

# Marquette Athletics

## Identity Standards





# Athletics Monogram

## Color Applications

The color examples below are reference only and are not intended to match printed colors. Please consult a Pantone™ color swatch book for accurate printed color representations.



**Marquette Blue**  
Pantone 281 (PMS)  
C100, M72, Y0, K32  
Hex #003366

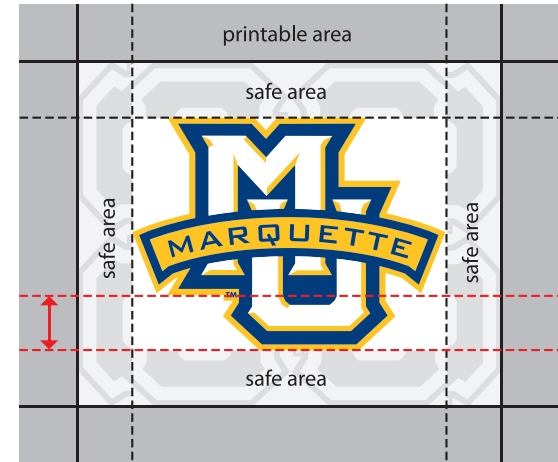


**Marquette Gold**  
Pantone 123 (PMS)  
C0, M24, Y100, K0  
Hex #FFCC00

## Guidelines

The Marquette athletics monogram was designed for the express use of the departments of Intercollegiate Athletics and Recreational Sports. Only varsity and recognized club athletics teams, communication pertaining directly to athletics teams, and approved merchandise may use the athletics monogram.

- The athletics monogram must be used in its entirety.
- The monogram may not be used by intramural sports teams or divisions of the university not directly related to intercollegiate athletics.
- The athletics monogram must never replace the university logo as the official university signature in non-athletics visual materials, including publications, stationery, advertising merchandise or electronic media.
- The monogram may be reproduced only from an original digital file (.ai, Adobe Illustrator, .eps or JPEG formats).
- The monogram and/or its elements must not be photocopied, scanned, recreated, repositioned or altered in any way.
- Reproduction of the athletics monogram must adhere to color, size and spacing specifications.
- The athletics monogram used on merchandise for resale may be color matched to the garment per the discretion of the merchandise buyer.
- Any other use of the monogram must be approved by the department of intercollegiate athletics.
- For questions or concerns regarding the correct usage of the Marquette athletics monogram contact Tim Raasch at (414) 288-0304.



### Safe Area

A “safe area” should always exist around the logo to allow for maximum legibility. No elements such as typography, other logos, or graphics should intrude over the safe area. The safe area is equal to the space below the area where the M and the U intersect. (Photos and colors can appear beneath the logo so long as the logo remains easily visible and recognizable.)



# Primary Athletics Monogram with Banner

## Color Applications

The color examples below are reference only and are not intended to match printed colors. Please consult a Pantone™ color swatch book for accurate printed color representations.



### Marquette Blue

Pantone 281 (PMS)  
C100, M72, Y0, K32  
Hex #003366



### Marquette Gold

Pantone 123 (PMS)  
C0, M24, Y100, K0  
Hex #FFCC00

## Primary Logo



## Alternate Colors with White Outline



## One Color



## Black & White/Reverse





# Secondary Athletics Monogram

**Color Applications**  
The color examples below are reference only and are not intended to match printed colors. Please consult a Pantone™ color swatch book for accurate printed color representations.



**Marquette Blue**  
Pantone 281 (PMS)  
C100, M72, Y0, K32  
Hex #003366



**Marquette Gold**  
Pantone 123 (PMS)  
C0, M24, Y100, K0  
Hex #FFCC00

## Primary Logo



## Alternate Colors with White Outline



## One Color



## Black & White/Reverse





# Athletics Wordmark

## Color Applications

The color examples below are reference only and are not intended to match printed colors. Please consult a Pantone™ color swatch book for accurate printed color representations.



**Marquette Blue**  
Pantone 281 (PMS)  
C100, M72, Y0, K32  
Hex #003366



**Marquette Gold**  
Pantone 123 (PMS)  
C0, M24, Y100, K0  
Hex #FFCC00

## Primary Logo



## Alternate Colors with White Outline



## One Color



## Black & White/Reverse





## Secondary Athletics Wordmark

### Color Applications

The color examples below are reference only and are not intended to match printed colors. Please consult a Pantone™ color swatch book for accurate printed color representations.



