



# NC STATE ATHLETICS

BRAND GUIDELINES

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# OVERVIEW

NC State Athletics has a long and storied history as one of the founding members of the Atlantic Coast Conference. Over the course of time the look, feel, themes and identity associated with NC State Athletics have evolved.

The following guidelines give a broad overview into the NC State Athletic brand, its visual identity and themes that align with the momentum of our University and Athletic Department. The objective of these guidelines is to ensure all brand positioning occurs in a consistent form across all NC State Athletic platforms and gives us the best opportunity to amplify the NC State brand.

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Please use NC State in all references and NCSU when an acronym is necessary. The NCST acronym should not be used.

# LOGOS

The primary and secondary logo marks help make up the visual identity and hierarchy of the Wolfpack brand. These marks are outward-facing communication of who the Wolfpack is. Proper usage of these marks is necessary in achieving brand consistency and recognition.

There are many different acceptable uses. Instructions for those uses are detailed on the following pages.

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For TV logo guidelines please use the Wolf Head as the primary logo and the Block S as the secondary logo.

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Pink, ribbons, camo, flags, etc. added directly into any marks or in a locked up fashion needs to be approved by Brand Management.

## PRIMARY LOGO - WOLF HEAD

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The Wolf Head logo is the primary identity of NC State Athletics. Consistent and effective use of this mark will build equity in the brand and magnify its potential. It should be the default logo choice in most applications.



## ACCEPTABLE FULL COLOR VARIATIONS

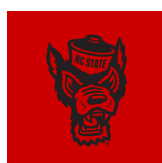
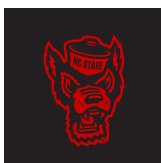
---



The same logo file should be used for red, white and black backgrounds.

## ACCEPTABLE ONE COLOR VARIATIONS

---



Use full color logos whenever possible.

## SECONDARY - BLOCK S

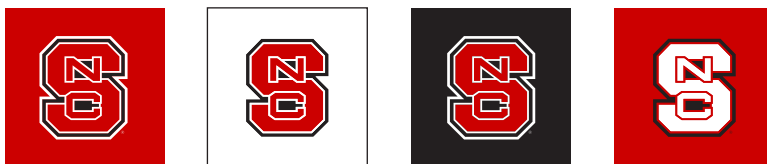
---

The Block S logo is a secondary logo. It should never be used in place of or overpower the Wolf Head. Instead, it should provide support to the primary mark and offer variety to the brand. For athletic purposes, the Block S needs approval from the Brand Management before usage.



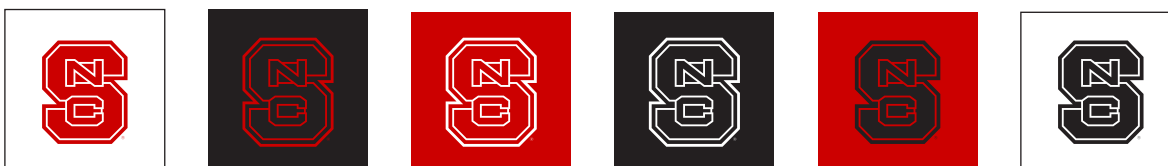
### ACCEPTABLE FULL COLOR VARIATIONS

---



### ACCEPTABLE ONE COLOR VARIATIONS

---



Please use full color logos whenever possible.

## SECONDARY - STRUTTIN' WOLF "TUFFY"

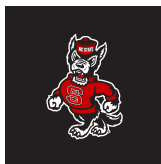
---

The Struttin' Wolf is also a secondary logo. It should never be used in place of or overpower the Wolf Head. Instead, it should provide support to the primary mark and offer variety to the brand. For athletic purposes, the Struttin' Wolf needs approval from the Brand Management before usage.



## ACCEPTABLE FULL COLOR VARIATIONS

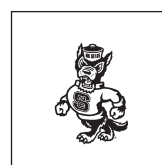
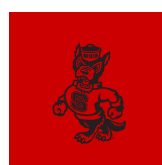
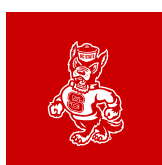
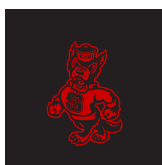
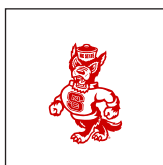
---



The same logo file should be used for red, white and black backgrounds.

