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 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

Dickinson D icon
Dickinson D logomark
Dickinson Red Devil mascot
Dickinson Red Devil logomark
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.

COLLEGE COLORS

Pantone 186
Pantone Cool Gray 9
Black

Pitchfork color options

Dickinson D icon in white–for use on red backgrounds only.
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.
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 APPAREL MARKS

GENERAL DICKINSON ATHLETICS APPAREL MARKS

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.

Hello «FirstName»,

I've got great news! You've been recommended to me as an outstanding student-athlete who may qualify for admission to Dickinson College, located in beautiful Carlisle, Pennsylvania. Since its founding in 1783, Dickinson has grown to become a national leader in residential liberal arts education.

• Ranked No. 40 among national liberal-arts schools by U.S. News & World Report
• Able to provide unparalleled global opportunities, with more than 40 study-abroad programs on six continents in 24 countries
• Offers small class sizes, through a close-knit 9-to-1 student/teacher ratio

The tennis program has developed a strong reputation as one of the top small-college teams in the East. Over the past two years, the Red Devils have continued to improve and climb in the conference standings and look to reach newer heights. I bet you didn't know that Red Devil tennis is:

• Looking for highly ranked junior tennis players
• Building a national-caliber program: top 30 by 2018, top 15 in 2019
• In the Centennial Conference, considered one of the top DIII conferences in the country

Dickinson combines the advantages of a small school with the resources of the thriving surrounding community and region. This means there are many great things to do both on and off campus. Not only does Dickinson have a beautiful campus, but we’re:

• Located in one of the “best places to raise a family,” according to Forbes, and in one of America’s “most livable cities”
• Able to provide access to a wide range of internships: law, medicine, business and entertainment, to name just a few
• Situated three hours from New York City and two hours from Washington, D.C., Baltimore and Philadelphia, while offering a setting known for its world-class fishing, hiking, biking and camping

If you are a serious student and want to play high-level collegiate tennis, send me an email to bojaladd@dickinson.edu and I will be sure to give you a call.

You can learn more at www.dickinson.edu. I look forward to hearing from you soon.

Sincerely,

David Bojalad
Head Tennis Coach
Dickinson College
717-254-8052
bojaladd@dickinson.edu
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.

Dickinson's 25 intercollegiate athletics teams compete in the prestigious Centennial Conference and have been recognized as elite Division III programs. Our experienced and highly respected coaching staff is focused on providing scholar-athletes with individualized attention, and our Red Devil athletes are in passionate pursuit of academic and athletic excellence and proudly pledge to "always wear the red."
WILL YOU JOIN the Dickinson athletic experience at the State-of-the-art facilities await you.
BASKETBALL
DICKINSON

in Dickinson program

"The school.

students and professors while at

with coaches, teammates, fellow

was fortunate enough to establish

over a four year academic and athletic

THANKFUL

VALUABLE

NABC All American

history FG% (.580)

2016

Player of the Year

Conference

Centennial

1st

—Ted Hinnenkamp '16

, and I am

DEDICATED COACHES

Committed to seeing you succeed.

EXCUSES

TAKE THE NEXT STEP IN THE RECRUITING PROCESS.

" IT IS THE MARK OF AN EDUCATED MIND

DO YOU WANT TO WEAR THE RED?

Get an in-depth look at what it would be like to be a student-

WITHOUT ACCEPTING IT.

DICKINSON

Join us for one of our four Junior Day programs this fall.

Successful on the court and in the classroom.

LACROSSE

Carlisle, PA 17013
dickinsonathletics.com

JUNIOR DAY

Wearing the Red

This program is designed to bridge the gap

between faculty members and student-athletes on

campus. One faculty member partners with each

varsity team throughout a season, which includes

attending practices, games and outside events.

–Mahatma Gandhi

- Melinda Schlitt, professor of art history and

faculty liaison to women's basketball

Jeff McCausland

security studies, is the men's basketball faculty

liaison for the 2016-17 season. He is a national

security consultant for CBS radio and television.

He will be a valuable asset as he will give our players

great insight on leadership tactics and serve as

another empowered voice to motivate us through-

out the season.

1:15 p.m.  Meet with coaching staff

1 p.m.  Player question-and-answer panel

12:30 p.m.  Tour of Durden Athletic Training Center

11:30 a.m.  Lunch with the team

10:30 a.m.  Attend class with a member of the women's lacrosse team

9 a.m.  Campus tour and admissions information session

8:45 a.m.  Arrive on campus

We look forward to your visit!

* Please note: Saturday, Oct. 3

VISIT DATE:

INTENDED MAJOR(S)

NAME

JUNIOR DAY REGISTRATION FORM

FRIDAY, OCTOBER 23

FRIDAY, OCTOBER 9

FRIDAY, OCTOBER 2*

FRIDAY, NOVEMBER 13

TENTATIVE ITINERARY:

2017 banner.

Additional brochures and registration form

Postcard series sent to recruits with personalized coach messaging.