SECTION II: ATHLETICS IDENTITY GUIDELINES
Our athletics identifiers

Capturing Suffolk spirit

Our primary identifiers promote our University and serve as an anchor for all units of Suffolk. The core of this system is our symbol and our logotype, built with our two Suffolk colors, and should be used in all University athletics communications.

As an extension of the University athletics brand, we’ve created an alternative Ram icon that can be used in addition to our primary athletics logo.

Note: Electronic files for our identifiers are available at suffolk.edu/omc.
Our athletics identifiers

**Various color versions**

**Full-color version**
The two-color version is the primary one that should be used for all pieces. This version can be used on white backgrounds and pictures when the logo is clear. Please refer to page 11 for examples.

**One-color versions**
The all-blue, all-black, or all-white versions are available for use on print jobs with a limited color palette or where the two-color version would not be clear.

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**Primary athletics logo**

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**Alternative athletics logo**

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**Note:** The scale, rendering, color, and configuration of all our identifiers are fixed and should not be changed in any way.
Our athletics identifiers

Various configurations

The various components of the athletics brand system have been designed to be flexible. When possible, use the complete logo (Suffolk/Rams/symbol). There will be, however, instances when that is not possible due to space. In such cases, the logotype and symbol can be used alone or on separate areas of the product/piece on which they appear.

Primary athletics logo

![Primary Athletics Logo]

Alternative athletics logo

![Alternative Athletics Logo]

Note: The scale, rendering, color, and configuration of all our identifiers are fixed and should not be changed in any way.
Our athletics identifiers

Use on blue backgrounds

The examples below illustrate the versions created for use on a blue background (where the type is not outlined). The logo should not appear on a gold background.
Our athletics identifiers

Use on black backgrounds

The examples below illustrate the versions created for use on a black background (where the type is outlined).
Our athletics identifiers

Use on white backgrounds

The examples below illustrate how the all-black version appears on a white background.

Primary athletics logo

Alternative athletics logo

Logotype
Our athletics identifiers

Sport-specific versions

Versions of the athletics logos have been created for each sport by replacing “RAMS” with a specific sport in the band under “Suffolk”. Note: The only words that can go in the band are the name of a sport, “RAMS,” or “UNIVERSITY”.

Primary sport logo

Alternative sport logo
Our athletics identifiers

Clear space and minimum size

Providing a clear space around our identifiers will ensure visibility and integrity. These diagrams illustrate how clear space is measured and the minimum size they should appear to ensure legibility.

Clear space
The unit of minimum clear space, shown as the height of the “F” (cap height) in the logo in the examples below, is measured from all sides of the logo. Preserve this unit of clear space on all sides of our identifiers.

Minimum size
To maintain legibility, keep the minimum size requirements listed below in mind.

For print: 0.75” height minimum
For web: 72 pixel height minimum

For print: 0.35” height minimum
For web: 36 pixel height minimum

For print: 0.35” height minimum
For web: 54 pixel height minimum
Our athletics identifiers

General don’ts

Our identifiers have been carefully drawn and tested across media. Please do not recreate or “improve” any of our identifiers. Do not include elements from the University marketing logo, formal logo, seal, or past Suffolk logos.

**PLEASE NOTE:** OMC will not supply logos for use in email signatures. Indeed, we actively discourage using such e-logos, as they often appear as attachments that may be deemed web bugs and cause your email to go directly to spam.

**Do not** change the established color or use a tint of our identifiers.

**Do not** add graphic or type elements of any kind to our identifiers.

**Do not** tilt or rotate.

**Do not** stretch our identifiers horizontally or vertically.

**Do not** change the font used in the identifier.

**Do not** change the proportions of the symbol or logotype.

**Do not** change the relative positions of our symbol and logotype.

**Do not** apply drop shadows or any other embellishments to our identifiers.

**Do not** place our identifiers on a textured or patterned background.
Our athletics identifiers

Use of identifier on gradients and photography

When using the logo with a gradient background, be sure it is clearly legible and visible. In the examples below, the logo can be easily seen when placed against a contrasting color. It should not be placed on a background on which the logo would likely get lost.

When using the logo with photography, be sure to place it where it is clearly legible and visible. In the examples below, the logo can easily be seen when placed against relatively open space.
Color

**Athletics color palettes**

Consistent use of our color palettes increases visibility and brand recognition. The logo should only appear in the the colors included in the athletics palette.

### Athletics palette

- **Color 1** (PMS 2767 c/u)
  - CMYK: C: 95 / M: 82 / Y: 44 / K: 45
  - RGB: R: 20 / G: 47 / B: 85
  - Hex: #13284c

- **Color 2** (PMS 8642 c/u (metallic))
  - CMYK: C: 25 / M: 40 / Y: 100 / K: 5
  - RGB: R: 188 / G: 145 / B: 44
  - Hex: #bc912c

- **White** (PMS 118 c/ 117u (non-metallic))
  - CMYK: C: 0 / M: 0 / Y: 0 / K: 0
  - RGB: R: 255 / G: 255 / B: 255
  - Hex: #ffffff

- **Black**
  - CMYK: C: 0 / M: 0 / Y: 0 / K: 100
  - RGB: R: 0 / G: 0 / B: 0
  - Hex: #000000
Our athletics identifiers

Placement

Providing a clear space around our identifiers will ensure visibility, prominence, and integrity. These diagrams illustrate how the identifiers should be positioned in communications.

Positioning and sizing our identifiers

The standard position for our logo in marketing communications requires that it be grounded in one of the four corners of a page or in the top center or bottom center of the page. If the logo is the only object on the page, it can be centered.
Typography
Typefaces: contrast and complement

Much of what we communicate is said with words. A distinctive, consistent use of our type fonts will enhance our brand and help us communicate with clarity. The athletics type palette is used for the logo only (with Tertre being used for specific sports names). The University typographic palette (Sabon, Gotham, and Archer) should be used for all other copy within a piece.

HTML/Alternative typography
Due to the limitations of websites and HTML emails, other typefaces are often required. We recommend the Georgia, Arial, and Rockwell screen fonts in place of the University palette. (These can also be used for print pieces if Sabon, Gotham, and Archer are not available.) There are no substitutes for the athletics palette.

Athletics typographic palette

<table>
<thead>
<tr>
<th>SUFFOLK BOLD</th>
<th>Tertre Extra Bold</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>1234567890</td>
<td>1234567890</td>
</tr>
</tbody>
</table>

University typographic palette

<table>
<thead>
<tr>
<th>Sabon</th>
<th>Gotham</th>
<th>Archer</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>1234567890</td>
<td>1234567890</td>
<td>1234567890</td>
</tr>
</tbody>
</table>
When thinking about applying to Suffolk, an applicant will often ask, “Are there people like me there?” “Can I do what I’m interested in?” “Will it be a good investment in my future?” “Will I fit in?” That’s why showing images of people—competing, coming together, and interacting—is so important.

We recommend a documentary approach to photography. That is, whenever possible, the camera is a participant, not just a recording device. We want to capture the energy, spirit, and camaraderie that make Suffolk special.
Thank you for helping to advance the brand of Suffolk University

For further information, or for help using our brand system, please contact:

The Office of Marketing & Communications
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