

# SAINT LOUIS UNIVERSITY

Athletics Brand Identity Guidelines

“  
It identifies  
where we  
are. Where  
we’ve been.  
And where  
we are going.  
”

## OUR BRAND

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A brand is a powerful tool. It works as a compass, keeping us true to who we are. It is comprised of the words we choose, the images we use and the colors we fly. Through it, we communicate our beliefs and share our story within our community and with the world.

Our brand identity is bold, strong, and dynamic while staying true to our heritage, history and current symbols. The system is modular and flexible to work across our brand’s diverse needs.

By maintaining the guidelines set forth in the following pages, we can create consistency and elevate our brand. Here are the tools to deliver a range of visual executions.

Our mascot  
is a good-luck  
figure who  
represents  
“things as they  
ought to be.”



Original Billiken Sketch  
c. 1908

# HISTORY OF THE BILLIKEN

The Billiken was born Oct. 8, 1908, when Kansas City art teacher and illustrator Florence Pretz patented a design for an elflike creature with pixie ears, a mischievous smile and a tuft of hair on his pointed head. Reportedly, the image came to her in a dream. Although it didn't appear on the actual patent, some believe Pretz found the Billiken name in a fanciful work entitled, "Mr. Moon: A Song of the Little People," by Canadian poets Bliss Carman and Richard Hovey.

Within a short time, Pretz sold her patented image to the Billiken Company of Chicago. Initially manufactured as a bank and statuette, and later as a doll, this good luck charm soon became a national craze. By 1911, the Billiken's likeness adorned everything from marshmallow candies to hood ornaments. In its heyday, the Billiken enjoyed worldwide fame. Artisans in Alaska began carving its image into ivory, and in Japan, the Billiken appeared in shrines, amusement parks and even a movie.

Like many other fads, the Billiken might have faded into obscurity if it were not for Saint Louis University law student John Bender, who also happened to be the coach of SLU's football team during the height of Billikenmania.

One story claims that nearby drugstore owner Billy Gunn called Bender a Billiken when the coach walked into his establishment one day. Supposedly, legendary sportswriter William O'Connor was within earshot of the remark and took up the moniker not only for Bender but also for SLU's sports teams.

Another tale claims O'Connor himself dubbed the coach a Billiken after a particularly good practice left Bender beaming with a big smile. After practice, Bender's fellow law student Charles Z. McNamara, a local cartoonist, sketched Bender as a Billiken, posted it in Gunn's drugstore window and tabbed the football team "Bender's Billikens."

Yet another yarn reports that the druggist asked McNamara to decorate his store window

the night before a homecoming game. Supposedly, McNamara drew a Billiken, a popular good luck charm, causing one of his fellow students to exclaim, "That looks like coach Bender!"

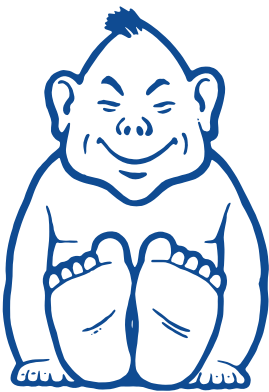
Whatever the case, O'Connor is generally credited for popularizing the name throughout the city, but one fact flies in the face of this legend and lore. O'Connor did not join the St. Louis Post-Dispatch until Nov. 26, 1911, one full month after the newspaper first mentioned "Bender's Billikens."

Regardless of how the story is told or whether his mysterious origins are ever finally resolved, the Billiken remains a good luck charm for Saint Louis University's sports teams and always brings smiles to the faces of SLU fans.

Legend has it that the Billiken has three kinds of luck - good, better and best. Buying a Billiken gives the buyer good luck. To have one given to you is better luck. The best luck comes if the Billiken is stolen.



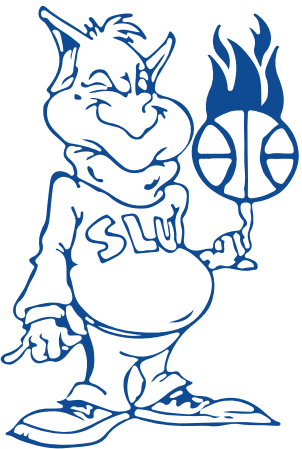
1915-1965



1965-1970



1970-1984



1984-1998



1998-2015



2015

# OUR PRIMARY LOGO

Our new mark is an evolution of the Billiken. Equity has been built in the attributes that make up our Billiken so the tuft of hair, the pointed head, the pixie-like ears, the friendly wink, the upturned nose, and of course, the mischievous smile are all retained.