## ACCEPTABLE ONE COLOR VARIATIONS

---



Please use full color logos whenever possible.

## PROPER USAGE

In order to achieve brand integrity, please follow the subsequent logo usage guidelines. These guidelines apply to all primary and secondary logos. Below are examples of unsuitable applications of the NC State Athletics marks.



1. The white stroke should never be removed under any circumstance.



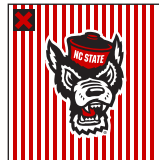
4. Outlines or strokes should not be added to marks at any time.



2. Colors should not be inverted for one color logos.



5. Colors should not be changed on logos under any circumstance.



6. Distracting backgrounds, textures, or patterns should never be placed behind marks.



3. Marks should not be distorted or stretched.

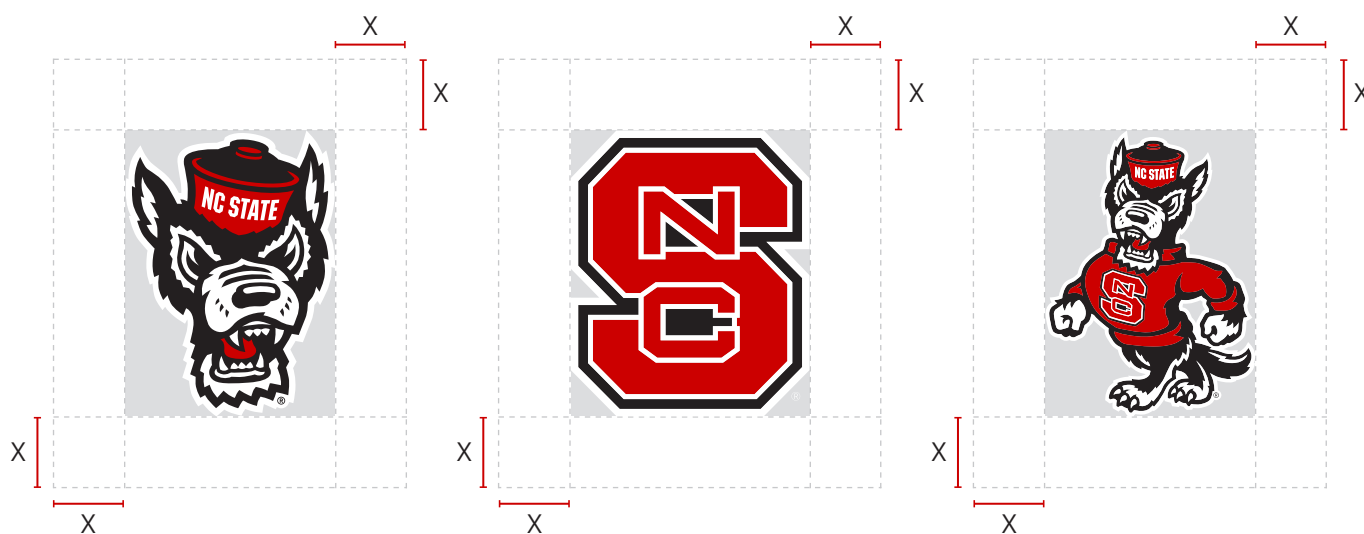


7. Do not combine two marks in any way.



## PROTECTED SPACE

To guarantee legibility, there should be protected or clear space around each logo. This unobstructed space helps emphasize the logo so that it is easily recognizable in all applications and sizes. The minimum protected space is  $\frac{1}{4}$  the height of each logo.



$X = \frac{1}{4}$  height of the logo

## COLOR PALETTE

Colors are essential in communicating the Wolfpack identity. Consistent color usage is key to enhancing and achieving brand recognition and unity. It is crucial that these are the only colors used in anything done for the brand.

The NC State Athletics colors are Wolfpack Red, white and black.

The color red is associated with strength, power, determination, passion, courage and energy. These are key traits that make up the Wolfpack. Consistent use of Wolfpack Red as the primary color of NC State Athletics supports its courageous, fearless attitude.

