



HAMPTON ATHLETICS BRAND GUIDE

HAMPTON UNIVERSITY DEPARTMENT OF ATHLETICS

PUBLISHED 2025

WE ARE HAMPTON U.

As a premier Historically Black College and University (HBCU), Hampton University (HU) boasts a rich tradition of producing championship-pedigree athletes. With new leadership moving the university into the next chapter of its storied history, Hampton continues to build a culture of excellence, leadership, integrity, teamwork, and energy (E.L.I.T.E.).

Nestled on the shores of the Chesapeake Bay in Hampton, Virginia, Hampton University stands as a beacon of academic excellence and historical significance. Founded in 1868, Hampton University has a proud legacy of [empowering students through education, innovation, and leadership](#). The university's athletics department, a vibrant extension of this legacy, embodies the spirit of determination, unity, and achievement.

Known as the "Pirates," Hampton University Athletics carries forward a tradition of excellence both on and off the field. Transitioning to NCAA Division I in 1995 and joining the Coastal Athletic Association (CAA) in 2022, the department has consistently demonstrated its commitment to upholding a high standard of excellence. From its celebrated basketball programs to its storied track and field history, Hampton Athletics is a unifying force for the university community and a source of pride for alumni worldwide.

Academically, Hampton University is a Carnegie R2-designated research institution, recognized for its groundbreaking research in atmospheric science, cancer treatment, and cybersecurity. Contributing \$530 million annually to the regional and Commonwealth of Virginia economies, Hampton plays a vital role in driving economic development while championing diversity, inclusion, and opportunity. The university was recently named one of the "Best Colleges in America" by Money Magazine and recognized as the "Best Private College" by Coastal Virginia.

Founded in 1868, Hampton University is a close-knit community of learners and educators, representing 44 states and 32 territories, committed to nurturing intellectual curiosity, critical thinking, and global citizenship. For more information, visit www.hamptonu.edu.





PRIMARY MARK

Hampton's primary mark is the "HU" letters with two sabers behind them. This should be used as the primary identifier for all athletic programs.

The primary mark is composed of two sabers in the form of an "X," outlined in blue with white accents. The letters "HU" are centered and are the color solid white.

The "HU" letter mark is inspired by the sail of a pirate ship, with the corners of the letters shaped to look like sails.

The logo, closely tied to the academic side of the university, signifies leadership, courage, and a commitment to excellence.





SECONDARY MARK

The secondary mark for Hampton Athletics are the words “Hampton Pirates” superimposed on two sabers forming an “x” in the background.

HAMPTON PIRATES

BASIC WORDMARK

The “Hampton Pirates” wordmark may be used in place of the primary and secondary marks.

The word “Hampton” in the wordmark may be used as a primary identifier, however the word “Pirates” in the wordmark should not be used as a primary identifier.



CREATIVE WORDMARK

The “Hampton Pirates” creative wordmark may be used in place of the primary and secondary marks.

The word “Hampton” in the wordmark may be used as a primary identifier, however the word “Pirates” in the wordmark should not be used as a primary identifier.

TYPOGRAPHY

PRIMARY

HEADING - PIRATE BOLD

PREFERRED WEIGHTS - BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

SECONDARY

HEADING - GEORGIA PRO

Preferred weights - Regular, **Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Selected fonts are central to keeping Hampton's Athletics brand consistent. Every effort should be made to adhere to the appropriate use of designated fonts. Pirate Bold is the primary font that should be used for graphics and titles on unofficial documents. Georgia Pro is the suggested complimentary font for documents, such as letters and emails, as it aligns with the clean look of the marks.



1 2 3 4 5 6 7 8 9 0

1 2 3 4 5 6 7 8 9 0

NUMERALS

The numeral design is based on the shape and appearance of the primary logo and wordmarks, and is therefore specific to Hampton Athletics.

These numerals are intended for uniforms, large displays, and other similar projects. They are not intended for everyday use in graphics or promotional items.



COLOR SCHEME

PRIMARY

Hampton Blue
Hex Code: #004AAD
PMS: 293 C

No Ink / Sail White
CYMK 0/0/0/0
RGB 255/255/255

The primary colors of Hampton Athletics are Hampton Blue and Sail White. These colors should always be the first choice for primary identifiers of the department.

SECONDARY

Black
CYMK 0/0/0/100
RGB 0/0/0

Hampton Grey
Hex Code: #BEBFC3
PMS: P 179-9U

Secondary colors include Black, Hampton Grey, and Anchor Grey. Secondary colors are intended for accents and other cases where the primary colors are not sufficient. Secondary colors should never be used as the primary identifying colors for the department when Hampton Blue or Sail White are available.

