OFFICIAL STYLE GUIDE

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PRIMARY LOGO

The full-color primary logo may be used on all background colors.

One-color and black & white primary logos are available and should be used as indicated below.

Note: Full-color primary logo with white outline is to be used only on a gray background.

Full-color primary logo

*Gray only

One-color primary logo

Black & white primary logo

The RMU Star will serve as the secondary logo and may be used on all background colors.

One-color and black & white secondary logos are available and should be used as indicated below.

Note: Full-color secondary logo with white outline is to be used only on a gray background.
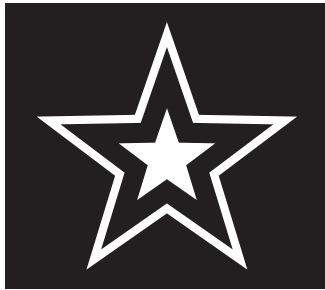
Full-color secondary logo

*Gray only

One-color secondary logo

Black & white secondary logo

UNITE CAMPAIGN LOGO

RMU has instituted a wordmark surrounding the UNITE campaign. This wordmark should accompany all athletics marketing collateral for the duration of the campaign, space permitting.

**If using the UNITE wordmark on its own, please refer to the following page.

The primary UNITE mark does NOT contain the RMU Star, and should be used as indicated. This mark should always accompany another RMU logo (primary logo or secondary logo).

Full-color UNITE logo

One-color UNITE logo options

UNITE CAMPAIGN LOGO (STAR)

The UNITE wordmark containing the RMU Star should only be used for large applications, or when used without accompanying RMU logos (ie. a billboard with just the UNITE wordmark).

The size of the wordmark should never be used for applications where the mark is less than 6" wide, which includes digital and social media.

__If using the UNITE wordmark with other RMU logos, please refer to the previous page.__

Full-color UNITE logo

One-color UNITE logo options

SPORT-SPECIFIC LOGOS

Full-color

One-color

Black & white

The following sport specific logos are approved for athletics use.

Banner text may not be modified for any other sports, clubs or organizations without prior approval.

SPORT-SPECIFIC LOGOS (CONTINUED)

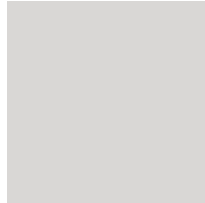**Full-color**   **One-color**   **Black & white**

The following sport specific logos are approved for athletics use.

Banner text may not be modified for any other sports, clubs or organizations without prior approval.

COLOR PALETTE

PMS 282 C	PMS 186 C	PMS 421 C	PMS Cool Gray 1 C (Optional Gray)	White

PRINT

C 100	C 0	C 32	C 14	C 0
M 87	M 100	M 24	M 11	M 0
Y 42	Y 81	Y 26	Y 12	Y 0
K 52	K 4	K 0	K 0	K 0

DIGITAL

R 9	R 229	R 176	R 217	R 255
G 31	G 55	G 179	G 216	G 255
B 64	B 25	B 179	B 214	B 255

WEB

HEX 011E41	HEX AA182C	HEX B0B3B2	HEX D9D8D6	HEX FFFFFF

Color swatches appear in PANTONE.

TYPEFACE

INDUSTRY BOLD - For use with titles only.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9 . ? ! # & ; '

GOTHAM FONT FAMILY - For use as sport names, secondary text and body copy.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 . ? ! # & ; '

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 . ? ! # & ; '

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 . ? ! # & ; '

INCORRECT LOGO USAGE

DO NOT adjust the width or the height
or skew the logo.

DO NOT reverse or change colors in any
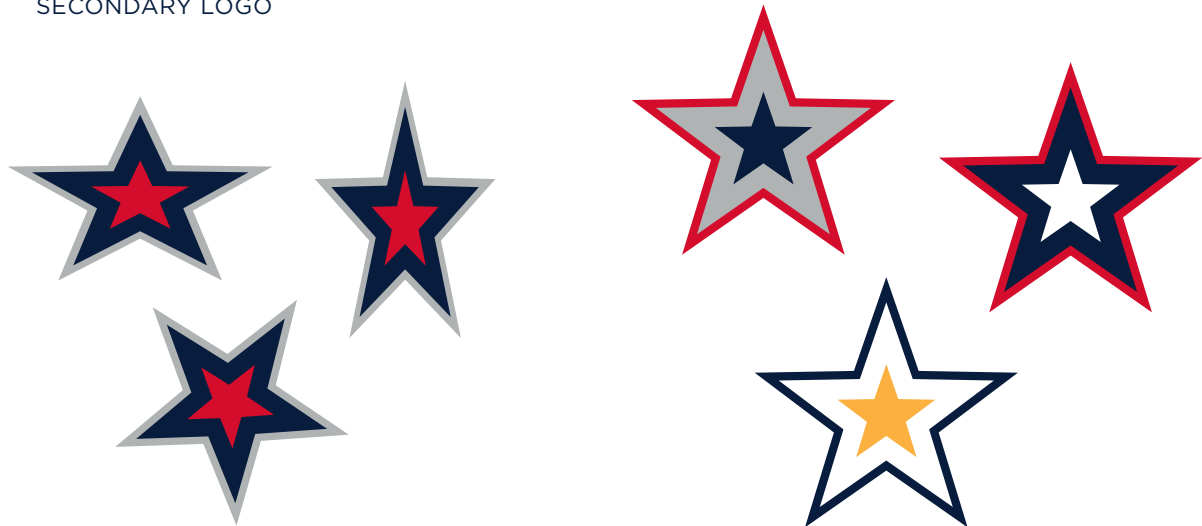way other than noted within this guide.

Wording in the banner should not be edited for any sports, clubs or
organizations without prior approval.

INCORRECT

One color options on a solid color must be in white and
have accompanying white stroke.

DO NOT adjust the width or the
height or rotate the logo.

DO NOT reverse or change colors in any
way other than noted within this guide.

INCORRECT

One-color options on a solid color must have a
white inner star and have accompanying white stroke.

The logos shown should not be used for athletic purposes without special permission from RMU Athletics.