Loyola University Maryland
Athletics Visual Identity Guidelines

Office of Athletic Communications

Updated August 2023

Introduction

A consistent visual identity is the key to effective communication for Loyola University Maryland Athletics and contributes to a strong and unified expression of our brand. The Loyola Athletics identity contains many visual elements that complement the primary logo, allowing for a high degree of variation in its application. Such variation requires a comprehensive set of rules to help maintain the unity that every brand requires. The following guidelines provide a complete overview of the Loyola Athletics visual identity, including specifications for colors, logos, and typography applications for print, digital, and apparel.

Contents

Color

Green and Grey are the core colors for Loyola University Maryland. The colors come from two of the University's symbols—the evergreen tree, symbolizing Loyola's Evergreen Campus, and the greyhound, our mascot. Black has been added to the core colors to complete the Primary Spirit Color Palette. Below are the official color specifications for print, digital, and embroidery.
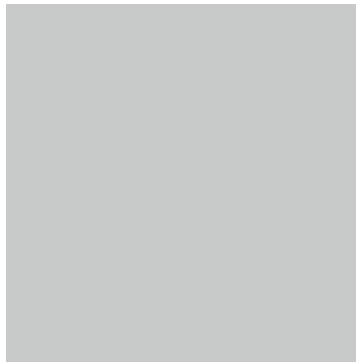

PRIMARY SPIRIT COLORS

LOYOLA GREEN

SPOT:	PANTONE 342
CMYK:	C-93 M-10 Y-75 K-43
RGB:	R-0 G-90 B-60
THREAD	
Madeira Rayon:	**1351**
Madeira PolyNeon:	1703
Robison-Anton Rayon:	**2455 Green Bay**
Robison-Anton Poly:	5813 Jade

HOUNDS GREY

SPOT:	PANTONE COOL GRAY 3
CMYK:	C-8 M-5 Y-7 K-16
RGB:	R-210 G-210 B-210
THREAD	
Madeira Rayon:	**1086**
Madeira PolyNeon:	1687
Robison-Anton Rayon:	**2485 Saturn Gray**
Robison-Anton Poly:	9116 Teardrop Gray

BLACK

SPOT:	PANTONE BLACK 6
CMYK:	C-100 M-79 Y-44 K-93
RGB:	R-0 G-0 B-0
THREAD	
Madeira Rayon:	**1000**
Madeira PolyNeon:	1800
Robison-Anton Rayon:	**2296 Black**
Robison-Anton Poly:	5596 Black

SUPPORTING COLORS

DARK GREEN

SPOT:	PANTONE 567
CMYK:	C-88 M-33 Y-69 K-72
RGB:	R-0 G-45 B-30

DARK GREY

SPOT:	PANTONE 424
CMYK:	C-30 M-20 Y-19 K-58
RGB:	R-76 G-76 B-76

ACCENT COLOR

BRIGHT GREEN

SPOT:	PANTONE 340
CMYK:	C-99 M-0 Y-84 K-0
RGB:	R-10 G-167 B-118

The supporting colors are for internal marketing purposes only.
They should not be used by athletic teams and may not be used on clothing.

COLOR APPLICATION GUIDELINES

OFFICIAL LOYOLA ATHLETICS MATERIALS

1. All official Loyola Athletics communications and apparel (including: uniforms, jerseys, staff wear, sideline coaches apparel, practice uniforms, warm-up gear) must ONLY use Loyola Primary Spirit Colors; Loyola Green, Hounds Grey, and Black. Supporting Colors; Dark Green, and Dark Grey, may also be used as needed.

2. Bright Green is limited to an accent color only. As an accent color it cannot comprise more than 10% of a design, product, or piece of apparel. At no point should there be more Bright Green on a product or in a design than any other color.

LOYOLA FAN MATERIALS

3. Items designed for retail or promotions to Loyola fans— such as camp apparel, retail apparel, donor appreciation items, travel apparel, promtional products, etc. —may use any color in the Loyola Athletics color palette (Loyola Green, Hounds Grey, Black, Dark Green, Dark Grey, Bright Green), and may also use White.

4. Color matching is very important. Every attempt should be made to use the specified colors in these guidelines, when this is not possible the closest approximation should be used.

5. Embroidery of any logo should be performed using the exact thread color specifications shown for each Primary Spirit Color.

COLOR HIERARCHY

The color grid below visualizes the dominance of certain colors in the palette. Colors higher atop the grid show greater importance to the visual identity and colors displayed with larger areas show the degree to which they should be used when designing Loyola Athletics branded materials. The colors Loyola Green and Hounds Grey dominate and should be used widely, while Bright Green and Dark Green are to be used sparingly as accent colors. White and other light neutral colors like a light gray can be used in large areas as a background.

