

SHAWNEE STATE

BEARS



SHAWNEE STATE BEARS

Athletics Brand Standards Guide

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The Shawnee State Athletics Branding Guide is designed to provide clear information on the proper use of approved graphics, colors and fonts for any application of the Shawnee State Athletic brand. Our purpose is to guarantee, as best as possible, a clear and consistent brand image wherever and whenever Shawnee State Athletics is represented in any print, digital or apparel format. Any attempt to utilize Shawnee State graphics or wordmarks outside the standards represented in this guide are strictly prohibited. Requests for exceptions or interpretations should be submitted directly to the Athletics Department.

Go Bears!



OFFICIAL COLORS OF SHAWNEE STATE ATHLETICS

PRIMARY PALETTE

SSU Navy and SSU Gray are the official colors for Shawnee State Athletics and are shown on the left. It is very important to match these colors faithfully when reproducing the Shawnee State Athletics marks. It is greatly preferred that all Shawnee State marks be used in full color whenever possible.

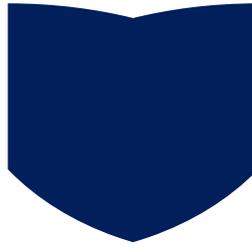
SUPPORT COLORS

In addition to the primary palette, the Shawnee State Athletics marks utilize white as an important support color.

ALTERNATE COLORS

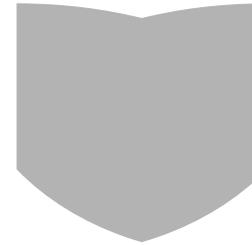
In addition to the classic palette, the Shawnee State Athletics marks offer two alternate colors with SSU navy. SSU Light Blue and SSU Orange may be used in place of traditional SSU Gray.

PRIMARY PALETTE



SSU NAVY

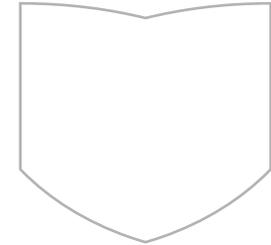
(in lieu of use *Pantone® 281 C)
Process Equivalent: 100c 90m 31y 35k
RGB Equivalent: 0r 32g 92b
Madeira Thread: 1767
Hex Code: 00205C



SSU GRAY

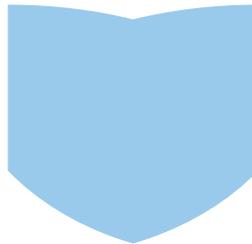
(in lieu of use *Pantone® 421 C)
Process Equivalent: 31c 24m 25y 0k
RGB Equivalent: 177r 180g 179b
Madeira Thread: 1811
Hex Code: B1B4B3

SUPPORT COLOR



WHITE

ALTERNATE COLORS



SSU LIGHT BLUE

(in lieu of use *Pantone® 291 C)
Process Equivalent: 38c 8m 1y 0k
RGB Equivalent: 152r 202g 236b
Madeira Thread: 1674
Hex Code: 98CAEC



SSU ORANGE

(in lieu of use *Pantone® 1585 C)
Process Equivalent: 0c 71m 98y 0k
RGB Equivalent: 255r 109g 16b
Madeira Thread: 1778
Hex Code: FF6D10