## COLOR PALETTE

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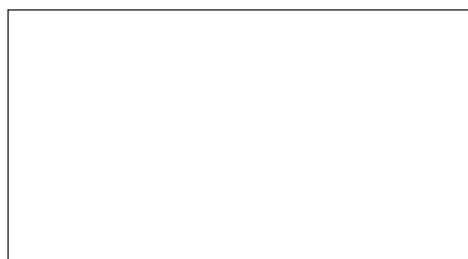
The Pantone, CMYK, RGB and Hex colors of NC State Athletics are below.

### WOLFPACK RED



Pantone	CMYK	RGB	HEX
186C	C: 0 M: 100 Y: 81 K: 4	R: 204 G: 0 B: 0	#CC0000

### WHITE



Pantone	CMYK	RGB	HEX
	C: 0 M: 0 Y: 0 K: 0	R: 255 G: 255 B: 255	#FFFFFF

### BLACK



Pantone	CMYK	RGB	HEX
	C: 0 M: 0 Y: 0 K: 100	R: 0 G: 0 B: 0	#000000

# TYPOGRAPHY

The type system of NC State Athletics communicates strength, togetherness and creativity. The following guidelines must be followed in order to ensure effective communication of these traits.

## WOLFPACK FONT

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The Wolfpack font should be strictly used as a headline or title font for branding material. Wolfpack Font should be used sparingly as to not diminish its value.

# WOLFPACK REGULAR *WOLFPACK ITALIC*

\* Wolfpack Regular and Wolfpack Italic are both considered permissible styles

### FURTHER NOTES

#### When should I use Wolfpack Font?

Wolfpack Font should be reserved for branding pieces with a long lifespan such as:

- Large scale stadium windscreens or banners
- Stadium signage
- Athletics logos
- General NC State branded promotional marketing items
- Locker room nameplates
- Court and field text applications
- Stationery and business cards
- Uniforms and apparel

#### When should I use a different font?

- Large blocks of text
- Medium to small point sizes

## UNITED SANS & GOTHAM NARROW

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United Sans and Gotham Narrow are secondary fonts in the NC State Athletics type system. Please see below guidelines in order to use these fonts in the correct manner.

UNITED SANS REG MEDIUM

UNITED SANS REG BOLD

UNITED SANS REG HEAVY

UNITED SANS SEMICOND MEDIUM

UNITED SANS SEMICOND BOLD

UNITED SANS SEMICOND HEAVY

### When should I use United Sans?

United Sans is a very versatile font that can be used at many point sizes and weights. Either the regular width or the semi condensed width may be used. United Sans can be used as a headline and subhead font. To provide more emphasis, use a thicker weight.

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Gotham Narrow Light

Gotham Narrow Book

**Gotham Narrow Medium**

**Gotham Narrow Bold**

### When should I use Gotham Narrow?

Gotham Narrow should be used for fonts at small point sizes to ensure good legibility. Gotham Narrow Medium or Bold can be used to provide hierarchy and contrast. Practical uses of Gotham Narrow are:

- Inside pages of media guides
- Small text in printed material like what you are reading now
- Press releases
- Any time large blocks of body copy text are used

## TYPE HIERARCHY EXAMPLE

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A clear typographic hierarchy is key to the effective communication of the NC State Athletics brand. Please abide by these guidelines to ensure consistency across all platforms. Specific circumstances may call for font or type hierarchy to be altered. Please do not do this without permission from Cole Malone - [chmalone@ncsu.edu](mailto:chmalone@ncsu.edu)

# PACK MEN CLAIM FIFTH STRAIGHT ACC TITLE

## COLEMAN STEWART NAMED ACC MEET CO-MVP

The NC State men's swimming and diving team won its fifth conference championship in a row and the program's 29th overall conference title as it took first place at the 2019 ACC Championships...

