



wittenberg™

2019 BRAND GUIDELINES



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EVERY SPORT.
EVERY TEAM.
**EVERY STUDENT-
ATHLETE. FACULTY.
STAFF. COACH.**
EVERY PHOTO.
EVERY COLOR.
EVERY FONT.
EVERY LOGO.

IT ALL MAKES UP THE **WITTENBERG ATHLETICS BRAND.**

Our Brand

So, what is our brand?

The Wittenberg Athletics brand is a carefully crafted system made up of many elements. It's more than just our name or logo. It's more than our colors, our tiger, and our battle cry. While our brand identity is made up of these components, our brand also includes what we do, what we say, the way we look, our history, present-day actions, and our vision for the future. It's the message we stand by and demonstrate to the world as an organization and as individuals. It's the emotional response people have when they hear our name. It's the way people feel when they enter our facilities and step onto our courts or fields. It's the shared vocabulary we use when we speak. A unified vision of what it means to "Tiger Up!" It's the way we treat each other and the way we welcome our guests. It's the way we compete and protect our name with honor.

All of these attributes distinguish Wittenberg from other colleges and universities. We are a leader in NCAA DIII and we need to defend that in every action. Wittenberg Athletics is "Building Champions for a Lifetime." Student athletes should feel supported, encouraged, challenged, and capable. For the coaches and the student athletes, there is a genuine sense that participation on a team enhances their liberal arts education.

The brand and its assets will convey a commitment to the brand pillars of Compassion, Conviction, Competitiveness, Experience, and Community while encouraging the mental, physical, and intellectual health of students and community members. A positive, consistent athletic brand experience leads athletes, students, fans, and graduates to further engage with and become loyal to Wittenberg University.

Brand Voice

Our brand voice is how we express our personality through words, both written and spoken. It's not only about what we say, but also the way that we say it, and the impression it makes on everyone who reads or hears about us.

TIGER UP IS THE PHRASE WE USE WHEN WE NEED TO
DIG DEEP, COME TOGETHER, AND UNITE. TIGER UP IS THE
EMBODIMENT OF WHAT IT MEANS TO WEAR THE RED AND
THE WHITE. IT'S BEEN WITH US FOR DECADES AND IS
AN UNWAIVERING BOND AMONG ATHLETES. IT'S BOUND
UP IN OUR CORE VALUES OF COMPASSION, CONVICTION,
COMMUNITY, COMPETITION, AND EXPERIENCE.

OUR ESSENCE

Wittenberg Athletics truly is “Building Champions for a Lifetime.” Student athletes feel supported, encouraged, challenged and capable. For the coaches and the student athletes, there is a genuine sense that participation on a team enhances their liberal arts education.

OUR IDENTITY

Wittenberg Athletics rallies around the red and the white. The colors convey our strength and our heritage. The W is a unifying symbol we wear with pride. It’s distinct and sacred. It’s part of our DNA. The Tiger is what we stand behind. It’s a symbol of strength and unity for generations of student athletes.

OUR PLATFORM

01 **C O M P A S S I O N**

02 **C O N V I C T I O N**

03 **C O M M U N I T Y**

04 **C O M P E T I T I O N**

05 **E X P E R I E N C E**

01 **COMPASSION**

We all come together as a whole dept to support everyone else.

No one is a stranger here.

We are family oriented.

We are humble.

We practice from 9-11 at night and everyone respects that sacrifice.

02 **CONVICTION**

Our work ethic is strong.

We are all accountable.

Athletes know they are competing and representing the brand.

We practice late or super early - or more than once a day. Whatever it takes.

We take extreme pride in how we got to where we are.

We're committed, responsible, and on-track.

As athletes and coaches, we know why we are here to play the sport,

convicted to know and make Witt a better place

We have grit. And hard work mentality.

We demonstrate how seriously we take athletics.

03 **COMMUNITY**

Each team feels like a family.

We offer community-centered leadership and activities open to all.

Community relationship between athlete and institution is strong.

We have a genuine sense that our coaches are coaching the sport and in life.

Our alumni-base is strong, with similar values.

We have a tight knit community within Athletics and we embrace it.

We support Springfield.

04 **COMPETITION**

We have nationally-ranked programs.

All-American Athletes

All-American Coaches

We are the winningest NCAC team.

We boast extended winning records.

We are able to handle adversity better than most.

We are talented with integrity.

We expect a lot of ourselves.

05 **EXPERIENCE**

We offer and embrace an intentional holistic experience.

We are balanced.

We offer unique experiences within the program. (Travel, Service, Family)

We provide continuous personal interactions throughout the recruitment process.

Many of our student-athletes are double majors.

Here, you can study abroad, be involved in theater, Greek life, campus organizations.

Coaches understand athletes aren't one dimensional.

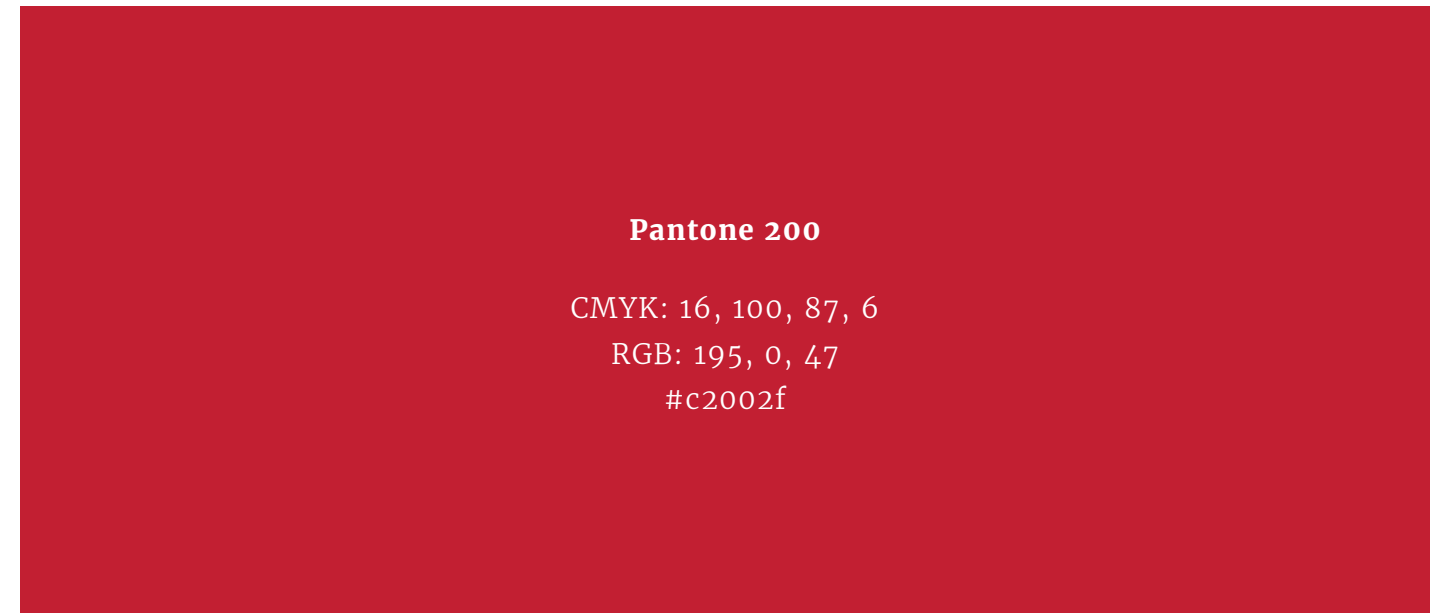
Our students excel in many aspects, they are athletes who want more than an athletic experience.

