

Athletic Brand Identity Guidelines



FERCE FOCUSED FIRST



TABLE OF CONTENTS

Introduction	1
Athletic Visual Identity Guidelines	2
Primary Marks	3-5
Secondary Mark	6
Tertiary Marks	7-12
Wordmark.....	13
Team Mark Options.....	14
Marywood Pacer Brand Phrase and Hashtags.....	15-16
Business Card, Letterhead, and Envelope examples	17
Uniform Policy.....	18



INTRODUCTION

As the Marywood University Athletic programs have continued to grow and develop, so too has the need for a unified visual identity system that will make a strong statement for the University and the Athletics and Recreation Department. By establishing a striking visual identity for the Pacers, Marywood University will gain a more professional look and a higher, more recognizable profile as a university in athletics competition. The expanded designs will give the Athletics and Recreation Department options within the standard uniform identity and give the University a consistent look across all athletics teams. This coherent look is also very likely to ignite new interest in the retail sale of clothing and merchandise to fans, alumni, and students—which, in turn, will continue to promote pride in teams and generate support for the athletic programs.

The most basic yet comprehensive component of a strong institutional athletic image is a unified visual presentation. Collectively, all elements of the Marywood University Athletics and Recreation Department must present a consistent image that reflects our quality, professionalism, and mission. The expanded athletics mark comes in full-color, two-color, and one-color versions. It will be used on all athletics-related materials to convey a consistent message from Marywood University.

When someone from Marywood communicates with the public about Marywood University athletics, that communication contributes to the University's reputation. Public appearances, athletics publications, stationery, newsletters, T-shirts, displays, business cards, advertisements, media interviews, web sites, flyers, signs, and other forms of communication represent not just the individual or program, but the University's entire athletics program. When the symbol is used correctly, the result is a strong, overall graphic identity that inspires confidence in players and staff and enhances the reputation of the program and the institution. This Athletic Visual Identity Guidelines manual outlines how and when Athletics and Recreation Department staff, merchandising and printing vendors, and the media may use the Marywood University athletics marks in publication and in other media uses. This manual covers most, but not all, examples of acceptable usage. For clarification on the appropriateness of other usages, please consult the Director of Athletics and Recreation at 570-961-4724 or the Art Director in the Marketing Office at 570-961-4741.



ATHLETICS VISUAL IDENTITY GUIDELINES

All materials printed or produced by the Marywood University Department of Athletics and Recreation, or in the name of the Marywood University Pacers, will adhere to the guidelines of the Marywood University Athletics Visual Identity. You may print the electronic version of this manual found on the Department of Athletics and Recreation webpage. The graphic elements contained in this guide are not to be altered in any manner and are reserved for use by Marywood University Athletics only. The Director of Athletics and Recreation must approve any exceptions.

- > Apparel-related items may require additional guidelines. Please contact the Director of Athletics and Recreation or the Art Director.

- > All design and ordering of stationary, envelopes, and business cards must be initiated through the Marketing and Communications Office. Marywood University's athletics imagery is one of the most visible representations of the University's visual identity. In order to strengthen and maintain this image, the University has developed this guide to define specific, acceptable uses of athletics marks, images, and fonts (Times New Roman and Fir Sans).