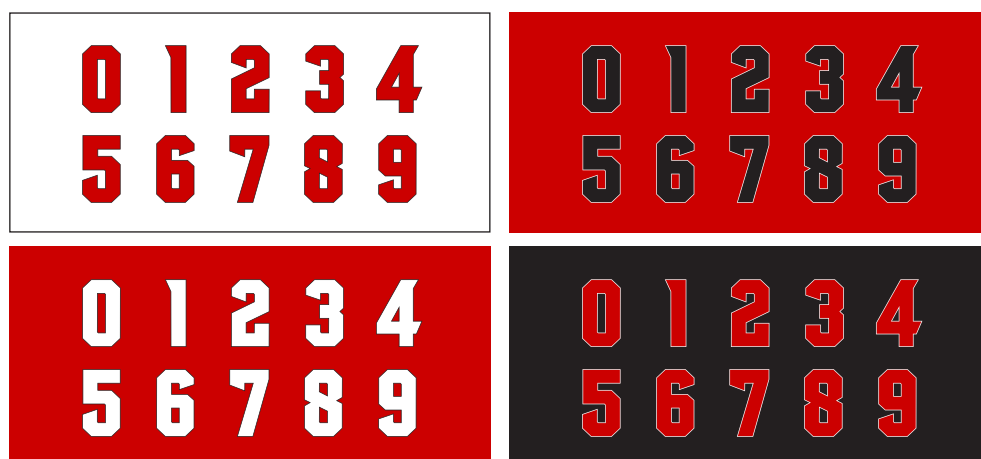
## NUMBERS

Approved numbers are in the Regular Wolfpack font. Both numbers with no outline and with an outline, as seen below, are approved for use.

### NO OUTLINE



### OUTLINE





# WORDMARKS

Brand wordmarks are an important expression of the Wolfpack identity. Official wordmarks are created using the Wolfpack Font. This unique font was developed and customized specifically for NC State Athletics. It is simple, modern, sharp and fast; speed personified, action-oriented. Wolf fangs are also implied in the sharp angles.

Wordmarks have the same regulations as the primary and secondary marks. They should not be modified in any way.

## PRIMARY WORDMARKS - ITALIC

The primary wordmarks of NC State Athletics use the italic Wolfpack Font. These wordmarks should be used most often. Within these primary marks, there are two variations. One with an outline and one without. No outline is the preferred style. The outlined style may be used when more contrast is needed.

### NO OUTLINE - PREFERRED STYLE



### OUTLINE



## SECONDARY WORDMARKS - ROMAN

The secondary wordmarks of NC State Athletics use the roman style of the Wolfpack Font. These wordmarks should only be used in circumstances when the primary italic style won't work well. Within these secondary marks, there are two variations. One with an outline and one without. No outline is the preferred style. The outlined style may be used when more contrast is needed.

### NO OUTLINE - PREFERRED STYLE



### OUTLINE



## KEY MESSAGES & BRAND ATTRIBUTES

The key messages and brand attributes serve as the core of the NC State Athletics brand. This language is the essence of who the Wolfpack is and speaks directly to its distinctive identity - what separates it from the pack. All communication should in some way reflect one or more of these characteristics.

## KEY MESSAGES

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### STRENGTH IN THE PACK

- Together we are stronger. A wolf finds bravery and strength in its pack.
- We need to trust each other, hold each other accountable, have great passion when we come to work and practice each day and be empathetic to those in our pack and in our community. When someone wins a big game, shoot them a text, stop by their office, give them a high five. When someone is struggling, reach out. That's what we do. We're not just committed to winning, we're committed to each other. Our strength is our commitment to each other...to the pack.

#### Words/Themes

Strength in the Pack, We are the Wolfpack, Strength, Strong, Pack, Together, 1Pack1Goal

### ALWAYS FIGHTING. NEVER ALONE.

- It takes a certain mindset and commitment to be successful here. We cannot be disheartened, or disparaged. We possess a limitless will and tenacity to go out and fight harder than we've ever fought before. We are tough people. The scratches and scars we've gotten along the way remind us to be brave enough to take on anyone, anywhere with equal amounts of energy and passion, every time.

#### Words/Themes

Always Fighting. Never Alone. Fighters, Hard. Tough. Together.

### THINK AND DO

- We are doers. Put an obstacle in front of an NC State grad and they'll find a way to do it. It's the driver of our University but it's also so inherently important to athletics as well. It's part of who we are, and who we need to continue to be as an organization.

