KENTUCKY WESLEYAN

ATHLETIC IDENTITY GUIDELINES

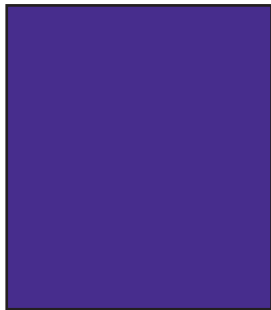# Table of
Contents

Official
Color Palette

Color matching standard Pantone® references are included to ensure accuracy when reproducing the palette. Also included are the references for CMYK, RGB and HEX Values for consistency across different media.
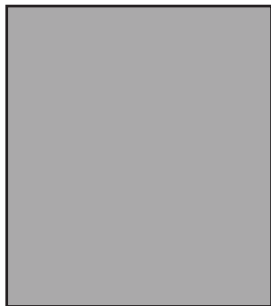
WESLEYAN PURPLE

Pantone:	Violet C
CMYK:	90, 99, 0, 0
RGB:	57, 32, 130
HEX:	#392082
Embroidery:	Isacord 2900 or Robison Anton 2430

WHITE

CMYK:	0, 0, 0, 0
RGB:	255, 255, 255
HEX:	#FFFFFF
Embroidery:	Isacord 0010 or Robison Anton 5597

MEDIUM GRAY

Pantone:	Cool Gray 6 C
CMYK:	16, 11, 11, 27
RGB:	167, 168, 170
HEX:	#A7A8AA
Embroidery:	Isacord 1972 or Robison Anton 9096
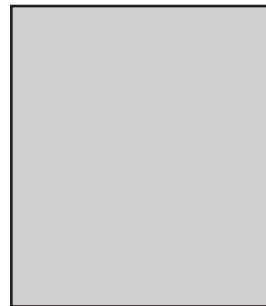
LIGHT GRAY

Pantone:	Cool Gray 2 C
CMYK:	5, 2, 5, 11
RGB:	208, 208, 206
HEX:	#D0D0CE
Embroidery:	Isacord 0182 or Robison Anton 9083

Kentucky Wesleyan **Athletic Logos**

Please use the Kentucky Wesleyan Athletic logo prominently in all Athletic Department print and digital materials to strengthen the brand.

Many different variations of the logo are available to choose from, in order to fit numerous sizes and applications. Use of the primary logo is preferred.

There are very limited occasions when it is appropriate to use the full panther, panther head, or Wesleyan "W" alone as a visual icon. Whenever these wordless logos are used by themselves the full logo or school name must appear somewhere prominately on the same promotional item. Any such use needs to be confirmed with the Athletic Department.

Primary Logo

Secondary Logos
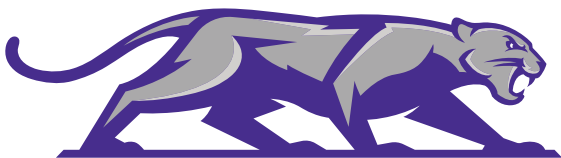
Primary Logo

Full color on white or light background

Two color on white or light background
(Use Medium Gray for the panther)

One color on white or light background

Black on white or light background
*Only use black if purple is not available

Full color on purple background

Two color on purple background
(Use Medium Gray for the panther)

One color on purple background

Full color on black or dark background

Three color on black or dark background
(Use Medium Gray for the panther)

Two color on black or dark background

One color on black or dark background

Secondary Logo Wordmarks

KENTUCKY
WESLEYAN
PANTHERS

One color on white or light background

KENTUCKY
WESLEYAN
PANTHERS

One color on purple background

KENTUCKY
WESLEYAN
PANTHERS

Two color on black or dark background

KENTUCKY
WESLEYAN

One color on white or light background

KENTUCKY
WESLEYAN

One color on purple background

KENTUCKY
WESLEYAN

Two color on black or dark background

WESLEYAN

One color on white or light background

WESLEYAN

One color on purple background

WESLEYAN

Two color on black or dark background

Secondary Logo Full Panther

Full color on white or light background

Two color on white or light background
(Use Medium Gray for the panther)

One color on white or light background

Full color on purple background

Two color on purple background
(Use Medium Gray for the panther)

One color on purple background

Full color on black or dark background

Three color on black or dark background
(Use Medium Gray for the panther)

Two color on black or dark background

One color on black or dark background

Secondary Logo Panther Head

Full color on white or light background

Two color on white or light background
(Use Medium Gray for the panther)

One color on white or light background

Full color on purple background

Two color on purple background
(Use Medium Gray for the panther)

One color on purple background

Full color on black or dark background

Three color on black or dark background
(Use Medium Gray for the panther)

Two color on black or dark background

One color on black or dark background

Secondary Logo Wesleyan "W"

One color on white or light background

One color on purple background

Two color on black or dark background

One color on white or light background

One color on purple background

Two color on black or dark background

Sport-Specific Logos

Available Sports Logos

Baseball, Cheerleading, Basketball, Men's Basketball, Women's Basketball, Cross Country, Football, Golf, Men's Golf, Women's Golf, Soccer, Men's Soccer, Women's Soccer, Softball, Tennis, Track & Field, and Volleyball.

If you need a customized logo for your sport, please contact the Kentucky Wesleyan College Athletics Department.

Please Note: If Embroidery Option #2 is chosen as a left chest graphic, it is required that the Wesleyan "W" (by itself, no sport name underneath), the full panther, or the panther head must also be included on either the sleeve or back collar.

Full-Chest Logo for Screen Printing	Embroidery Option #1	Embroidery Option #2

Typography

The primary font for the Kentucky Wesleyan Athletics identity is Full Speed Ahead. Since this is the main font of the primary athletics logo, it should be used sparingly. The use of this font must first be approved by the Kentucky Wesleyan Athletics Department.

The preferred font for headlines in promotional materials and collateral is Encode Sans Condensed Black, which is the font used in the sport-specific logos.

Both fonts are available from the Athletic Department.

Full Speed Ahead

ABCDEFGHIJKLMNOPQR
STUVWXYZ0123456789

Encode Sans Condensed Black

ABCDEFGHIJKLMNOPQRST
UVWXYZabcdefghijklmno
pqrstuvwxyz0123456789

Common **Logo Misuse**

Using the official logo correctly will create consistency and build recognition and respect for the Kentucky Wesleyan Athletics identity.

Logos may not be altered in any way without permission from the Kentucky Wesleyan Athletics Department.

Never skew, distort, or rotate the logo

Never use the logo without its outline on a dark background

Never alter the colors of the logo

Never combine or reposition logos

Never use unapproved colors in the logo

Never use unaproved text in any of the logos

Never flip the logo or any of its elements

Never invert the colors of the logo

Contact Information

For additional information regarding the use of the
Kentucky Wesleyan Athletics identity please contact:

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