



**OFFICIAL BRAND IDENTITY - USAGE AND STYLE GUIDE**





## TABLE OF CONTENTS:

3. Introduction
4. Color Information
5. Primary Logo - Full Color and One Color
6. Secondary Logo - Stand Alone Shield - Full Color and One Color
7. Secondary Logo - Radford "R" - Full Color and One Color
8. Secondary Logo - Highlander - Full Color
9. Word Mark - Radford Arched - Full Color and One Color
10. Word Mark - Radford - Full Color and One Color
11. Word Mark - Highlanders - Full Color and One Color
12. Sport Specific Word Marks - One Color
13. Uniform Assets - Word Marks
14. Uniform Assets - Word Marks
15. Uniform Assets - Word Marks
16. Uniform Assets - Acceptable Logos
17. Uniform Assets - Numbers
18. Uniform Assets - Examples
19. Minimum Size Requirements - Embroidery
20. Typography
21. Area of Isolation
22. Common Misuse
23. Contact Information

## **INTRODUCTION:**

**THE RADFORD ATHLETICS BRAND IDENTITY** is comprised of a system of closely related marks including a primary logo, secondary logos, word marks and sport specific marks. This guide details the usage of all components within the identity system.

This guide is intended as a resource for both internal departments as well as external vendors who apply the athletics identity. It was created to help ensure consistent use of all logos across a wide variety of application. The following pages should be considered official policy of Radford University related to all use and reproduction of it's athletics identity.

All logos included within this guide are property of Radford University. Any use without consent is strictly prohibited.

For additional information or for further clarification regarding anything in this guide, please contact:

### **RADFORD ATHLETICS**

P.O. Box 6913  
Radford, Virginia 24142  
(540)-831-6423

[www.radfordathletics.com](http://www.radfordathletics.com)

**COLORS:**



**RED**

Pantone 186c

C: 10 | M: 100 | Y: 90 | K: 0

R: 194 | G: 1 | B: 27

HTML: c2011b

Madeira: 1147



**BLUE**

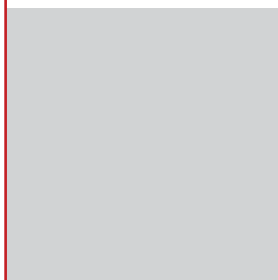
Pantone 541c

C: 100 | M: 50 | Y: 9 | K: 46

R: 0 | G: 60 | B: 113

HTML: 003c71

Madeira: 1242



**GRAY**

Pantone 427c

C: 0 | M: 0 | Y: 0 | K: 20

R: 209 | G: 211 | B: 212

HTML: d1d3d4

Madeira: 1010

**PRIMARY LOGO:**

Full Color



**PRIMARY LOGO:**

One Color

One color logos may appear in red on white backgrounds, or white on red backgrounds, as shown here.



**STAND ALONE SHIELD  
SECONDARY LOGO:**

Full Color



**STAND ALONE SHIELD  
SECONDARY LOGO:**

One Color

One color logos may appear in red on white backgrounds, or white on red backgrounds, as shown here.



**RADFORD "R"  
SECONDARY LOGO:**

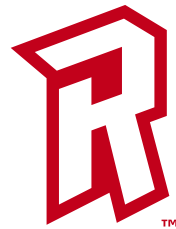
Full Color



**RADFORD "R"  
SECONDARY LOGO:**

One Color

One color logos may appear in red on white backgrounds, or white on red backgrounds, as shown here.



**HIGHLANDER  
SECONDARY LOGO:**

Full Color



NOTE: When used,  
Highlander must always  
appear in Full Color.





**RADFORD  
WORD MARK:**

Full Color



RADFORD



RADFORD



RADFORD

**RADFORD  
WORD MARK:**

One Color

One color logos may appear in red on white backgrounds, or white on red backgrounds, as shown here..



RADFORD



RADFORD

**RADFORD  
WORD MARK:**

Full Color



**RADFORD**



**RADFORD**



**RADFORD**

**RADFORD  
WORD MARK:**

One Color

One color logos may appear in red on white backgrounds, or white on red backgrounds, as shown here.