Brand Colors

We are the red and the white. We use gold and grayscale to compliment our primary palette. The Wittenberg red is bold, confident, and often one of the most easily identifiable elements that help make up our visual identity.

DESIGN CONSIDERATIONS: Correct color usage can be equally as important as the use of our logo. Using it consistently and often is essential to reinforcing the Wittenberg Athletics brand. Our palette is built from our heritage and vision for the future. It is visible and shared not only in our athletics facilities, but all throughout our campus. The chosen palette helps unify what our brand stands for. It is a direct reflection of our institution and one of the easiest ways to recognize the University's brand on all applications. While our palette is flexible, it's important the colors are used with sophistication and thought. Always have a sense of hierarchy when using the carefully chosen colors.

PRIMARY



White

RGB: 255, 255, 255
#ffffff

SECONDARY



Typography

Although our brand has one unified voice, Wittenberg has many tones of voice that need to be expressed. Our brand fonts help us tell our story and act as a visual vehicle for our brand language. Our collection of fonts carefully establish, capture, and express different emotions of the university.

Primary Font

KENSMARK.01 BOLD SOFT-DISPLAY

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * () _ + { } | : < ?

Secondary Fonts

DIN
FONT FAMILY

A a B b C c D d E e
F f G g H h I i J j K k
L l M m N n O o P p
Q q R r S s T t U u
V v W w X x Y y Z z

0 1 2 3 4 5 6 7 8 9

! @ # \$ % ^ & * () _ + { } | : < ?

Complimentary Fonts

PRIDI
FONT FAMILY

A a

A a B b C c D d E e F f G g H h I i J j K k L l M m
N n O o P p Q q R r S s T t U u V v W w X x Y y Z z
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * () _ + { } | : < ?

Special Display Fonts

GOBOLD
FONT FAMILY

A A

BACKCHECK
FONT FAMILY

A A

ANATOMY OF TYPE

Tracking
(Letter spacing)

HEADLINE
Font: Kensmark.01, Bold Soft
Type Size: 60 pt
Leading: 55 pt
Tracking: 50 pt
Color: Pantone 200

BUILDING CHAMPIONS FOR A LIFETIME

Leading
(Line spacing)

SUB-HEAD
Font: DIN, Medium
Type Size: 42 pt
Leading: 56 pt
Tracking: 50 pt
Color: Pantone 426

WE ARE EXCITED TO HAVE YOU ON BOARD! WE CAN'T WAIT TO GET YOU HERE AND GET SETTLED.

Lorem ipsum dilor hichte apiet repe nese vendi ut vel ma qui sandaestem enem qui omnimus moluptamus acidisimet, consequae volenserum fugiatquo qui.

BODY COPY
Font: DIN, Regular **Type Size:** 36 pt **Leading:** 46 pt **Tracking:** 50 pt **Color:** Pantone 426

THE STANDARD

EXAMPLE 1

This example shows the traditional build of our brand fonts. It is a good example to model our type after. It uses our primary font for the headline and secondary font for subhead and body copy. Our primary font should be used for headlines only—never in body copy. The subhead (below the headline) is our secondary font (DIN) used in all CAPS to emphasize the content and help it stand out more. The body copy uses DIN in sentence case and should be the primary case for body copy in most cases.

TIGER UP!

IT'S THE PHRASE WE USE WHEN WE NEED TO DIG DEEP, COME TOGETHER, AND UNITE. TIGER UP IS THE EMBODIMENT OF WHAT IT MEANS TO WEAR THE RED AND THE WHITE. IT'S BEEN WITH US FOR DECADES AND IS AN UNWAIVERING BOND AMONG ATHLETES. IT'S BOUND UP IN OUR CORE VALUES OF COMPASSION, CONVICTION, COMMUNITY, COMPETITION, AND EXPERIENCE.

TIGER UP!

It's the phrase we use when we need to dig deep, come together, and unite. Tiger Up is the embodiment of what it means to wear the red and the white. It's been

BE BOLD

EXAMPLE 2

The example here shows the same fonts being used in example 1, but with slightly different emphasis in the body copy. Kensmark Black Soft is used in the headline and DIN Black for the body. When all CAPS are used in body copy, size must become much smaller in ratio to the headline and it then must have a larger amount of leading and tracking to assure balance and legibility.

BODY COPY

Font: DIN, Black **Type Size:** 30 pt
Leading: 72 pt **Tracking:** 75 pt

BE BOLD—SECONDARY ONLY

EXAMPLE 3

The example here shows an acceptable use of our secondary font for both the headlines and body copy. DIN Black is being used for both. Headlines in most cases are typically larger than body copy.

**SECONDARY +
COMPLIMENTARY**

EXAMPLE 4

Example 4 shows the pairing of our secondary font for the headline, mixed with Pridi Bold for the subhead and Pridi Light for body copy. The juxtaposition of using a very bold font with a very thin/light font allows emphasis to live more so in one part of the copy block vs. another. We are also using a sans serif for the headline, and we are using a serif for the subhead and body. This gives the block a modern, traditional feel.

SANS SERIF

**BUILDING
CHAMPIONS
FOR A LIFETIME**

**WE ARE EXCITED TO HAVE
YOU ON BOARD! WE CAN'T
WAIT TO GET YOU HERE
AND GET SETTLED.**

Lorem ipsum dilor hict e apiet repe nese vendi ut vel ma qui sandaestem enem qui omnimus moluptamus acidisimet, consequae volenserum fugiatquo qui

SERIF

**BUILDING
CHAMPIONS
FOR A LIFETIME**

**WE ARE EXCITED TO HAVE
YOU ON BOARD! WE CAN'T
WAIT TO GET YOU HERE
AND GET SETTLED.**

Lorem ipsum dilor hict e apiet repe nese vendi ut vel ma qui sandaestem enem qui omnimus moluptamus acidisimet, consequae volenserum fugiatquo qui volupta

**COMPLIMENTARY +
SECONDARY**

EXAMPLE 5

Example 5 takes example 4 and flips the font usage, while it keeps equal emphasis between the two. This shows an acceptable way to use Pridi Bold as the headline, DIN Black for subhead, and DIN Light for body.

BUILDING CHAMPIONS FOR A LIFETIME

**We are excited to
have you on board!
We can't wait to
get you here and
get settled.**

Lorem ipsum dilor hict e apiet repe nese vendi ut vel ma qui sandaestem enem qui omnimus moluptamus acidisimet, consequae volenserum fugiatquo qui volupta nimo.