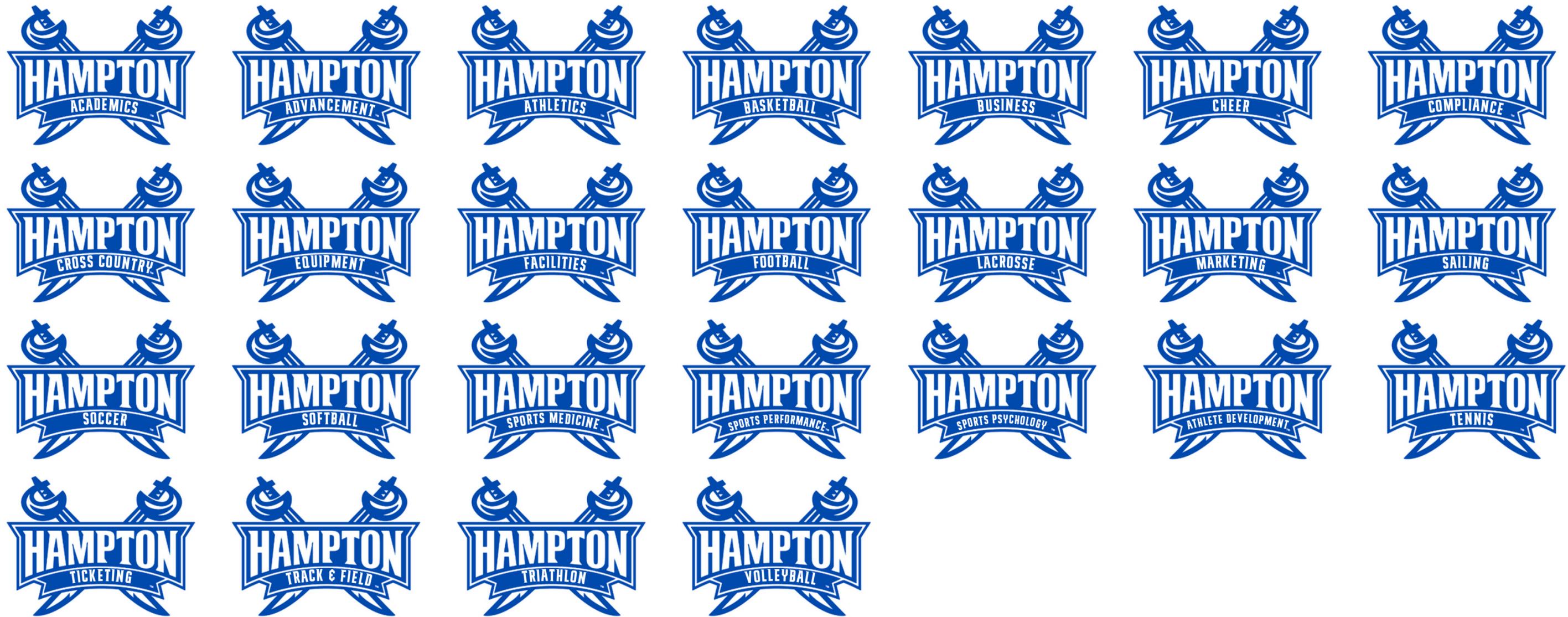
Anchor Grey
Hex: #353A3C
PMS: 179-15 C



VERTICAL LOCKUPS



SECONDARY LOCKUPS



Logos with team or department designations are available in secondary mark formats only. The above examples depict the visual art that each program and/or athletic sub-department should use.

Non-gender-designated logos are preferred in all instances. There is no instance where a gender-designated logo and/or mark will be approved for use outside of Women's Basketball.



VERBIAGE

Institutional Information

Name: Hampton University

Established: 1868

Location: Hampton, VA

Nickname: Pirates | Home by the Sea

Conference: Coastal Athletic Association

Below are the official facility names that are a part of Hampton Athletics:

- Armstrong Stadium (Football)
- Armstrong Stadium Football Office Complex (Football Coaches)
- Hampton University Convocation Center (Basketball)
- Holland Hall Gymnasium (Volleyball)
- Neilson-Screen Stadium (Tennis)
- Pirates Softball Stadium (Softball)
- Holland Hall Weight Room
- Marine Sciences Building (Sailing)

2025

Listed below is approved language to refer to and accompany language identifying the Hampton Athletic Department and Hampton Athletic teams.

