DICKINSON ATHLETICS BRANDING AND TEAM Logos

- The Dickinson athletics marks may only be printed in solid white, red and black.
- Team logos are available from Design Services (design@dickinson.edu). Team logos can be created by Design Services only—do not attempt to recreate logos. Alterations from the options shown here are not permissible.
- Additional apparel marks are available for practice uniforms and general merchandising. All uniforms are subject to approval by the athletics director.

APPAREL REQUIREMENTS

Dickinson athletics uniforms are produced by Under Armour and should adhere to college colors of red, gray, black and white. Slight deviations in fabric color are permissible; however, all apparel should be a combination of college colors. Do not use gradients or tints on branding marks.

- All uniforms must be branded with the word Dickinson, an athletics branding mark or a combination of both.
- The Red Devil mascot and Dickinson D icon must be accompanied by the word Dickinson on all uniforms.
- Any reference to the Dickinson mascot must include the full name of Red Devils. The use of Devils alone is not permitted.
- Logos on white or light gray apparel must use black lettering. Logos on black or dark gray apparel must use white lettering. Red apparel may use white or black lettering. The Dickinson D icon may be used in white on red backgrounds. Adhering to specified color combinations will increase visibility and optimize readability.

DICKINSON RED

Spot Color: Pantone 186
CMYK: C:2 M:100 Y:85 K:6
Web RGB: R:211 G:35 B:45

ATHLETICS TEAM NAMES

Approved athletics team names must be used and may not be altered or abbreviated. Gender classification may be excluded.

- BASEBALL
- BASKETBALL
  Men’s Basketball
  Women’s Basketball
- CROSS COUNTRY
  Men’s Cross Country
  Women’s Cross Country
- FIELD HOCKEY
- FOOTBALL
- GOLF
  Men’s Golf
  Women’s Golf
- LACROSSE
  Men’s Lacrosse
  Women’s Lacrosse
- SOCCER
  Men’s Soccer
  Women’s Soccer
- SOFTBALL
- SQUASH
  Men’s Squash
  Women’s Squash
- SWIMMING
  Men’s Swimming
  Women’s Swimming
- TENNIS
  Men’s Tennis
  Women’s Tennis
- TRACK & FIELD
  Men’s Track & Field
  Women’s Track & Field
- VOLLEYBALL

APPAREL FONTS

Under Armour has a limited font library and approved fonts must be used.

UNDENIABLE (PREFERRED SANS SERIF FONT)
ABCD EFG HIJKLM NOPQRSTUVWXYZ
0123456789

FULL BLOCK (PREFERRED SERIF FONT)
ABCD EFG HIJKLM NOPQRSTUVWXYZ
0123456789

ATHLETIC SCRIPT
ABCDEF HIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

FALCON (ARMOURFUSE™ ONLY)
ABCD EFG HIJKLMNOPQRSTUVWXYZ
0123456789

LUBBOCK
ABCD EFG HIJKLMNOPQRSTUVWXYZ
0123456789

PLAIN BLOCK
ABCD EFG HIJKLMNOPQRSTUVWXYZ
0123456789

PREMIER
ABCD EFG HIJKLMNOPQRSTUVWXYZ
0123456789

UNIVERSITY
ABCD EFG HIJKLMNOPQRSTUVWXYZ
0123456789
**LOGO 1: DICKINSON RED DEVIL MASCOT**
Must be accompanied by the word Dickinson somewhere on the item.

**ACCEPTABLE USES**
- The Red Devil may be in ONLY solid white, PMS 186 (red) and black. (Grayscale permitted only on non-color printed material.)
- Alterations to the Red Devil of any kind are not permissible.
- The Red Devil may be cropped if used as a design element but otherwise should always be used in full. No part of the Red Devil may be extracted or deleted.
- The Red Devil may not be reversed or flipped—tail should always be at left and pitchfork at right.
- The Red Devil may not be scaled, stretched or manipulated in any way.
- Additional versions of the Red Devil should not be created. The Green Devil is the only alternate devil available and is only to be used by the Center for Sustainability Education in limited circumstances.

[X] WHITE OUTLINE  
[X] EXTRACTED FROM FULL LOGO  
[X] UNAPPROVED COLOR, FLIPPED ORIENTATION  
[X] ALTERNATE VERSION
**LOGO 2: DICKINSON D ICON**  
May be used with or without team name. Must be accompanied by the word Dickinson somewhere on the item.

- Logos on white or light gray background must use black lettering.  
- Logos on black or dark gray background must use white lettering.  
- Logos on red background may use white (preferred) or black lettering.

**LOGO 3: DICKINSON ATHLETICS**  
May substitute approved team name for “ATHLETICS.”
LOGO 4: DICKINSON RED DEVIL LOGOMARK
May be used with or without team name.

- Logos on white or light gray background must use black lettering.
- Logos on black or dark gray background must use white lettering.
- Logos on red background may use white (preferred) or black lettering.
LOGO 5: DICKINSON ATHLETICS WITH RED DEVIL MASCOT

Alternate versions may be used in any color combinations used for logo 5.
**LOGO 6: DICKINSON RED DEVILS LOGOMARK**
May be used with or without team name.

- Logos on white or light gray background must use black lettering.
- Logos on black or dark gray background must use white lettering.
- Logos on red background may use white (preferred) or black lettering. The Dickinson D icon may be used in white on red backgrounds.

**LOGO 7: DICKINSON RED DEVILS LOGO**
May be used with or without team name.

- Logos on white or light gray background must use black lettering.
- Logos on black or dark gray background must use white lettering.
- Logos on red background may use white (preferred) or black lettering.
LOGO 8: DICKINSON ARCH AND D ICON
May be used with or without team name.

- Logos on white or light gray background must use black lettering.
- Logos on black or dark gray background must use white lettering.
- Logos on red background may use white (preferred) or black lettering. The Dickinson D icon may be used in white on red backgrounds.
LOGO 9: DICKINSON PITCHFORK
Must be accompanied by the word Dickinson somewhere on the item.

- Pitchfork may be used in black, white or red.
- Pitchfork may be used at full or altered handle length.
- The pitchfork may be incorporated into other graphics.
- There is a separate graphic file for the non-angled pitchfork to maintain symmetry—this can be used in a vertical or horizontal orientation.
- The white pitchfork may have a black outlined added, if needed.

DICKINSON BRANDING
It is imperative for Dickinson to protect its branding marks and visual identity; and as the reach of Dickinson Athletics continues to expand, it remains of vital importance to coordinate the college brand and visual identity to ensure proper usage.

This guide has been created to both accomplish those goals and to make use of the marks and fonts convenient to those internal and external to the athletic department.

Adherence to these guidelines will reinforce the strength of the Dickinson brand. By providing the colors, logos and fonts, we hope to make it more accessible and valuable to our partners.

Produced by the Office of Marketing & Communications.
For artwork contact 717-245-1510 or design@dickinson.edu.