CAMPBELL CAMELS - OFFICIAL BRAND IDENTITY - USAGE AND STYLE GUIDE

INTRODUCTION:

Campbell University Athletics is excited to unveil new branding, with refreshed and updated visual identity assets, as shown in this style guide.

Our new logos, word marks, simplified color palette, and official typography fonts are an evolution of Campbell University Athletics, reflecting the strength and resiliency of the Fighting Camel, honoring both our past and present, as well as representing what we will become.

Specifically, the new visual identity is as distinctive and unique as our moniker, communicating a sense of strength and bold simplicity, and is designed to function across all licensing, linear, and digital applications.

Unflinching, determined, and adorned in our distinguishing Orange & Black, our modernized and refreshed Fighting Camel branding unifies our Campbell University campus and community, along with our 21 varsity sports programs.

Please apply these new logos and marks with care. Do not use any of the older versions of the Campbell Athletics visual identity.
And please let us know if you have any questions about the correct use of these assets.

#RollHumps

Hannah Bazemore ('07, '09)
Director of Athletics
Campbell University

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CONTACT INFORMATION

For additional information regarding the Campbell Athletics brand identity or for questions regarding specific use, please contact:

Jason Williams
Campbell University
Associate A.D.
Communications & Branding

jwilliams@campbell.edu
910.814.4367

COLORS:

The official colors of Campbell Athletics are white, orange and black.

The color standards that apply to the athletics visual identity are shown here. Never alter color specifications under any circumstance. The preferred hierarchy is orange first, then black, then white.

NOTE: Due to the inconsistent nature of screens, the colors depicted within this guide may not match the actual PANTONE® colors. When specifying colors please refer to the PANTONE® number for accurate color reproduction.

