

# PANTHERS STYLE GUIDE

2024-2025



# Introduction

The colors, words, type, logos, graphics and imagery you display are the key building blocks that help tell the story of Milwaukee Panther Athletics. Through this branding guide that will be consistently implemented, this system can help elevate the way Milwaukee Panther Athletics is viewed on a campus, community, regional, and national level.

The building blocks for communicating the Milwaukee Panther Athletics brand identity in a unified, consistent way have been established by a team of University and Department Stakeholders. Comprised of core elements including logo, color and typography, treatments and textures, this wide range of tools is designed to be flexible and expandable enabling creativity and innovation across all media. To effectively define the Milwaukee Panther Athletics brand experience, these core elements must be aligned across every touch point.

The following sections provide creative guidance on how to use the brand palette. Each element within the palette can be used to elevate the Milwaukee Panther Athletics brand in a way that is immediately recognizable. The brand identity reinforces our mission to educate and inspire through athletics.

# Who We Are

Brand attributes are a set of characteristics that represent who we are as Milwaukee Panthers. These attributes identify personality traits and serve as a filter for all of the components of the identity system. These are the characteristics associated with Milwaukee Panther Athletics:

**MILWAUKEE** – this is our city, our town, our home.

**MOXIE** – a blue-collar mentality and mindset for putting in the work to thrive.

**COMMITMENT** – a committed to authentic collaboration that creates a positive impact.

**AMBITIOUS** – an inspiration to exceed expectations in the pursuit of excellence.

The Milwaukee Athletic Communications Office and Marketing is responsible for producing and approving the use of team-specific logos and produced artwork. Requests for logos should be submitted to [klempr@uwm.edu](mailto:klempr@uwm.edu).

Questions concerning the usage of this guide should be directed to:

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# Table of Contents

**COLORS**

**05**

**FONTS**

**07**

**LOGOS**

**08**

**UNIFORMS**

**15**

**RULES**



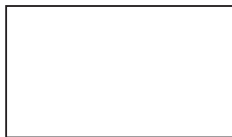

**19**

# Colors

The Milwaukee colors are key indicators of the Milwaukee Panthers brand design. Black is most often used for typography while gold and gray act as supporting colors that can be used for backgrounds and design elements.

Additionally, the tone of each color can be adjusted to create more depth within design elements and touch points.

## COLOR BUILD

COLLEGIATE GOLD	PANTHER BLACK	WHITE	COOL GREY
FOR DIGITAL	FOR DIGITAL	FOR DIGITAL	FOR DIGITAL
RGB 254/189/54	RGB 0/0/0	RGB 255/255/255	RGB 147/149/152
HEX #FEBD36	HEX #000000	HEX #FFFFFF	HEX #939598
FOR PRINT	FOR PRINT	FOR PRINT	FOR PRINT
CMYK 0/28/89/0	CMYK 0/0/0/100	CMYK 0/0/0/0	CMYK 0/0/0/50
PMS 1235 CVC	PMS BLACK C	PMS WHITE	PMS 179-7 C
			

# Colors

## TEXT + BACKGROUND CONTRAST

**PANTHERS PANTHERS**  
**PANTHERS**

**PANTHERS PANTHERS**  
**PANTHERS**

**PANTHERS PANTHERS**  
**PANTHERS PANTHERS**

**PANTHERS PANTHERS**  
**PANTHERS PANTHERS**

# Fonts

Typography is a powerful brand tool when used consistently. This set of typefaces best represent the bold and confident feel of the brand and should be used across all print and web applications. Milwaukee and the Milwaukee Panthers utilize the Futura font family in addition to the Termina font as a secondary font family.

