



DICKINSON ATHLETICS BRANDING

It has been imperative for our organization to protect our marks and visual identity; and as we continue to expand the reach of Dickinson athletics, it remains of vital importance for us to coordinate our brand and visual identity to ensure proper usage. We have created this guide to both accomplish those goals and to make use of our marks and fonts convenient to those internal and external to our athletics department.

Our goal is to reinforce consistent application of our brand elements as we continue to build upon 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.



Dickinson D icon



Dickinson D logomark



Dickinson Red Devil mascot



Dickinson Red Devil logomark

DICKINSON ATHLETICS BRANDING

- The Dickinson D icon, Dickinson D logomark, Dickinson Red Devils logo, Dickinson Red Devil logomark and pitchfork are exclusively for the use of the Dickinson athletics department. The Red Devil mascot may be used by other campus organizations.
- The Dickinson athletics marks may only be used in solid white, PMS 186 (red) and black (grayscale permitted only on non-color printed material).
- Alterations to the athletics branding marks of any kind are not permissible. They may not be scaled, stretched, reversed in orientation or manipulated in any way.
- High-quality, sport-specific team lockups are available from Design Services. Alterations to the team logos of any kind are not permissible.
- Additional apparel marks are available for practice uniforms and general merchandising. All uniforms are subject to approval by the athletics director.

DICKINSON RED

Spot Color:

Pantone 186

CMYK:

Red – C:2 M:100 Y:85 K:6

Web RGB:

Red – R:211 G:35 B:45



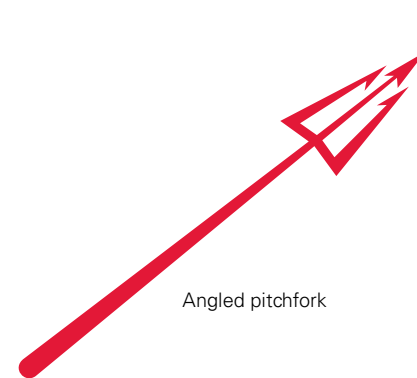
Pantone 186



Black



Dickinson Red Devils logo



Angled pitchfork



Vertical pitchfork

COLOR VARIATIONS

Dickinson athletics uniforms are produced by Under Armour and should adhere to college colors of Pantone 186, Pantone Cool Gray 9, black and white. Slight deviations in fabric color are permissible; however, all apparel should be red, white, gray, black or a combination of these colors.

Color should always print 100 percent solid ink. Do not use gradients or tints of Pantone inks. Certain printing and reproduction methods may require the use of the Dickinson D icon in white as opposed to the standard red.

Under Armour has a limited font library and apparel must use one of the approved fonts.

- Undeniable (preferred sans serif)
- Full Block (preferred serif)
- Athletic Script
- Falcon
- Lubbock
- Plain Block
- Premier
- University

PRINT COLOR SPECIFICATIONS

Spot Color:

Pantone 186
Pantone Cool Gray 9

CMYK:

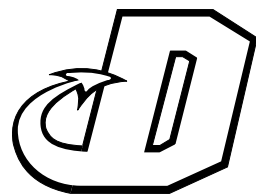
Red – C:2 M:100 Y:85 K:6
Gray – C:0 M:2 Y:0 K:50

Web RGB:

Red – R:211 G:35 B:45
Gray – R:145 G:145 B:149

APPAREL REQUIREMENTS

- 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.
- Refer to the Athletics Branding Guide for additional examples of athletics branding.



Dickinson D icon in white—for use on red backgrounds only.

COLLEGE COLORS



Pantone 186



Pantone Cool Gray 9



Black

PREMIER
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

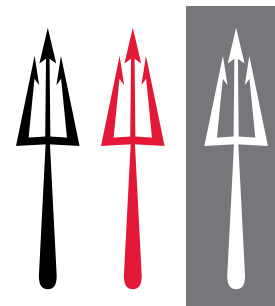
UNDENIABLE
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

LUBBOCK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

FULL BLOCK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

FALCON (ARMOURFUSE™ ONLY)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

UNIVERSITY
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789



Pitchfork color options



DICKINSON ATHLETICS TEAM LOCKUPS

Team lockups are available for all Dickinson athletics teams for use in web and print as well as apparel. All high quality files are available from Design Services (design@dickinson.edu). Individual team lockups are to be created by Design Services only—do not attempt to recreate lockups. Alterations from the options shown here are not permissible.