WHITE

R: 255   G: 255   B: 255

C: 0   M: 0   Y: 0   K: 0

HTML: FFFFFF

Madeira: 1001

ORANGE - Pantone 172c

R: 251   G: 71   B: 31

C: 0   M: 86   Y: 100   K: 0

HTML: FB471F

Madeira: 1987

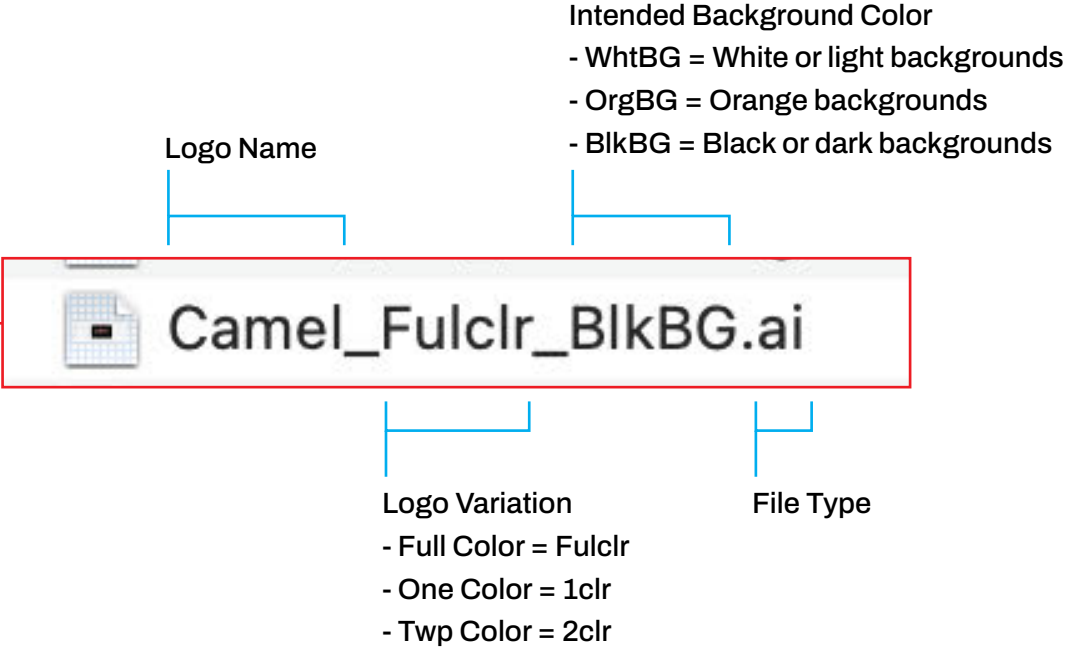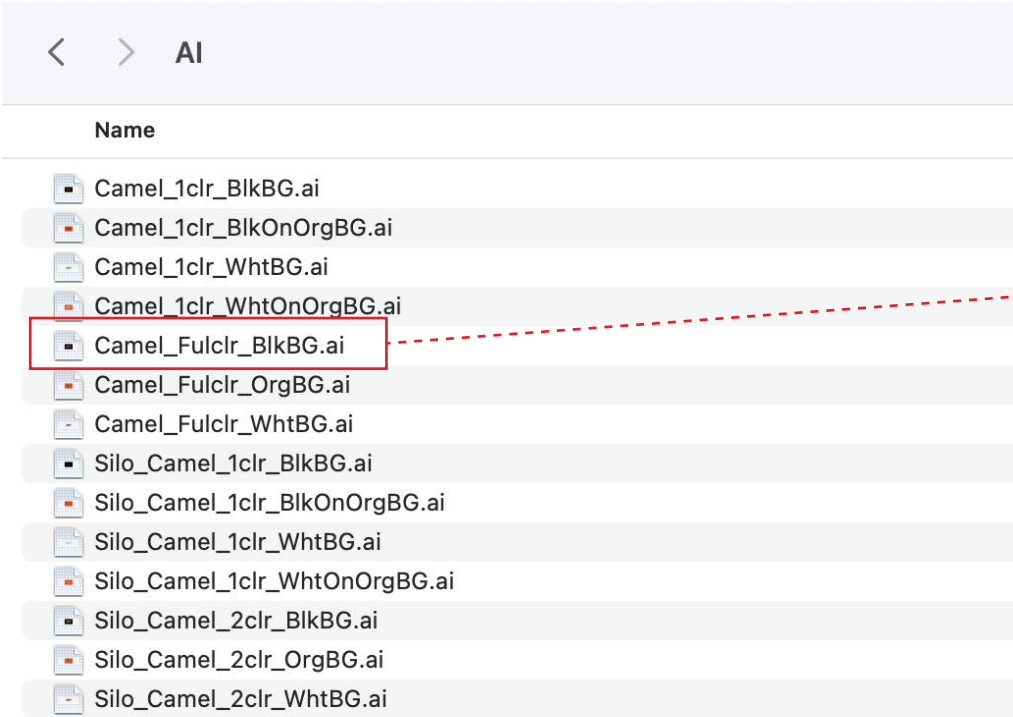**Black**

R: 0   G: 0   B: 0

C: 60   M: 40   Y: 40   K: 100

HTML: 000000

Madeira: 1000

FILE NOMENCLATURE:

All files in the system are organized to allow end users to quickly identify and
locate the proper logo for the intended application.

AI

Name

- Camel_1clr_BlkBG.ai
- Camel_1clr_BlkOnOrgBG.ai
- Camel_1clr_WhtBG.ai
- Camel_1clr_WhtOnOrgBG.ai
- Camel_Fulclr_BlkBG.ai
- Camel_Fulclr_OrgBG.ai
- Camel_Fulclr_WhtBG.ai
- Silo_Camel_1clr_BlkBG.ai
- Silo_Camel_1clr_BlkOnOrgBG.ai
- Silo_Camel_1clr_WhtBG.ai
- Silo_Camel_1clr_WhtOnOrgBG.ai
- Silo_Camel_2clr_BlkBG.ai
- Silo_Camel_2clr_OrgBG.ai
- Silo_Camel_2clr_WhtBG.ai