CONTACT INFORMATION

Director of Athletics and Recreation

570-961-4724

Art Director

570-961-4741



MARYWOOD
PACERS

PRIMARY MARK 1 (Pacer w/Marywood Pacers)
Horizontal Lockup



pantone 357
CMYK 86/40/91/39
RGB 26/86/50
HEX 1A5632



pantone 130
CMYK 2/38/100/0
RGB 244/168/0
HEX F5A800



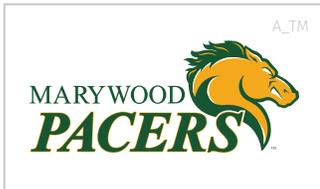
White
CMYK 0/0/0/0
RGB 255/255/255



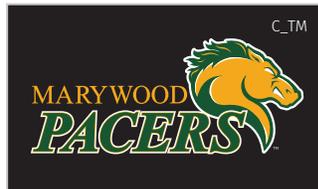
Black
CMYK 0/0/0/100
RGB 0/99/48



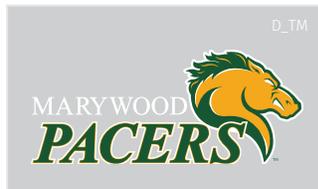
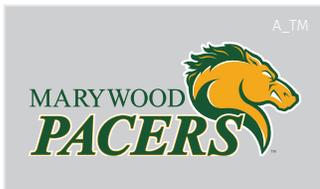
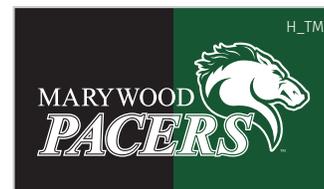
FULL COLOR



REVERSED / VARIETY



1-COLOR





MARYWOOD
PACERS

PRIMARY MARK 2 (Pacer w/Marywood Pacers)
Vertical Lockup



pantone 357
CMYK 86/40/91/39
RGB 26/86/50
HEX 1A5632



pantone 130
CMYK 2/38/100/0
RGB 244/168/0
HEX F5A800



White
CMYK 0/0/0/0
RGB 255/255/255



Black
CMYK 0/0/0/100
RGB 0/99/48



MARYWOOD
PACERS

FULL COLOR



REVERSED / VARIETY



1-COLOR





MARYWOOD
PACERS

PRIMARY MARK 3 (Pacer w/M initial)

Use of the full color logo is preferred wherever possible. The one-color logo should be used only when other forms of multicolor or tonal logos cannot be used. The one-color logo is also appropriate for etching and embossing. Never use one-color versions in RGB (video/web)



pantone 357
CMYK 86/40/91/39
RGB 26/86/50
HEX 1A5632

pantone 130
CMYK 2/38/100/0
RGB 244/168/0
HEX F5A800

White
CMYK 0/0/0/0
RGB 255/255/255

Black
CMYK 0/0/0/100
RGB 0/99/48



FULL COLOR



REVERSED / VARIETY



1-COLOR



*If you use this mark, you must have Marywood somewhere else on the item.
Example: Baseball hat has the mark on the front and Marywood on the back.*



MARYWOOD
PACERS

SECONDARY MARK 1 (Pacer Logomark)

Use of the full color logo is preferred wherever possible. The one-color logo should be used only when other forms of multicolor or tonal logos cannot be used. The one-color logo is also appropriate for etching and embossing. Never use one-color versions in RGB (video/web)



pantone 357
CMYK 86/40/91/39
RGB 26/86/50
HEX 1A5632



pantone 130
CMYK 2/38/100/0
RGB 244/168/0
HEX F5A800



White
CMYK 0/0/0/0
RGB 255/255/255



Black
CMYK 0/0/0/100
RGB 0/99/48



FULL COLOR



REVERSED / VARIETY



1-COLOR



If you use this mark, you must have Marywood somewhere else on the item. Example: Baseball hat has the mark on the front and Marywood on the back.



MARYWOOD
PACERS

TERTIARY MARK 1 (M)



pantone 357
CMYK 86/40/91/39
RGB 26/86/50
HEX 1A5632



pantone 130
CMYK 2/38/100/0
RGB 244/168/0
HEX F5A800



White
CMYK 0/0/0/0
RGB 255/255/255



Black
CMYK 0/0/0/100
RGB 0/99/48



FULL COLOR



REVERSED / VARIETY



1-COLOR



If you use this mark, you must have Marywood somewhere else on the item. Example: Baseball hat has the mark on the front and Marywood on the back.



TERTIARY MARK 2 (M Slice)



pantone 357
CMYK 86/40/91/39
RGB 26/86/50
HEX 1A5632



pantone 130
CMYK 2/38/100/0
RGB 244/168/0
HEX F5A800



White
CMYK 0/0/0/0
RGB 255/255/255



Black
CMYK 0/0/0/100
RGB 0/99/48



FULL COLOR



REVERSED / VARIETY



1-COLOR



*If you use this mark, you must have Marywood somewhere else on the item.
Example: Baseball hat has the mark on the front and Marywood on the back.*



MARYWOOD
PACERS

TERTIARY MARK 3 (Pacer w-Marywood)