Team lockups on white or light gray apparel must use black lettering. Team logos on black or dark gray apparel should use white lettering. Red apparel may use white or black lettering. Adhering to specified color combinations will increase visibility and optimize readability.

DICKINSON ATHLETICS TEAM NAMES

Official 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 AND FIELD
Men's Track and Field
Women's Track and Field
- VOLLEYBALL

ATHLETICS TEAM LOCKUPS



Athletics Logomark Team Lockup

Reverse lettering: for use on dark gray and black backgrounds.

Reverse white D and lettering: for use on red background only.



Dickinson Red Devils Logomark Team Lockup

Reverse Lettering with Outline:

Dickinson Red Devils logo & mascot Team Lockup (for use on dark gray, black or red backgrounds only).



Athletics Icon Team Lockup

Reverse lettering: for use on dark gray and black backgrounds.

Reverse white D and lettering: for use on red background only.



Dickinson Arch and D Icon Team Lockup

**DICKINSON
ATHLETICS**

Dickinson Athletics.

May substitute team name for "ATHLETICS." Can be used in red, white or black.



ACCEPTABLE USES OF THE RED DEVIL

Characteristics of acceptable uses of the Red Devil:

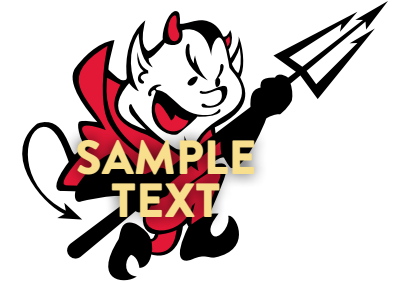
- The Red Devil may be in **ONLY** solid white, PMS 186 (red) and black. (Grayscale permitted only on non-color printed material.)
- Alterations to the Red Devil of any kind are not permissible.
- The Red Devil may be cropped if used as a design element but otherwise should always be used in full. No 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.

- Copy is never placed over the Red Devil unless it is used as a watermark.
- In some cases, effects such as drop shadows and inner glows may be used to create dimension or separation.
- The Red Devil may be used as a design element, such as in backgrounds, but must maintain approved colors.
- 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.

UNACCEPTABLE USES OF THE RED DEVIL



✗ WHITE OUTLINE



✗ COPY COVERS PART OF THE RED DEVIL



✗ EXTRACTED FROM FULL LOGO



✗ UNAPPROVED COLOR, FLIPPED ORIENTATION



✗ STRETCHED



✗ ALTERNATE VERSION

GENERAL DICKINSON ATHLETICS APPAREL MARKS



GENERAL DICKINSON APPAREL

THESE MARKS ARE FOR APPAREL ONLY and should not be substituted for approved Dickinson athletics branding marks in non-apparel markets. These marks are approved for general merchandise apparel and may use a more liberal range of colors and patterns than athletics team apparel.