YES! HEADLINES CAN BE SMALL

EXAMPLE 6

Here is an example of how using a small headline can be efficient, if something in the body copy is actually more important. Typically, when using this approach, it works better if you are labeling sections in a longer format document. So instead of going large with all headlines, we take a friendlier approach that is sensitive to the reader's emotions and ensures they don't feel we are yelling.

ENVIRONMENTAL

GoBold is a special display font that should only be used in wayfinding or environmental graphics or identifiers. An example can be seen on page 59.

PROTECTED

Backcheck is a special display font that should only be used in rare scenarios such as writing TIGERS or HOME OF THE TIGERS. This is our font that should be preserved for our Tigers wordmark and needs approval any time it is used.

**WELCOME TO THE
HEALTH, WELLNESS & ATHLETICS CENTER**

HOME OF THE TIGERS

Primary Marks

Consider our logo a “first impression” of our brand. It’s something to hold dear and protect. After all, it’s our most valuable, visible core asset. It represents and reinforces everything we stand for. Hold it dearly, use it carefully, and let the following guidelines help you in using it correctly.

ACCEPTABLE TREATMENTS: The logo can appear in red or white in color documents, red against a light background or white against a dark background. Black is acceptable only in black-and-white documents.

The logo must not be violated by overlaid text or graphics, and all surrounding elements must be clear of the logo by 10% of its width. The logo must not be bisected, stretched, or otherwise manipulated in any fashion.

STACKED-W+TIGERS



ACCEPTABLE USAGE:

These logos should be treated as the primary Wittenberg Athletics marks. Whenever a logo is needed to represent Wittenberg Athletics, the full Wittenberg Wordmark or the Stacked-W+Tigers is the preferred choice for marketing materials.

WITTENBERG WORDMARK



STACKED-W+TIGERS

ACCEPTABLE USAGE:

This logo should be treated as the primary Wittenberg Tigers lockup. It should be used any time “Wittenberg” and “Tigers” needs to be coupled and space calls for a more vertically stacked version.



WITT, TIGERS, MASCOT

ACCEPTABLE USAGE:

This logo is preferred when able to use a full color lockup of all three elements. Because of the lockup's complexity, the usage must be limited to specific cases in which it does not become crowded or should live alone. Its usage is mainly intended for apparel.



STACKED-W+ARCHING TIGERS

ACCEPTABLE USAGE:

This stacked version is a more compact option of the W + Tigers coupling and should be used when space calls for a more horizontal version of the lockup. Since the full Wittenberg logo is not coupled with the Tigers wordmark and just the winged W is used, this is intended to be seen by more familiar audiences.



WITT+ARCHING TIGERS

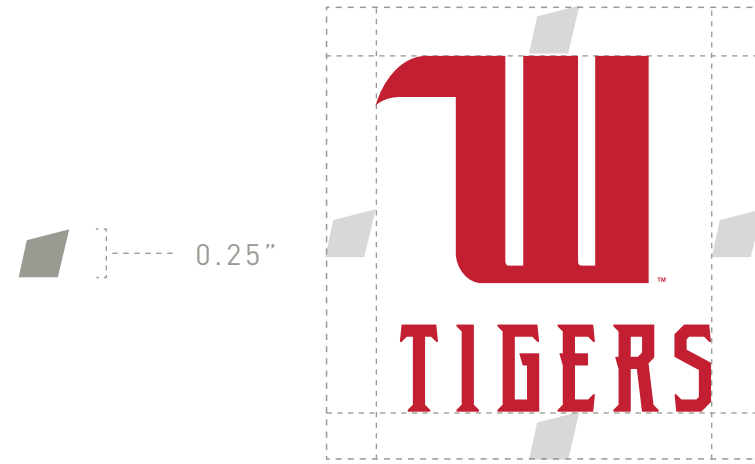
ACCEPTABLE USAGE:

When unable to be grouped with the tiger, this stacked version is a more compact and simplified option of the Wittenberg logo + arching Tigers wordmark. This option is intended more so for external audiences.



MINIMUM CLEAR SPACE

A protected area or clear space around a logo ensures that no other graphic elements interfere with the logo's clarity and integrity. It should be employed in every instance of the logo in any communication. The protected area extends from the outside edge of the logo on all sides.



CLEAR SPACE



MINIMUM SIZE

To protect the logo's clarity and integrity, it should never appear any smaller than 0.25" in height.



COLOR VARIATIONS

The preferred and primary color combination is red on white. When this is not possible, the W should be reversed to white on red or when not on red, use of the approved color palette should be considered to reinforce the Athletics brand.



COLOR VARIATIONS

WITTENBERG LOGO, GRAYSCALE



WITTENBERG LOGO, BLACK



WITTENBERG LOGO, REVERSED



WITTENBERG LOGO, PMS 200



WITTENBERG LOGO, REVERSED ON PMS 200



WITTENBERG LOGO, REVERSED ON PHOTO

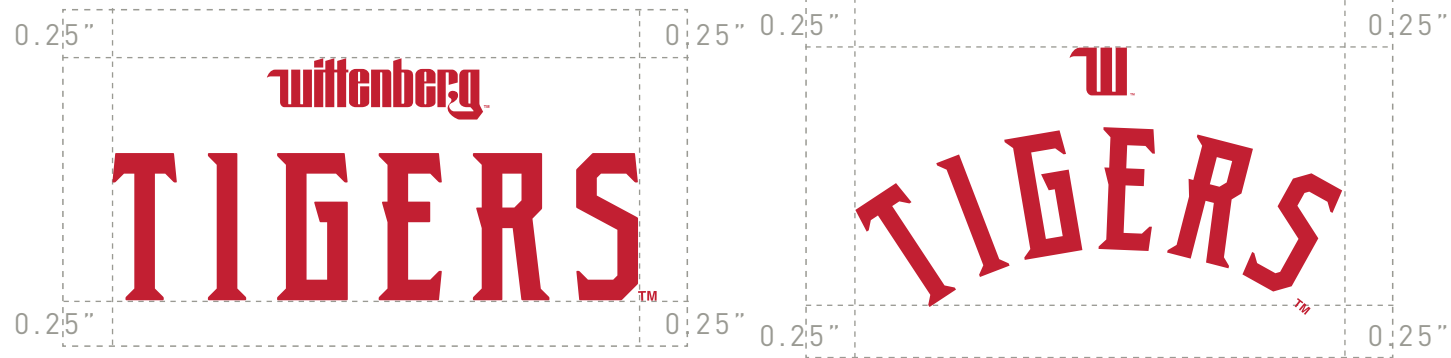


CENTERING THE LOGO

Designers should consider the horizontal center of the Winged W to be centered within the middle ascender of the W, not the true, measured center. The "wing" moves the measured center to the left of the mark's visual center, and when centered by measurement, the W will appear off-center. In short, ignore the "wing" when centering the W.



MINIMUM CLEAR SPACE



MINIMUM SIZE



COLOR VARIATIONS



WINGED-W + TEAM LOCKUP

COMPLEXITY LEVEL 1

Sport specific names are centered below the Tiger, written in Kensmark.01 Bold Soft with 50 pt kerning. Team names should never exceed the width of the TIGERS wordmark. Designated logos with team names should never be manipulated in any way. Please contact the University Athletics Department for specific logos.



