

WASHINGTON UNIVERSITY  
ATHLETICS & RECREATION

# BRAND GUIDELINES





## OFFICIAL BRAND GUIDELINES

### A MESSAGE TO THE READER:

Washington University in St. Louis Athletics is a special community. We are a place of “we” not “me,” striving to foster collaboration in all that we do. We are driven, with an inner fire and quiet confidence, challenging ourselves and our student-athletes to exceed their potential.

We are enriched by the diversity of our people, our ideas, and our ways of approaching the world and our work. And while we celebrate individuality, we also share a common interest in reinforcing WashU’s unique reputation for world-class research, academic excellence, and national-caliber athletics. All parts of the university contribute to this reputation, and we all benefit from it. It is a shared investment in how we are perceived.

A strong reputation is one of the most valuable assets an organization owns. Managing our reputation is a continual process that in part requires clarity and consistency. The goal is for anyone who encounters Washington University Athletics to know who we are and what we stand for. Everyone has a part to play in bringing our reputation – our brand – to life.

Maintaining a reputation takes discipline. Thoughtful consistency of messages, tone of voice, visuals, and direction help to establish and reinforce emotional connections with the people who encounter WashU Athletics.

The more unified we are in our communications, the more we reinforce who we are, which will help ensure continued success in recruiting student-athletes and staff; cultivating donors; and engaging with partners locally, national, and around the globe.

We developed this guide as a resource for all members of the Washington University in St. Louis Athletics community. Each of us plays an important role in communicating who we are, what we do, and what makes our university and Scholar-Champions so special.

WashU Department of Athletics & Recreation

The use of a consistent font in all Department of Athletics communications builds brand cohesion while ensuring the production of clean, crisp images that are both recognizable and visually stimulating.

Demonized and Rockwell are the primary fonts for all short-form Athletic Department communications and can be used in all of their variations. They are large, display-type fonts and are recommended when using few words on a graphic. They also works well for headlines and other display applications that require a confident tone.

### *Demonized Regular*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789**

### Rockwell Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

### *Rockwell Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

*0123456789*

### **Rockwell Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789**

### ***Rockwell Bold Italic***

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***

***abcdefghijklmnopqrstuvwxyz***

***0123456789***

Source Sans Pro is the primary font for all Department of Athletics long-form communications and can be used in all of its variations. It comes in a wide variety of forms and is incredibly versatile. It should be used in text-heavy material, such as letters and promotional emails.

**Source Sans Pro Regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789

**Source Sans Pro Italic**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789

**Source Sans Pro Extra Light**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789

**Source Sans Pro Extra Light Italic**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789

**Source Sans Pro Light**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789

**Source Sans Pro Light Italic**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789

**Source Sans Pro Semibold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789

**Source Sans Pro Semibold Italic**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789

**Source Sans Pro Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789

**Source Sans Pro Extra Bold Italic**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789

**Source Sans Pro Black**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789

**Source Sans Pro Light Black Italic**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789

**NOTES AND TIPS:**

- Generally, content should contain only one font. However, when content includes a headline and a block of text, Rockwell and Source Sans Pro may be combined.
- Rockwell typically looks best in all capital letters.
- Rockwell Bold is clearer to read in graphics.

Fonts are available to download at: [publicaffairs.wustl.edu/assets/fonts/](http://publicaffairs.wustl.edu/assets/fonts/)

To craft a visually cohesive brand, content must follow a consistent color scheme. The Department of Athletics has selected the following color palette for use in communication design.

## Primary Colors



**Print:**  
 PMS 200  
 CMYK 0, 100, 59, 24

**Web:**  
 rgb(165, 20, 23)  
 #a51417  
 \$red



**Print:**  
 PMS Cool Gray 11  
 CMYK 59, 41, 42, 15

**Web:**  
 rgb(108, 115, 115)  
 #6c7373  
 \$gray

## Accent Colors



**Print:**  
 PMS Cool Gray 3  
 CMYK 20, 17, 17, 0

**Web:**  
 rgb(200, 200, 200)  
 #c8c8c8  
 \$gray-light



**Print:**  
 PMS 342  
 CMYK 100, 0, 60, 40

**Web:**  
 rgb(0, 115, 96)  
 #007360  
 \$green

**NOTES AND TIPS:**

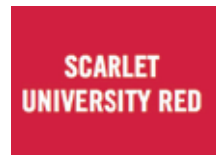
- Green should NEVER be used as a design's primary color.
- Red should be paired most frequently with the darker gray.
- Black and white are permissible only as accent and text colors.
- Green should generally not be used directly adjacent to red. Equal combinations of red and green together can be visually challenging.

For more info on University-wide color standards, visit: [publicaffairs.wustl.edu/assets/color-palettes/](http://publicaffairs.wustl.edu/assets/color-palettes/)



To protect our brand identity, all apparel, gear, and uniforms must be approved by the RecSports Office before production to ensure usage of approved fonts and logos. See below for approved colors.

## Primary Colors



## Accent Colors



Please note that Red, White, and Pewter can serve as accent colors to each other. Anthracite and Dark Green can only serve as accent colors. Red, White, or Pewter must be the primary color of the uniform unless special permission has been received.

To purchased pre-approved WashU apparel, visit:  
[ShopWashUBears.com](http://ShopWashUBears.com)

WashU game photography is essential to capturing the Scholar-Champion experience. With that in mind, it is necessary to follow our guidelines so External Operations – Marketing & Communications can best promote our athletics programs. The photography strategy will complement, enhance, and reinforce the design and marketing plan.



### NOTES AND TIPS:

- Consider the background in the photos you're taking.
- Do not capture photos of student-athletes from unflattering or inappropriate angles.
- Value post-photography production, such as light adjustments, etc.
- Select photos that showcase both the Scholar-Champion and fan experience.
- Look for moments outside of competition such as celebrations, team/fan cheers, and athlete-coach interactions.
- Look to photograph faces whenever possible. Shots of backs are rarely usable.

# Club Sports Logo Usage

Only WashU logos approved for club use



Logos are available for download on Club Sport Google Drive.

## Improper use of approved logos

Washington University logos, including logo “lockups,” must always be reproduced from approved artwork and can never be altered



## Logos NOT allowed for Club Sport use



### NOTES AND TIPS:

- The Club Sports lockups are the formal logos available for Club Sports usage.
- Do not edit the colors or proportions of the logos in any way – they are not customizable.
- The logos cannot be altered to include sport-specific marks, such as adding objects behind a logo. Additions cannot cross the logo outlines.
- Club Sports are not required to use this list of logos; however, permissions for WashU Athletic marks (page 6) will not be approved.