**Marquette Blue**  
Pantone 281 (PMS)  
C100, M72, Y0, K32  
Hex #003366



**Marquette Gold**  
Pantone 123 (PMS)  
C0, M24, Y100, K0  
Hex #FFCC00

### Primary Logo



### One Color



### Alternate Colors with White Outline



### Black & White/Reverse





# Golden Eagle Mascot Logos

## Color Applications

The color examples below are reference only and are not intended to match printed colors. Please consult a Pantone™ color swatch book for accurate printed color representations.



**Marquette Blue**  
Pantone 281 (PMS)  
C100, M72, Y0, K32  
Hex #003366



**Marquette Gold**  
Pantone 123 (PMS)  
C0, M24, Y100, K0  
Hex #FFCC00

## Primary Eagle Monogram



## Secondary Eagle Monogram



## Primary Eagle Wordmark



## Secondary Eagle Wordmark



## \* Important

The Golden Eagle Mascot logos were designed for the express use of the department of Intercollegiate Athletics and are reserved for use on approved merchandising applications only.

Logos featuring the Golden Eagle image may **not** be used in any other applications, including, but not limited to: competition uniforms, practice apparel, athletic equipment, athletic gear, travel gear, and may not be used on promotional materials printed or online.



# Golden Eagle Mascot Logos

## Color Applications

The color examples below are reference only and are not intended to match printed colors. Please consult a Pantone™ color swatch book for accurate printed color representations.



**Marquette Blue**  
Pantone 281 (PMS)  
C100, M72, Y0, K32  
Hex #003366



**Marquette Gold**  
Pantone 123 (PMS)  
C0, M24, Y100, K0  
Hex #FFCC00

## Wordmark Eagle Logo



## One Color



## Black & White



## Mascot Eagle Head Logo<sup>+</sup>



## One Color



## Black & White



<sup>+</sup>When the mascot "eagle head" logo appears on merchandise, "Marquette", written in the approved Bank Gothic or Marquette fonts, must appear elsewhere on the piece.

## \* Important

The Golden Eagle Mascot logos were designed for the express use of the department of Intercollegiate Athletics and are reserved for use on approved merchandising applications only.

Logos featuring the Golden Eagle image may **not** be used in any other applications, including, but not limited to: competition uniforms, practice apparel, athletic equipment, athletic gear, travel gear, and may not be used on promotional materials printed or online.





# Sport Specific Wordmarks

## \* Important

The Sport Specific wordmarks were designed for the use of **varsity athletics teams only** and may **not** be used or modified for use by any club teams or recreational sports teams.

### Color Applications

The color examples below are reference only and are not intended to match printed colors. Please consult a Pantone™ color swatch book for accurate printed color representations.



#### Marquette Blue

Pantone 281 (PMS)  
C100, M72, Y0, K32  
Hex #003366



#### Marquette Gold

Pantone 123 (PMS)  
C0, M24, Y100, K0  
Hex #FFCC00

### Primary Logos





# Sport Specific Monograms

## \* Important

The Sport Specific monograms were designed for the use of **varsity athletics teams and recognized university club teams** but may **not** be used or modified for use by recreational sports teams.

### Color Applications

The color examples below are reference only and are not intended to match printed colors. Please consult a Pantone™ color swatch book for accurate printed color representations.



**Marquette Blue**  
Pantone 281 (PMS)  
C100, M72, Y0, K32  
Hex #003366



**Marquette Gold**  
Pantone 123 (PMS)  
C0, M24, Y100, K0  
Hex #FFCC00

### Secondary Logos



VOLLEYBALL



LACROSSE



WOMEN'S  
LACROSSE



GOLF



BASKETBALL



WOMEN'S  
BASKETBALL



SOCCER



WOMEN'S  
SOCCER



TENNIS



WOMEN'S  
TENNIS



TRACK & FIELD



CROSS  
COUNTRY



# Incorrect Usage of Logos and Monograms

## Color Applications

The color examples below are reference only and are not intended to match printed colors. Please consult a Pantone™ color swatch book for accurate printed color representations.



**Marquette Blue**  
Pantone 281 (PMS)  
C100, M72, Y0, K32  
Hex #003366



**Marquette Gold**  
Pantone 123 (PMS)  
C0, M24, Y100, K0  
Hex #FFCC00

**Do Not** stretch or compress the logos in any way, *always scale proportionately.*



**Do Not** crop, angle or skew the logos, *always use logos in their entirety.*



**Do Not** change color of the logos or add screens, *always use approved colors.*





## Incorrect Usage of Logos and Monograms

### Color Applications

The color examples below are reference only and are not intended to match printed colors. Please consult a Pantone™ color swatch book for accurate printed color representations.