WOMEN'S GOLF

Secondary Identity:

Team Specific Marks

Team specific wordmarks are secondary identifiers for Wittenberg Athletics to represent NCAA intercollegiate Athletics programs.

ACCEPTABLE TREATMENTS: These logos are intended for materials such as team gear and apparel, social media, game programs, and tickets. Team names are designated and should not be altered in any way. The logos are flexible and range in shapes to help better fit per application.

WITT, TIGERS+TEAM LOCKUP

COMPLEXITY LEVEL 2

WITT, TIGERS, TEAM + TIGER LOCKUP

COMPLEXITY LEVEL 3



MINIMUM CLEAR SPACE



MINIMUM SIZE



COLOR VARIATIONS



Secondary Identity:

Mascot

Our mascot and primary spirit mark focuses on the face of the tiger. Its expression is strong and encompasses all of our brand attributes. This should be seen a symbol of pride for University Athletics.

ACCEPTABLE TREATMENTS: The tiger was carefully crafted and illustrated to work with or without the body, however the primary use should be tiger head in full color. It should not be used alone except for special situations such as environmental graphics, or coupled closely with primary Wittenberg Athletics marks. The tiger should never be manipulated or recreated in any way. Only official spirit marks should be used.

TIGER HEAD / PRIMARY SPIRIT MARK



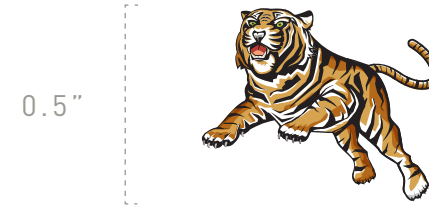
FULL TIGER / SECONDARY SPIRIT MARK



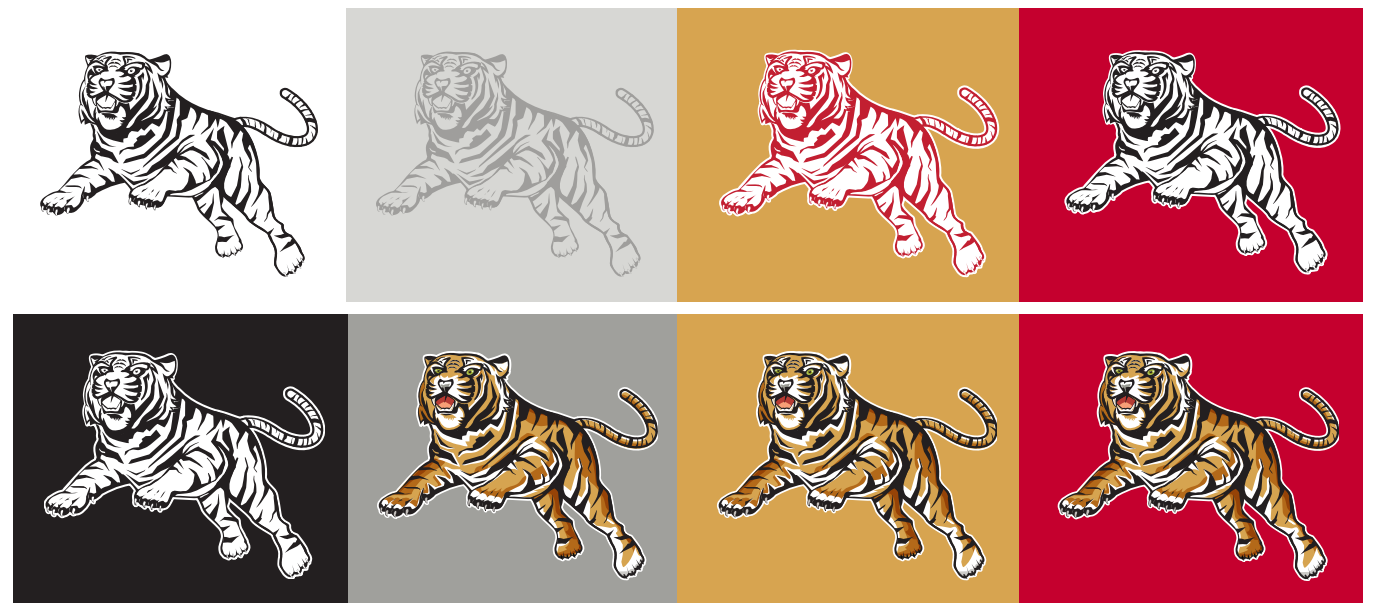
MINIMUM CLEAR SPACE



MINIMUM SIZE



COLOR VARIATIONS



Unacceptable Usage Examples

Our visual identity has been carefully crafted and should be used thoughtfully and consistently in order to build and protect the University Athletics' brand image.

University brand elements must be reproduced from official artwork only. They cannot be recreated, rearranged, distorted or altered under any circumstances. To ensure consistency, do not alter the sanctioned visual identity elements in any way. The use of all university athletics visual identity elements must be approved by University Athletics.



NEVER stretch or squeeze any of the logo lockups.



NEVER increase the size of any part of the logo.



NEVER change the font of any part of the logo.



NEVER move any part of the logo.



NEVER change the color of the logo to anything other than what is stated in this document.



NEVER recreate the logo.



NEVER use a low resolution version of the logo.



NEVER stretch or squeeze any of the logo lockups.



NEVER change the color of the logo to anything other than what is stated in this document.



NEVER incorporate a photo into the logo.



NEVER add a pattern to the logo.



NEVER manipulate any part of the logo or add unnecessary effects.



NEVER stretch or squeeze any of the logo lockups.



NEVER incorporate any other elements into any logo lockups change the text in any way.



NEVER add extra shapes or colors to any of the logo lockups.



NEVER rotate or transform any of the logo lockups.



NEVER stretch or squeeze any of the logo lockups.



NEVER change the font of any part of the logo.



NEVER incorporate a photo into the logo.



NEVER replace any portion of the logo.



Supporting Graphic Elements

Supporting graphic elements are used when creating general brand materials, promotional marketing materials, and environmental graphics to help accompany logos and marks as a full unit.

ACCEPTABLE TREATMENTS: These elements should never be used on apparel, uniforms or gear of any kind. They should only be used in pieces stated above by designated designers for Wittenberg Athletics. Samples of application will be shown in this document.