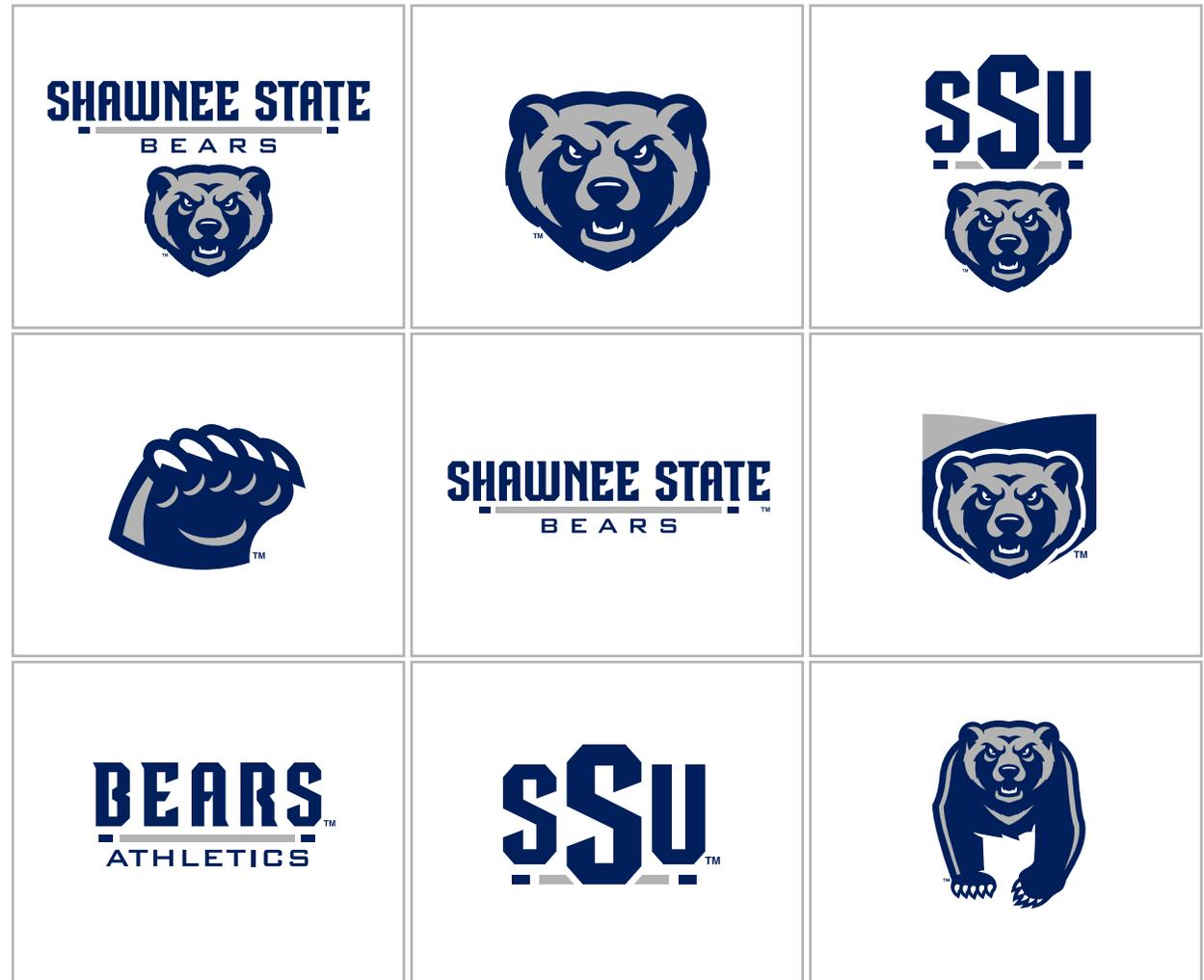
SHAWNEE STATE FULL COLOR ATHLETICS MARKS

The Shawnee State athletics marks were designed to create a consistent visual identity for the Shawnee State athletics department. These marks should not be changed or altered in any way and their use must adhere to the standards in this guide. At the same time, there are many logo variations to choose from so there should be a design compatible to any desired application.

All of the Shawnee State athletics marks are shown in full color on the right.

These logos are intended for use only by the Shawnee State athletics department. Permission is required for use by any other entity.

FULL COLOR MARKS



SHAWNEE STATE FULL COLOR ATHLETICS MARKS ON GRAY

The Shawnee State athletics marks were designed to create a consistent visual identity for the Shawnee State athletics department. These marks should not be changed or altered in any way and their use must adhere to the standards in this guide. At the same time, there are many logo variations to choose from so there should be a design compatible to any desired application.

All of the Shawnee State athletics marks on SSU Gray are shown in full color on the right.

These logos are intended for use only by the Shawnee State athletics department. Permission is required for use by any other entity.

FULL COLOR MARKS ON GRAY



SHAWNEE STATE FULL COLOR ATHLETICS MARKS ON DARK

The Shawnee State athletics marks were designed to create a consistent visual identity for the Shawnee State athletics department. These marks should not be changed or altered in any way and their use must adhere to the standards in this guide. At the same time, there are many logo variations to choose from so there should be a design compatible to any desired application.