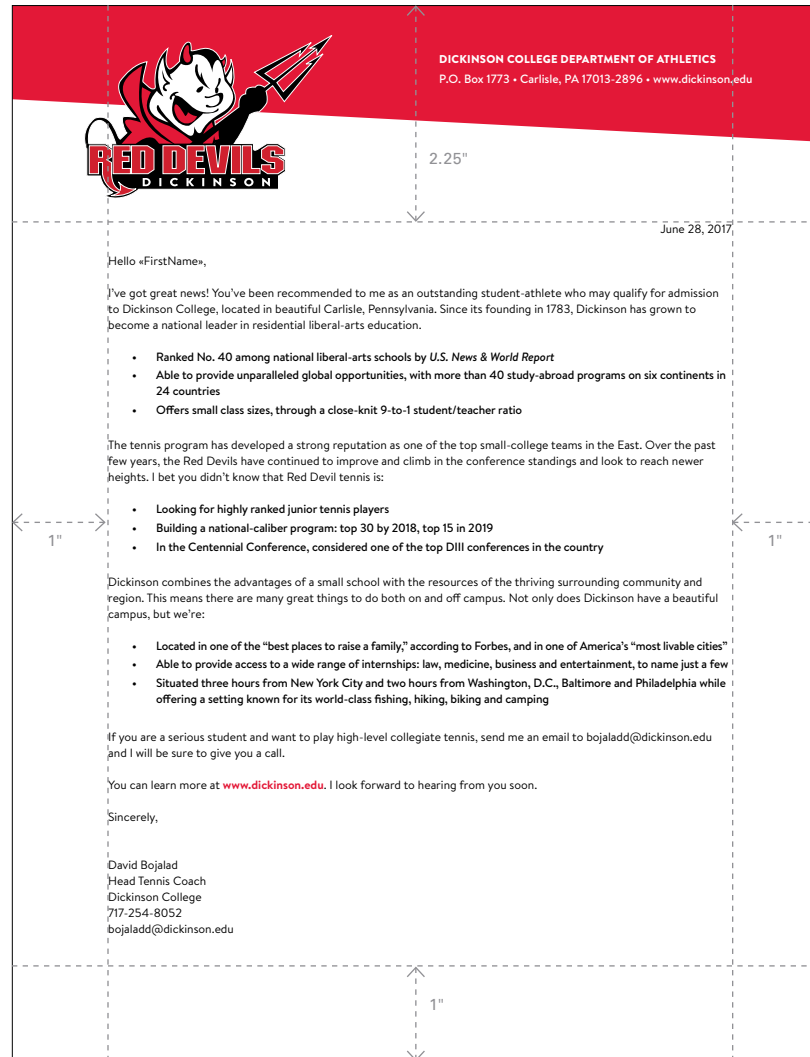
Lettering may be white, black or red.

ATHLETICS LETTERHEAD

Dickinson athletics letterhead follows the format at right. The typing format for the standard letter (shown at right) is an integral part of the design and should be followed.

When possible, type should be set in Brandon Regular at 9.5 point. An alternative sans-serif font such as Calibri, Univers or Arial may be used. The left and right margins should be set at 1 inch. The upper margin should be set at 2.25 inches and the bottom margin at 1 inch. The signature should be set flush left. The body copy is flush left—not justified.

Please do not attempt to recreate your own electronic letterhead. Print and electronic letterheads are available from the Print Center.