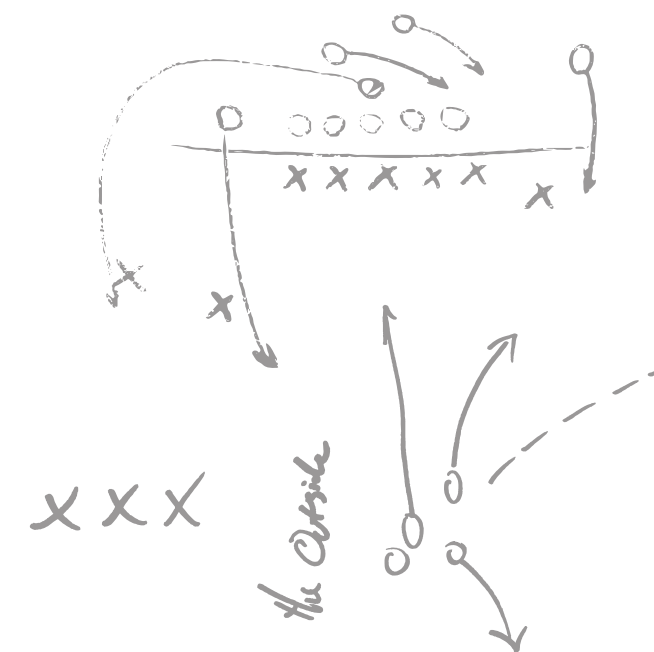
BITMAP TEXTURED IMAGES

Bitmap (or raster) images are an effective way to treat a photo as a texture. These images are made up of a series of tiny dots called pixels. Each pixel is actually a very small square that is assigned a color, and then arranged in a pattern to form the image. Our bitmap images are composed of diagonal lines in a halftone screen or a Diffusion Dither. Both of these options can easily be implemented in Adobe Photoshop, found under Image > Mode. To create a bitmap image, change your color image to Grayscale, then change it to a bitmap under image > mode. Once you have your bitmap to your liking, save as a TIFF in order to change the color in Adobe InDesign. Example below.



