



NEVADA ATHLETICS BRAND GUIDELINES & VISUAL IDENTITY

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WRITTEN AND VERBAL STYLE GUIDE

THE UNIVERSITY OF NEVADA

The University of Nevada is the official name of the institution for all references associated with Nevada Athletics. The institution uses the name the University of Nevada, Reno, but the University of Nevada or Nevada should be used in all references to athletics. For scoreboards, results, box scores, etc., please use Nevada or Wolf Pack or Pack or NV if necessary to abbreviate due to space. Please do not use the University of Nevada, Reno or UNR when referring to anything related to athletics.

WOLF PACK

Wolf Pack is two words, capital W and capital P, and is singular (the Wolf Pack is ranked 25th this week or the Nevada softball team travels to Las Vegas, not the Wolf Pack are ranked 25th or the Nevada softball team travel to Las Vegas). Teams can be referred to as the Pack on second reference only. The Wolf Pack nickname is a trademark of the University of Nevada varsity athletics teams and is not to be used by any of Nevada's club or recreational sports.

NEVADA ATHLETICS

Athletics is always plural. It should be athletics department, not athletic department. When referring to Nevada Athletics (or a specific team) by its proper name, it should be capitalized. For example, Wolf Pack Athletics, the University of Nevada Department of Intercollegiate Athletics, Nevada Softball or Wolf Pack Track & Field. However, when you are referring to the internal elements of Nevada Athletics when they have names that are commonly used (like athletics program, football team, donor group, etc.), do not capitalize. Examples of this are Nevada athletics program or athletics department, Wolf Pack women's basketball team, Starting Five donors, Wolf Pack student-athletes, etc.). In general, do not overcapitalize.

STUDENT-ATHLETES

The phrase "student-athletes" should always have a hyphen. Unless used in a headline, it is not capitalized because it is not a proper noun (Wolf Pack student-athletes, not Wolf Pack Student-Athletes).

MW, NCAA

The MW stands for the Mountain West Conference. It is not the MWC or the MWC Conference. Do not use periods when abbreviating MW or NCAA (do not write M.W. or N.C.A.A.).



NEVADA ATHLETICS

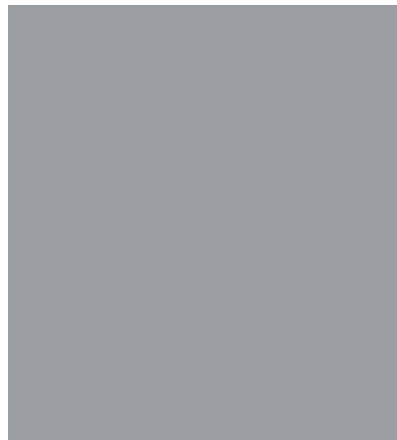
COLOR & FONTS

NEVADA ATHLETICS OFFICIAL COLOR PALETTE

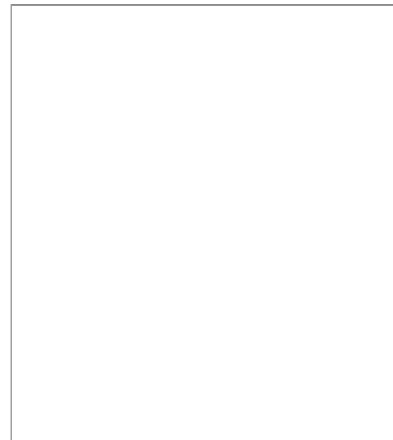
Nevada Athletic's official colors are silver and blue. The signatures can be printed in either four-color process, Pantone® colors, grayscale or black.



NEVADA BLUE
CMYK 100 / 72 / 0 / 73
RGB 4 / 30 / 66
HEX #041E42
PMS 282C



NEVADA SILVER *METALLIC
CMYK 3 / 1 / 0 / 43
RGB 138 / 141 / 143
HEX #8A8D8F
PMS 877 (Silver Metallic)



WHITE
CMYK 0 / 0 / 0 / 0
RGB 255 / 255 / 255
HEX #FFFFFF



BLACK
CMYK 0 / 0 / 0 / 100
RGB 35 / 31 / 32
HEX #231F20

*Metallic ink preferred when cost and/or production allows for a Metallic ink to be used.

NEVADA ATHLETICS TYPEFACES

AACHEN

ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ITALIC 10° Skew (False Italic) -25 Tracking

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Use **Optical Kerning** when using design software that supports optical kerning as an option.