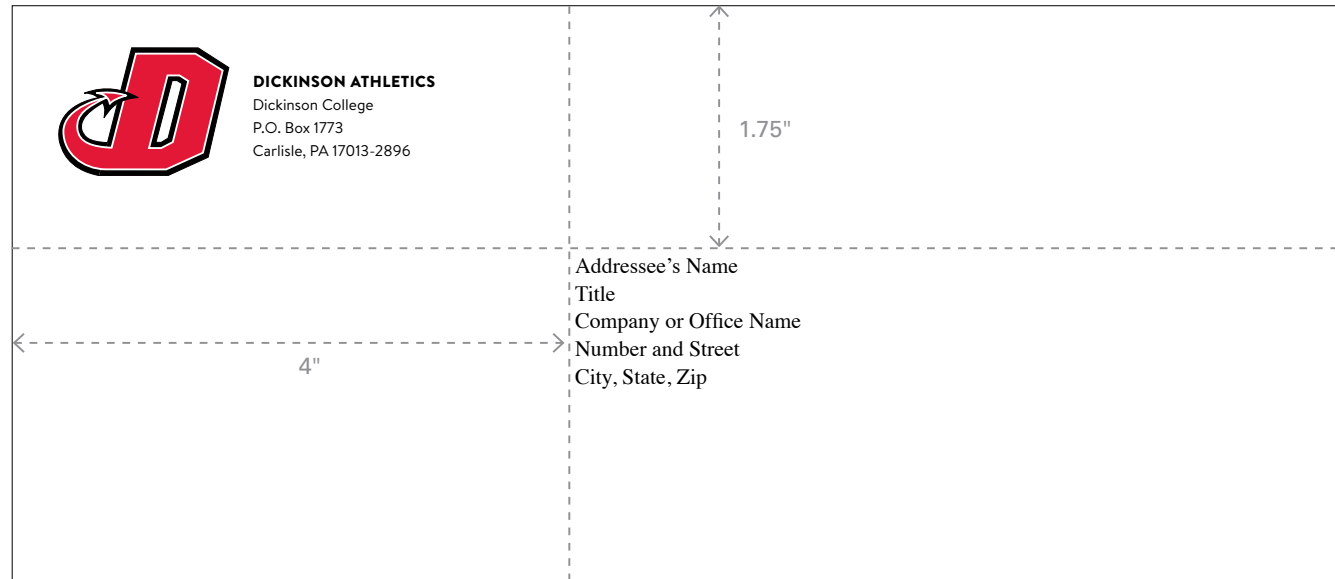


ATHLETICS STATIONERY

ATHLETICS #10 ENVELOPE

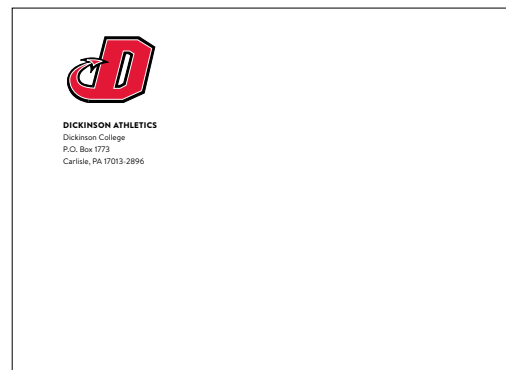
Address on envelope should be typed as shown, 4 inches from left and 1.75 inches from top.

Mailing envelopes can be ordered from the Print Center.

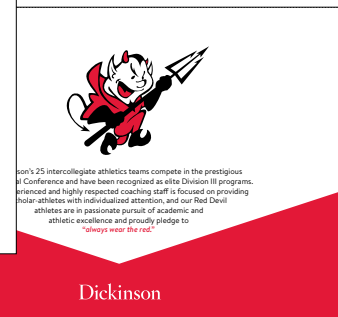


ATHLETICS A7 ENVELOPE AND FOLDED NOTECARD

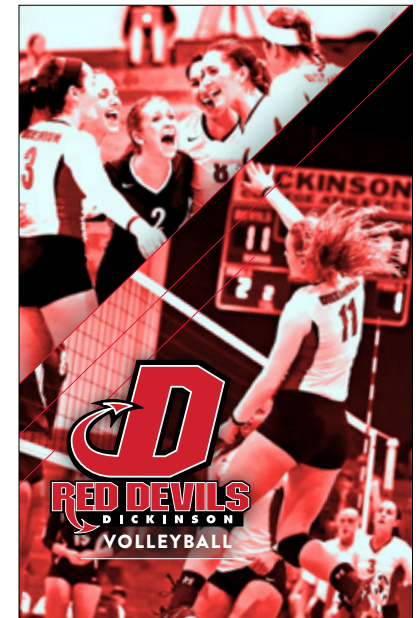
Additional notecard options available from the Print Center and Design Services.



Front and back



Dickinson




DICKINSON
WOMEN'S TENNIS

COACH BOJALAD'S PLAYING PHILOSOPHY:
Every practice needs to be compelling and fun. Studies show that the greatest rates of improvement occur when a player is engaged in fun. This should never come at the expense of hard work, however. Quite the opposite. My experience has been that players at this level want discipline. They crave it. This hard work coupled with fun keeps players intrinsically motivated, more process oriented. They are enjoying tennis as an opportunity to learn, improve and realize their potential. Success, as defined by winning, becomes a byproduct of this mindset.

Mental Conditioning: With my background in sport psychology, mental conditioning is a big part of our training at Dickinson and my coaching philosophy. Whether it be on court (routines, confidence building, maintaining concentration) or off court (relaxation techniques, visualization, goal-setting), we learn a new skill every week and APPLY it.