Intended Background Color
- WhtBG = White or light backgrounds
- OrgBG = Orange backgrounds
- BlkBG = Black or dark backgrounds

Logo Name

Camel_Fulclr_BlkBG.ai

Logo Variation
- Full Color = Fulclr
- One Color = 1clr
- Twp Color = 2clr

File Type

RUNNING CAMEL LOGO:

The Running Camel logo may appear on white or light backgrounds, orange backgrounds, black or dark backgrounds. Examples of a non-white light background may include off-white, light grays, etc. Examples of a non-black dark background may include dark grays, etc.
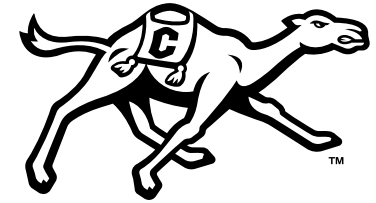
Two-color and one-color versions are shown here.

On orange backgrounds, the one color logo may appear in either white or black.

NOTE: Never alter color placement. All acceptable color rotations of the Running Camel logo are shown here.

Camel_Fulclr_OrgBG

Camel_1clr_WhtBG

Camel_Fulclr_OrgBG

Camel_1clr_WhtOnOrgBG

Camel_1clr_BlkOnOrgBG

Camel_Fulclr_OrgBG

Camel_1clr_BlkBG

HUMP C:

The Hump C logo may appear on white or light backgrounds, orange backgrounds, black or dark backgrounds. Examples of a non-white light background may include off-white, light grays, etc. Examples of a non-black dark background may include dark grays, etc.

Two-color and one-color versions are shown here.

On orange backgrounds, the one color logo may appear in either white or black.

NOTE: Never alter color placement. All acceptable color rotations of the Hump C logo are shown here.

C_2clr_WhtBG

C_1clr_WhtBG

C_2clr_OrgBG

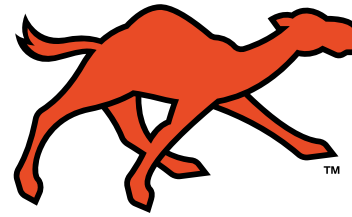C_1clr_WhtOnOrgBG

C_1clr_BlkOnOrgBG

C_2clr_BlkBG

C_1clr_BlkBG

SILHOUETTED CAMEL LOGO:

The Silhouetted Camel logo may appear on white or light backgrounds, orange backgrounds, black or dark backgrounds. Examples of a non-white light background may include off-white, light grays, etc. Examples of a non-black dark background may include dark grays, etc.
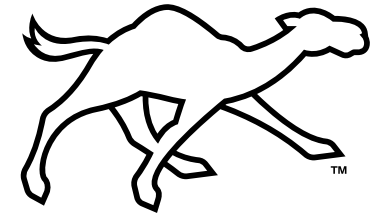
Two-color and one-color versions are shown here.

On orange backgrounds, the one color logo may appear in either white or black.

NOTE: Never alter color placement. All acceptable color rotations of the Silhouetted Camel logo are shown here.

Silo_Camel_2clr_WhtBG

Silo_Camel_1clr_WhtBG

Silo_Camel_2clr_OrgBG

Silo_Camel_1clr_WhtOnOrgBG

Silo_Camel_1clr_BlkOnOrgBG

Silo_Camel_2clr_BlkBG

Silo_Camel_1clr_BlkBG

WORD MARK: CAMPBELL

All Wordmarks may appear on white or light backgrounds, orange backgrounds, black or dark backgrounds. Examples of a non-white light background may include off-white, light grays, etc. Examples of a non-black dark background may include dark grays, etc.

Two-color and one-color versions are shown here.

On orange backgrounds, the one color wordmarks may appear in either white or black.

NOTE: Never alter color placement. All acceptable color rotations of the Campbell Wordmark are shown here.