All of the Shawnee State athletics marks on SSU Navy (or dark color) are shown in full color on the right.

These logos are intended for use only by the Shawnee State athletics department. Permission is required for use by any other entity.

FULL COLOR MARKS ON DARK



SHAWNEE STATE NAVY & WHITE ATHLETICS MARKS

When SSU Gray is not available, the Shawnee State athletic marks may also be used in SSU Navy and white. All of the Shawnee State athletic marks are shown in SSU Navy and white on the right. Again, it is preferred that the marks are presented in full color (SSU Navy, SSU Gray and white) when possible.

NAVY & WHITE MARKS



SHAWNEE STATE BLACK & WHITE ATHLETICS MARKS

When SSU Navy and SSU Gray are not available, then the Shawnee State athletic marks may also be used in black and white. All of the Shawnee State athletic marks are shown in black and white on the right. Again, it is preferred that the marks are presented in full color (SSU Navy, SSU Gray and white) when possible.

BLACK & WHITE MARKS



SHAWNEE STATE ALL WHITE ATHLETICS MARKS

When SSU Navy and SSU Gray are not available, then the Shawnee State athletic marks may also be used in all white (on darker backgrounds only). All of the Shawnee State athletic marks are shown in all white on the right. Again, it is preferred that the marks are presented in full color (SSU Navy, SSU Gray and white) when possible.

ALL WHITE MARKS



SHAWNEE STATE FULL COLOR ATHLETICS MARKS ON BACKGROUNDS

Frequently it may be desirable to place the full color Shawnee State athletics marks on alternate backgrounds. This page shows examples of the full color Shawnee State athletics marks on SSU Navy, SSU Gray, white, khaki and black. Also shown is the technique for using the marks on a complex background.

On photographic or complex backgrounds, the Shawnee State athletics marks with typography should be placed within a containing shape, so the mark is not lost.

The athletic marks without typography (such as the bear paw) can be used on any background without being altered.

All artwork and variations are available in Macintosh and PC digital file formats.

FULL COLOR MARKS



ON SSU NAVY



ON SSU GRAY



ON WHITE



ON KHAKI



ON BLACK



ON COMPLEX BACKGROUND



ON SSU NAVY



ON SSU GRAY



ON WHITE



ON KHAKI



ON BLACK



ON COMPLEX BACKGROUND

SHAWNEE STATE BLUE & WHITE ATHLETICS MARKS ON BACKGROUNDS

Frequently it may be desirable to place the SSU Navy and white Shawnee State athletics marks on alternate backgrounds. This page shows examples of the SSU Navy and white Shawnee State athletics marks on SSU Navy, SSU Gray, white, khaki and black. Also shown is the technique for using the marks on a complex background.

On photographic or complex backgrounds, the Shawnee State athletics marks with typography should be placed within a containing shape, so the mark is not lost.

The athletic marks without typography (such as the bear paw) can be used on any background without being altered.

All artwork and variations are available in Macintosh and PC digital file formats.

NAVY & WHITE MARKS



ON SSU NAVY



ON SSU GRAY



ON WHITE



ON KHAKI



ON BLACK



ON COMPLEX BACKGROUND



ON SSU NAVY



ON SSU GRAY



ON WHITE



ON KHAKI



ON BLACK



ON COMPLEX BACKGROUND

SHAWNEE STATE BLACK & WHITE ATHLETICS MARKS ON BACKGROUNDS

Frequently it may be desirable to place the black and white Shawnee State athletics marks on alternate backgrounds. This page shows examples of the black and white Shawnee State athletics marks on SSU Navy, SSU Gray, white, khaki and black. Also shown is the technique for using the marks on a complex background. On photographic or complex backgrounds, the Shawnee State athletics marks with typography should be placed within a containing shape, so the mark is not lost.

The athletic marks without typography (such as the bear paw) can be used on any background without being altered.

All artwork and variations are available in Macintosh and PC digital file formats.

