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## MISSION

The mission of the Elizabethtown College Blue Jay Intercollegiate Athletics program is to provide students with varsity sport programs that support and enhance the educational experience while developing lifelong foundational skills.

## WHY DO WE NEED AN IDENTITY GUIDE?

In order to standardize and create consistency for the Elizabethtown College Department of Athletics, a visual identity style guide has been developed. This guide, which details the marks and wordmarks aims to create a uniform and distinctive brand for all of the programs of the Elizabethtown College Department of Athletics.

## HOW SHOULD YOU USE THIS GUIDE?

Through the design process, there will be exceptions that arise. Should you have any questions regarding the use of the marks or wordmarks, please contact the College's Director of Athletic Communications. This guide and the specifications within should be referenced and adhered to by anyone who intending to use an Elizabethtown College Department of Athletics identity mark: all teams, institutions, athletic conferences and divisions, offices, faculty, staff, students, alumni, businesses, nonprofit organizations, printers and outside vendors.

It is imperative that all individuals who intend to use the Elizabethtown College Department of Athletics marks and wordmarks in any way clearly and adhere to the guidelines set forth. Approval of any usage of the athletics marks or wordmarks must be obtained by the Director of Athletic Communications. By using any of these elements in any way, you are committing to uphold the ideals outlined in this guide.

# Wordmarks

EC ATHLETICS  
WORDMARK



ELIZABETHTOWN COLLEGE  
ATHLETICS WORDMARK



FEAR THE BIRD  
ATHLETICS WORDMARK



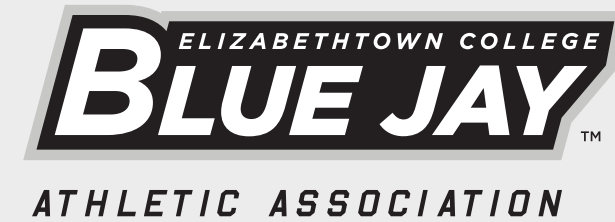
ETOWN  
ATHLETICS WORDMARK



BLUE JAYS  
ATHLETICS WORDMARK



BLUE JAY ATHLETIC ASSOCIATION WORDMARK



# Athletic Marks

Our **athletic marks** are dynamic elements of our overall branding. Their use, however, should be strictly reserved for within the context of athletics or as spirit marks when addressing an internal audience, such as faculty, staff or students. For academic communications directed at general external audiences, they are inappropriate and should not be used.



## BLUE JAY MARK

The Blue Jay Mark is the preferred non-letter mark of Elizabethtown College Athletics and should be used in most cases. No labeled versions of the Blue Jay Mark have been created or are authorized for use. **The Blue Jay Mark must be used in conjunction with the words Elizabethtown College identified elsewhere on the item or piece of apparel.**