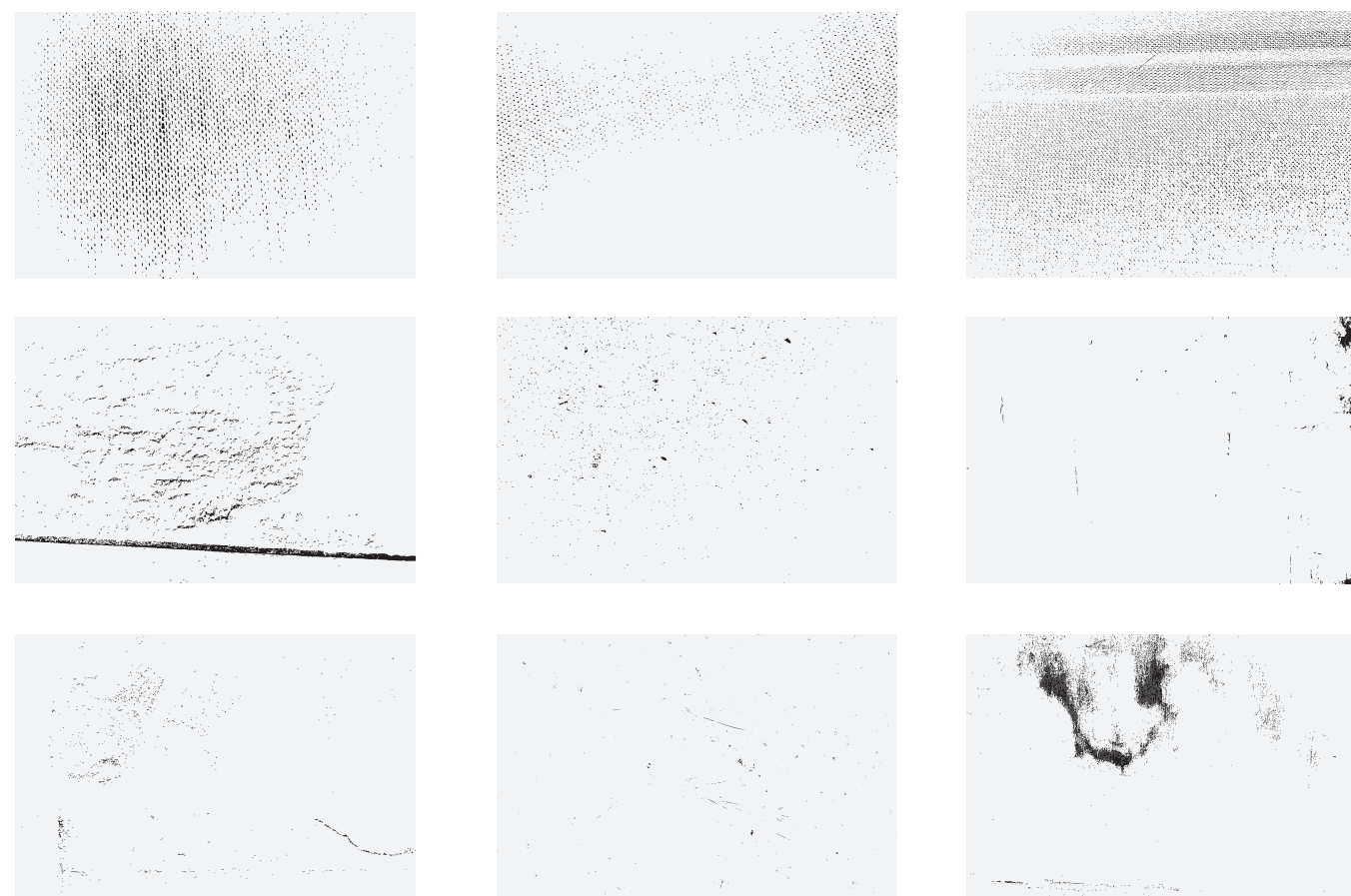
HAND-DRAWN PLAY BOOK/FIELD NOTES

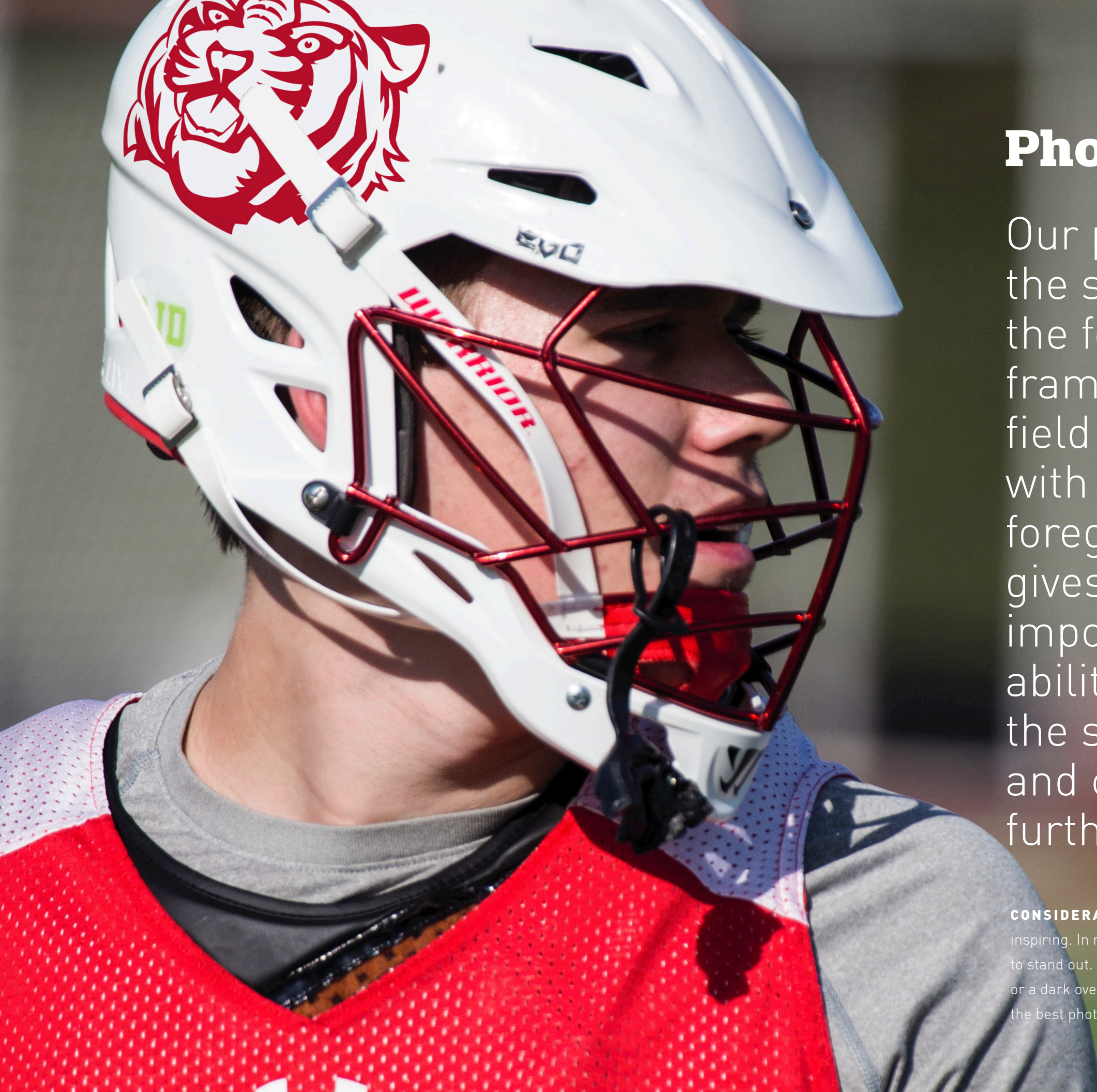
A library of hand-drawn play book / field notes are available to help create an original, personable, textured composition that works well with images, overlays, textures and gradients. These should be used as a subtle textural element and never as a main focus of a graphic or composition. Examples can be seen on page 59.



SUBTLE GRIT TEXTURES

A library of subtle grit textures are available to help create an original, personable, textured composition that works well with images, overlays, textures and gradients. These should be used as a subtle textural element and never as a main focus of a graphic or composition. Examples can be seen on page 59.





Photography

Our photography style brings the student-athlete(s) to the forefront of the photo frame. A shallow depth of field (blurred background) with the subject(s) in the foreground in full focus gives the athlete clarity, importance, dominance and ability to act as the hero of the shot. Added grit textures and color overlays helps to further bring the style to life.

CONSIDERATIONS: Our images can be described as vibrant, vivid, energetic, and inspiring. In most cases, the blurred background allows for text and graphic overlays to stand out. However, to improve legibility, in some cases a photo may need darkened, or a dark overlay may need to be applied. If further guidance is needed on selecting the best photography, please contact the Athletic Department.

DEPTH OF FIELD

When our photography has a shallow depth of field, it allows the student athlete to come forward into the foreground and places more emphasis on the subject of the photo, acting as the “hero” of the shot. Shallow depth of field means the student will be in focus, and the background will be blurred.



TRANSPARENT COLOR OVERLAY

A transparent overlay can be added to photos as a nice approach to help emphasize things like type or logos laid over top. This approach should be kept mainly for promotional pieces as a tactic to be personable. This technique keeps the integrity of the photo, but it shifts importance from the image itself to what lies on top. The image takes on more of a textural background role with this technique in place.

OVERLAY

Color Overlay: Pantone 200 **Opacity:** 100% **Effect:** Multiply **Image:** 30%

TEXTURES, GRADIENTS + LOGOS

Textures, background gradients and overlays can be applied to photography behind the subject/athlete in a non-distracting, subtle way that accents the athlete and further allows them to be brought into the foreground. Logos, lockups and spirit marks can be placed on photography (in non-distracting negative space) to help emphasize the brand.



INCORRECT USAGE

Never use unapproved colors as gradient overlays.
Never overuse textures in photos.
Never place a logo over a complicated background.



Over use of texture overlays can ruin a photo. Textures and color overlays should never go over top of the subject or subjects in the photo. This counteracts against having the student-athlete come forward in the photo.

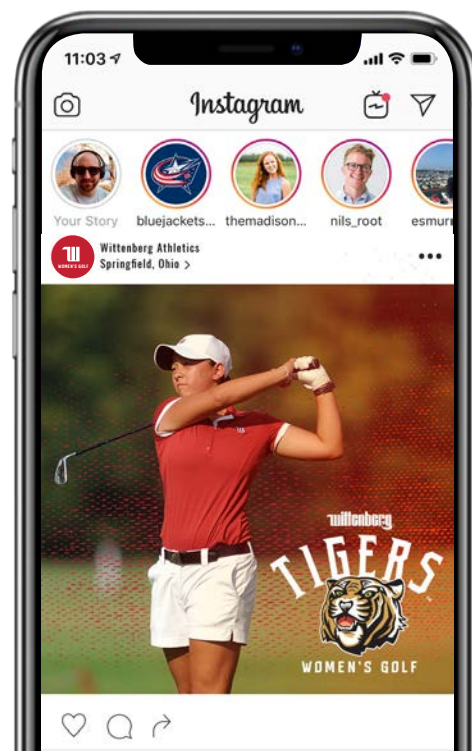
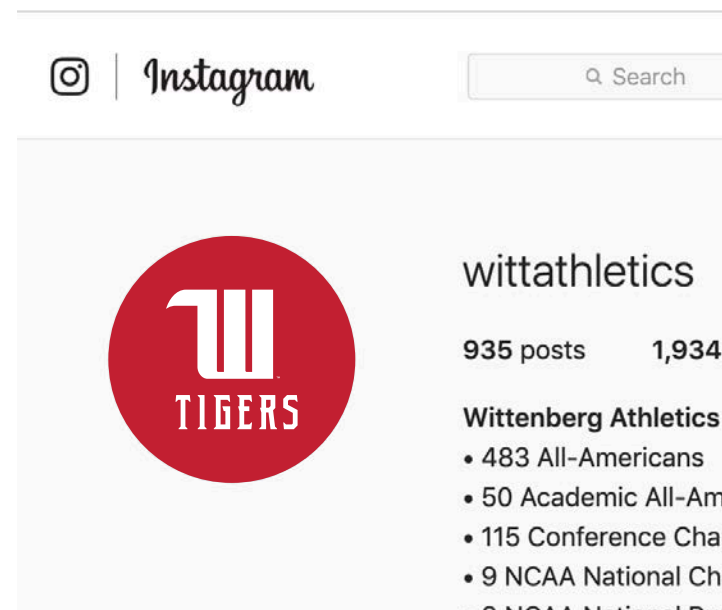
Social Media

This is how our brand appears and acts to our audiences on social media platforms. Our brand colors, voice and visual guidelines should be reflected and used properly, and with honor through all public channels. Our brand presence should be distinguished, carry our core values, and be reflective of who we are as a whole and with every post.