- Hampton Pirates
- Hampton University Pirates
- Hampton
- Pirates
- Go Pirates
- Pirate Nation
- We Are Hampton U

Please note that the term “Pirates” is a *plural* noun.

These terms are restricted to use for all sanctioned NCAA Division-I athletic programs and are not intended for use with any intramural sports program provided by Hampton Athletics.





.5 inches



.25 inches



.5 inches



.25 inches

LOGO AND WORDMARK USAGE

Minimum Sizing

To protect the integrity and detail of the primary and secondary logo, a minimum size has been established.



UNACCEPTABLE USES



Logos may not be combined.



Logo colors may not be altered.



Logos may not be distorted.



Logos may not be rotated.



Text may not be placed on top of any portion of the logo.



Do not create new logos.



Logos may not be placed on overly distracting backgrounds.



Logos may not have graphic effects applied to them.



Logos may not be reduced to outlines or watermarks except for specific uses and with approval from the Athletics Department.



DISCONTINUED ATHLETIC LOGOS & MARKS



Discontinued Logos

The Hampton University Department of Athletics strictly prohibits the use of these logos or marks in any form of official media, marketing materials, team apparel, or equipment. Additionally, teams, coaches, administrators, and staff are not permitted to wear clothing featuring these marks during any official team activities.



PHOTOGRAPHY

Athletics gray overlay and full color.



Consideration & Tone

Hampton Athletics photography and videography can appear in full color or gray scale using “Noir” or “Slate” as an overlay.

Consider the following when choosing photography that represents Hampton Athletics:

- Action and high-energy shots
- Authentic and confident
- Select photos that demonstrate tenacity, resilience, intensity, determination, victory, teamwork, and passion
- Celebratory - past and present
- Clean backgrounds
- Include Hampton logo(s) when possible
- Natural lighting when possible
- Avoid over-processing photos
- Avoid unnecessary filters



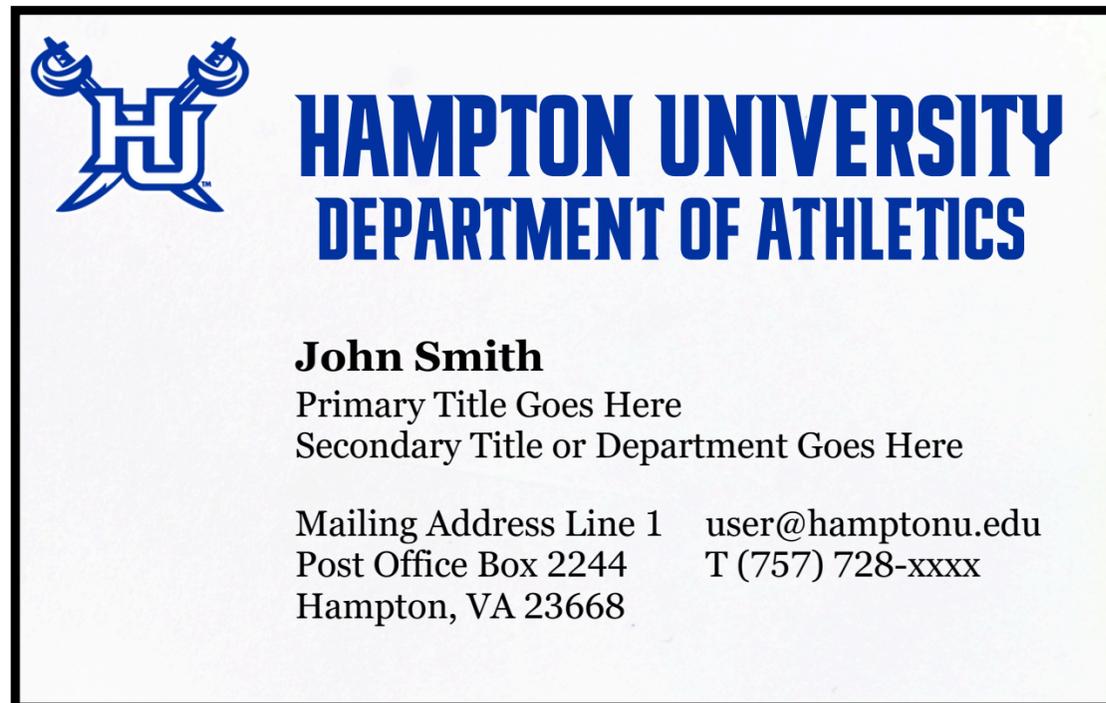
BUSINESS CARDS

The Hampton Athletics business card must accommodate differences in length of name, variation in number of titles and inclusion of additional contact information.