CAMPBELL

Word_Campbell_1clr_WhtBG

CAMPBELL

Word_Campbell_2clr_WhtBG

CAMPBELL

Word_Campbell_1clr_WhtOnOrgBG

CAMPBELL

Word_Campbell_1clr_BlkOnOrgBG

CAMPBELL

Word_Campbell_2clr_OrgBG

CAMPBELL

Word_Campbell_BlkBG

CAMPBELL

Word_Campbell_2clr_BlkBG

WORD MARK: CAMELS

All Wordmarks may appear on white or light backgrounds, orange backgrounds, black or dark backgrounds. Examples of a non-white light background may include off-white, light grays, etc. Examples of a non-black dark background may include dark grays, etc.

Two-color and one-color versions are shown here.

On orange backgrounds, the one color wordmarks may appear in either white or black.

NOTE: Never alter color placement. All acceptable color rotations of the Camels Wordmark are shown here.

Word_Camels_2clr_WhtBG

Word_Camels_1clr_WhtOnOrgBG

Word_Camels_1clr_BlkOnOrgBG

Word_Camels_2clr_OrgBG

Word_Camels_BlkBG

Word_Camels_2clr_BlkBG

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WORDMARK: SCRIPT CAMPBELL

All Wordmarks may appear on white or light backgrounds, orange backgrounds, black or dark backgrounds. Examples of a non-white light background may include off-white, light grays, etc. Examples of a non-black dark background may include dark grays, etc.

Two-color and one-color versions are shown here.

On orange backgrounds, the one color wordmarks may appear in either white or black.

NOTE: Never alter color placement. All acceptable color rotations of the Script Campbell Wordmark are shown here.

Script_Campbell_1clr_WhtBG

Script_Campbell_2clr_WhtBG

Script_Campbell_1clr_WhtOnOrgBG

Script_Campbell_1clr_BlkOnOrgBG

Script_Campbell_2clr_OrgBG

Script_Campbell_1clr_BlkBG

Script_Campbell_2clr_BlkBG

WORDMARK: SCRIPT: CAMELS

All Wordmarks may appear on white or light backgrounds, orange backgrounds, black or dark backgrounds. Examples of a non-white light background may include off-white, light grays, etc. Examples of a non-black dark background may include dark grays, etc.

Two-color and one-color versions are shown here.

On orange backgrounds, the one color wordmarks may appear in either white or black.

NOTE: Never alter color placement. All acceptable color rotations of the Script Camel Wordmark are shown here.

Script_Camels_1clr_WhtBG

Script_Camels_2clr_WhtBG

Script_Camels_1clr_WhtOnOrgBG

Script_Camels_1clr_BlkOnOrgBG

Script_Camels_2clr_OrgBG

Script_Camels_1clr_BlkBG

Script_Camels_2clr_BlkBG

WORDMARK:
CAMPBELL FIGHTING CAMELS

All Wordmarks may appear on white or light backgrounds, orange backgrounds, black or dark backgrounds. Examples of a non-white light background may include off-white, light grays, etc. Examples of a non-black dark background may include dark grays, etc.

On orange backgrounds, the one color wordmarks may appear in either white or black.

NOTE: Never alter color placement. All acceptable color rotations of the Campbell Fighting Camels Wordmark are shown here.

CAMPBELL
FIGHTING CAMELS

Campbell_Camels_WhtBG

CAMPBELL
FIGHTING CAMELS

Campbell_Camels_WhtOnOrgBG

CAMPBELL
FIGHTING CAMELS

Campbell_Camels_BlkOnOrgBG

CAMPBELL
FIGHTING CAMELS

Campbell_Camels_BlkBG

WORDMARKS: FIGHTING CAMELS

All Wordmarks may appear on white or light backgrounds, orange backgrounds, black or dark backgrounds. Examples of a non-white light background may include off-white, light grays, etc. Examples of a non-black dark background may include dark grays, etc.

On orange backgrounds, the one color wordmarks may appear in either white or black.

NOTE: Never alter color placement. All acceptable color rotations of the Fighting Camels Wordmark are shown here.