PROFILES

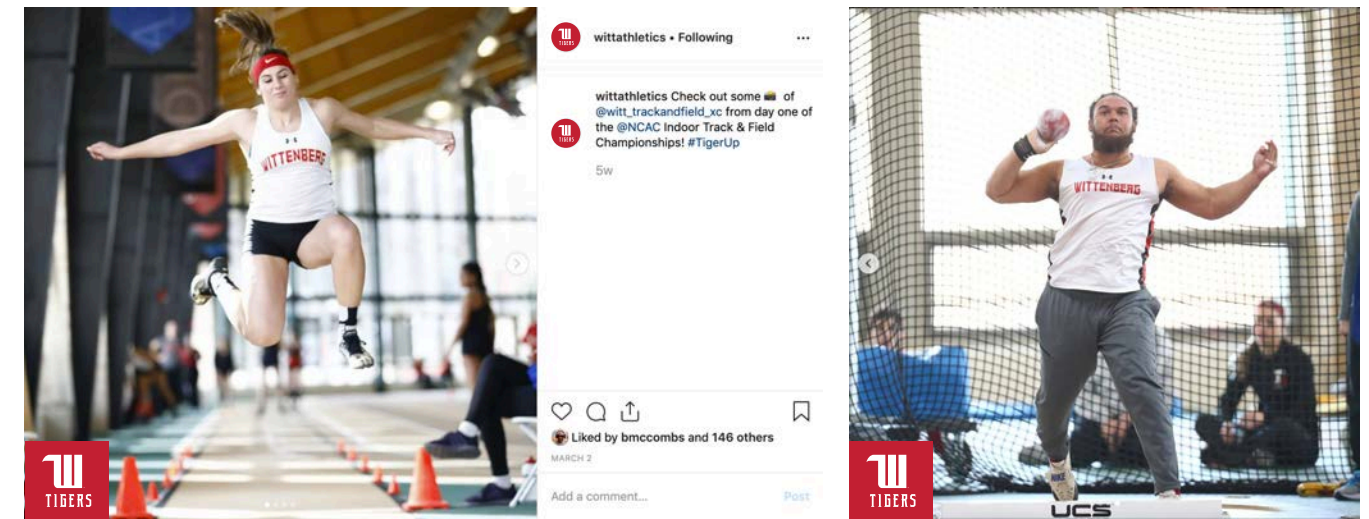
As the primary social channel—@Wittathletics will carry the W + Tigers Primary mark. In order to create consistency across platforms and profiles created by each team, every profile is required to use their designated team's Winged-W + Team Lockup on red as shown in the example on this page of Women's Golf and Wittenberg Football.

These profiles should be used on all social media channels used, i.e. Instagram, Twitter, Facebook.



APPROPRIATE POSTS

The examples above show the “ideal post.” They use a shallow depth of field to focus on the athlete, naturally vivid color, interesting angles and expressions, as well as consistent branding and proper language using correct profile tags and an appropriate hashtag enforcing our brand and rally cry.



ONE OF THE APPROPRIATE, DESIGNATED LOGOS SHOULD BE ADDED TO POSTS FOR BRAND CONSISTENCY AND AWARENESS.

LOGO DO'S AND DON'TS



UNACCEPTABLE USES

NEVER Use filters that over saturate the image. Using consistent color in images help define and reinforce the Wittenberg brand.

NEVER Place a reversed logo over top of a complicated background. Contrast is incredibly important so that we are being compliant with those who have disabilities.

NEVER Use templates that put a vintage overlay over top of players. This player looks washed out.

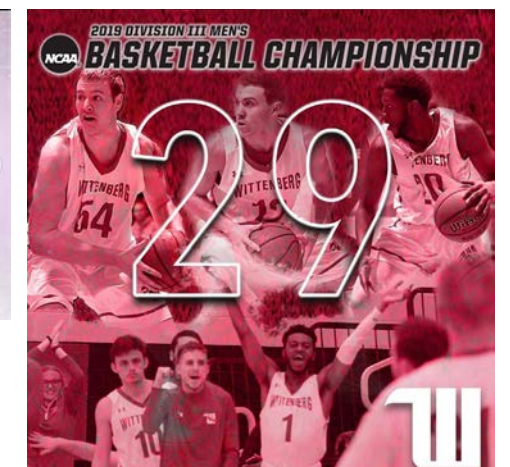
ALWAYS Use RGB color fields and not CMYK. The example here is using the wrong red in the Wittenberg Logo.

ALWAYS Size the post appropriately for the social media channel.

ALWAYS Use RGB color fields and not CMYK. The example here is using the wrong red as an overlay. More info on color overlays can be found on page 45.

ALWAYS Use designated fonts when using type over an image.

ALWAYS Use pixelated images or designated textures in a post.



Uniforms

Our uniforms are one the most highly visible points of pride for the university's athletics. With a quick glance, they represent who we are and what we stand for. All teams should hold consistency near and dear to uphold our brand image.

LOGO

All uniforms will have the Wittenberg Gothic logo as it's primary mark across the chest like a badge of honor. The logo should not have 'University' under the wordmark.





WITTENBERG RED

All uniforms should follow the color guidelines and be PMS 200 with white logos and font or all white with PMS 200 and red font for names and numbers.

No matter the team, color combo, fabric, material, or application, being consistent in using the correct red is imperative. Learn more on page 12.

KENSMARK FONT

Kensmark.01 Bold Soft is the official uniform typeface. It should be used for all names and numbers of players. Wittenberg should never appear in this font, instead the official mark should be used. Learn more on page 14.



HELMETS & HEAD WEAR

Depending on applicable space, all helmets and other head wear should either have the official winged W + Tigers mark or just the tiger head in PMS 200 or white. An experienced design professional should determine which case should be used per size and application.

All uniforms should be checked for accuracy for these guidelines and if these rules are not properly followed, they will need to be re-created.



Environmental

Our facilities are where our brand comes to life. Through messaging, tone, look and feel, our environmental graphics and branding should help tell our story while enhancing the experience for our student athletes, faculty and staff, community and visitors.

COLORS

Red (pantone 200) and white are our primary colors to be used in any environmental graphic application. Learn about our colors on page 12.

FONTS

Most environmental graphics will use Kensmark.01 Bold Soft as it's primary font. This font can be paired with others listed on page 14 for tone and supportive messaging.

LOGOS & LOCKUPS

Specific marks have been designated to every sport within the university and rules for logos can be found starting on page 20.

TIGER

Official tiger marks have been made in full color, black and white, grayscale, and red and white. The appropriate coloration, tiger head vs. full body should be considered depending on the size and composition in which the tiger will appear within the space. Learn more on page 32.

