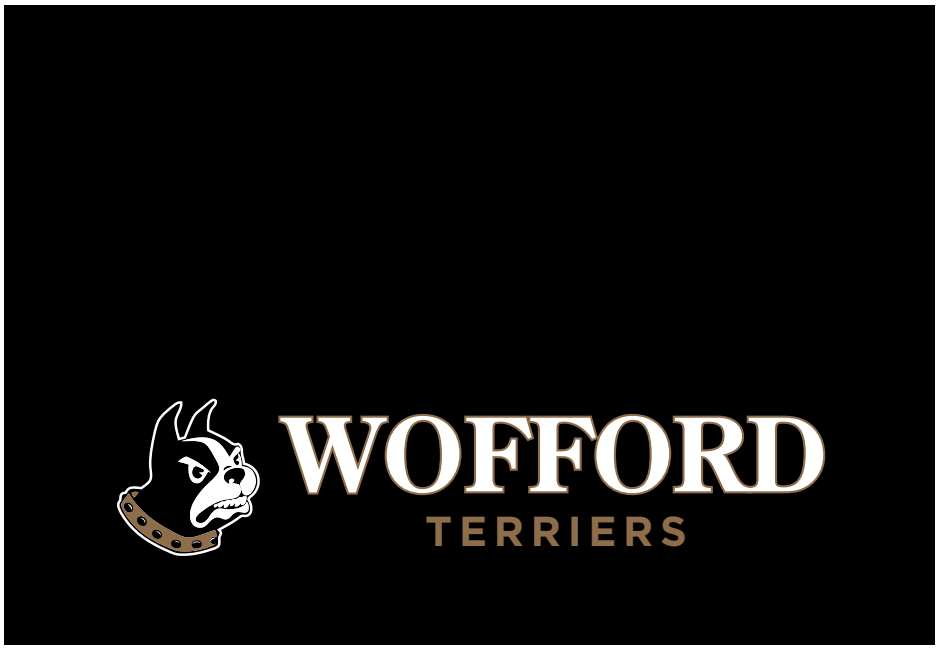
SOUTHERN SOCON CONFERENCE 1921

Champions
2010, 2011, 2014

MIKE YOUNG, Head Men's Basketball Coach
Wofford College, 429 N. Church St., Spartanburg, SC 29303
YoungMK@wofford.edu • 864-597-4101

TENT CARD

Please work with your marketing coordinator with regards to ordering tent cards.



Front

Back