Fighting_Camels_1_WhtBG

Fighting_Camels_3_WhtBG

Fighting_Camels_1_WhtOnOrgBG

Fighting_Camels_3_WhtOnOrgBG

Fighting_Camels_1_BlkOnOrgBG

Fighting_Camels_3_BlkOnOrgBG

Fighting_Camels_1_BlkBG

Fighting_Camels_3_BlkBG

SPORT SPECIFIC:

All Sport Specific marks may appear on white or light backgrounds, orange backgrounds, black or dark backgrounds. Examples of a non-white light background may include off-white, light grays, etc. Examples of a non-black dark background may include dark grays, etc.

NOTE: Never alter color placement. All acceptable white or light background sport specific marks are shown here.

CAMPBELL
ATHLETICS
SS_Athletics_WhtBG

CAMPBELL
FOOTBALL
SS_Football_WhtBG

CAMPBELL
LACROSSE
SS_LAX_WhtBG

CAMPBELL
BASEBALL
SS_Baseball_WhtBG

CAMPBELL
GOLF
SS_Golf_WhtBG

CAMPBELL
SOFTBALL
SS_Softball_WhtBG

CAMPBELL
BASKETBALL
SS_Basketball_WhtBG

CAMPBELL
SOCCER
SS_Soccer_WhtBG

CAMPBELL
SWIMMING
SS_Swimming_WhtBG

CAMPBELL
CHEERLEADING
SS_Cheeleading_WhtBG

CAMPBELL
TENNIS
SS_Tennis_WhtBG

CAMPBELL
VOLLEYBALL
SS_Volleyball_WhtBG

CAMPBELL
CROSS COUNTRY
SS_CC_WhtBG

CAMPBELL
TRACK & FIELD
SS_Track_WhtBG

CAMPBELL
WRESTLING
SS_Wrestling_WhtBG

SPORT SPECIFIC:

All Sport Specific marks may appear on white or light backgrounds, orange backgrounds, black or dark backgrounds. Examples of a non-white light background may include off-white, light grays, etc. Examples of a non-black dark background may include dark grays, etc.

NOTE: Never alter color placement. On orange backgrounds, the one color sport specific logos may appear in either white (shown here) or black (shown on page 17).

CAMPBELL
ATHLETICS
SS_Athletics_WhtOnOrgBG

CAMPBELL
FOOTBALL
SS_Football_WhtOnOrgBG

CAMPBELL
LACROSSE
SS_LAX_WhtOnOrgBG

CAMPBELL
BASEBALL
SS_Baseball_WhtOnOrgBG

CAMPBELL
GOLF
SS_Golf_WhtOnOrgBG

CAMPBELL
SOFTBALL
SS_Softball_WhtOnOrgBG

CAMPBELL
BASKETBALL
SS_Basketball_WhtOnOrgBG

CAMPBELL
SOCCER
SS_Soccer_WhtOnOrgBG

CAMPBELL
SWIMMING
SS_Swimming_WhtOnOrgBG

CAMPBELL
CHEERLEADING
SS_Cheeleading_WhtOnOrgBG

CAMPBELL
TENNIS
SS_Tennis_WhtOnOrgBG

CAMPBELL
VOLLEYBALL
SS_Volleyball_WhtOnOrgBG

CAMPBELL
CROSS COUNTRY
SS_CC_WhtOnOrgBG

CAMPBELL
TRACK & FIELD
SS_Track_WhtOnOrgBG

CAMPBELL
WRESTLING
SS_Wrestling_WhtOnOrgBG

SPORT SPECIFIC:

All Sport Specific marks may appear on white or light backgrounds, orange backgrounds, black or dark backgrounds. Examples of a non-white light background may include off-white, light grays, etc. Examples of a non-black dark background may include dark grays, etc.

NOTE: Never alter color placement. On orange backgrounds, the one color sport specific logos may appear in either white (shown on page 16) or black (shown here).

