The Illinois Wesleyan Titans Athletic Branding Guide is designed to provide clear information on the proper use of approved graphics, colors and fonts for any application of the Titan Athletics brand. Our purpose is to guarantee, as best as possible, a clear and consistent brand image wherever and whenever Illinois Wesleyan athletics is represented in any print, digital or apparel format. Any attempt to utilize Titan Athletics graphics or wordmarks outside the standards represented in this guide are strictly prohibited.

Requests for exceptions or interpretations should be submitted directly to the Director of Athletics.

Go Titans!
OFFICIAL COLORS OF ILLINOIS WESLEYAN ATHLETICS

PRIMARY PALETTE

IWU Green and white are the official colors for Illinois Wesleyan athletics and are shown on the left. It is very important to match these colors faithfully when reproducing the athletics marks. It is greatly preferred that all Illinois Wesleyan athletics marks be used in both of these colors whenever possible.

SUPPORT COLORS

In addition to the primary palette, the Illinois Wesleyan athletics marks utilize IWU Gray as an important support color.

IWU Green

(in lieu of use *Pantone® 342c)
Process Equivalent: 93c 10m 75y 43k
RGB Equivalent: 0r 103g 71b
Madeira Thread: 910-1750, 911-1750
Hex Code: #006747

IWU Gray

(in lieu of use *Pantone® 428c)
Process Equivalent: 10c 4m 4y 14k
RGB Equivalent: 193r 198g 200b
Madeira Thread: 918-1811
Hex Code: C1C6C8

*Pantone® is a registered trademark of Pantone, Inc. The colors shown on this page and throughout this manual are not intended to match the PANTONE Color Standards. For the PANTONE Color Standards, refer to the current edition of the PANTONE Color Formula Guide.
The Illinois Wesleyan athletics marks were designed to create a consistent visual identity for the Illinois Wesleyan 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 Illinois Wesleyan athletics marks are shown in full color on this page. These logos are intended for use only by the Illinois Wesleyan athletics department. Permission is required for use by any other entity.
Frequently it may be desirable to place the full color Illinois Wesleyan primary athletics marks on alternate backgrounds. This page shows the full color Illinois Wesleyan athletics marks on green, gray, white, black and medium gray (similar to the color of practice sweat pants and shirt). Also shown is the technique for using the mark on a complex background.

All artwork and variations are available in Macintosh and PC digital file formats.
Frequently it may be desirable to place the full color Illinois Wesleyan secondary athletics marks on alternate backgrounds. This page shows the full color Illinois Wesleyan athletics marks on green, gray, white, black and medium gray (similar to the color of practice sweat pants and shirt). Also shown is the technique for using the mark on a complex background.

The Illinois Wesleyan wordmarks should never be used on a background color that does NOT offer sufficient contrast. Approved versions of the logos on certain background colors are shown on the left (unapproved versions are crossed out in red).

All artwork and variations are available in Macintosh and PC digital file formats.
All of the Illinois Wesleyan athletics marks are available in IWU Green & white, as shown on this page.

These logos are intended for use only by the Illinois Wesleyan athletics department. Permission is required for use by any other entity.
Frequently it may be desirable to place the IWU Green & white Illinois Wesleyan primary athletics marks on alternate backgrounds. This page shows the IWU Green & white Illinois Wesleyan athletics marks on green, gray, white, black and medium gray (similar to the color of practice sweat pants and shirt). Also shown is the technique for using the mark on a complex background.

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**ILLINOIS WESLEYAN BLACK & WHITE ATHLETIC MARKS**

<table>
<thead>
<tr>
<th>PRIMARY MARKS</th>
<th>WORDMARKS</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Primary Mark" /></td>
<td><img src="image" alt="Wordmarks" /></td>
</tr>
</tbody>
</table>

All of the Illinois Wesleyan athletics marks are available in black & white, as shown on this page.

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

<table>
<thead>
<tr>
<th>MONOGRAM MARKS</th>
</tr>
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<tbody>
<tr>
<td><img src="image" alt="Monogram Marks" /></td>
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<table>
<thead>
<tr>
<th>WORD/ICON COMBO MARKS</th>
<th>SPIRIT MARKS</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Word/Icon Combo Marks" /></td>
<td><img src="image" alt="Spirit Marks" /></td>
</tr>
</tbody>
</table>
Frequently it may be desirable to place the black & white Illinois Wesleyan primary athletics marks on alternate backgrounds. This page shows the black & white Illinois Wesleyan athletics marks on green, gray, white, black and medium gray (similar to the color of practice sweat pants and shirt). Also shown is the technique for using the mark on a complex background.