Logo Hierarchy

PRIMARY LOGO

SECONDARY LOGOS

TERTIARY LOGOS

GREYHOUNDS   LOYOLA   HOUNDS

This logo is for marketing use only

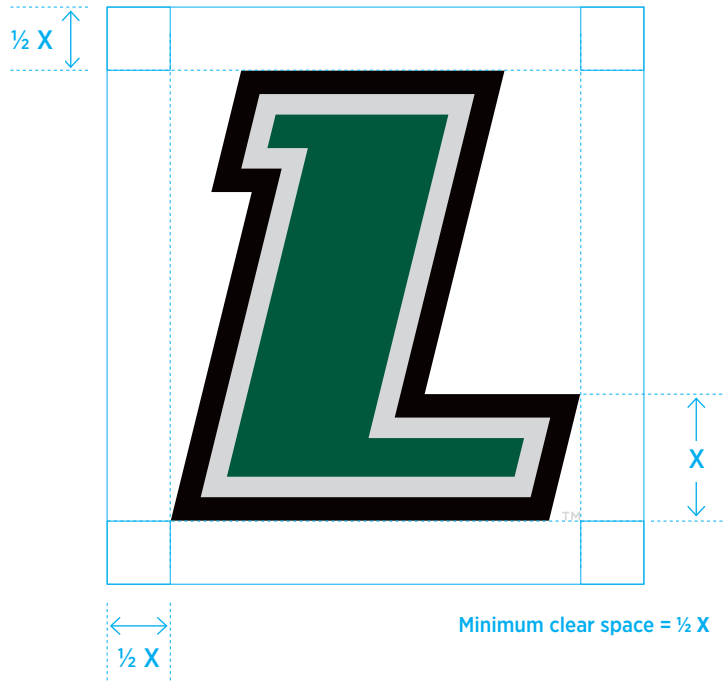**This logo is for marketing use only**

Primary Logo

The Block L is Loyola University Maryland's primary athletics logo. The letter L is derived from the typeface GoHounds bold italic but is modified significantly to create a unique symbol. The Block L logo contains Loyola's three primary spirit colors—Loyola Green, Hounds Grey, and Black—and is designed to work in full-color applications on any color background without alteration (a one-color design is also available.) The proportions are bold and carefully designed to work small and large in a variety of applications.
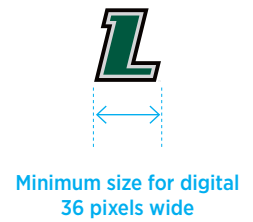
BLOCK L LOGO