**Athletic Marks (cont.)**

ELIZABETHTOWN COLLEGE  
WITH BLUE JAY MARK CENTERED



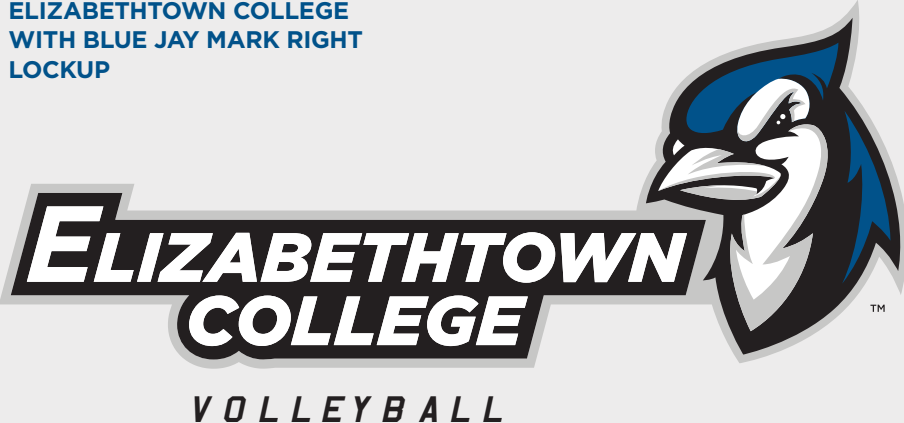
ELIZABETHTOWN COLLEGE  
WITH BLUE JAY MARK CENTERED  
LOCKUP



ELIZABETHTOWN COLLEGE  
WITH BLUE JAY MARK RIGHT



ELIZABETHTOWN COLLEGE  
WITH BLUE JAY MARK RIGHT  
LOCKUP



**Athletic Marks (cont.)**

ETOWN WITH  
BLUE JAY MARK CENTERED



ETOWN WITH  
BLUE JAY MARK CENTERED  
LOCKUP



ETOWN WITH  
BLUE JAY MARK RIGHT



ETOWN WITH  
BLUE JAY MARK RIGHT  
LOCKUP



**Athletic Marks (cont.)**

**BLUE JAYS WITH  
BLUE JAY MARK CENTERED**



**BLUE JAYS WITH  
BLUE JAY MARK RIGHT**



**Athletic Marks (cont.)**

**FEAR THE BIRD WITH  
BLUE JAY MARK CENTERED**



**FEAR THE BIRD WITH  
BLUE JAY MARK RIGHT**





**Blue Jay Athletic Association (BJAA) Marks**

**BJAA BLUE JAY CENTERED**



**BJAA BLUE JAY RIGHT**



## Variations

### ONE COLOR VARIATIONS

A black-only and blue-only variation of all Wordmarks and Athletic Marks are available, as shown in these examples:



### REVERSE TM VARIATION

When required for use against a dark background, a white TM version of all Wordmarks and Athletic Marks are available, as shown in these examples:



# Color Palette

## PRIMARY PALETTE

Elizabethtown College blue is the anchor of our brand palette. It is appropriate for all Athletic communications and should take a primary role in any visual communications.

## SECONDARY PALETTE

Our secondary palette comprises four supporting tones that can be used along with Etown blue to bring depth, variety, and visual hierarchy to any layout.

## OTHER COLORS

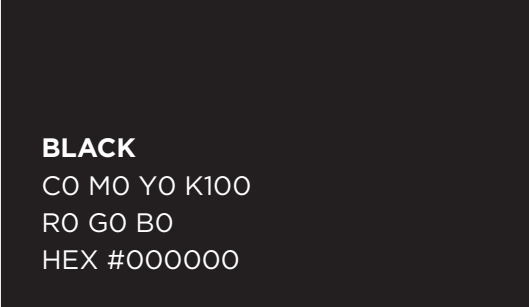
Although we do not discourage you from using additional colors, they should not be implemented at the expense of our brand primary and secondary palettes, nor should they compromise our visual clarity and tone. They should function solely to further the purpose of the specific materials and in support of our primary and secondary palettes.

### PRIMARY COLOR

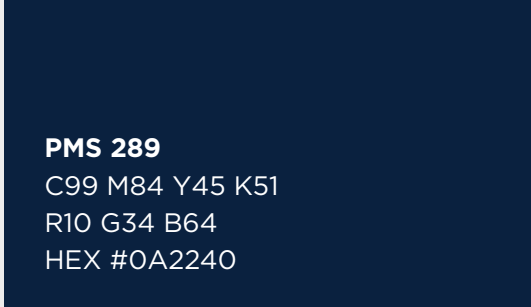


**PMS 2945**  
C100 M73 Y20 K5  
R0 G75 B152  
HEX #004B98

### SECONDARY COLORS



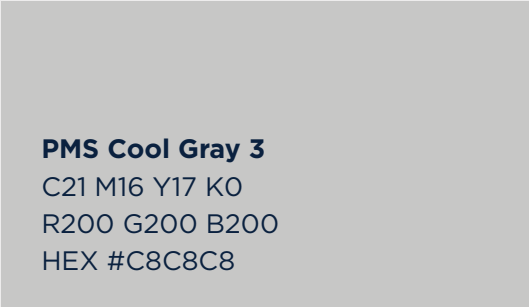
**BLACK**  
C0 M0 Y0 K100  
R0 G0 B0  
HEX #000000