Myriad Pro

MYRIAD PRO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

MYRIAD PRO ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

MYRIAD PRO SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

MYRIAD PRO SEMIBOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

MYRIAD PRO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

MYRIAD PRO BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

MYRIAD PRO BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

MYRIAD PRO BLACK ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

NEVADA ATHLETICS

MARKS

NEVADA ATHLETICS MARKS OVERVIEW

The Nevada Athletics identity is composed of a system of coordinated graphic marks. These marks can be used on their own, or in approved combinations. All artworks are provided in multiple file types for each logo and each color. Always use approved artwork files. Note the TM on all marks. This is registered per licensing agreements.



NEVADA ATHLETICS PRIMARY MARK

This is the preferred mark to use whenever possible.
Designed by Craig Mitchell ©2002



NEVADA ATHLETICS SPORT WOLF

Please use the Nevada Athletics Primary Mark when possible.
To strengthen the Nevada brand nationally, we must use
NEVADA over the mark.



NEVADA ATHLETICS BLOCK TEXT

This is the preferred text and font to use when need to
spell out Nevada



NEVADA ATHLETICS WOLF PACK BLOCK TEXT

This is the preferred text and font to use when need
to spell out Wolf Pack.



NEVADA ATHLETICS PACK SCRIPT

This is the preferred secondary mark to use after the Neva-
da Athletics Primary Mark

NEVADA ATHLETICS BRAND AND GRAPHIC SIGNATURE

OVERVIEW

Uniform use of the Nevada signature builds awareness of the University's athletics department in the local, academic and national community and beyond. Therefore, the Nevada signature must be used in accordance with the guidelines in this document.

COMPONENTS OF THE NEVADA SIGNATURE

1. **Logotype** - "Nevada" set in all caps, Aachen BT Roman. The logotype should NEVER be re-typeset or recreated. Always use approved artwork files.
2. **Nevada Athletics Primary Mark** - A graphic representation of Nevada's nickname, "Wolf Pack."

A subordinate area may be used in the individualized signatures for each sport, department or support group only as specified in this manual.

OVERVIEW

If you have any questions about the usage of Nevada Athletics marks, including all identity and logo-based designs, please contact Michael Harris and/or Matt Callahan.

Associate Athletics Director for Revenue Generation & Fan Engagement

Michael Harris
University of Nevada
Legacy Hall/MS 232
Reno, NV 89557-2232
Office: (775) 682-6982
Fax: (775) 784-4386
Cell: (801) 725-0557
mtharris@unr.edu

Graphic Design Director

Matt Callahan
University of Nevada
Legacy Hall/MS 232
Reno, NV 89557-2232
Fax: (775) 784-4386
mattc@unr.edu



The athletics marks for Nevada Athletics are managed by the Collegiate Licensing Company (CLC). Any use of these marks requires a license agreement obtained from CLC for Nevada (www.clc.com). Any use of these marks is prohibited without approval from either CLC or the University of Nevada Athletics Department. For assistance with any questions regarding CLC, contact Michael Harris.

NEVADA ATHLETICS BRAND AND GRAPHIC SIGNATURE CONT.

CLEAR SPACE

There should always be sufficient space around the logo to keep it clear of distracting elements such as type, photos, illustrations, etc. Clear space = 1/4 the height of Primary Mark. When placing the logo over photographs, make sure there is sufficient contrast against the background so the logo reads clearly.

MINIMUM SIZE

The overall length of the complete signatures should never be less than two inches. The size of the logotype will always be proportionate to the logo mark size and should not be scaled separately.

The height of the logo mark alone should never be smaller than .25".

SETTING TYPE NEAR LOGO

When setting other type near the logo, only address information should be used to avoid the appearance of creating a new logo. Follow minimum clear space guidelines from above.

POSITIONING

The logo can be positioned at any location in the design space. The only exception is the Sport Wolf logo can never be flipped on either its horizontal or vertical axis. It must always face to the right, as to match the readability of the logotype.

The signature or its elements should never appear jagged or distorted. If it is pixelated, vector art should be substituted. Another alternative is to request a vector file (.ai or .eps) from the Graphic Design Director.

Note that pixel-based artwork such as .jpg or .gif files cannot be made larger than their original size without distortion. They can only be made smaller. Again, vector art (.ai or .eps) is the solution.