ADDITIONAL ELEMENTS

Additional elements and textures have been developed and treatments have been developed to help create a better visual composition when paired with photos, logos and marks, typography and mascot. Learn more on page 38.





TIGER UP IS THE PHRASE WE USE WHEN WE NEED TO DIG DEEP, COME TOGETHER, AND UNITE. TIGER UP IS THE EMBODIMENT OF WHAT IT MEANS TO BE THE RED AND THE WHITE. IT'S BEEN WITH US FOR DECADES AND IS AN UNWAVERING BOND AMONG ATHLETES. IT'S BOUND UP IN OUR CORE VALUES OF COMPASSION, CONVICTION, COMMUNITY, COMPETITION, AND EXPERIENCE.

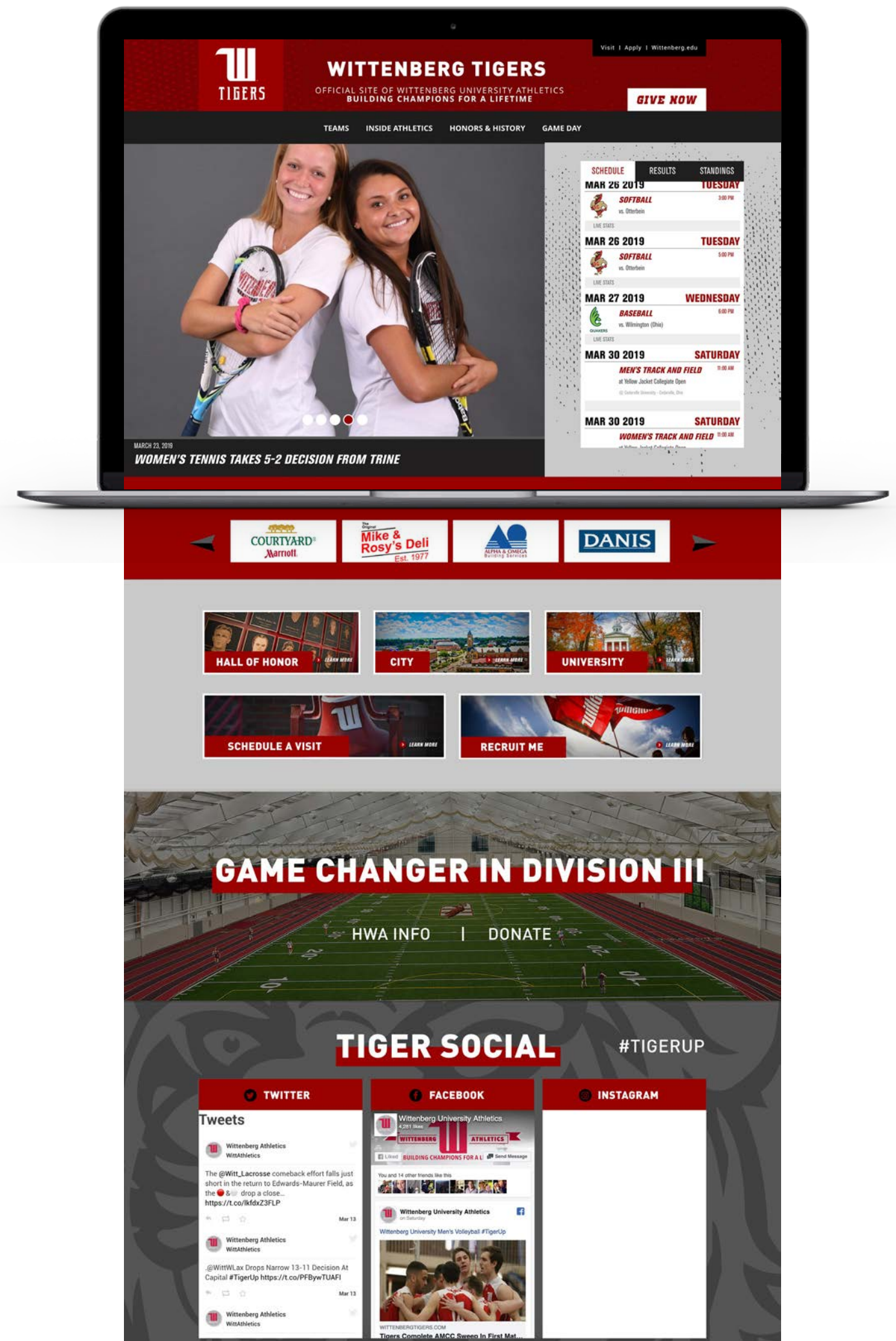
TIGER UP!

1929 GYMNASIUM



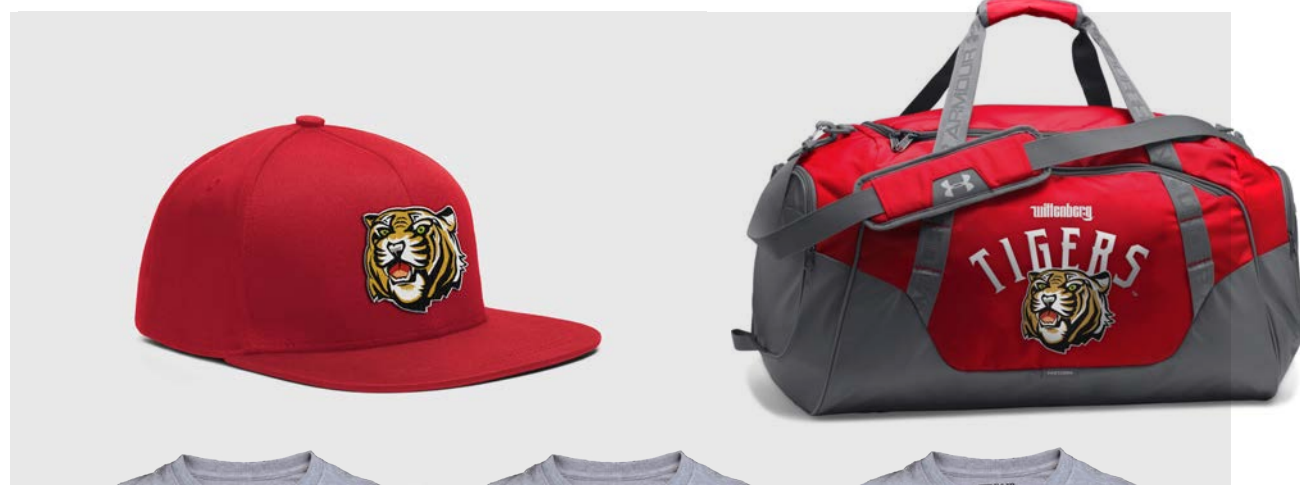
Digital

Our brand's voice, look and feel should align on all platforms. Our website will be frequently trafficked to get athletics resources, check event schedules and rosters and stay up-to-date with news and social media. We must provide a consistent and familiar hub for this information with aligning brand fonts, colors, textures, imagery and content writing.



Brand Examples

APPAREL



ENVIRONMENTAL



MARKETING MATERIALS



UNIFORMS