



**ATHLETICS
IDENTITY GUIDE**



BRAND APPLICATION

Consistency is a key factor when it comes to developing a brand; however, not everything needs to be the same. Following the Athletic Identity Guide consistently will aid in building our credibility and brand recognition, and will set us apart from other institutional brands. As you look through this guide and use these approved elements creatively, remember that a consistent and continued expression of our brand is key to creating memorable encounters with the brand itself.

LICENSING

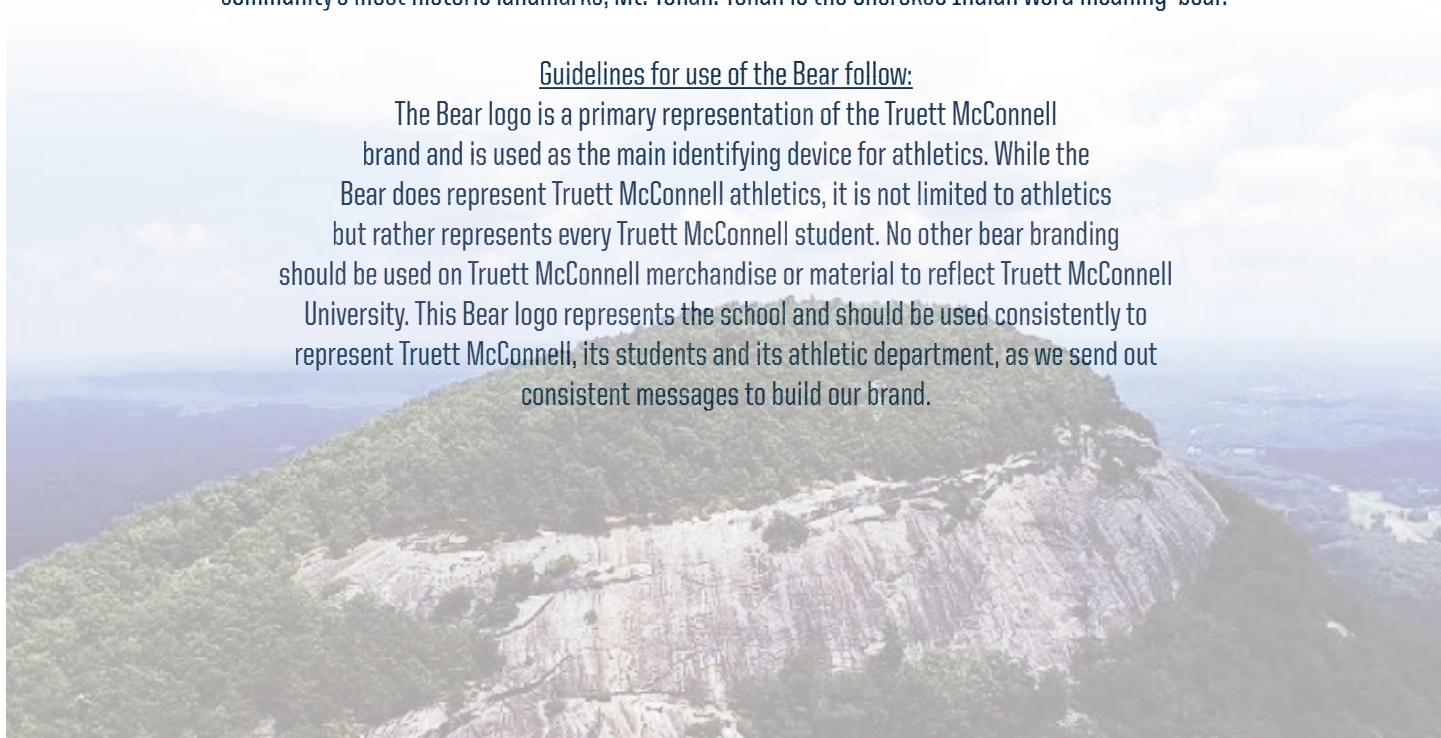
Truett McConnell University logos are the registered property of Truett McConnell University. The logos may not be used by any individual or group on printed materials, websites, or in other media without the prior written consent of the University. All manufacturers or retailers wishing to produce or sell items bearing logos or any other trademark of the University must receive permission from the Vice President for Athletics and Office of Athletic Marketing and Communications.

THE BEAR

As Truett McConnell transitioned into a four-year school in the early 2000's, University leadership felt a change of mascot was appropriate, and so the Truett McConnell Bears were born. The Bear mascot was chosen as it was reflective of northeast Georgia and indicative to one of the local community's most historic landmarks, Mt. Yonah. Yonah is the Cherokee Indian word meaning 'bear.'

