



BRANDING & STYLE GUIDE

BRANDING WITH PURPOSE



Pepperdine Athletics is committed to Christian values, to the academic well-being of all of our student-athletes and to competing for championships



In our branding, we hope to share our light through the world of collegiate athletics with the help of cohesive and striking visuals.



The intention of this guide remains twofold: to connect and elevate the Pepperdine Athletics brand externally and to simplify the creation and strategy of visual works internally.



OFFICIAL COLORS

Since 1937, Pepperdine has sported blue and orange in reference to the school's proximity to the Pacific Ocean and California's state flower, the poppy. "Blue" was eventually changed to "navy" and the rest is history.

Pepperdine Athletics logos may never be used on black backgrounds of any kind. Please contact the Athletics Marketing department for assistance.



HEX: 0a2240
PANTONE: 289
RGB: 10 | 34 | 64
CMYK: 99 | 84 | 45 | 51



HEX: ee7624
PANTONE: 158
RGB: 238 | 118 | 36
CMYK: 3 | 66 | 98 | 0



HEX: 97999b
PANTONE: --
RGB: 151 | 153 | 155
CMYK: 44 | 34 | 35 | 1



COLOR + LOGO USE

Logos should *never* be used on a black background of any kind.*

Do not use a logo on a background in which the logo's outline matches or is similar.

*For outside instances that a pepperdine logo on a black background *must* occur, please consult the department.

APPROVED FONTS

Bebas Neue Pro Expanded ExtraBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Bebas Neue Pro SemiExpanded Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Cairo Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Cairo Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Specialty fonts may be used upon request. These include “retro” logos, theme games and graphics. These fonts may include but are not limited to: **Friz Quadrata**, **ABOLITION**, *FenwayPark* and more.

Any variation of the approved fonts that appear in the font’s family are available for use.

Primary logo:



"Logo A" & its variants based on background color. Sport-specific logos may be attained upon request.

The standalone "P" is versatile and can be used in many different templates and builds with its square ratio configuration. While not the only standalone "P" logo in existence, the Pepperdine "P" is recognizable due to its color scheme and integration of a wave at the top of the letter.



Secondary logo:

The logo features the word "PEPPER" in a bold, italicized, blue serif font with an orange outline. The letter "D" is a large, stylized, blue shape with an orange outline, positioned between "PEPPER" and "INE". The word "INE" is in the same blue serif font with an orange outline as "PEPPER".

"Logo C" & its variants based on background color.
Sport-specific logos may be attained upon request.

Using only an outline, the full wordmark logo provides context and versatility. This mark should be used on uniforms and team-issued apparel.¹

The logo is rendered in orange with a white outline against a dark blue background. The word "PEPPER" is in a bold, italicized, orange serif font with a white outline. The letter "D" is a large, stylized, orange shape with a white outline, positioned between "PEPPER" and "INE". The word "INE" is in the same orange serif font with a white outline as "PEPPER".The logo is rendered in blue with a white outline against an orange background. The word "PEPPER" is in a bold, italicized, blue serif font with a white outline. The letter "D" is a large, stylized, blue shape with a white outline, positioned between "PEPPER" and "INE". The word "INE" is in the same blue serif font with a white outline as "PEPPER".

¹ Athletics staff should *always* refer to the West Coast Conference's Uniforms & Apparel Branding Guidelines when ordering team-issued gear.



Tertiary logo:



“Logo E” &
its variants based on
background color. Sport-specific
logos may be attained upon request.

This variation should be used
sparingly and only in situations where
spacing is not an issue.

Specialty logo:



Pepperdine's primary mark from the late 2000s onward gathered many eyes in the digital age of marketing, thus making "Logo J" and its variants the Waves' most recognizable mark.

Since the mid-2010s, the department has shifted away from the logo in favor of more versatile and simpler looks.



"Logo J" and its variants are not to be used without expressed permission from the department. Do not use on apparel, graphics or any other design element unless directed by the department.

Supplemental logo:

WAVES

"Logo B" & its variants based on background color and to be used to support the primary and secondary logos. Do not use with sport-specific wordmarks.



Specialty logo:

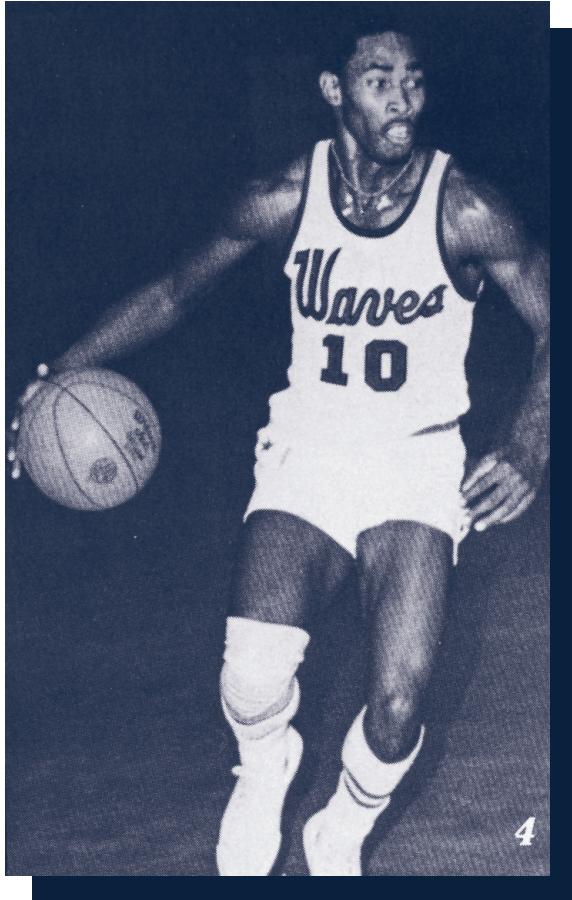
Retro²

Pepperdine

"Logo R" & its variants based on background color. Do not use with sport-specific wordmarks.



²Marks may be used sparingly for apparel and specialty uniforms/games.



William "Bird" Averitt

Specialty logo:
Retro²

Waves

"Logo R2" & its variants based on background color.
Do not use with sport-specific wordmarks.

Waves

Waves

²Marks may be used sparingly for apparel and specialty uniforms/games.

Specialty logos:

Mental Health Awareness³



HEX: #00A14B | RGB: 0-161-75
CMYK: 85-10-100-0

Pink Out³



HEX: #F27798 | RGB: 238-111-140 | CMYK: 2-71-24-0

Specialty & sport-specific logos for use on appropriate background colors may be requested.

³Use only for designated events and games.

A staple in Pepperdine's image, the wave symbol has been used far and wide to portray a fierce embodiment of force for the Waves athletic teams.



The wave symbol should not be coupled with text or overlaid onto any other logo. It is permitted as an accentual piece and may be used as such to enhance a project that uses the primary or secondary logos only.

Now the symbol speaks for itself and is able to stand alone to represent Pepperdine's athletic prowess.