½ X

X

½ X

Minimum clear space = ½ X
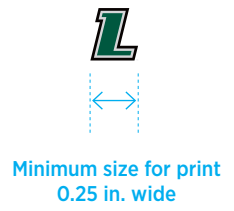

**Minimum size for print
0.25 in. wide**

**Minimum size for digital
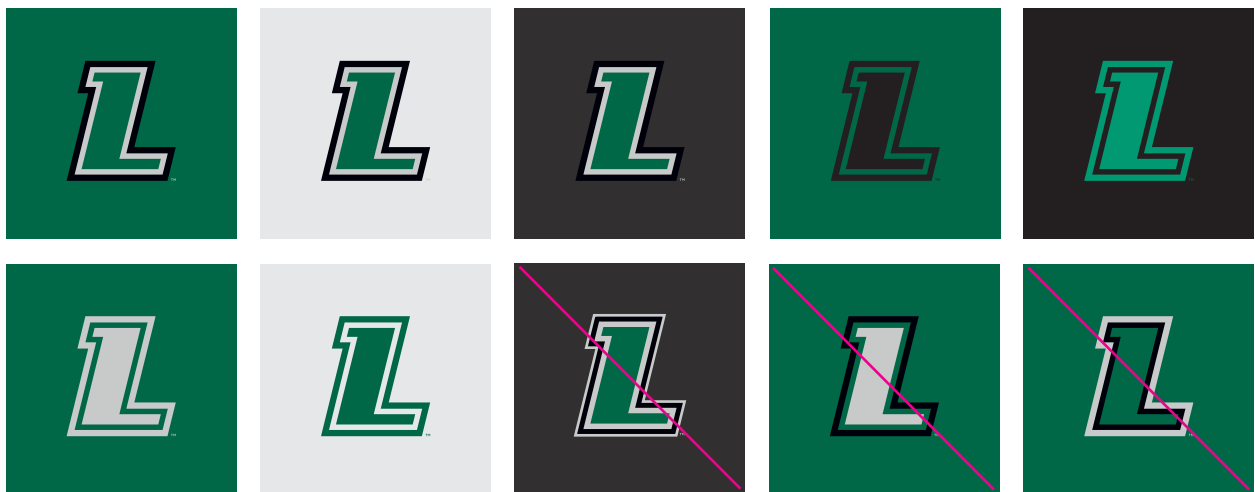36 pixels wide**

COLOR APPLICATION

Do not apply outline
to logo on black/dark
backgrounds

Do not change
color specifications of
full-color logo

Do not change
color specifications of
full-color logo

Loyola Wordmarks

Loyola University Maryland athletics wordmarks provide secondary support for it's athletic identity. Loyola Wordmark 1 is chief among the various wordmarks in the identity system. All wordmarks are derived from the typeface GoHounds but are modified significantly and spaced precisely to create each of these unique typographic symbols. Each wordmark may apply one or all of Loyola's three primary spirit colors—Loyola Green, Hounds Grey, and Black. Color application can vary depending on which mark is used, so please refer to the color application guidelines for proper use of Loyola's color palette. The proportions of each wordmark are carefully designed to work small and large in a variety of applications but some may reproduce at smaller sizes better than others.

LOYOLA WORDMARK 1

ALTERNATE WORDMARKS

CLEAR SPACE

Minimum clear space = X

**Minimum size for print
1.1 in. wide**

**Minimum size for digital
120 pixels wide**

COLOR APPLICATION

Do not modify color specifications of full-color wordmark

Do not modify color specifications of full-color wordmark

Do not apply outline to wordmark on black/dark backgrounds

LOYOLA™

CLEAR SPACE

Minimum clear space = X

MINIMUM SIZE

**Minimum size for print
0.75 in. wide**

**Minimum size for digital
120 pixels wide**

COLOR APPLICATION

Loyola Wordmark 2 can be applied in any primary spirit color or accent color from the palette, as long as sufficient contrast exists between the background and wordmark.

Do not outline wordmark

Do not outline wordmark

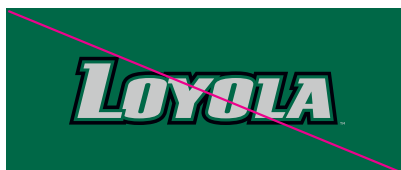## LOYOLA
GREYHOUNDS

CLEAR SPACE

Minimum clear space = X

MINIMUM SIZE

Minimum size for print
1.1 in. wide

Minimum size for digital
150 pixels wide

COLOR APPLICATION

Do not modify color specifications of
full-color wordmark

Insufficient contrast

LOYOLA UNIVERSITY MARYLAND

GREYHOUNDS ™

CLEAR SPACE

Wordmark may be used with or without university name.

X

LOYOLA UNIVERSITY MARYLAND

GREYHOUNDS

X

X

Minimum clear space = X

MINIMUM SIZE

LOYOLA UNIVERSITY MARYLAND
GREYHOUNDS

Minimum size for print
1.25 in. wide

LOYOLA UNIVERSITY MARYLAND
GREYHOUNDS

Minimum size for digital
160 pixels wide

COLOR APPLICATION

Greyhounds Wordmark 1 in full color is not the optimal choice for use on a black background. The one-color artwork is preferred when a black background is required, as long as sufficient contrast exists between the background and wordmark.

LOYOLA UNIVERSITY MARYLAND
GREYHOUNDS

LOYOLA UNIVERSITY MARYLAND
GREYHOUNDS

LOYOLA UNIVERSITY MARYLAND
GREYHOUNDS

LOYOLA UNIVERSITY MARYLAND
GREYHOUNDS

LOYOLA UNIVERSITY MARYLAND
GREYHOUNDS

LOYOLA UNIVERSITY MARYLAND
GREYHOUNDS

Do not modify color specifications of full-color wordmark

Do not modify color specifications of full-color wordmark

Do not modify color specifications of full-color wordmark

LOYOLA UNIVERSITY MARYLAND
GREYHOUNDS

LOYOLA UNIVERSITY MARYLAND
GREYHOUNDS

LOYOLA UNIVERSITY MARYLAND
GREYHOUNDS

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GREYHOUNDS ™

CLEAR SPACE

Minimum clear space = X

MINIMUM SIZE

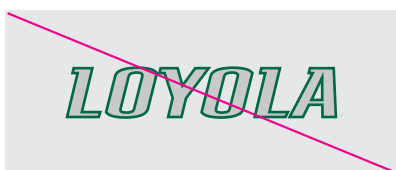Minimum size for print
1.25 in. wide

Minimum size for digital
144 pixels wide

COLOR APPLICATION

Greyhounds Wordmark 2 can be applied in any primary spirit color or accent color from the palette, as long as sufficient contrast exists between the background and wordmark.