MINIMUM SIZE



CLEAR SPACE

Clear space = 1/4 the height of Primary Mark



LOGO MARK MINIMUM SIZE



NEVADA ATHLETICS PRIMARY LOGO

In some design applications, the signature must reverse out of a solid color such as blue or black. In these cases the white version of the mark should be used as much as possible.

DO NOT recolor, tint, or create variations of the Nevada signature. The Nevada signature may also be reversed on colors other than those recommended here, but only under specific approval of Michael Harris and/or Matt Callahan. Any alterations to the logo (ie: "Pride", "Camo", "Latin X", "Saint Patricks Day") need prior approval.



INCORRECT USAGE AND ALTERATIONS

RESTRICTIONS ON USE

- Drugs or drug paraphernalia
- Alcohol, alcohol consumption and/or abuse
- Tobacco products and usage
- Sexual conduct, imagery, or inferences
- Profanity or inappropriate insensitive language
- Gambling
- Firearms and weapons
- Political and religious endorsement
- Any other merchandise or use of the University of Nevada logos and trademarks judged by the University of Nevada Trademark Licensing Program to be inappropriate, unacceptable, or inconsistent with standard licensing practices of the University of Nevada.

ALTERATIONS

The configurations and color standards for the Nevada signature are intended to meet most design needs. Exceptions to the guidelines in the document may be made only with the approval of the brand management committee. These rules are to be strictly adhered to by all members of the University and athletics department as well as outside sources. DO NOT create new logos without the permission of Michael Harris and/or Matt Callahan.

EXAMPLES OF INCORRECT USE



DO NOT CHANGE THE ORIENTATION OF THE NEVADA ATHLETICS SPORT WOLF LOGO.



MAKE SURE THE PROPORTIONS ARE CORRECT AND THE LOGO IS NOT DISTORTED OR JAGGED.



DO NOT ALLOW OBJECTS TO OVERLAP OR TOUCH THE MARK.



USE DROP SHADOWS OR OTHER BACKGROUND EFFECTS ONLY TO ENHANCE LEGIBILITY.



DO NOT ADD A STROKE



DO NOT ALTER THE COLORS OF THE MARK IN ANY WAY DIFFERENT FROM EXPRESSED IN THIS MANUAL.



DO NOT OUTLINE ANY PART OF THE LOGO TYPE OR SET IN ANOTHER TYPEFACE.



DO NOT CHANGE THE DIMENSIONS OF ANY PART OF THE MARK THAT CHANGES THE PROPORTIONS OF ITS ELEMENTS.



SLIGHT SCREENS ARE ACCEPTABLE IF THE INTEGRITY OF THE MARK IS MAINTAINED.



DO NOT ALTER THE LOGO COLORS OR ADD A STROKE.

GRANDFATHERED LOGOS, TRADEMARK USAGE AND LICENSING

The Nevada athletics logo, and other trademarks, service marks, word marks, insignias, designs, symbols and logos associated with the University of Nevada Athletics department are trademarks of, and are owned by the Nevada System of Higher Education and may not be used or reproduced without express written permission. No additional permission is required for use of these trademarks, in accordance with this manual, by any official unit of the University of Nevada.

Use of the trademarks of the University of Nevada Athletics Department for certain commercial products and services has been licensed and under the management of Collegiate Licensing Company (CLC). Manufacturers or service providers who wish to use these licensed trademarks on commercial products or services must first secure approval from CLC.

The Nevada media services and marketing & promotions offices otherwise limit the use of the University's trademarks for commercial purposes, although some uses may be allowed if in the best interests of the University, as solely determined by these offices.