BLACK & WHITE MARKS



ON SSU NAVY



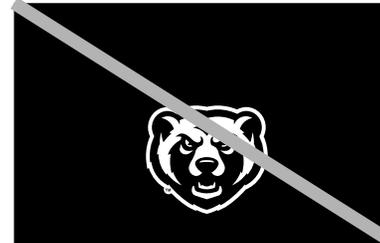
ON SSU GRAY



ON WHITE



ON KHAKI



ON BLACK



ON COMPLEX BACKGROUND



ON SSU NAVY



ON SSU GRAY



ON WHITE



ON KHAKI



ON BLACK



ON COMPLEX BACKGROUND

SHAWNEE STATE ALL WHITE ATHLETICS MARKS ON BACKGROUNDS

Frequently it may be desirable to place the all white Shawnee State athletics marks on alternate backgrounds. This page shows examples of the all white Shawnee State athletics marks on SSU Navy, SSU Gray, white, khaki and black. Also shown is the technique for using the marks on a complex background. On photographic or complex backgrounds, the Shawnee State athletics marks with typography should be placed within a containing shape, so the mark is not lost.

The athletic marks without typography (such as the bear paw) can be used on any background without being altered.

All artwork and variations are available in Macintosh and PC digital file formats.

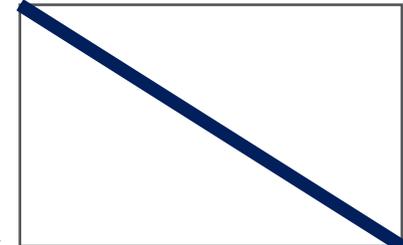
ALL WHITE MARKS



ON SSU NAVY



ON SSU GRAY



ON WHITE



ON KHAKI



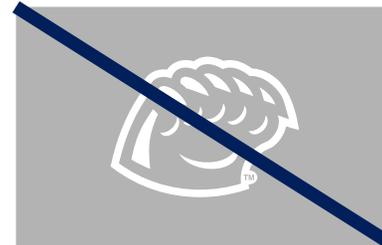
ON BLACK



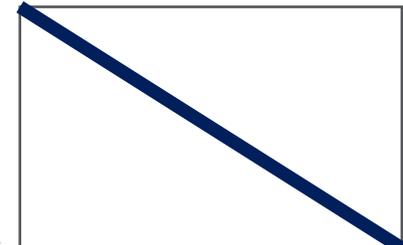
ON COMPLEX BACKGROUND



ON SSU NAVY



ON SSU GRAY



ON WHITE



ON KHAKI



ON BLACK



ON COMPLEX BACKGROUND

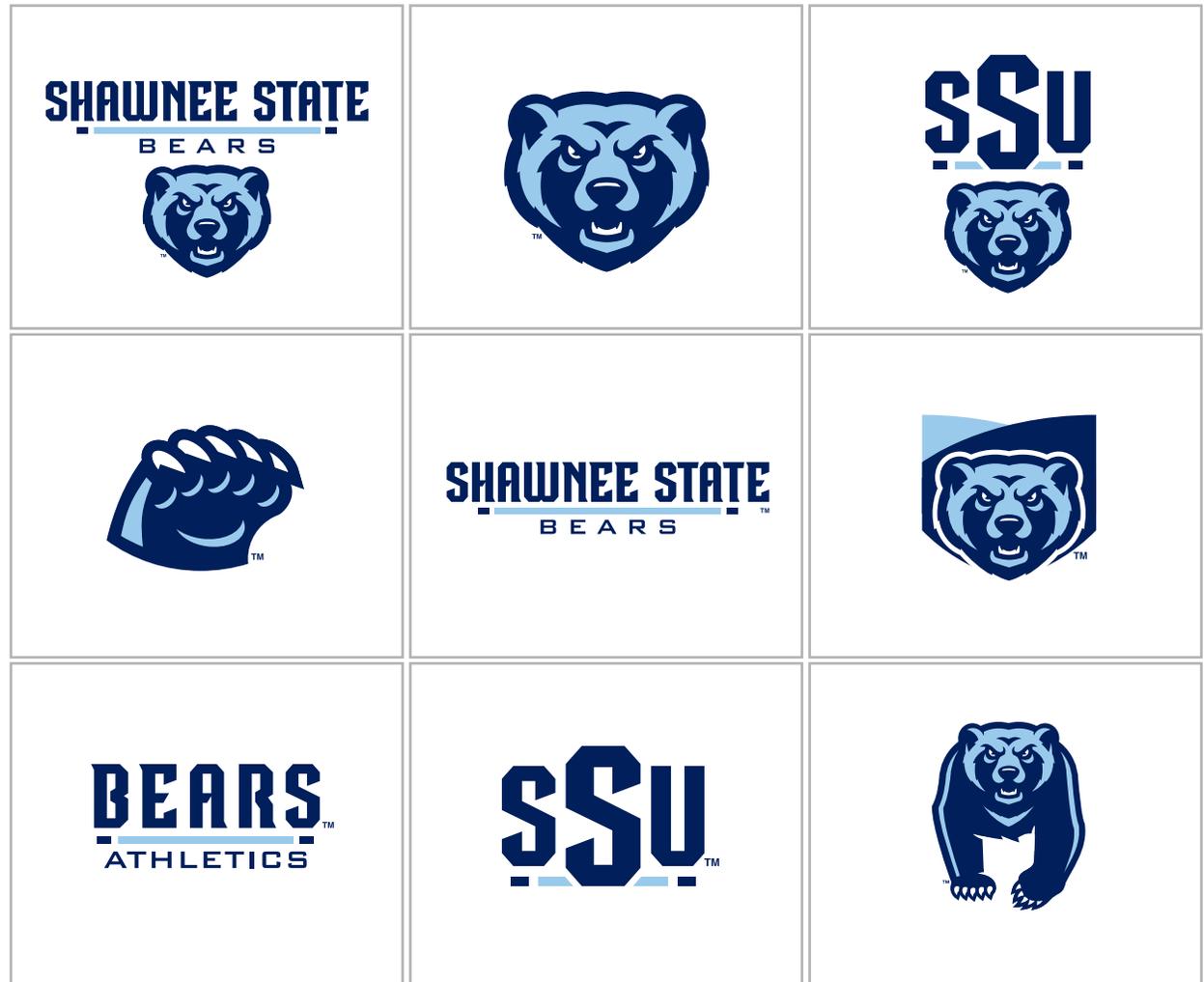
SHAWNEE STATE ALTERNATE FULL COLOR ATHLETICS MARKS

The Shawnee State athletics marks were designed to create a consistent visual identity for the Shawnee State athletics department. These marks should not be changed or altered in any way and their use must adhere to the standards in this guide. At the same time, there are many logo variations to choose from so there should be a design compatible to any desired application. In addition to the classic color palette, Shawnee State has alternate marks utilizing SSU Light Blue in place of SSU Gray.

