



Athletics Branding

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)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

FULL BLOCK (PREFERRED SERIF FONT)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

ATHLETIC SCRIPT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

FALCON (ARMOURFUSE™ ONLY)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

LUBBOCK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

PLAIN BLOCK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

PREMIER

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

UNIVERSITY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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.



✗ WHITE OUTLINE



✗ EXTRACTED FROM FULL LOGO



✗ UNAPPROVED COLOR, FLIPPED ORIENTATION



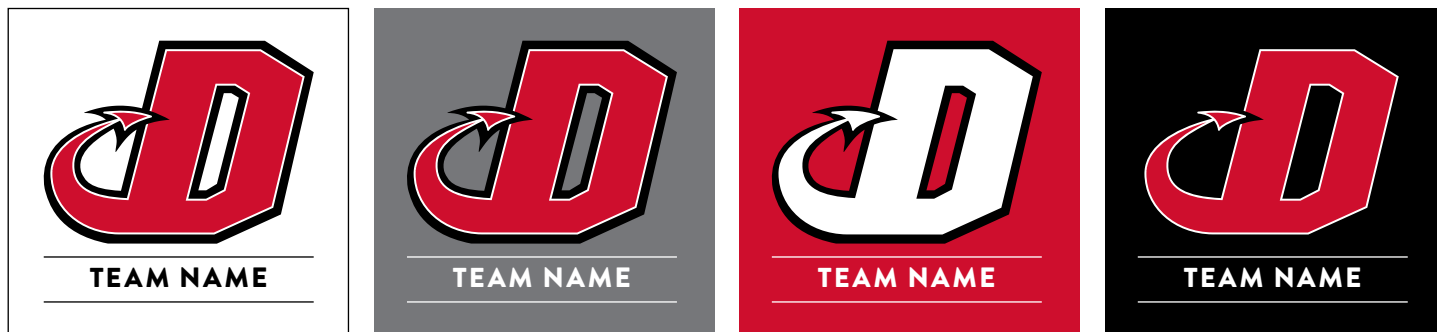
✗ ALTERNATE VERSION

DICKINSON ATHLETICS BRANDING

LOGO 2: DICKINSON D ICON

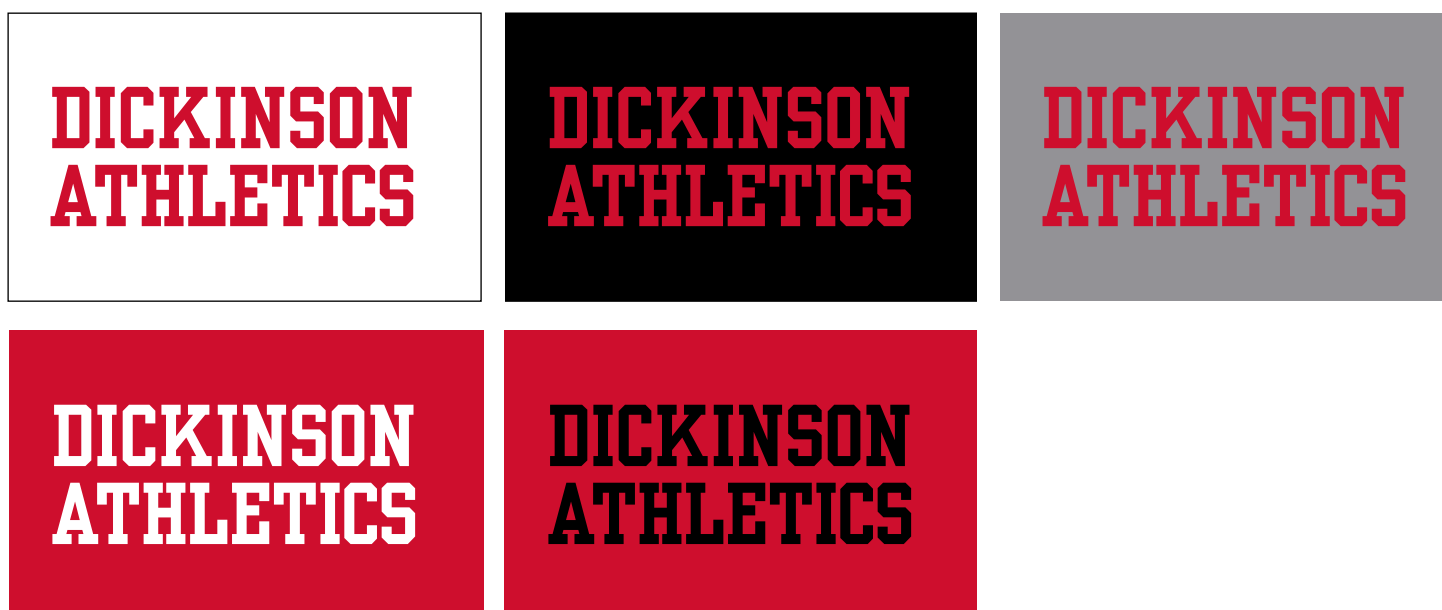
May be used with or without team name. Must be accompanied by the word Dickinson somewhere on the item.