**PMS 289**  
C99 M84 Y45 K51  
R10 G34 B64  
HEX #0A2240



**PMS 298**  
C65 M10 Y1 K0  
R61 G181 B230  
HEX #3DB5E6



**PMS Cool Gray 3**  
C21 M16 Y17 K0  
R200 G200 B200  
HEX #C8C8C8



**WHITE**  
C0 M0 Y0 K0  
R255 G255 B255  
HEX #FFFFFF

# Typography

Elizabethtown College typography consists of one primary font, one general use font, and one uniform/lockup font.

## PRIMARY FONT

### Gotham

The Gotham font is clean and modern. It adapts easily to changes in size, retaining legibility and clarity.

This font is suitable for subheads and all body copy.

## GENERAL USE FONT

### Verdana

Like Gotham, Verdana is clean and modern. It is also an almost universally available font, making it ideal for day-to-day communications.

This font should be used as a desktop font whenever Gotham is unavailable. It is suitable for all web, email, and online copy. It should also be the default font for all documents produced by Etown staff and administration.

### GOTHAM MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### GOTHAM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### GOTHAM BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### GOTHAM BLACK ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### VERDANA

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### VERDANA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

## UNIFORM AND LOCKUP FONT

A set of numbers using B52 Italic font has been designed for usage by Elizabethtown College Athletics. An alternate font may be used if the use of the B52 Italic font proves to be cost prohibitive.

### B52

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

## LOGO GUIDELINES

The marks and wordmarks are uniquely designed and must be maintained. When reproducing these images, the use of electronic files supplied by the College is required.

- These marks may not be modified in any way.
- No two marks are permitted to appear on the same face.
- Mark size may be increased or decreased, but the proportions may not be altered.
- Color patterns of the marks and/or wordmarks may not be altered.
- Additional artwork or text may not be incorporated into the logos.

## UNIFORMS AND APPAREL COLOR GUIDELINES

The official Elizabethtown College Athletics program color scheme for uniforms is as follows:

- Uniform and apparel tops and bottoms may be in royal blue, gray, white or black.
- Uniform and apparel accent pieces, such as socks, hats, bags, etc., may be in royal blue, navy blue, light blue, gray, white, or black.

## TRADEMARK

A trademark includes any word, name, symbol, or device, or any combination, used, or intended to be used, in commerce to identify and distinguish the goods of one manufacturer or seller from goods manufactured or sold by others, and to indicate the source of the goods. In short, a trademark is a brand name. The TM should be used with the marks and wordmarks in this guide on athletics attire, apparel of any kind, promotional items, etc. All of the marks and wordmarks outlined in this Identity Guide are permitted to be used on dark backgrounds.

*NOTE: When a mark or wordmark is placed on a dark background, all sports-specific labels and TM trademark symbols must change to white. Please ask for this specific mark when requesting a logo.*

## APPROVAL PROCESS

Any use of Elizabethtown College Athletics identity elements must be approved and documented in writing, in the context in which they will be used, by the Director of Athletic Communications. By doing so, it reinforces the College's commitment to approve expenditures as they relate to athletics apparel, uniforms, accessories, etc. If approval is not documented in writing, the College reserves the right to deny both payment and approval of the wearing of uniforms, warm-ups, etc., in which case it will be the responsibility of the coach/team/department to cover the cost. As is customary, all purchase orders must be approved by the Director of Athletics.

## QUESTIONS

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