All of the alternate Shawnee State athletics marks are shown in full color on the right.

These logos are intended for use only by the Shawnee State athletics department. Permission is required for use by any other entity.

ALTERNATE FULL COLOR MARKS



SHAWNEE STATE ALTERNATE FULL COLOR ATHLETICS MARKS ON LIGHT BLUE

The Shawnee State athletics marks were designed to create a consistent visual identity for the Shawnee State athletics department. These marks should not be changed or altered in any way and their use must adhere to the standards in this guide. At the same time, there are many logo variations to choose from so there should be a design compatible to any desired application. In addition to the classic color palette, Shawnee State has alternate marks utilizing SSU Light Blue in place of SSU Gray.

All of the alternate Shawnee State athletics marks are shown in full color on SSU Light Blue on the right.

These logos are intended for use only by the Shawnee State athletics department. Permission is required for use by any other entity.

ALTERNATE FULL COLOR MARKS ON LIGHT BLUE



SHAWNEE STATE ALTERNATE FULL COLOR ATHLETICS MARKS ON DARK

The Shawnee State athletics marks were designed to create a consistent visual identity for the Shawnee State athletics department. These marks should not be changed or altered in any way and their use must adhere to the standards in this guide. At the same time, there are many logo variations to choose from so there should be a design compatible to any desired application. In addition to the classic color palette, Shawnee State has alternate marks utilizing SSU Light Blue in place of SSU Gray.

All of the alternate Shawnee State athletics marks are shown in full color on SSU Navy (or dark color) on the right.

These logos are intended for use only by the Shawnee State athletics department. Permission is required for use by any other entity.