**RADFORD**



**RADFORD**

**HIGHLANDERS  
WORD MARK:**

Full Color



**HIGHLANDERS**



**HIGHLANDERS**



**HIGHLANDERS**

**HIGHLANDERS  
WORD MARK:**

One Color

One color logos may appear in red on white backgrounds, or white on red backgrounds, as shown here.



**HIGHLANDERS**



**HIGHLANDERS**

**RADFORD  
SPORT SPECIFIC  
WORD MARKS:**

One Color

**RADFORD**  
BASEBALL

**RADFORD**  
TENNIS

**RADFORD**  
BASKETBALL

**RADFORD**  
LACROSSE

**RADFORD**  
CROSS COUNTRY

**RADFORD**  
SOFTBALL

**RADFORD**  
GOLF

**RADFORD**  
TRACK & FIELD

**RADFORD**  
SOCCER

**RADFORD**  
VOLLEYBALL

**RADFORD**  
BASEBALL

**RADFORD**  
TENNIS

**RADFORD**  
BASKETBALL

**RADFORD**  
LACROSSE

**RADFORD**  
CROSS COUNTRY

**RADFORD**  
SOFTBALL

**RADFORD**  
GOLF

**RADFORD**  
TRACK & FIELD

**RADFORD**  
SOCCER

**RADFORD**  
VOLLEYBALL

**UNIFORM ASSETS  
WORD MARKS:**

Stand alone  
RADFORD and  
HIGHLANDERS word  
marks have been  
developed specifically  
for uniform applications.

Whenever  
RADFORD or  
HIGHLANDERS is printed,  
sewn, or embroidered  
on any on-field uniform,  
it should always been in  
this custom configuration.

**HIGHLANDERS**

**HIGHLANDERS**

**HIGHLANDERS**

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RADFORD



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**RADFORD**



**RADFORD**



**RADFORD**

**UNIFORM ASSETS**  
**ACCEPTABLE LOGOS:**

In addition to the word marks shown on page 13, 14 and 15, the two logos shown here are acceptable for uniform applications.



NOTE: When used on official uniforms, helmets playing surfaces or equipment, TM's are not required.





**UNIFORM ASSETS:**

Numbers

All teams are required to use the custom numbers shown here.

0123456789

0123456789

0123456789

0123456789

0123456789

**UNIFORM ASSETS:**

Use Examples



**MINIMUM  
SIZE REQUIREMENTS:**  
Embroidery



**TYPOGRAPHY:**

For use in support and collateral materials i.e. posters, schedule cards letterhead etc, the commercially available font GOTHAM has been specified

**RADFORD REGULAR**

**ABCDEFGHIJK  
LMNOPQRSTUVWXYZ**

**GOTHAM**

**ABCDEFGHIJK  
LMNOPQRSTUVWXYZ**

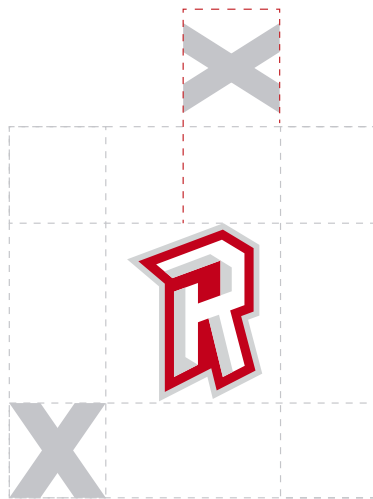
**EXAMPLE:**

**BASKETBALL SEASON TICKETS  
ON SALE NOW!**

**WELCOME TO THE  
DEDMON CENTER  
HOME OF THE HIGHLANDERS**

**AREA OF ISOLATION:**

An area of isolation equivalent to the metrics shown here should be maintained at all times and in all applications.



**COMMON MISUSE:**



Never use unapproved colors



Never distort the logos



Never skew the logos



Never alter the proportions



Never alter the typography



Never reconfigure the logo



Never rotate the logo



Never add graphic components  
example: drop shadow



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