RETIRED ATHLETICS LOGOS

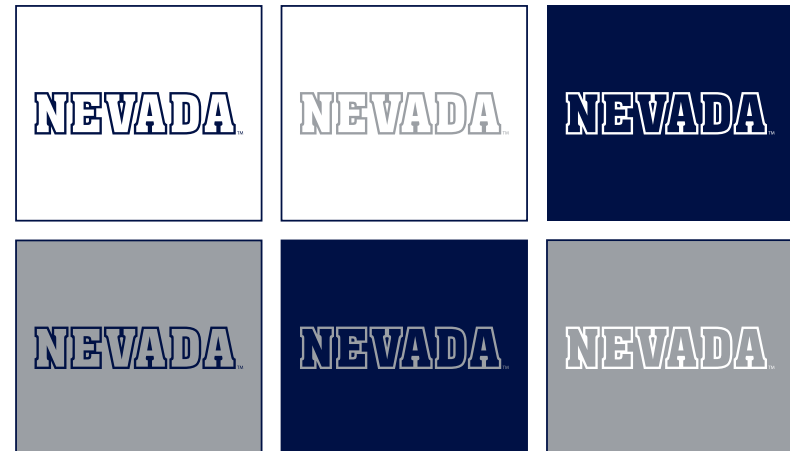
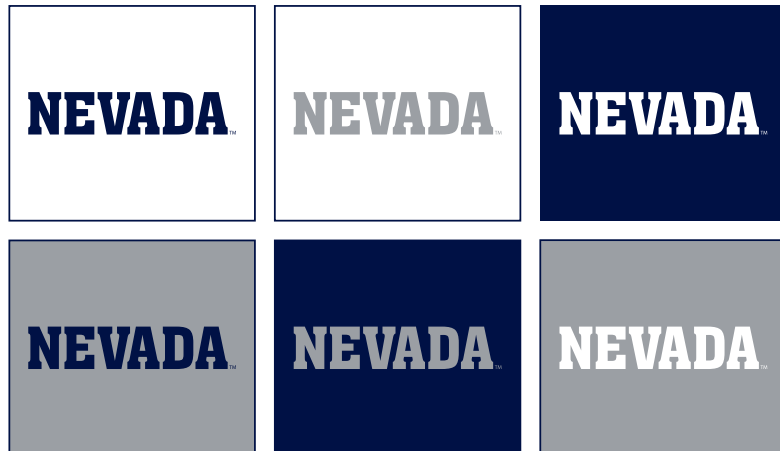


NEVADA ATHLETICS BLOCK TEXT LOGO

The Nevada Athletics identity is composed of a system of coordinated graphic marks. These marks can be used on their own, or in approved combinations. All artworks are provided as ai and .eps files. Always use approved artwork files. *Approval needed for two color versions.

NEVADA™

NEVADA™



*Approval needed for two color versions.

NEVADA ATHLETICS WOLF PACK BLOCK TEXT LOGO

The Nevada Athletics identity is composed of a system of coordinated graphic marks. These marks can be used on their own, or in approved combinations. All artwork is provided as an .ai and .eps files. Always use approved artwork files. *Approval needed for two color versions.

WOLF PACK™

WOLF PACK™



*Approval needed for two color versions.

NEVADA ATHLETICS PACK SCRIPT MARK

The Nevada Athletics identity is composed of a system of coordinated graphic marks. These marks can be used on their own, or in approved combinations. All artwork is provided as an .ai and .eps files. Always use approved artwork files.



MARK ALTERNATIVES & SPORT-SPECIFIC

NEVADA ATHLETICS VINTAGE MARKS

In some design applications, the signature must reverse out of a solid color such as blue or black. In these cases the white version of the mark should be used as much as possible.

DO NOT recolor, tint, or create variations of the Nevada signature. The Nevada signature may also be reversed on colors other than those recommended here, but only under specific approval of Michael Harris and/or Matt Callahan.



NEVADA



Wolf Pack

UoN
WOLF PACK



UNIVERSITY
of NEVADA

NEVADA ATHLETICS FUNDRAISING ORGANIZATION-SPECIFIC LOGOS

These and other logos associated with Nevada Athletics follow the same guidelines as the primary and secondary logos. Fonts, color and usage are the same. Each sport has its own unique fundraising organization. Each logo has variations for both light and dark backgrounds available upon request.



NEVADA ATHLETICS FUNDRAISING ORGANIZATION-SPECIFIC LOGOS

These and other logos associated with Nevada Athletics follow the same guidelines as the primary and secondary logos. Fonts, color and usage are the same. Each sport has its own unique fundraising organization. Each logo has variations for both light and dark backgrounds available upon request.



WOLF PACK ATHLETIC ASSOCIATION



WOLF PACK
THE BLITZ



WOLF PACK
CENTER COURT



WOLF PACK
STARTING FIVE



WOLF PACK
DUGOUT CLUB



WOLF PACK
STRENGTHEN THE PACK



INTERNAL USAGE AND SPECIFICATIONS

INTERNAL DEPARTMENTS

Teams and internal departments are to be held to rules and regulations as cited in these guidelines.

All usages of the Nevada identity by any department or team in any media, including equipment and team gear, should receive approval by Michael Harris and/or Matt Callahan.