Goals: Dickinson tennis is looking for highly ranked junior tennis players who are serious students. We are in the process of building a national-caliber tennis program and hope to be in the top 30 by 2018, top 15 by 2019.

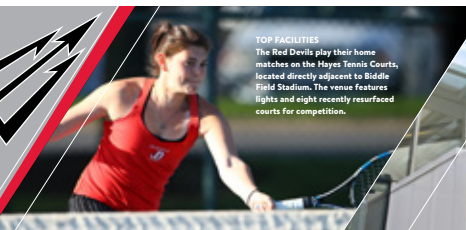
David Bojalad
Head Tennis Coach



@DSOREDDDEVILS

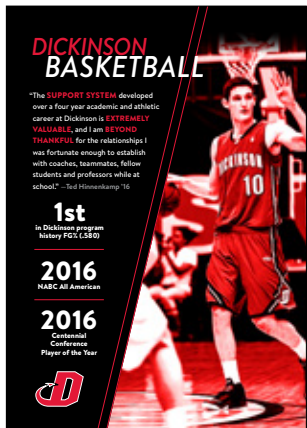
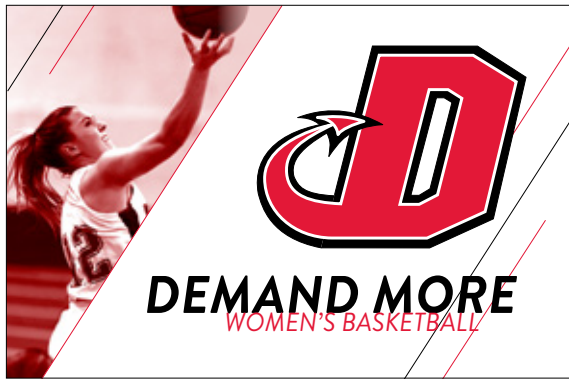
ACADEMIC RIGOR	PLAYER DEVELOPMENT	ATHLETIC SUCCESS	BY THE NUMBERS
<p>90% of graduates have a job or are in graduate school within one year of graduation.* Dickinson is a top Fulbright-producing liberal-arts college with a 9:1 student-faculty ratio, 43 majors and 22 interdisciplinary programs. 250 independent study and student-faculty research projects were completed in 2015-16.</p> <p><small>*data from 2015 survey</small></p>	<p>The tennis program travels for spring break. This year we are headed to Orlando, Fla, a spring break tennis destination site where the best college tennis programs in the country (D1, DII and DIII) gather to compete against one another. This year we will be playing at the brand new USA National Campus, featuring 100 courts including Plexicushion Acrylic cushion, European red clay, Har-tru and Rebound Ace Indoor courts.</p>	<p>Team chemistry and travel along with a supportive community contribute to individual and team success. 2016 Centennial Scholar Athlete of the Year Joana Nunes 17. Tennis boasts the highest GPA among Dickinson athletic teams.</p>	<p>Dickinson offers a nationally ranked Division III athletics program with 25 varsity sports boasting 69 All-Centennial Conference athletes in 2015-16 and more than 212 All-American student-athletes. To date women's tennis has 30 All-Centennial Conference Selections (18 singles; 12 doubles), two All-Americans and 4 Centennial Conference playoffs appearances.</p>



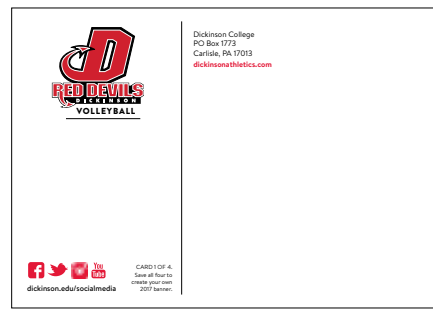


TOP FACILITIES
The Red Devils play their home matches on the Hayes Tennis Courts, located directly adjacent to Bidde Field Stadium. The venue features lights and eight recently resurfaced courts for competition.

Sport-specific recruitment brochures



Additional brochures and registration form



Postcard series sent to recruits with personalized coach messaging.