CAMPBELL
ATHLETICS
SS_Athletics_BlkOnOrgBG

CAMPBELL
FOOTBALL
SS_Football_BlkOnOrgBG

CAMPBELL
LACROSSE
SS_LAX_BlkOnOrgBG

CAMPBELL
BASEBALL
SS_Baseball_BlkOnOrgBG

CAMPBELL
GOLF
SS_Golf_BlkOnOrgBG

CAMPBELL
SOFTBALL
SS_Softball_BlkOnOrgBG

CAMPBELL
BASKETBALL
SS_Basketball_BlkOnOrgBG

CAMPBELL
SOCCER
SS_Soccer_BlkOnOrgBG

CAMPBELL
SWIMMING
SS_Swimming_BlkOnOrgBG

CAMPBELL
CHEERLEADING
SS_Cheeleading_BlkOnOrgBG

CAMPBELL
TENNIS
SS_Tennis_BlkOnOrgBG

CAMPBELL
VOLLEYBALL
SS_Volleyball_BlkOnOrgBG

CAMPBELL
CROSS COUNTRY
SS_CC_BlkOnOrgBG

CAMPBELL
TRACK & FIELD
SS_Track_BlkOnOrgBG

CAMPBELL
WRESTLING
SS_Wrestling_BlkOnOrgBG

SPORT SPECIFIC:

All Sport Specific marks may appear on white or light backgrounds, orange backgrounds, black or dark backgrounds. Examples of a non-white light background may include off-white, light grays, etc. Examples of a non-black dark background may include dark grays, etc.

NOTE: Never alter color placement. All acceptable black or dark background sport specific marks are shown here.

CAMPBELL
ATHLETICS
SS_Athletics_BlkBG

CAMPBELL
FOOTBALL
SS_Football_BlkBG

CAMPBELL
LACROSSE
SS_LAX_BlkBG

CAMPBELL
BASEBALL
SS_Baseball_BlkBG

CAMPBELL
GOLF
SS_Golf_BlkBG

CAMPBELL
SOFTBALL
SS_Softball_BlkBG

CAMPBELL
BASKETBALL
SS_Basketball_BlkBG

CAMPBELL
SOCCER
SS_Soccer_BlkBG

CAMPBELL
SWIMMING
SS_Swimming_BlkBG

CAMPBELL
CHEERLEADING
SS_Cheeleading_BlkBG

CAMPBELL
TENNIS
SS_Tennis_BlkBG

CAMPBELL
VOLLEYBALL
SS_Volleyball_BlkBG

CAMPBELL
CROSS COUNTRY
SS_CC_BlkBG

CAMPBELL
TRACK & FIELD
SS_Track_BlkBG

CAMPBELL
WRESTLING
SS_Wrestling_BlkBG

SPORT SPECIFIC:
REPEATABLE METRICS

To reproduce the correct proportion of the wordmark to the secondary type in sport specific marks and lock-ups, use the metrics shown here.

The height of the secondary font is equivalent to one-third the height of the wordmark, visually centered underneath. The space between is equivalent to one-half the width of the E.

TYPOGRAPHY:

The font that has been specified for the Campbell Athletics brand identity is
Archivo. This is an open source Google font and is available for download at:
fonts.google.com/specimen/Archivo

Medium - ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
Bold - ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
Extra Bold - ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
Black - ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Medium Italic - ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
Bold Italic - ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
Extra Bold Italic - ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
Black Italic - ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

CUSTOM NUMBERS:

A custom number set that compliments the word-marks is available for uniforms where custom numbers are achievable.

The color rotations shown here are the only variants approved for white or light uniforms and have been specifically designed for legibility.

1234567890

Numbers_1clr_WhtBG

1234567890

Numbers_2clr_WhtBG

CUSTOM NUMBERS:

A custom number set that compliments the word-marks is available for uniforms where custom numbers are achievable.

The color rotations shown here are the only variants approved for orange uniforms and have been specifically designed for legibility.

1234567890

Numbers_1clr_WhtOnOrgBG

1234567890

Numbers_1clr_BlkOnOrgBG

1234567890

Numbers_2clr_OrgBG

CUSTOM NUMBERS:

A custom number set that compliments the word-marks is available for uniforms where custom numbers are achievable.