- 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 LOGO 5 | 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.

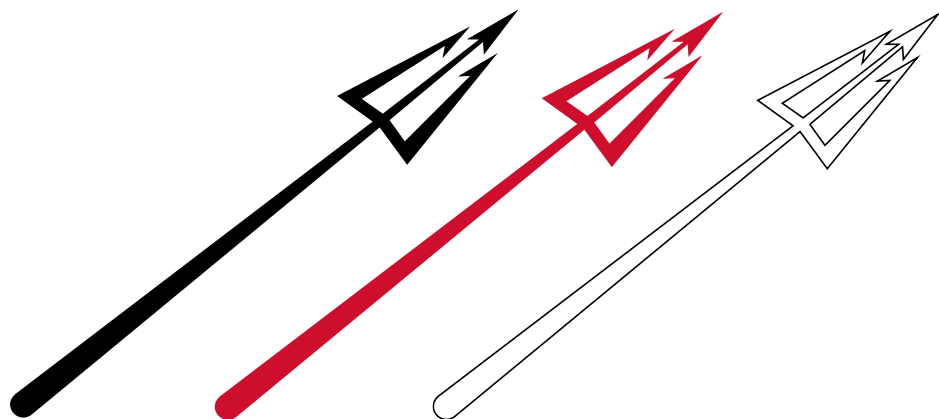


- Logos on white or light gray background must use black lettering.
- Logos on black or dark gray background must use white lettering.
- Logos on red background may use white (preferred) or black lettering. The Dickinson D icon may be used in white on red backgrounds.

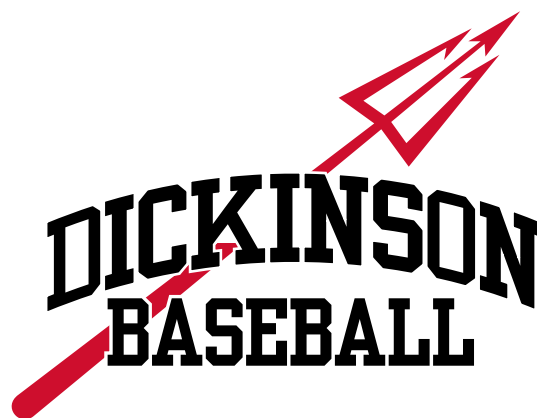
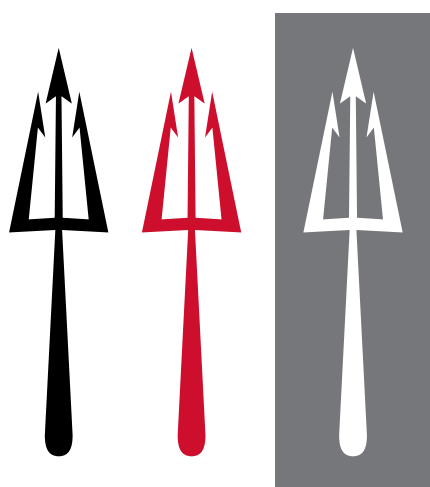


LOGO 9: DICKINSON PITCHFORK

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.