#### Words/Themes

Think and Do, Doers, Our students are action-oriented.

### BE OUR BEST NC STATE

- Success and vision starts from within, focussing only on ourselves. It starts on our campus and in our facilities We know exactly who we are and we never try to be anything but the best version of NC State. We have so many unique attributes we need to focus on and so many incredible stories we need to tell. The history of NC State has always been driven by a spirit of creativity and innovation. It has an incredible authenticity, we need to celebrate this and use it to our advantage.

#### Words/Themes

- Courageous, Fearless
- Innovative, Creative
- Intellectual, Curious
- Purposeful, Intentional

## BRAND ATTRIBUTES

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### WE ARE...

#### **FIERCELY LOYAL**

We're not just committed to winning, we're committed to each other...through the good times and the bad, forever.

#### **AUTHENTIC**

We pride ourselves on humility and authenticity. But this doesn't mean we fade into the background. It means we know exactly who we are. And we never try to be anything but the best version of that.

#### **INEXHAUSTIBLE**

We cannot be disheartened or disparaged. We possess a limitless will and tenacity to go out and fight harder than we've ever fought before.

#### **GRITTY AND GUTSY**

We are tough people. The scratches and scars we've earned along the way remind us to be brave enough to take on anyone, anywhere with equal amounts of energy and passion, every time.

#### **DRAMATIC**

We're addicted to the thrill of that moment when things can change completely – that opportunity to create something that no one saw coming.

### WE ARE NOT...

#### **ARROGANT**

We know there is a way to be proud without being boastful – and a way to believe in ourselves without needing to undercut anyone else.

#### **TRENDY**

The respect we have for our traditions and for our history is not swayed by the changing winds of what may be momentarily in fashion. If we're changing, it's because we're innovating.

#### **INDIVIDUALISTIC**

Every athlete is important and necessary. The same is true of every person in our pack. "We" will always be stronger than "me."

#### **PREDICTABLE**

Consistency can be boring. We much prefer meaningful adaptability and spontaneity.

## UNIFORM GUIDELINES

Uniforms are an outward expression of the Wolfpack brand. They are an opportunity to build brand recognition on what is often a national stage. Uniforms should represent the “Always Fighting. Never Alone,” mentality found in each student-athlete and team that is a part of the NC State family.

## UNIFORM GUIDELINES

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- The Wolf Head needs to be the primary logo on all NC State uniforms, apparel and equipment.
- The Block S may be used as a smaller logo on the sleeve, pants, upper back or other secondary locations.
- All text and numbers must be in the Wolfpack font.
- Wolfpack or NC State must be used on the uniforms, apparel and equipment.
- Red must be incorporated into all NC State uniforms, apparel and equipment.
- Football, Men's and Women's Basketball and Baseball uniforms, apparel and equipment must receive final approval from the Director of Athletics.
- All other uniforms, apparel and equipment need to be approved by Brand Management (Stephanie Menio, Annabelle Myers) and sport supervisor.
- Any throwback/retro options need to be presented in advance and approved by Brand Management and sport supervisor.
- Any exceptions from these guidelines require approval from the Director of Athletics.
- Special marks added to uniforms/game day apparel need to be approved by Brand Management.
- Pink usage within a uniform, apparel and equipment needs to be approved by Brand Management.
- Pink, ribbons, camo, flags, etc. added directly into any marks or in a locked up fashion needs to be approved by Brand Management.
- This applies to new uniforms 2021 and beyond.