Our mark is bold, strong and dynamic, and upholds the feeling of a good-luck figure who is both friendly and competitive. Our Billiken accurately reflects the spirit of our institution, students and athletics alike, expressing our brand position with clarity.

The Billiken logo is the primary representation of our brand and is used as the main identifying device for athletics. Reinforcement of the primary identity will elevate the Billiken Athletics identity as a whole.





Billiken on SLU Blue



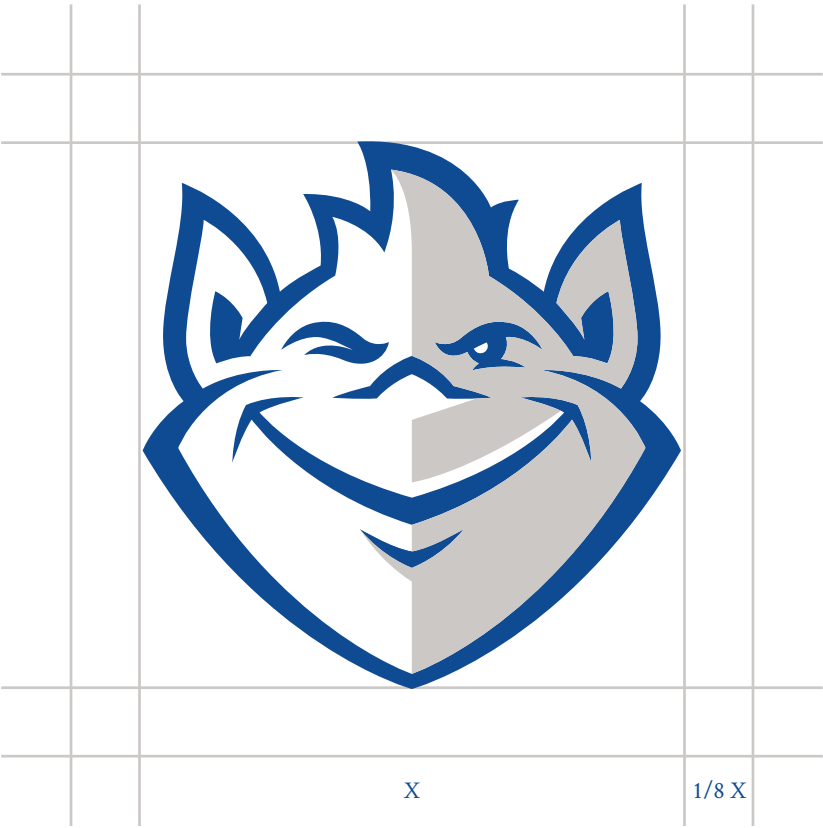
Black & White Version of Billiken  
(For limited use—such as in newspapers)

# CLEAR SPACE AND MINIMUM SIZING FOR OUR PRIMARY LOGO

Logos require ample space surrounding them, known as clear space, to maintain proper and maximum visibility. The

recommended clear space is 1/8th the width of our Billiken. To maintain proper presence and visibility, the Billiken should

never be shown smaller than 0.5" wide when printed. For web, the Billiken should never be displayed smaller than 50 pixels wide.



DO’S AND  
DON’TS FOR  
OUR LOGOS

To the right are examples illustrating misuses of our primary logo. These rules apply to all of our logos to ensure consistency throughout our brand identity system.

Please do not do the following:

- Do not alter or inverse the coloration
- Do not flip—the wink should always be on the left
- Do not stretch or skew
- Do not rotate, angle or pivot
- Do not apply a drop shadow or other effects to the logos
- Do not alter the appearance of the logos. Additional graphic elements (glasses, bowties, earrings, etc.) are not to be added .
- Do not run text over logos
- Do not place the logos over areas that may obscure it.
- Do not outline





# OUR COLORS

Color is essential to any brand. It provides a strong visual link across any and all applications.

SLU Blue and White serve as the primary colors for the

Billikens. Two shades of gray have been included to add depth and flexibility. These neutral secondary colors work to maintain the hierarchy of our primary colors. Gray

incorporates a sleek and refined appearance without conflicting or being too invasive. It helps balance our color palette.