Business cards may be ordered from Hampton University Office Services.

The back of the Hampton Athletics business card is designed to be visually appealing. The back of the business card should not be altered in any way.

Front & Back Design



STATIONERY

Letterhead design

Official Hampton Athletics letterhead has a singular design, with the Athletics' primary mark centered. The letterhead should be clean and minimal. The design provides simple branding and encourages sub-departments to provide only necessary contact information. Do not produce letterhead with alternate designs or with vertical/stacked logos.



The contact information for the department should be centered and aligned at the bottom of the page in Hampton Blue, Georgia Pro font. The telephone number is not required to be in parentheses and use a dash instead of a period to separate number groupings (e.g. 757-555-5555).

Body text for the single-line logo design should employ 1" side margins and should begin .5" below the placement of the logo. Body text should be in black.

The secondary logo should be large and opaque in the middle of the page (reference above example).



ADDITIONAL STATIONERY

Notecards

Front Design



Inside

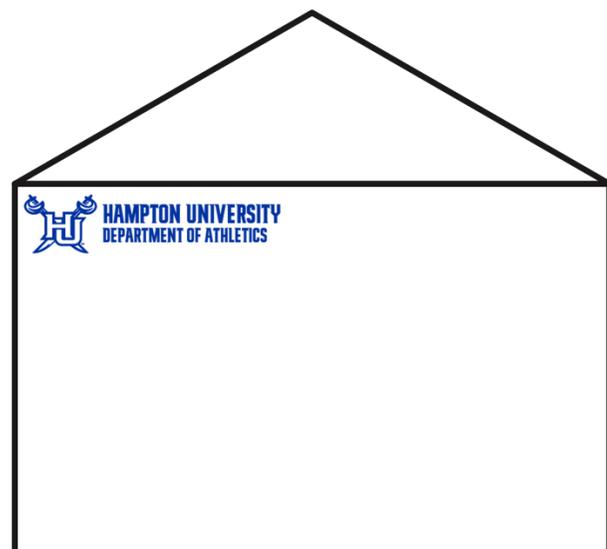


Back Design

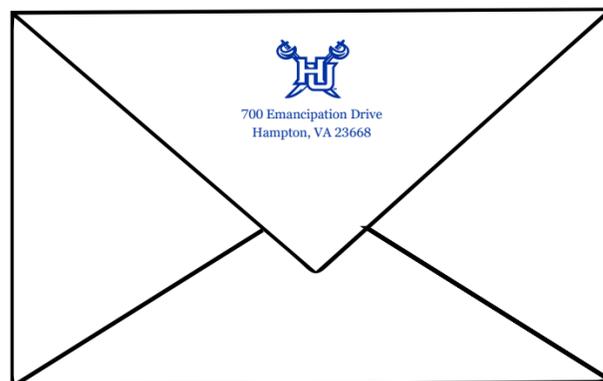


Envelopes

Front



Back

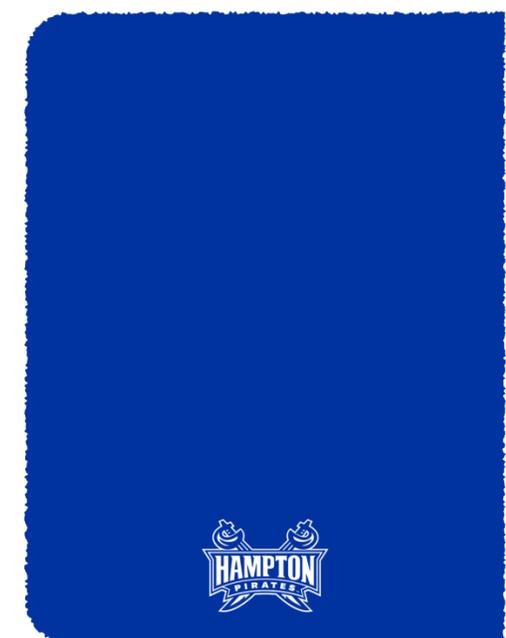


Folders

Front



Back



EMAIL SIGNATURES

Email signatures should follow the guidelines below:

- Keep it simple, including only essential information.
- Use the Georgia Pro font.
- Use black or Hampton Blue text only.
- If you want to include the logo in your email signature, it should only be the primary logo.

RETURN EMAIL

Name

Title

School/Department/Office

Phone Number



PRIMARY EMAIL

Name

Title

School/Department/Office

Office: ###-###-####

Mobile: ###-###-####

www.hamptonpirates.com

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