Vertical Lockup



pantone 357
CMYK 86/40/91/39
RGB 26/86/50
HEX 1A5632



pantone 130
CMYK 2/38/100/0
RGB 244/168/0
HEX F5A800



White
CMYK 0/0/0/0
RGB 255/255/255



Black
CMYK 0/0/0/100
RGB 0/99/48



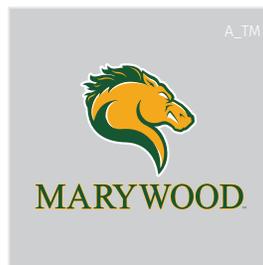
FULL COLOR



REVERSED / VARIETY



1-COLOR





MARYWOOD
PACERS

TERTIARY MARK 4 (Pacer w-Marywood)

Horizontal Lockup



pantone 357
CMYK 86/40/91/39
RGB 26/86/50
HEX 1A5632



pantone 130
CMYK 2/38/100/0
RGB 244/168/0
HEX F5A800



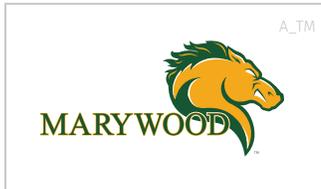
White
CMYK 0/0/0/0
RGB 255/255/255



Black
CMYK 0/0/0/100
RGB 0/99/48



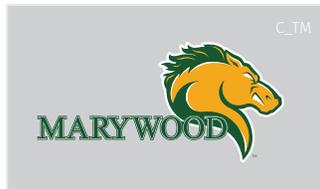
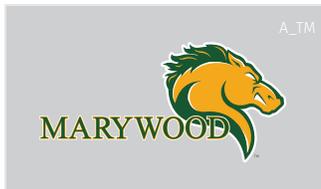
FULL COLOR



REVERSED / VARIETY



1-COLOR





MARYWOOD
PACERS

TERTIARY MARK 5 (Pacers)

Vertical Lockup



pantone 357
CMYK 86/40/91/39
RGB 26/86/50
HEX 1A5632



pantone 130
CMYK 2/38/100/0
RGB 244/168/0
HEX F5A800



White
CMYK 0/0/0/0
RGB 255/255/255



Black
CMYK 0/0/0/100
RGB 0/99/48



FULL COLOR



REVERSED / VARIETY



1-COLOR





MARYWOOD
PACERS

TERTIARY MARK 6 (Pacer w-Marywood)