### BRAND MANAGEMENT

#### Stephanie Menio

Deputy AD

samenio@ncsu.edu

#### Annabelle Myers

Associate AD/Athletics Communications

amyers@ncsu.edu



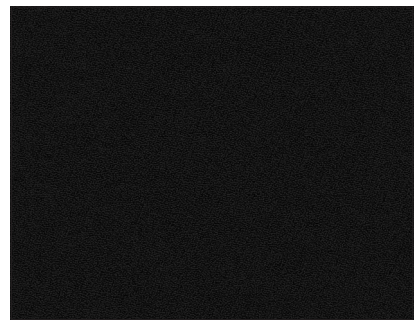
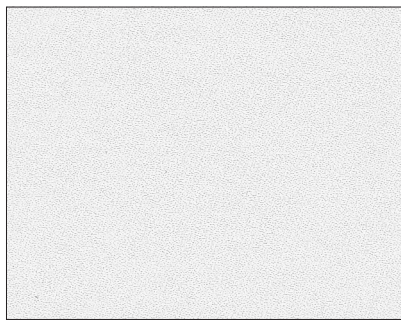
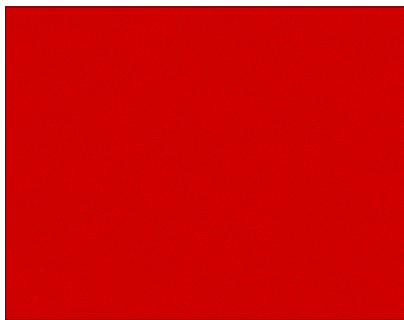
# VISUAL IDENTITY

The visual identity is made up of the tangible building blocks that communicate what is unique about NC State Athletics. When used consistently and correctly, they create something bigger than each element could create on its own. They display the Strength in the Pack.

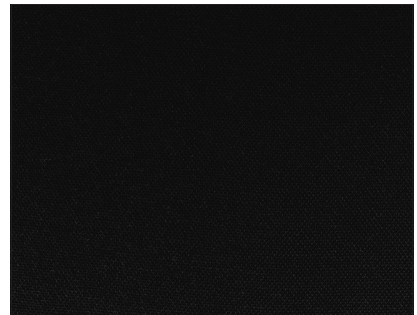
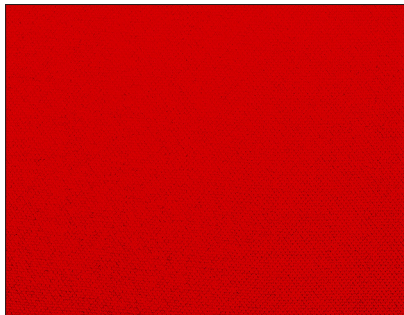
## TEXTURES & OVERLAYS

These textures and overlays provide depth to graphics and a unique look to the NC State Athletics brand. Available in red, white or black.

### Film Grain Texture

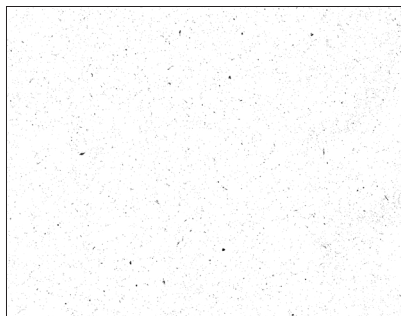
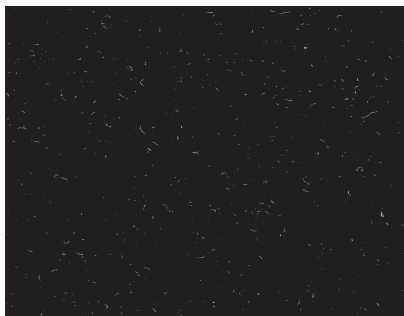


### Textile Texture



### Fleck Overlay

Should be used on top of graphics as an overlay.



## ELEMENTS

Each element has a direct tie to NC State and the state of North Carolina. The howling wolf statue, the red brick wall, the outline of North Carolina and the overhead brick shape.

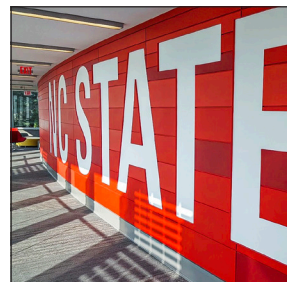
### Howling Wolf Statue

Geometric wolf based off the iconic pack of wolves statue in historic Reynolds Coliseum. Through its use of geometric shapes and stainless steel color palette it communicates the innovative and fearless traits found in the Wolfpack.



### Red Brick Inspired Wall

Pattern based off the popular wall located in the Talley Student Union. The pattern symbolizes the red bricks that are synonymous with the NC State Campus. It's modern feel also speaks to the creative and purposeful nature of NC State.



