

# **Saint Francis University Athletics Graphic Identity and Style Guide**

## **Introduction**

The purpose of the Saint Francis University Athletics Identity & Style Guide is to assist the department's various programs and offices in presenting a unified graphic identity in all communications.

The guidelines laid down in the identity guide provide for easy visual identification for athletics produced publications, apparel, etc. Saint Francis artwork must be used properly and consistently in order to project an impression of stability and consistency as well as protect the legal status of our logos/marks.

All programs and offices within the Department of Athletics should make an effort to conform to the criteria established in this guide as we work together to strengthen and grow the Red Flash brand.

## **Athletics Marketing & Communications**

The Office of Athletics Communications is responsible for all media coverage regarding athletics at Saint Francis University. For questions not covered here, or for more information about sports information or athletics logos, please contact the Athletics Communications office, located in the Stokes Athletics Center.

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## Logos

The following logos and design elements are approved, registered and designed to build the Saint Francis U Athletic brand. Graphics are available in raster as well as vector formats. Logos must be resized proportionally and may not be re-colored unless noted otherwise. Permission for use by outside organizations must be granted by the Office of Athletics Communications.

### Full-Color Logos

Full-color logos are for use in both print and digital applications. Logos may not be resized to measure less than 1.5 inches in width. In situations where cost is an issue, the circle in the secondary logo may be reproduced in white.



*Primary: Block SFU*



*Secondary: Script Red Flash*



*Primary: Word block*

### Alternate Logos

Alternate logos are acceptable as the primary logos for men's and women's soccer:



*Men's Soccer Shield*



*Women's Soccer Shield*

### Fundraising Logos



*The Stokes Club*



*Red Flash Futures*

## Student-Athlete Development Logos



## Conference Logos



Northeast Conference



CWPA  
(Water Polo)

## Two-Color Logos

Two-color logos are for use in print applications ONLY. Logos may not be resized to measure less than 1.5” in width. Two-color logos may be printed in red, black or white.



Primary: Block SFU



Secondary: Script Red Flash

**Using text with logos**

Text may be used with university athletics logos in the following formats only. Only the approved font shown below – *Agency FB Bold* – may be used with Saint Francis Athletics logos (font can be obtained by contacting Athletics Communications). The minimum acceptable width for logos with text is 1.5”.



**Secondary w/ Text**



**PRIMARY-Block SFU w/ Text**



**Additional Athletics Wordmark System**

The Saint Francis Athletics Wordmark System is available for both digital and print applications. Sport- and program-specific wordmarks are available upon request from the Office of Athletics Communications. Graphics are available in raster as well as vector formats. Wordmarks must be resized proportionally and may not be re-colored unless noted otherwise. Two-color marks may be printed in red, black or white.



## Additional Athletic Logos



**Immergrun Golf Club**


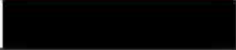




**SFU Mascot: Frankie**

## Colors for Apparel, Printed and Digital Materials

The approved colors for any printed or digital materials featuring the Saint Francis University athletic logos and/or design elements should adhere to the following specifications. Please utilize the Pantone Color codes provided below for precise color matching.

Note: the official athletics color scheme incorporates grey/silver as a component. Important to note that uniforms should not predominantly feature grey; instead, grey or silver may be used as accents only. Athletics casual apparel such as t-shirts, sweatshirts, etc., may still predominantly feature grey. If you are considering the use of grey in your team's uniform, please consult with Jim Brazill in advance of any decision.

Color	Swatch	Pantone Color	Web Equivalent
Cardinal Red		PMS 1805	#bd1f25
Black		BLACK	#000000
White		White	#ffffff
Silver		PMS 423	#8e908f

## Fonts

The following typefaces and their derivatives have been approved for official Saint Francis University Department of Athletics publications.

### **FUTURA CONDENSED EXTRABOLD**

**Stylized Font**  
*Use in ALL CAPS only!*

### **FUTURA CONDENSED Medium**

**Stylized Font**  
*ALL CAPS & mixed case are appropriate*

**Agency FB Bold**  
**Decorative Font**

Myriad Pro (10 pt)  
**Figures**

Minion Pro (11 pt)  
**Body**