Horizontal Lockup



pantone 357
CMYK 86/40/91/39
RGB 26/86/50
HEX 1A5632



pantone 130
CMYK 2/38/100/0
RGB 244/168/0
HEX F5A800



White
CMYK 0/0/0/0
RGB 255/255/255



Black
CMYK 0/0/0/100
RGB 0/99/48



FULL COLOR



REVERSED / VARIETY



1-COLOR





MARYWOOD
PACERS

WORDMARK

Horizontal Lockup



pantone 357
CMYK 86/40/91/39
RGB 26/86/50
HEX 1A5632



pantone 130
CMYK 2/38/100/0
RGB 244/168/0
HEX F5A800



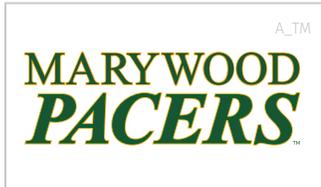
White
CMYK 0/0/0/0
RGB 255/255/255



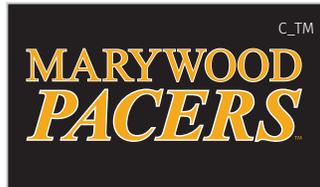
Black
CMYK 0/0/0/100
RGB 0/99/48

MARYWOOD
PACERSTM

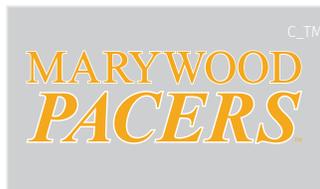
FULL COLOR



REVERSED / VARIETY



1-COLOR





MARYWOOD
PACERS

TEAM MARK OPTIONS



pantone 357
CMYK 86/40/91/39
RGB 26/86/50
HEX 1A5632

pantone 130
CMYK 2/38/100/0
RGB 244/168/0
HEX F5A800

White
CMYK 0/0/0/0
RGB 255/255/255

Black
CMYK 0/0/0/100
RGB 0/99/48





MARYWOOD
PACERS

ESPORTS MARK OPTIONS



pantone 357
CMYK 86/40/91/39
RGB 26/86/50
HEX 1A5632



pantone 130
CMYK 2/38/100/0
RGB 244/168/0
HEX F5A800



White
CMYK 0/0/0/0
RGB 255/255/255



Black
CMYK 0/0/0/100
RGB 0/99/48



Primary 1



Primary 2



Primary 2-130



Primary 2-357



Primary 2-Black



MARYWOOD PACER BRAND PHRASE AND HASHTAGS

The Marywood Pacer brand has a few phrases (and hashtags) that demonstrate the dedication and pride our student-athletes live by.

Fierce. Focused. First.

Being Fierce and Focused at Marywood University helps our student-athlete graduates be First in life.

FIERCE FOCUSED FIRST

- This is how our student-athletes train, prepare, and play their sports. Our coaches are **fiercely** dedicated to the success and development of their teams and student-athletes.
- Our student-athletes carry this **fierce** competitiveness throughout all areas of their lives, leading to success in their academic pursuits and in their chosen careers.
- Marywood University is **focused** and committed to the support of 22 men's and women's varsity sports.
- Our student-athletes consistently demonstrate and simultaneously **focus** on academics, athletics, and service.
- Marywood University is a charter member of the Atlantic East Conference and earned several team championships and individual athlete and coaches' accolades in the conference's **inaugural** year.
- In our long history of athletics at Marywood, we have celebrated the **first-rate** achievements of many championship teams, student-athletes, and coaches.

Pacer Pride - Campus-wide school spirit and support

Pacers Never Stop - Our athletes succeed on and off the field, always going the extra mile.

#PacerPride

#PacersNeverStop

#FierceFocusedFirst



MARYWOOD
PACERS

SAMPLES

MARYWOOD
PACERS
FIERCE FOCUSED FIRST

Marywood Athletics
Published by Marywood Pacers [?] · July 21, 2018 ·

Congratulations to Courtney Snyder of Marywood Swimming & Diving! Becomes 1st from program history (male or female) to be named CSCAA Scholar All-American! #FierceFocusedFirst



MARYWOODPACERS.COM
Snyder Named CSCAA Scholar All-American - Marywood Athletics

Marywood Athletics
Published by Marywood Pacers [?] · September 9, 2018 ·

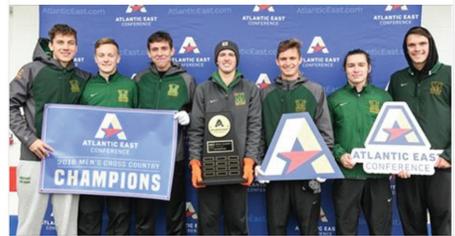
Field Hockey earns first ever win over a nationally ranked opponent with a late game-winning goal. Pacers knock off No. 14 Kean by a 2-1 score! #pacersneverstop



MARYWOODPACERS.COM
Drew's Two Goals Propel Field Hockey over No. 14 Kean - Marywood Athletics

Marywood Athletics
October 27 at 8:09 PM ·

Men's Cross Country takes first-ever Atlantic East Conference Championship, regardless of sport!!! David Haines wins Runner of the Year honors after finishing first overall. Pacers have won back-to-back conference titles #pacersneverstop



MARYWOODPACERS.COM
Men's Cross Country Wins Inaugural Atlantic East Championship - Marywood Athletics

Marywood Athletics
Published by Marywood Pacers [?] · December 1, 2018 ·

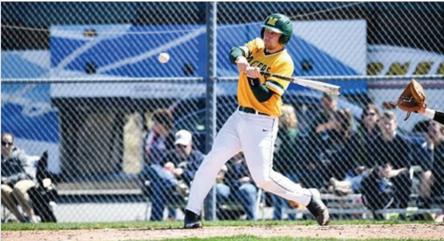
Belated congrats to Sara Sterchak on becoming the Pacers' first Field Hockey All-Region player since 1998 #pacersneverstop <https://marywoodpacers.com/.../field-hockey-sterchak-named-nf...>