While the primary logo should be used for all uniforms and primary public presentations, teams and departments are allowed certain specific variations. To identify themselves, teams and departments may use a sport-or department-specific version of the official logo with their sport or department listed in a straight line in smaller sized Aachen type along the bottom of the official logo. Sports may also generate a different sport-themed logo that may also be used in a secondary status as to offer variety for team gear. ***The primary logo should always be the default for public uses such as on facilities, uniforms and coaches' sideline apparel.***

Teams can also utilize a logo designed specifically for the official fundraising organizations such as the Blitz logo example. These logos must be created for use only with reference to the foundation and can utilize only one logo with no variations allowed. These logos should always be represented as secondary to Nevada's official mark. A Blitz shirt for example, should always use the Nevada logo in primary position such as on the chest with the Blitz logo on the arm or back.

While these regulations apply to the Athletics Primary (Sport Wolf) mark, a change in designs for team gear are allowed but should be limited over the course of a year and all changes must be approved by Michael Harris and/or Matt Callahan. To help teams offer a variety of designs from one season to the next, the design committee will work with equipment vendors to establish a set of design options each season that all teams can use to reflect their own sport, while still protecting the overall visual consistency of the department.

SPORT SPECIFIC PRIMARY MARKS

EXAMPLES



SPORT SPECIFIC BLOCK TEXT MARKS

EXAMPLES



SPORT SPECIFIC PACK SCRIPT MARKS

EXAMPLES



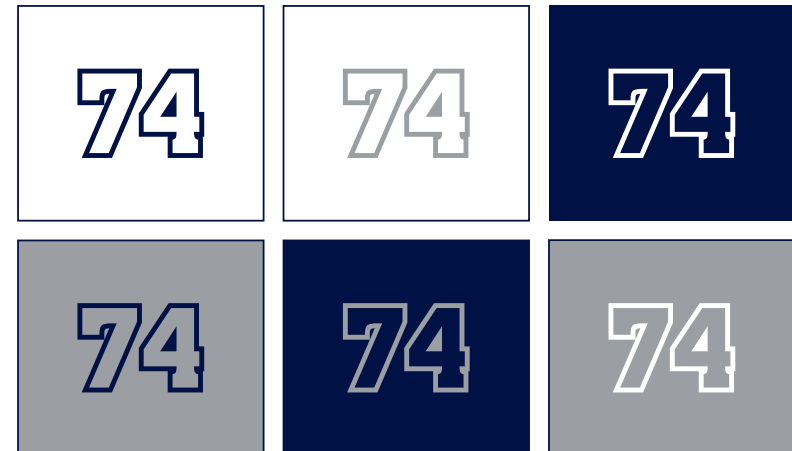
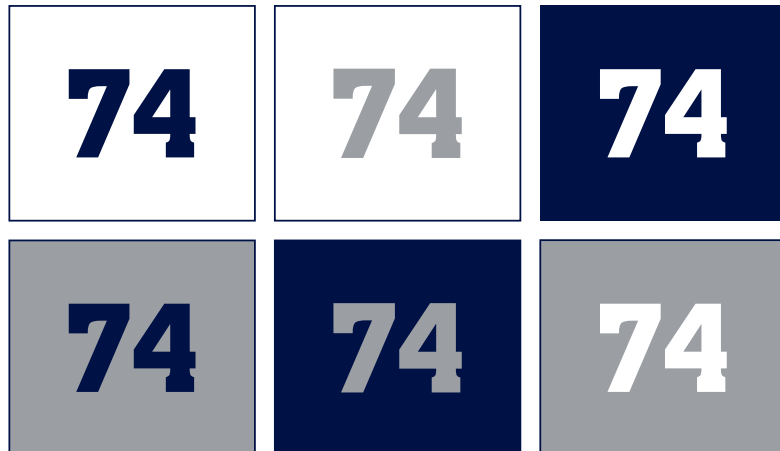
SPORT SPECIFIC BLOCK TEXT MARKS

EXAMPLES



AACHEN NUMBERS

For uniform numbers, use premade numbers for stroke weight consistency with the Nevada Athletics Block Logos. *Approval needed for two color versions.



*Approval needed for two color versions.