## Futura Family - Primary

FUTURA CONDENSED BOLD

**Pounce Panther**

FUTURA CONDENSED MEDIUM

Pounce Panther

FUTURA MEDIUM

Pounce Panther

FUTURA BOLD

**Pounce Panther**

## Termina Family - Secondary

TERMINA BLACK

**Pounce Panther**

TERMINA BOLD

**Pounce Panther**

TERMINA REGULAR

Pounce Panther

TERMINA LIGHT

Pounce Panther

# Logos

Panther brand elements are the building blocks of the Brand Identity and Design Standards. These simple and timeless elements play an inextricable role in portraying and protecting the Milwaukee Brand across all touchpoints.

Please use only the approved versions as noted in this guide. Any variations to the options listed in this guide must be approved by Milwaukee Athletics contacts listed on page #3

## PRIMARY LOGOS + WORD MARKS



# Logos

## ALTERNATE LETTER MARK



## SECONDARY LETTER MARK



## PANTHERS WORD MARK



# Logos

## OTHER MARKS



\* Milwaukee

\* Milwaukee

\* Milwaukee



\*SEE PAGE 16 TO SEE PROPER USAGE

# Logos

## SPORT SPECIFIC ATHLETIC MARKS

The logo features the word "MILWAUKEE" in a bold, black, sans-serif font. Each letter has a yellow outline and a yellow shadow effect. A thin yellow horizontal line is positioned directly below the text.

BASEBALL

Primary

The logo features the word "MILWAUKEE" in a white, outlined, sans-serif font. Each letter has a yellow outline and a yellow shadow effect. A thin yellow horizontal line is positioned directly below the text.

BASEBALL

Primary Reverse

The logo features the word "MILWAUKEE" in a solid black, sans-serif font. Each letter has a yellow outline and a yellow shadow effect. A thin yellow horizontal line is positioned directly below the text.

BASEBALL

1-Color

The logo features the word "MILWAUKEE" in a white, outlined, sans-serif font. Each letter has a black outline and a black shadow effect. A thin black horizontal line is positioned directly below the text.

BASEBALL

Black & White

The logo features the word "MILWAUKEE" in a solid yellow, sans-serif font. Each letter has a black outline and a black shadow effect. A thin yellow horizontal line is positioned directly below the text.

BASEBALL

Alternate Gold

The logo features the letters "MKE" in a bold, black, sans-serif font. Each letter has a yellow outline and a yellow shadow effect.

BASEBALL

MKE Sport

# Logos

**MILWAUKEE®**  
ACADEMICS

**MILWAUKEE®**  
ATHLETICS

**MILWAUKEE®**  
ATHLETIC TRAINING

**MILWAUKEE®**  
BASEBALL

**MILWAUKEE®**  
BASKETBALL

**MILWAUKEE®**  
PEP BAND

**MILWAUKEE®**  
CHEER & STUNT

**MILWAUKEE®**  
DANCE

**MILWAUKEE®**  
CROSS COUNTRY

**MILWAUKEE®**  
EVENT STAFF

**MILWAUKEE®**  
MEN'S BASKETBALL

**MILWAUKEE®**  
MEN'S SOCCER

**MILWAUKEE®**  
PANTHER FUND

**MILWAUKEE®**  
PANTHERS

**MILWAUKEE®**  
PIT CREW

**MILWAUKEE®**  
SAAC

**MILWAUKEE®**  
SPORTS NUTRITION

**MILWAUKEE®**  
SPORTS PERFORMANCE

**MILWAUKEE®**  
SPORTS MEDICINE

**MILWAUKEE®**  
STRENGTH & CONDITIONING

**MILWAUKEE®**  
SWIMMING & DIVING

**MILWAUKEE®**  
TENNIS

**MILWAUKEE®**  
TRACK & FIELD

**MILWAUKEE®**  
VARSITY CLUB

**MILWAUKEE®**  
VOLLEYBALL

**MILWAUKEE®**  
WOMEN'S BASKETBALL

**MILWAUKEE®**  
WOMEN'S SOCCER

# Vault Logos

The UWM Vault logos are a nod to the University's spirited past and thus an incantation to its bold future. Vault logos are only to be used in limited scenarios and with the proper approvals as outlined below.