### Marquette Blue

Pantone 281 (PMS)  
C100, M72, Y0, K32  
Hex #003366



### Marquette Gold

Pantone 123 (PMS)  
C0, M24, Y100, K0  
Hex #FFCC00

### Do Not replace banner text



### Do Not combine with other artwork, create new logos, or place over visually distracting backgrounds





# Retired Athletics Signatures

## Color Applications

The color examples below are reference only and are not intended to match printed colors. Please consult a Pantone™ color swatch book for accurate printed color representations.



### Marquette Blue

Pantone 281 (PMS)  
C100, M72, Y0, K32  
Hex #003366



### Marquette Gold

Pantone 123 (PMS)  
C0, M24, Y100, K0  
Hex #FFCC00

Do Not use the retired Golden Eagle marks



## \* Important

The “Flying Golden Eagle” logos are retired marks of Marquette University, and **may only be** used by the athletics department.

The “Flying Golden Eagle” logos may **not** be used by any other academic or administrative units of the University, nor by individuals employed in any capacity by the University, and should be removed from websites, publication reprints as well as any other applications it may appear on.



# Athletics Uniform Standards

## Color Applications

The color examples below are reference only and are not intended to match printed colors. Please consult a Pantone™ color swatch book for accurate printed color representations.



**Marquette Blue**  
Pantone 281 (PMS)  
C100, M72, Y0, K32  
Hex #003366



**Marquette Gold**  
Pantone 123 (PMS)  
C0, M24, Y100, K0  
Hex #FFCC00



## \* Important

All athletics uniforms must include the official Marquette Blue & Gold colors, “**Marquette**” must be featured either within the official athletics marks or in plain text. The secondary monogram may only be used if “**Marquette**” is also present on the uniform. The BIG EAST Conference requires that all home and away basketball uniforms incorporate the conference logo. The conference logo use on all olympic sport uniforms is not mandated but strongly encouraged. For complete instructions on the placement of the BIG EAST conference logo on team uniforms visit [BIGEAST.org](http://BIGEAST.org)



# Athletics Typographic Standards

## \* Important

Marquette has a limited number of licenses to use the Universe and Bank Gothic fonts. However, these fonts may be downloaded from Adobe.com for a nominal charge.

## Color Applications

The color examples below are reference only and are not intended to match printed colors. Please consult a Pantone™ color swatch book for accurate printed color representations.



**Marquette Blue**  
Pantone 281 (PMS)  
C100, M72, Y0, K32  
Hex #003366



**Marquette Gold**  
Pantone 123 (PMS)  
C0, M24, Y100, K0  
Hex #FFCC00

## Typography

The font families of Univers and Bank Gothic are standard fonts of the Marquette University Athletics Department. Consistent use of these typographic standards by the Marquette community will help strengthen our athletics branding through visual continuity.

### ■ Universe 53 Extended

Headlines

**We are Marquette.**

**We are Marquette.**

**We are Marquette.**

### ■ Universe 65 Bold

Headlines and Subheads

**We are Marquette.**

**We are Marquette.**

**We are Marquette.**

### ■ Universe 55

Body Copy

**We are Marquette.**

**We are Marquette.**

**We are Marquette.**

### ■ Universe 45 Light

Alternate Body Copy *(not for use in reverse or online applications)*

**We are Marquette.**

**We are Marquette.**

### ■ BANK GOTHIC MEDIUM

Headlines

**WE ARE MARQUETTE.**

**WE ARE MARQUETTE.**

**WE ARE MARQUETTE.**

### ■ BANK GOTHIC LIGHT

Headlines and Subheads *(not for use as body copy)*

**WE ARE MARQUETTE.**

**WE ARE MARQUETTE.**

**WE ARE MARQUETTE.**

### ■ MARQUETTE SOLID

Display Font *(for use in all caps, as specialty font only)*

**WE ARE MARQUETTE.**

**WE ARE MARQUETTE.**

**WE ARE MARQUETTE.**

Pantone 124  
C7, M34, Y100, K0  
Hex #ECAC00

When creating text in gold over a white background or when reversing text out of gold, Pantone 124 Gold must be used to achieve the appropriate contrast.