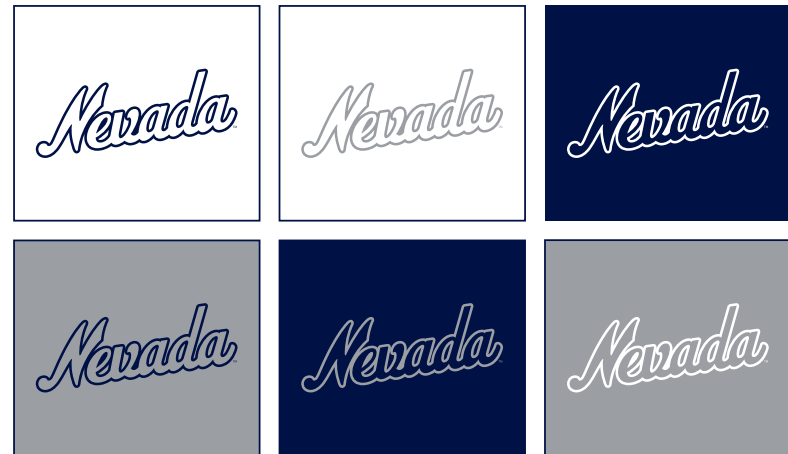
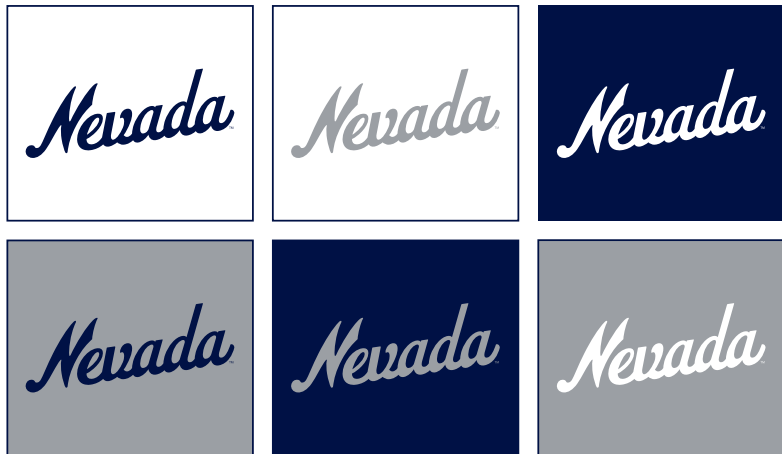
NEVADA ATHLETICS BASEBALL & SOFTBALL-ONLY MARK

Baseball and Softball Mark for use **ONLY** by baseball and softball programs.



NEVADA ATHLETICS BASEBALL & SOFTBALL-ONLY MARK

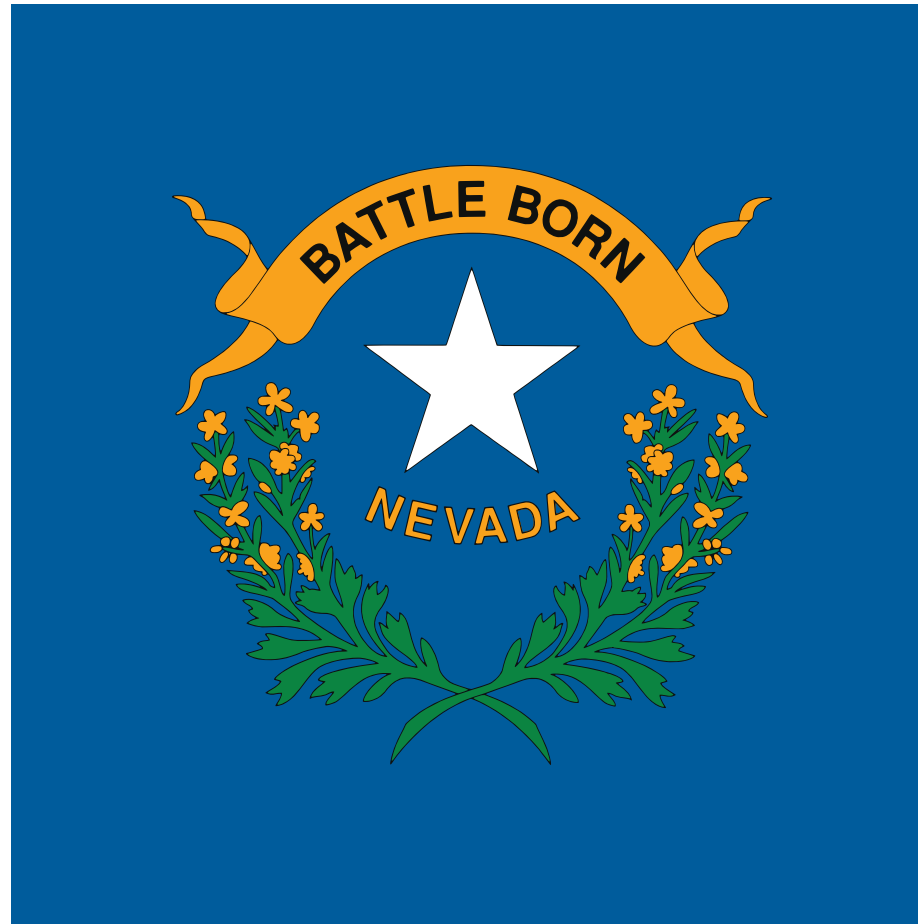
Baseball and softball script typeface (**Adobe Font - FenwayParkJF**) for use **ONLY** on baseball and softball uniforms. No other usage is permitted.
*Approval needed for two color versions.