The color rotations shown here are the only variants approved for black or dark uniforms and have been specifically designed for legibility.

1234567890

Numbers_1clr_BlkBG

1234567890

Numbers_2clr_BlkBG

UNIFORM ASSETS:

In addition to the custom numbers, the logos and wordmarks shown here are approved for use on uniforms.

NOTE: Uniform assets should follow the same color rotations shown in this guide. When used on uniform, trademark designation (TM's) are not necessary.
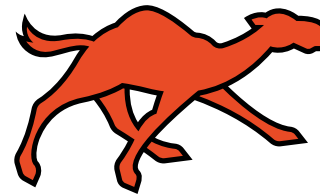
CAMEL LOCK-UPS:

All lock-ups may appear on white or light backgrounds, orange backgrounds, black or dark backgrounds. Examples of a non-white light background may include off-white, light grays, etc. Examples of a non-black dark background may include dark grays, etc.

Two-color and one-color versions are shown here.

On orange backgrounds, the one color lock-ups may appear in either white or black.
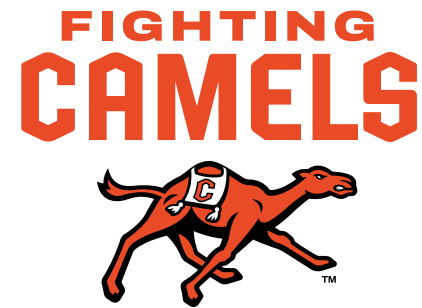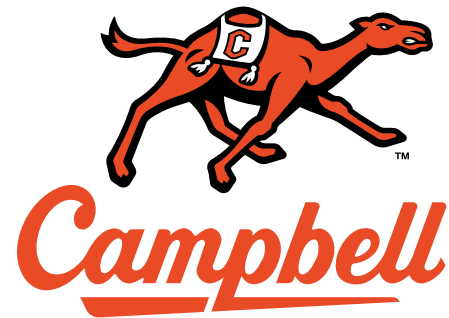
NOTE: Never alter color placement. All acceptable color rotations of the lock-ups are shown here.
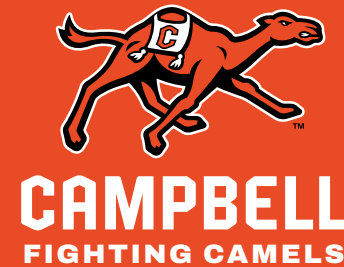
ALTERNATE LOCK-UPS:

Logos and wordmarks can be combined to form alternate lock-ups. Examples are shown here.

NOTE: Alternate lock-ups should follow the same color rotations as their respective parts, as shown in this guide.
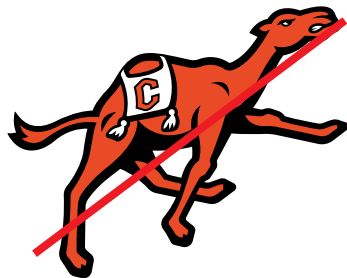
COMMON MISUSE:

Do not use unapproved colors

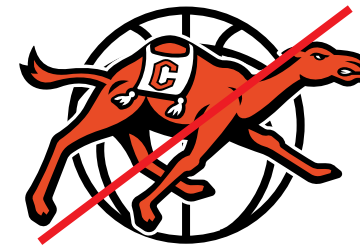Do not alter the proportions

Do not skew the logo

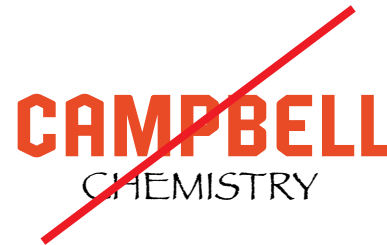Do not rotate the logo

Do not add graphic elements, i.e. drop-shadows

Do not add graphic components, i.e. sports equipment

Do not alter color placement

Do not modify the typography

Do not use retired logos