All artwork and variations are available in Macintosh and PC digital file formats.
Frequently it may be desirable to place the black & white Illinois Wesleyan secondary athletics marks on alternate backgrounds. This page shows the black & white Illinois Wesleyan athletics marks on green, gray, white, black and medium gray (similar to the color of practice sweat pants and shirt). Also shown is the technique for using the mark on a complex background.

The Illinois Wesleyan wordmarks should never be used on a background color that does NOT offer sufficient contrast. Approved versions of the logos on certain background colors are shown on the left (unapproved versions are crossed out in red).

All artwork and variations are available in Macintosh and PC digital file formats.
All of the Illinois Wesleyan athletics marks are available in all white, as shown on this page.

These logos are intended for use only by the Illinois Wesleyan athletics department. Permission is required for use by any other entity.
Frequently it may be desirable to place the all white Illinois Wesleyan primary athletics marks on alternate backgrounds. This page shows the all white Illinois Wesleyan athletics marks on green, gray, white, black and medium gray (similar to the color of practice sweat pants and shirt). Also shown is the technique for using the mark on a complex background.

The Illinois Wesleyan primary athletics marks should never be used on a background color that does NOT offer sufficient contrast. Approved versions of the logos on certain background colors are shown on the left (unapproved versions are crossed out in red).

All artwork and variations are available in Macintosh and PC digital file formats.
ILLINOIS WESLEYAN ALL WHITE WORDMARKS ON Backgrounds

Frequently it may be desirable to place the all white Illinois Wesleyan secondary athletics marks on alternate backgrounds. This page shows the all white Illinois Wesleyan athletics marks on green, gray, white, black and medium gray (similar to the color of practice sweat pants and shirt). Also shown is the technique for using the mark on a complex background.

The Illinois Wesleyan wordmarks should never be used on a background color that does NOT offer sufficient contrast. Approved versions of the logos on certain background colors are shown on the left (unapproved versions are crossed out in red).

All artwork and variations are available in Macintosh and PC digital file formats.
The three logo configurations shown on this page are capable of presenting different text in the banners. All wording must be approved by Illinois Wesleyan athletics. Banner text must represent varsity sports and athletics activities at Illinois Wesleyan. Club sports or intramural teams may NOT have custom banner text logos.

**Available Banner Text**

Baseball, Basketball, Cross Country, Football, Golf, Soccer, Softball, Swimming & Diving, Tennis, Track & Field and Volleyball.
Each of the Illinois Wesleyan athletics marks has an established “safe zone”. This safe zone is intended to maintain the marks’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 Illinois Wesleyan athletic marks is equal to one sixth the height of the mark (shown on the left at the top). The safe zone for the Illinois Wesleyan wordmarks is equal to one fourth the height of the mark (shown on the left at the bottom). The safe zone spacing is uniform on all sides of the marks.
Each of the Illinois Wesleyan 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 Illinois Wesleyan’s Creative Services office for information about embroidering athletics marks. Minimum sizes are considerably larger for embroidery.
Compatible fonts for the Illinois Wesleyan athletics identity are TITAN BOLD and CERA GR BOLD. Cera GR Bold is the font used in the banner text of the Illinois Wesleyan athletics marks. Titan Bold is the custom font designed to match the new athletics marks. The Titan Bold and Cera GR Bold fonts are available from the Creative Services office.
So that Illinois Wesleyan athletics can maintain the design integrity of its athletics brand, it is mandatory that all marks 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 Illinois Wesleyan athletics marks.
In a retail design, if the fabric color matches one of the official colors exactly (IWU Green, IWU Gray or white), the fabric can show through in place of printing that color. If the fabric color does not match any official colors, both official colors (and gray) must be used to print the mark.

**Alternatives to Full Color Retail Graphics**

When using marks on apparel, the art may print in all IWU Green, all black or all white as long 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 Illinois Wesleyan merchandise please try to stay as close to IWU Green and IWU Gray as possible.