*Approval needed for two color versions.

BATTLE BORN FLAG MARK

The Battle Born Flag Mark should only be used when approved by sport administrators, marketing, and communications staff to ensure it aligns with mark usage and overall brand guidelines. Due to Nevada state statutes, the Battle Born Flag Mark must comply with specific requirements for usage. The Battle Born mark should be displayed in accurate state colors.



NEVADA ATHLETICS FREMONT CANNON MARK

The Battle for the Fremont Cannon logo should only be used in association with the game between Nevada and UNLV in football.



MOUNTAIN WEST CONFERENCE

GUIDELINES

MOUNTAIN WEST NEVADA COLORS

The Mountain West logo should not be altered and, when used in conjunction with Nevada should include Nevada, colors to associate it with University.



MOUNTAIN WEST
COLORS



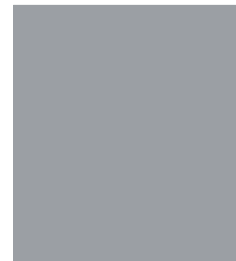
MOUNTAIN WEST
NEVADA ATHLETICS COLORS



MOUNTAIN WEST
1 COLOR - WHITE



NEVADA BLUE
 CMYK 100 / 72 / 0 / 73
 RGB 4 / 30 / 66
 HEX #041E42
 PMS 282C



NEVADA SILVER *METALLIC
 CMYK 3 / 1 / 0 / 43
 RGB 138 / 141 / 143
 HEX #8A8D8F
 PMS 877 (Silver Metallic)

*Metallic ink preferred when cost and/or production allows for a Metallic ink to be used.

NEVADA ATHLETICS

SPONSOR

ADIDAS

The Adidas logo should not be altered and, when used in conjunction with Nevada Athletics, should include Nevada colors to associate it with University.



NEVADA ATHLETICS

OVERVIEW & FAQ

UNIVERSITY NAME

When referring to the University, Nevada, is preferred.
If using full name, please use University of Nevada.
Do NOT use “UNR” or “University of Nevada, Reno” when referenced Nevada Athletics.

VERBIAGE

University of Nevada™
Nevada™
Nevada Wolf Pack™
University of Nevada Wolf Pack™
Wolf Pack™
Go Pack™
Silver and Blue™
Blue Thunder™
Pack City™
Pack™
Nevada’s College Town™
Home is Nevada™
Morning Howl™
Lake U™
Howlin’ Bold and Spicy™

GENERAL INFORMATION

Location: Reno, NV
Nickname: Wolf Pack
Est. Date: 1874

CONFERENCE

Mountain West Conference, NCAA Div. I-AAA

COPYRIGHT/TRADEMARK

All marks are TRADEMARKED ™.
A trademark is a word, name, symbol, or device which is used to distinguish Nevada from others. Trademark rights may be used to prevent others from using a confusingly similar mark, but not to prevent others from making the same goods or from selling the same goods or services under a clearly different mark.

CONTACT INFORMATION

Michael Harris
Associate Athletic Director of Revenue Generation
and Fan Engagement
(775) 682-6982
mtharris@unr.edu

Matt Callahan
Graphic Design Director
mattc@unr.edu

An aerial photograph of a university campus at dusk, with mountains in the background. The image is overlaid with a dark blue tint. The text "GO PACK!" is centered in the middle of the image in a bold, white, italicized font.

GO PACK!