## Guidelines for use:

- Not to be used on official team uniforms or gameday gear unless a special exemption has been granted for a vintage throwback alternate uniform concept approved by the Senior Associate AD for External Operations and the University's Director of Licensing.
- Vault logos can only be used on vintage type clothing and gear items (i.e. not current Adidas type of gear).
- Special permission to use any of the Vault logos must be approved by the Senior Associate AD for External Operations, the Director of Creative Services, and the University's Director of Licensing.
- Only Abacus Marketing is allowed to produce gear with the Vault logos on them.

## Logos

- Standing Panther
- Retro Panther Head
- Sitting Panther
- Running Panther
- Green Gull
- Cardinal



# Uniforms

The following logos and wordmarks are the only logos and wordmarks allowed to be used on uniform design concepts.



## **Panther Head with Milwaukee**

- This is our primary logo and can be utilized in the primary areas of a uniform design.
- It can be used in a secondary location such as shorts or a back of the uniform if needed, but it is not ideal (prefer to use Panther Head logo).
- Not preferred for hats.
- One color version in gold and black are available for use as well.



## **Panther Head**

- Can be used a primary logo area as long as the MILWAUKEE wordmark or MKE logo is utilized on the uniform design as well.
- Preferred usage is as a secondary logo on the chest, shorts, or back of uniform design.
- Acceptable for hats.
- One color version in gold and black are available for use as well.

# Uniforms



## **"MKE"**

- Can be used a primary logo area as long as the Panther Head logo is utilized on the uniform design as well.
- Preferred usage is as a secondary logo on the chest, shorts, or back of uniform design.
- Acceptable for hats.
- Gold or white fill versions with black outline available upon request
- One color version in gold and black are available for use as well.



## **"M"**

- Preferred usage is as a secondary logo, on shorts, or back of uniform design.
- Acceptable for hats.
- Gold or white fill versions with black outline available upon request
- One color version in gold and black are available for use as well.

# Uniforms

The following logos and wordmarks are the only logos and wordmarks allowed to be used on uniform design concepts.



## **"Milwaukee"**

- Primary logo/wordmark across the chest/front of the uniform design.
- Gold or white fill versions with black outline available upon request.
- One color version in gold and black are available for use as well.



## **Milwaukee Script**

- Alternate logo/wordmark across the chest/front of the uniform design.
- Can only be used on alternate/special uniform design concepts – not primary uniform design.
- Other non-uniform uses may be considered should the use align with larger marketing/branding campaign plans. Advanced approval required.
- No addition of any text to be added on tail of logo.
- **Must receive special approval for usage.**

# Uniforms



## Claw Marks

- Can be used as a primary logo area as long as the Panther Head logo is utilized on the uniform design as well.
- Preferred usage is as a secondary logo on the chest, shorts, or back of uniform design.
- Acceptable for hats.
- Gold or white fill versions with black outline available upon request.
- One color version in gold and black are available for use as well.

## APPROVED COMPETITION UNIFORM COLORS



The following colors are the only colors allowed to be used on uniform design concepts.

- Gold - team collegiate gold (Adidas name)
- Black - black
- White - white
- Gray - mid gray (Adidas name)
- Cream - cream

*Special consideration will be given to special/alternate uniform concepts such as a Pink Out uniform. Approval is needed for this consideration.*

# Uniforms

## APPROVED FONTS & NUMBERS FOR COMPETITION

The following fonts are the only fonts allowed to be used on uniform design concepts.

- **Futura Condensed Bold** – primary
- Futura Condensed – secondary
- Approved Number Options from Adidas – please use one of the following options if you choose not to utilize our font – Futura Condensed Bold

# Don't Break The Rules

Please **DO NOT** manipulate the Milwaukee Panther logos and/or utilize old logos for any digital or print purposes.



Victor E. with  
"MKE"



Pull Logo



Manipulate Colors



Stretch Logo

## OLD LOGOS