ALTERNATE FULL COLOR MARKS ON DARK



SHAWNEE STATE ALTERNATE FULL COLOR ATHLETICS MARKS ON BACKGROUNDS

Frequently it may be desirable to place the full color alternate Shawnee State athletics marks on alternate backgrounds. This page shows examples of the full color alternate Shawnee State athletics marks on SSU Navy, SSU Light Blue, white, khaki and black. Also shown is the technique for using the marks on a complex background.

On photographic or complex backgrounds, the Shawnee State athletics marks with typography should be placed within a containing shape, so the mark is not lost.

The athletic marks without typography (such as the bear paw) can be used on any background without being altered.

All artwork and variations are available in Macintosh and PC digital file formats.

ALTERNATE FULL COLOR MARKS



ON SSU NAVY



ON SSU LIGHT BLUE



ON WHITE



ON SSU GRAY



ON BLACK



ON COMPLEX BACKGROUND



ON SSU NAVY



ON SSU LIGHT BLUE



ON WHITE



ON SSU GRAY



ON BLACK



ON COMPLEX BACKGROUND



The Shawnee State athletics marks were designed to create a consistent visual identity for the Shawnee State athletics department. These marks should not be changed or altered in any way and their use must adhere to the standards in this guide. At the same time, there are many logo variations to choose from so there should be a design compatible to any desired application. In addition to the classic color palette, Shawnee State has second alternate marks utilizing SSU Orange in place of SSU Gray.

All of the second alternate Shawnee State athletics marks are shown in full color on the right.

These logos are intended for use only by the Shawnee State athletics department. Permission is required for use by any other entity.

ALTERNATE 2 FULL COLOR MARKS



SHAWNEE STATE ALTERNATE 2 FULL COLOR ATHLETICS MARKS ON ORANGE

The Shawnee State athletics marks were designed to create a consistent visual identity for the Shawnee State athletics department. These marks should not be changed or altered in any way and their use must adhere to the standards in this guide. At the same time, there are many logo variations to choose from so there should be a design compatible to any desired application. In addition to the classic color palette, Shawnee State has second alternate marks utilizing SSU Orange in place of SSU Gray.

All of the second alternate Shawnee State athletics marks are shown in full color on SSU Orange on the right.

These logos are intended for use only by the Shawnee State athletics department. Permission is required for use by any other entity.

ALTERNATE 2 FULL COLOR MARKS ON GRAY



SHAWNEE STATE ALTERNATE 2 FULL COLOR ATHLETICS MARKS ON DARK

The Shawnee State athletics marks were designed to create a consistent visual identity for the Shawnee State athletics department. These marks should not be changed or altered in any way and their use must adhere to the standards in this guide. At the same time, there are many logo variations to choose from so there should be a design compatible to any desired application. In addition to the classic color palette, Shawnee State has second alternate marks utilizing SSU Orange in place of SSU Gray.

All of the second alternate Shawnee State athletics marks are shown in full color on SSU Navy (or dark color) on the right.

These logos are intended for use only by the Shawnee State athletics department. Permission is required for use by any other entity.

ALTERNATE 2 FULL COLOR MARKS ON DARK



SHAWNEE STATE ALTERNATE 2 FULL COLOR ATHLETICS MARKS ON BACKGROUNDS

Frequently it may be desirable to place the full color second alternate Shawnee State athletics marks on alternate backgrounds. This page shows examples of the full color second alternate Shawnee State athletics marks on SSU Navy, SSU Orange, white, khaki and black. Also shown is the technique for using the marks on a complex background. On photographic or complex backgrounds, the Shawnee State athletics marks with typography should be placed within a containing shape, so the mark is not lost.

The athletic marks without typography (such as the bear paw) can be used on any background without being altered.

All artwork and variations are available in Macintosh and PC digital file formats.

ALTERNATE 2 FULL COLOR MARKS



ON SSU NAVY



ON SSU ORANGE



ON WHITE



ON SSU GRAY



ON BLACK



ON COMPLEX BACKGROUND



ON SSU NAVY



ON SSU ORANGE



ON WHITE



ON SSU GRAY



ON BLACK



ON COMPLEX BACKGROUND

LIVE TEXT

The three logo, in the various color palette configurations shown on this page are capable of presenting custom text in the banners. All wording must be approved by the Shawnee State athletics department. Banner text must represent varsity sports and athletics activities at Shawnee State.