Guidelines for use of the Bear follow:

The Bear logo is a primary representation of the Truett McConnell brand and is used as the main identifying device for athletics. While the Bear does represent Truett McConnell athletics, it is not limited to athletics but rather represents every Truett McConnell student. No other bear branding should be used on Truett McConnell merchandise or material to reflect Truett McConnell University. This Bear logo represents the school and should be used consistently to represent Truett McConnell, its students and its athletic department, as we send out consistent messages to build our brand.



BRAND GUIDELINES

OFFICIAL COLORS

TMU Navy and TMU Gold – serve as the primary color palette that should be featured in all communications, merchandise and branding in every department and division.

PMS #539 C
HEX 002A46
RGB 0, 38, 58
CMYK 100, 65, 22, 80

TMU NAVY

PMS #123 C
HEX FFC61E
RGB 255, 199, 44
CMYK 0, 22, 83, 0

TMU GOLD

The secondary color palette of light blue can serve as an accent color. The accent color should be used only when TMU Navy and TMU Gold are prevalent in publications.

PMS #536 C
HEX A2B2C8
RGB 162, 178, 200
CMYK 34, 17, 2, 7

TMU
LIGHT BLUE

OFFICIAL TYPOGRAPHY

UNITED SANS REGULAR

LIGHT
AaBbCcDdEeFfGg123456789
MEDIUM
AaBbCcDdEeFfGg123456789
BOLD
AaBbCcDdEeFfGg123456789
HEAVY
AaBbCcDdEeFfGg123456789
BLACK
AaBbCcDdEeFfGg123456789

UNITED SANS SEMIEXT

LIGHT
AaBbCcDdEeFfGg123456789
MEDIUM
AaBbCcDdEeFfGg123456789
BOLD
AaBbCcDdEeFfGg123456789
HEAVY
AaBbCcDdEeFfGg123456789
BLACK
AaBbCcDdEeFfGg123456789

UNITED SANS CONDENSED

LIGHT
AaBbCcDdEeFfGg123456789
MEDIUM
AaBbCcDdEeFfGg123456789
BOLD
AaBbCcDdEeFfGg123456789
HEAVY
AaBbCcDdEeFfGg123456789
BLACK
AaBbCcDdEeFfGg123456789

UNITED SANS EXT

LIGHT
AaBbCcDdEeFfGg123456789
MEDIUM
AaBbCcDdEeFfGg123456789
BOLD
AaBbCcDdEeFfGg123456789
HEAVY
AaBbCcDdEeFfGg123456789
BLACK
AaBbCcDdEeFfGg123456789

This is a secondary font reserved for uniforms and gear as a way to include classic athletic design in special cases (see example below).

AaBbCcDdEeFfGg123456789



ATHLETIC WORDMARKS

The athletic wordmarks are comprised of the words "Truett McConnell" written in United Sans Condensed Bold and "Bears" written in United Sans Condensed Heavy. The stacked and horizontal wordmarks are preferred. Two versions are available for use in appropriate layouts.

TRUETT McCONNELL B E A R S

OPTION #1

**TRUETT McCONNELL
B E A R S**

OPTION #2

PRIMARY LOGO: MONOGRAM BEAR HEAD

FULL COLOR



NAVY



GOLD



NAVY/GOLD



WHITE



The Truett McConnell Athletics logo is the visual representation of the University's athletics program and should only be used by approved departments and vendors. It is comprised of the Truett McConnell monogram paired with the athletics bear head. As a two-color design, the primary logo should be TMU Gold (PMS 123), TMU Navy (PMS 539), and TMU Light Blue (PMS 536). If a simple design is required or there are budget restrictions, the one color design is acceptable. As a one-color design, the primary logo is either TMU Gold or TMU Navy. It is also acceptable to print the logo in black in a black and white publication or in white over a dark field. In digital media, the athletics logo may be animated; for example, it can zoom in provided the final image is the Athletics logo accurately displayed in its entirety.

FULL COLOR



NAVY



GOLD



NAVY/GOLD



WHITE



As a two-color design, the secondary solitary bear should be either TMU Gold (PMS 123) or TMU Navy (PMS 539), and may include TMU Light Blue. Single color secondary bear marks may be used when a simple design is needed or when making a purchase on a budget. As a one-color design, the secondary solitary bear is either TMU Gold or TMU Navy. It is also acceptable to print the logo in black in a black and white publication or in white over a dark field. No modifications may be made to the solitary bear logo, including shape, proportions, or color. The entire logo must be visible and nothing may overlap it. It must have a clear space around it, as defined below. The secondary solitary bear logo must be used in conjunction with the word "Truett McConnell University," "Truett McConnell Bears," to establish a connection with the University brand. For example, it may be used for a team baseball cap when it is part of a uniform that displays Truett McConnell University branding. The secondary solitary bear may not be used on merchandise, giveaways, or stand-alone items.