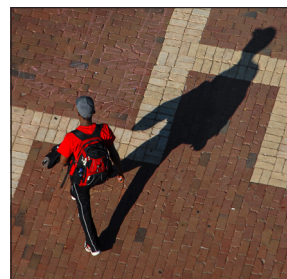
### NC State Outline With State Capital Star

Clean and modern outline of North Carolina. The placement of the star locates Raleigh, the home of the Wolfpack and the capital of North Carolina.



### Overhead Brick View

Rough rectangular shape showing the overhead view of a brick. Bricks imply strength, progress and the creation of something bigger than any singular piece.



## MESSAGING WORDMARK & FLAG ICONS

Consistent use of wordmarks, logo and icons will help build and solidify the brand through repetition and recognition.

### Strength in the Pack Wordmark

Should be used in the bottom left corner of most graphics.



### Wolfpack Flag and Pennant

Used to communicate the passion and pride found in Wolfpack Nation. Can be used on graphics that have this message in the content and do not have a clear and visible wolfhead logo elsewhere. Should be used sparingly. The wolfhead logo should be used most often.

\*See the first social media graphic in the Visual Identity Application section for an example of a proper time to use these icons.



## PHOTOGRAPHY

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During photoshoots and events, photographers will focus on capturing the following types of photos as well the traditional action photo.



**Ring-Light**



**Tightly Cropped**



**Team Unity & Emotion**



**Color**

Creative angle, different perspective, & sometimes an evergreen shot.



## PHOTO EDITING

Photoshop or Lightroom should be used to edit all photos in all scenarios using the provided filters. A full color and a black and white filter are provided. See below for details on proper application.

### Full Color

*Before*



*After*

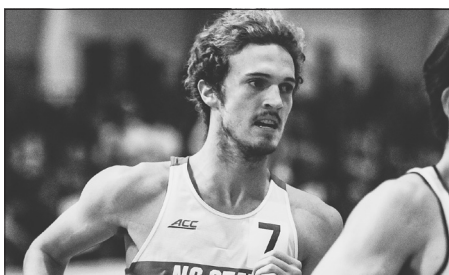


### Black & White

*Before*



*After*



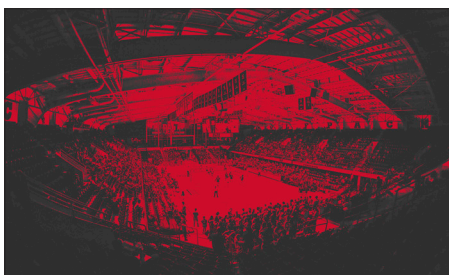
### Darker Color Blending Mode

Create a red fill layer on the bottom layer, apply the black and white camera raw filter to the photo, set the photos blending mode to darker color.

*Before*



*After*



## TYPE LAYOUT

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The type layout (thin lines on either side of text or a rectangle) is based off the consistent use of brick and mortar on and around the NC State campus. Text will be close together in certain situations to depict the closeness and togetherness of the Pack. Sans serif font will be used to symbolize the clean, modern and innovative style of NC State.

---

**ATHLETE  
NAME**

---

Natem ut quia voluptatur maionsed  
mosanim hiciatem etur sae optatiam  
rem sae sanim expe nullaborem inis.