## Primary Colors



PMS - 293C                      CMYK - 100, 69, 0, 4                      RGB - 0, 61, 165                      HEX - 003DA5



PMS - White                      CMYK - 0, 0, 0, 0                      RGB - 255, 255, 255                      HEX - FFFFFFFF

## Secondary Colors



PMS - Cool Gray 3C                      CMYK - 8, 5, 7, 16                      RGB - 200, 201, 199                      HEX - C8C9C7



PMS - Cool Gray 10C                      CMYK - 40, 30, 20, 66                      RGB - 99, 102, 103                      HEX - 63666A

# OUR TYPOGRAPHY

Along with the evolution of our Billiken, we have a new custom typeface that works in tandem with our identity system. The new typeface builds and assists in creating consistency to enhance our overall brand. The Billiken font is utilized throughout our new identity, as seen in our wordmarks and lettermarks to both unify and modernize our brand.

The bold angular strokes of the letterforms mirror the angles of our evolved Billiken. Our unique typeface allows us to visually differentiate ourselves from other schools and competitors.

The Billiken font is meant to be utilized primarily on uniforms, apparel and on headlines, never as body copy. The Billiken font

has 2 weights: Medium and Bold, the latter is our primary typeface. The entire Din font family can be used in conjunction with the Billiken font, whether for sub-headlines or body copy to provide more versatility.

The use of the Billiken typeface is restricted to Billiken Athletics to maintain a strong consistent brand.

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 1 2 3 4 5 6 7 8 9 0  
! ? & : @ - \_ # \ / . , : " [ ]

Billiken Bold All Caps

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 1 2 3 4 5 6 7 8 9 0

Billiken Bold Small Caps

# OUR LETTERMARKS

Our lettermarks also use our new Billiken typeface to further create consistency and

strengthen our brand. We have two variations, enclosed and alone. Either variation

can be reproduced in SLU blue, white or black (limited circumstances).





Lettermarks on SLU Blue



Black & White Versions of Lettermarks  
(For limited use—such as in newspapers)

# CLEAR SPACE AND MINIMUM SIZING FOR OUR LETTERMARK

Logos require ample space surrounding them, known as clear space, to maintain proper and maximum visibility. The

recommended clear space is the width of the letter "L". To maintain proper presence and visibility, our lettermarks should never be shown

smaller than 0.5" wide when printed. For web, our lettermarks should never be displayed smaller than 50 pixels wide.



OUR PRIMARY  
WORDMARKS

Our wordmark utilizes our new Billiken typeface. We have two variations, enclosed and alone.

The wordmarks can be either SLU Blue or white to help elevate our brand.





Wordmarks on SLU Blue



Black & White Versions of Wordmarks  
(For limited use—such as in newspapers)

# CLEAR SPACE AND MINIMUM SIZING FOR OUR WORDMARK

Logos require ample space surrounding them, known as clear space, to maintain proper and maximum visibility. The

recommended clear space is the width of the letter "S". To maintain proper presence and visibility, our wordmarks should never be

shown smaller than 1" wide when printed. For web, our wordmarks should never be displayed smaller than 100 pixels wide.





OUR PRIMARY  
COMBINATION  
LOGO

Our wordmark and mascot have been combined as one element to help best represent our brand.





Combination Logo on SLU Blue



Black & White Version of Combination Logo  
(For limited use—such as in newspapers)

# CLEAR SPACE AND MINIMUM SIZING FOR OUR COMBO LOGO

Logos require ample space surrounding them, known as clear space, to maintain proper and maximum visibility. The

recommended clear space is the width of the letter "S". To maintain proper presence and visibility, our combination logos should never be

shown smaller than 1" wide when printed. For web, our combination logos should never be displayed smaller than 100 pixels wide.



1" or 100 px

OUR BILLIKENS  
COMBINATION  
LOGO

This is an alternate combination  
logo where Billikens lead.





Billikens Combination Logo on SLU Blue



Black & White Version of Saint Louis Combination Logo  
(For limited use—such as in newspapers)

# CLEAR SPACE AND MINIMUM SIZING FOR OUR COMBO LOGO

Logos require ample space surrounding them, known as clear space, to maintain proper and maximum visibility. The

recommended clear space is the width of the letter "S". To maintain proper presence and visibility, our combination logos should never be

shown smaller than 1" wide when printed. For web, our combination logos should never be displayed smaller than 100 pixels wide.



1" or 100 px

# OUR SAINT LOUIS COMBINATION LOGO

This is an alternate combination  
logo where Saint Louis leads.





Saint Louis Combination Logo on SLU Blue



Black & White Version of Saint Louis Combination Logo  
(For limited use—such as in newspapers)



# CLEAR SPACE AND MINIMUM SIZING FOR OUR COMBO LOGO

Logos require ample space surrounding them, known as clear space, to maintain proper and maximum visibility. The

recommended clear space is the width of the letter "S". To maintain proper presence and visibility, our combination logos should never be

shown smaller than 1" wide when printed. For web, our combination logos should never be displayed smaller than 100 pixels wide.