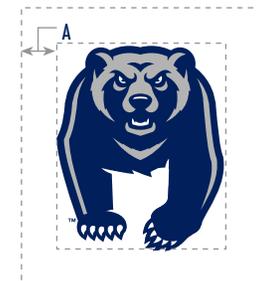
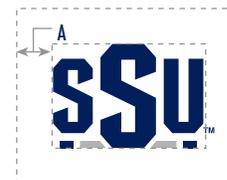
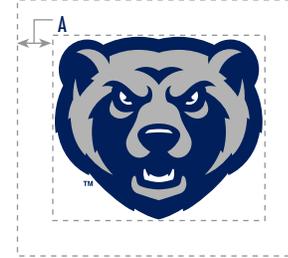
LIVE TEXT MARKS



SHAWNEE STATE ATHLETICS MARKS SAFE ZONES

Each of the Shawnee State athletic marks has an established “safe zone”. This safe zone is intended to maintain the mark’s integrity and to avoid visual confusion. No other type or graphic element (including folds, trims or edges) should fall within the safe zone shown. The safe zone for the Shawnee State athletic marks is equal to one sixth the height of the mark. The safe zone spacing is uniform on all sides of the marks. See the examples for each mark’s safe zone.

EQUALS ONE SIXTH THE OVERALL HEIGHT OF THE MARK OR “A”



SHAWNEE STATE ATHLETICS MARKS MINIMUM SIZE

MINIMUM LOGO SIZES

Each of the Shawnee State athletics marks has a minimum allowable size for printing or other reproduction. To ensure clarity and legibility, the logos must NOT be used any smaller than the sizes shown on this page. It is preferred that, when possible, the logos be used larger than their minimum size.

EMBROIDERY

Contact Shawnee State's athletics department for information about embroidering athletics marks. Minimum sizes are considerably larger for embroidery.



Compatible fonts for the Shawnee State athletics identity are Shawnee Bold and Bank Gothic Medium. Bank Gothic Medium is the font used as the secondary text of the Shawnee State athletics marks. Shawnee Bold is a custom font designed to match the new athletics marks.

SHAWNEE BOLD

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
1 2 3 4 5 6 7 8 9 0

BANK GOTHIC MEDIUM

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
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
1 2 3 4 5 6 7 8 9 0

ARTWORK USE VIOLATIONS

So that Shawnee State athletics can maintain the design integrity of its athletics brand, it is mandatory that all marks be applied as indicated in this manual without modification. The marks are not to be altered in any way. Shown on this page are unacceptable uses of the Shawnee State athletics marks.



Never use the mark in other colors



Never change the typeface in any part of the mark



Never use unapproved wording in any mark



Never re-size any element in any mark



Never re-proportion any mark



Never add any element to any mark



Never distort any mark



Never reposition or realign in any mark



Never re-space any elements in any mark



Never change the outline shape to an unapproved color



Never allow any distracting pattern or photograph to show through any mark



Avoid any background color if it creates insufficient contrast with a mark

RETAIL APPLICATIONS

FULL COLOR RETAIL GRAPHICS

In a retail design, if the fabric color matches one of the official colors exactly (SSU Navy, SSU Gray and white), the fabric can show through in place of printing that color. If the fabric color does not match any official colors, all official colors (and white) must be used to print the mark.

ALTERNATIVES TO FULL COLOR RETAIL GRAPHICS

When using marks on apparel, the art may print in all SSU Navy, all black or all white as long as the application follows the specifications in this guide. This is a great cost saving alternative to the full color marks.

Note: When selecting fabrics for Shawnee State merchandise please try to stay as close to SSU Navy and SSU Gray as possible.

FULL COLOR ART



TOP ROW:
This shirt would require three color printing to reproduce.



BOTTOM ROW:
These shirts would require two color printing to reproduce.

ONE COLOR ART



Each of these shirts would require one color printing to reproduce.





CONTACT INFORMATION

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Manual and marks designed by Rickabaugh Graphics.