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secure yours today

**NCAA  
ALL-AMERICAN**

Firstname Lastname

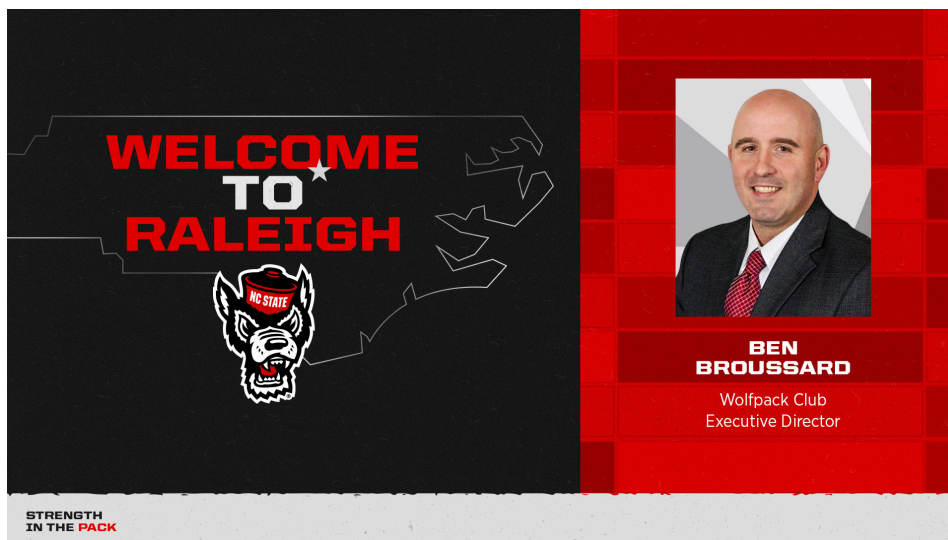
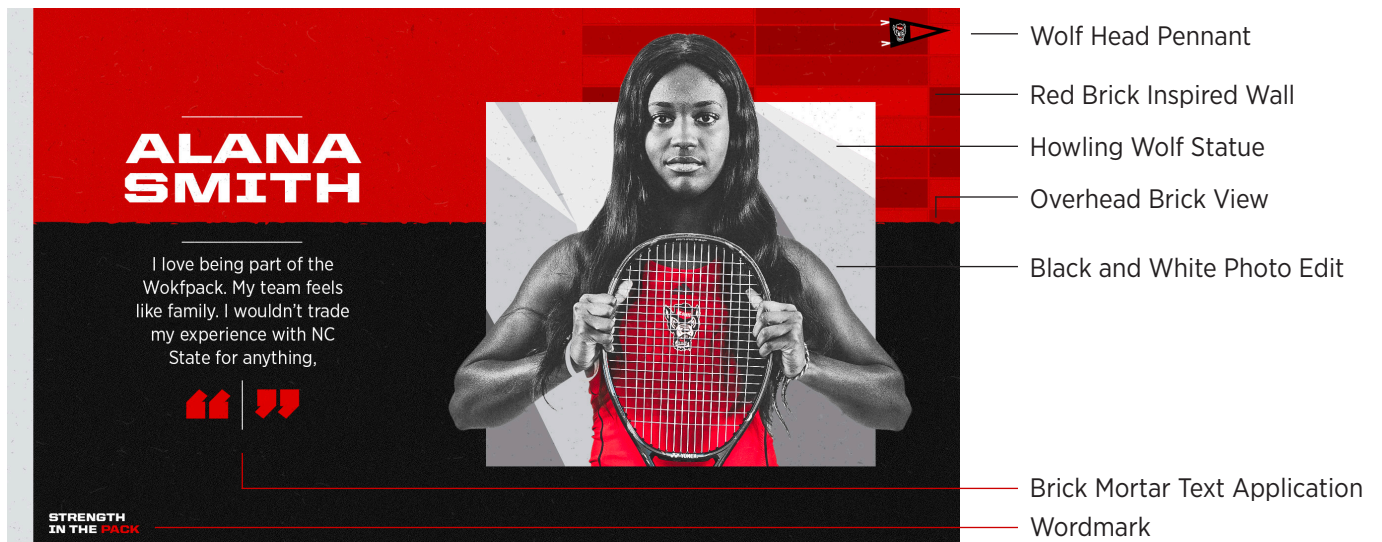
SPORT NAME

# APPLICATIONS

The following applications are examples of the NC State visual identity in action. Please use this variety of examples as guidelines for what you create.



## SOCIAL MEDIA



## WALLPAPERS



## ENVIRONMENTAL



# CONTACTS

## BRAND MANAGEMENT

### **Stephanie Menio**

Deputy AD

samenio@ncsu.edu

### **Annabelle Myers**

Associate AD/Athletics Communications

amyers@ncsu.edu

## CREATIVE SERVICES

### **Cole Malone**

Assistant Director of Creative Services

chmalone@ncsu.edu