1" or 100 px

OUR MEN'S  
SOCCER  
CREST

Our men's soccer crest combines our lettermark with our institution's shield. There

are 10 stars depicted above the crest, representing our team's 10 national titles.





Men's Soccer Crest on SLU Blue



Black & White Version of Men's Soccer Crest  
(For limited use—such as in newspapers)

# CLEAR SPACE AND MINIMUM SIZING FOR OUR MEN'S SOCCER CREST

Logos require ample space surrounding them, known as clear space, to maintain proper and maximum visibility. The

recommended clear space is the width of the letter "L". To maintain proper presence and visibility, our men's soccer crest should never be

shown smaller than 0.5" wide when printed. For web, our men's soccer crest should never be displayed smaller than 50 pixels wide.



0.5"  
or 50 px

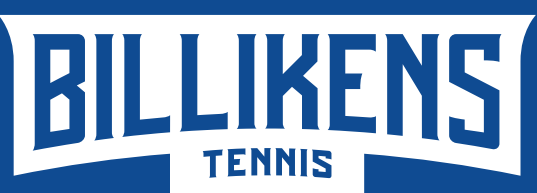
OUR BILLIKENS  
SPORT SPECIFIC  
WORDMARKS

These are our sport specific wordmarks where Billikens leads. These are reserved for

athletics use. This lock-up allows for specialization within the Billiken brand. The sport

specific wordmarks can exist outside of the shield as well.





# CLEAR SPACE AND MINIMUM SIZING FOR OUR BILLIKENS SPORT SPECIFIC WORDMARKS

Logos require ample space surrounding them, known as clear space, to maintain proper and maximum visibility. The

recommended clear space is the width of the letter "S". To maintain proper presence and visibility, our wordmarks should never be

shown smaller than 1" wide when printed. For web, our wordmarks should never be displayed smaller than 100 pixels wide.



1" or 100 px

OUR SAINT LOUIS  
SPORT SPECIFIC  
WORDMARKS

These are our sport specific wordmarks where Saint Louis leads. These are reserved for

athletics use. This lock-up allows for specialization within the Billiken brand. The sport

specific wordmarks can exist outside of the shield as well.





**SAINT LOUIS**  
ATHLETICS

**SAINT LOUIS**  
SOFTBALL

**SAINT LOUIS**  
BASEBALL

**SAINT LOUIS**  
SPORTS MEDICINE

**SAINT LOUIS**  
BASKETBALL

**SAINT LOUIS**  
SWIMMING & DIVING

**SAINT LOUIS**  
CROSS COUNTRY

**SAINT LOUIS**  
TENNIS

**SAINT LOUIS**  
FIELD HOCKEY

**SAINT LOUIS**  
TRACK & FIELD

**SAINT LOUIS**  
SOCCER

**SAINT LOUIS**  
VOLLEYBALL

**SAINT LOUIS**  
ATHLETICS

**SAINT LOUIS**  
SOFTBALL

**SAINT LOUIS**  
BASEBALL

**SAINT LOUIS**  
SPORTS MEDICINE

**SAINT LOUIS**  
BASKETBALL

**SAINT LOUIS**  
SWIMMING & DIVING

**SAINT LOUIS**  
CROSS COUNTRY

**SAINT LOUIS**  
TENNIS

**SAINT LOUIS**  
FIELD HOCKEY

**SAINT LOUIS**  
TRACK & FIELD

**SAINT LOUIS**  
SOCCER

**SAINT LOUIS**  
VOLLEYBALL

# CLEAR SPACE AND MINIMUM SIZING FOR OUR SAINT LOUIS SPORT SPECIFIC WORDMARKS

Logos require ample space surrounding them, known as clear space, to maintain proper and maximum visibility. The

recommended clear space is the width of the letter "S". To maintain proper presence and visibility, our wordmarks should never be

shown smaller than 1" wide when printed. For web, our wordmarks should never be displayed smaller than 100 pixels wide.



1" or 100 px

# OUR BRAND IDENTITY SYSTEM

Consistency is key for any brand. It helps elevate a brand. Our new identity system is an effort to create unity across all of our applications and to honor our past while looking

toward our future. Using our unified system will build our recognition and ensure that Saint Louis University stands out from and above our competition.

The Saint Louis Billikens Brand Identity System is a foundation to support our brand. It is meant to be an evolution that strengthens who we are and what we stand for.