MARYWOODPACERS.COM
Sterchak Named NFHCA All-Region - Marywood University Athletics

Marywood Athletics
Published by Marywood Pacers [?] · May 24, 2018 ·

Congratulations to Jake Schuster of Marywood baseball on being named a First Team All-American by the ABCA! #FierceFocusedFirst #PacerPride



MARYWOODPACERS.COM
Schuster Named First Team All-American by ABCA - Marywood Athletics

134 People Reached 26 Engagements Boost Unavailable

New ▾

Mike Mueller Sr. First of many 🎉
Like · Reply · Message · 1h



**MARYWOOD
PACERS**

LETTERHEAD, BUSINESS CARD, AND ENVELOPE EXAMPLES



Marywood University
(t) 570.961.4724 • (f) 570.961.4730
2300 Adams Ave. • Scranton, PA 18509-1598
marywoodpacers.com

All previous letterhead, business cards, and envelopes can be used until they are depleted. These pieces have one of the tertiary marks on them and are still valid.



ANDREW SMITH
Assistant Director of Athletics for Communications
Head Women's Soccer Coach
570.348.6211, ext. 2348 • 570.592.4261 (C)
aesmith@marywood.edu • **Social Media:** @MarywoodWSoccer
2300 Adams Ave. • Scranton, PA 18509-1598 • marywoodpacers.com

FIERCE FOCUSED FIRST



2300 Adams Ave. • Scranton, PA 18509-1598



UNIFORM POLICY

From this point forward (July 1, 2017) uniform design/approval must be approved by the Assistant Director of Athletics & Recreation for Communications. Approval must first be secured prior to order. Design/approval will cover colors, numbering/lettering style/color, logo usage, and placement.

Vendors must have the logos to ensure proper use for embroider/screening. This can be secured from the Assistant Director of Athletics & Recreation for Communications.

Some changes to note:

MARYWOOD should be used for all “away” uniforms and can be used for home uniforms, but PACERS can be used on home uniforms as well. **DO NOT** put PACERS on away uniforms.

With the new logo, if you use the Pacers logo as just the horsehead (without the M), Marywood must be written somewhere on the piece of apparel (uniforms, coaching shirts, polos, practice shirts, etc.). If you use the Pacers logo with the M (horsehead with M), you do not need to put Marywood.

The use of the new logo with the words “Marywood University” will **not** be approved.

The primary circle M logo or secondary M logo can still be used whenever possible in forest green (PMS 357) as the main color. White is a secondary color, and Pantone 130 gold can be used as a backup. However, the logo should NEVER BE BLACK unless it is on a grey/anthracite.

Black may be as secondary/alternate uniform but not a team’s primary uniform (in other words, don’t wear it all the time as your only home/away uniform). Approval must first come from the Assistant Director of Athletics & Recreation for Communications.

To maintain Marywood’s identity, black uniforms must be mixed with Forest green top and NOT all Black (i.e. Forest green jersey, black pants will be approved). All letterings/logos must be green, white, or gold if they are on a black uniform.

In addition, black may be used for travel suits, warm-ups, etc. For example, Nike has a lot of travel/training suits that are black pants and green tops. That is preferred rather than black top and bottom.

Coaches should still not wear black polos for games. You may use them for recruiting. If you have to buy a heavy winter coat (outdoor sports), preference goes Forest Green, then Anthracite/Grey, then black as a last resort.

Certain sports can wear black as a short, but again, you need approval from the Assistant Director of Athletics & Recreation for Communications first. Grey is preferred over black if you can, but we understand black is a necessity sometimes (i.e. volleyball).

If you have any questions about this new policy, please contact Assistant Director of Athletics & Recreation for Communications. Again, this is a much more “relaxed” policy than was in place in the past, but please adhere to the policy of getting designs/colors approved first.

ANDREW SMITH
ASSISTANT DIRECTOR OF ATHLETICS AND RECREATION FOR COMMUNICATIONS
570-592-4261 (C), x2348 ON CAMPUS
AESMITH@MARYWOOD.EDU
Revised 6/21/2017