ROUGH FACE



OFFICIAL TEAM LOGOS

The primary team logo should be used the majority of the time. The secondary team logo should be used sparingly. Below are examples of approved formatting for athletics team wordmarks.

PRIMARY LOGOS

FULL COLOR



NAVY



GOLD



NAVY/GOLD



WHITE



SECONDARY LOGOS



TRUETT McCONNELL
VOLLEYBALL



TRUETT McCONNELL
S O C C E R



TRUETT McCONNELL
VOLLEYBALL



TRUETT McCONNELL
S O C C E R



TRUETT McCONNELL
VOLLEYBALL

MONOGRAM WORDMARK



TRUETT McCONNELL
SOCCER



TRUETT McCONNELL
VOLLEYBALL



TRUETT McCONNELL
SOCCER



TRUETT McCONNELL
VOLLEYBALL

TRUETT McCONNELL
VOLLEYBALL

CORRECT ONE-COLOR LOGO USAGE

To remain compliant with University branding for athletics, the correct version of the athletics logo must always be used. See the contrasting images below for examples.

KEY IDENTIFIERS

- A gold or navy one-color logo cannot simply be inverted to white for use on a dark background.
- The easiest way to recognize the correct logo is to look at the eye and the nose of the bear.
- The eyes and the nose should always be the highlight (see below).
- The primary logo should always include a light center within the TM monogram (see below).












INCORRECT

CORRECT



UNACCEPTABLE USES FOR LOGOS

The Athletic visual identity should not be altered in any way. Below are a few examples of unacceptable uses:

	<p>Do not place on elements that hinder the readability of the logo</p>
	<p>Do not use a color other than TMU Navy, TMU Gold, TMU Light Blue, or neutrals (white, gray, or black)</p>
	<p>Do not skew, stretch, or warp</p>
	<p>Do not remove or overlay elements that hinder the readability of the logo (distressing is permitted provided the logo is still readable)</p>
	<p>Do not treat the individual logo elements differently</p>
	<p>Do not place in a shape that could be viewed of as part of the logo</p>
	<p>Do not add dimension</p>
	<p>Do not tilt or rotate</p>
	<p>Do not place on a background that is of similar hue or color (reversed versions are available)</p>

ATHLETIC EMAIL SIGNATURE

Email signatures are an effective way to promote brand awareness and consistency. The email signature below should be used by athletic department employees when communicating official messages. Examples of official messages are group emails to all students/employees and any email sent to a user external to Truett McConnell University. Email signatures and instructions can be accessed from the Director of Athletic Marketing and Communications at sid@truett.edu.

Mr. President,

I hope this email finds you well.....

Thank you,



UNIFORMS & APPAREL

All uniform designs must be reviewed for colors and marks by the VP for Athletics. This is to ensure that we present a uniform brand image for the high profile exposure that accompanies all athletics teams when they compete. This marketing approval extends to all branded team apparel and equipment. Uniforms must contain at least one of the athletic brand elements (logo, solitary bear, wordmark, monogram.) This ensures that our branding elements are always associated with our athletic teams and are distinct among other Universities that may have similar colors. Uniform colors must always be TMU Navy, TMU Gold, TMU Light Blue, white, gray, or some combination of these colors. If a supplier does not offer uniforms in our designated PMS codes the closest approximations should be used. For example, TMU Light Blue should always be light blue in nature, never royal. Special allowances may be made for Breast Cancer Awareness, team specific merchandise, etc. are under the discretion of the VP for Athletics. Unless athletic branding elements are easily visible, the words "Truett McConnell" should always be visible on athletic uniforms. This should never be shortened to "Truett." The words "Truett McConnell" may also be stacked for readability and efficient use of space. "Truett McConnell" must also contain a lowercase "c" in "Mc" (unless a supplier does not allow this option (in this case it would be written in all uppercase "TRUETT MCCONNELL.") Do not use a hyphen between Truett and McConnell. The use of the Monogram Bears Head Logo, word "Bears" or "TMU" is also acceptable, provided that this term is paired with aforementioned athletic brand elements. Athletic Brand elements should always be easily distinguishable as "Truett McConnell Bears" brand.