Insufficient contrast

Do not outline wordmark

Do not convert 1-color logo to multi-color application

HOUNDS WORDMARK

HOUNDS ™

CLEAR SPACE

3X
X

Minimum clear space = X

MINIMUM SIZE

HOUNDS

Minimum size for print
0.7 in. wide

HOUNDS

Minimum size for digital
90 pixels wide

COLOR APPLICATION

The Hounds Wordmark can be applied in any primary spirit color or accent color from the palette, as long as sufficient contrast exists between the background and the logo artwork.

Insufficient contrast

Do not apply drop shadow to logo

Do not outline logo

Greyhound Logos

Loyola's athletics identity system includes several mascot logos featuring the greyhound. These marks are official logos but are to be used in a limited capacity and should work to complement the Block L logo as the primary logo for Loyola Athletics. The logo known as the Prime Logo—so named because it contains all the main elements of the identity (mascot, Loyola wordmark, and greyhounds wordmark)—should not be mistaken as the primary logo for Loyola. Please refer to page 6 for a guide to the hierarchy of Loyola's athletics identity system.

GREYHOUND AND WORDMARK LOGO

ALTERNATE LOGOS

These logos are for marketing use only
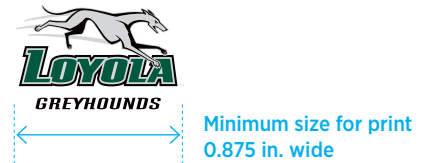
GREYHOUND AND WORDMARK LOGO

CLEAR SPACE

Minimum clear space = **X**

MINIMUM SIZE

Minimum size for print
0.875 in. wide

Minimum size for digital
150 pixels wide

COLOR APPLICATION

Insufficient contrast

Inappropriate use of
reverse artwork

Inappropriate use of
positive artwork

Do not convert 1-color logo to
multi-color application

MONOGRAM LOGO

This logo is for marketing use only

CLEAR SPACE

Minimum clear space = X

MINIMUM SIZE

Minimum size for print 0.875 in. wide

Minimum size for digital 150 pixels wide

COLOR APPLICATION

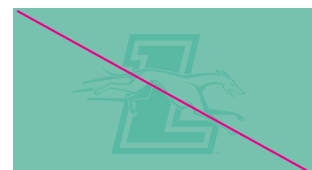Do not convert 1-color logo to multi-color application

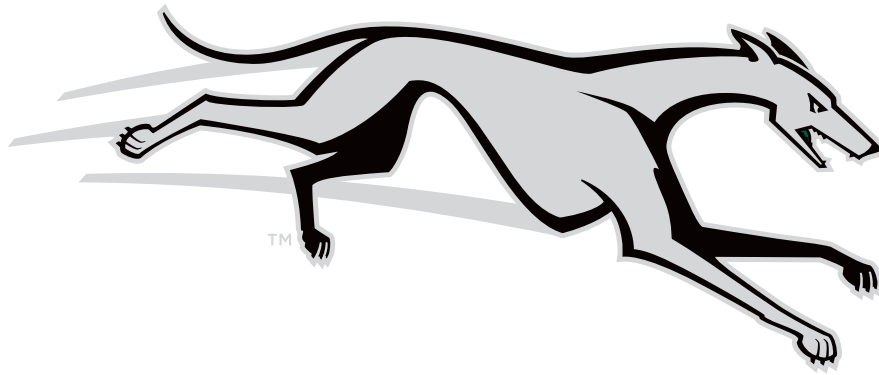Inappropriate use of reverse artwork

Inappropriate use of positive artwork

Insufficient contrast

LOYOLA GREYHOUND

CLEAR SPACE

Minimum clear space = **X**

MINIMUM SIZE

**Minimum size for print
0.75 in. wide**

**Minimum size for digital
180 pixels wide**

COLOR APPLICATION

Youth Logo

The Youth Logo is for use primarily with youth apparel. These marks are official logos but are to be used in a limited capacity in settings where it's geared toward kids for Loyola Athletics.

YOUTH LOGO

CLEAR SPACE

Minimum clear space = X
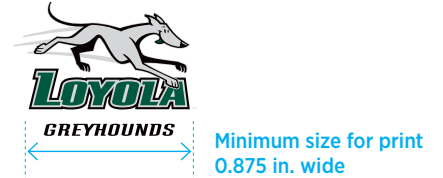
MINIMUM SIZE

Minimum size for print 0.875 in. wide

Minimum size for digital 150 pixels wide

COLOR APPLICATION

Do not convert 1-color logo to multi-color application

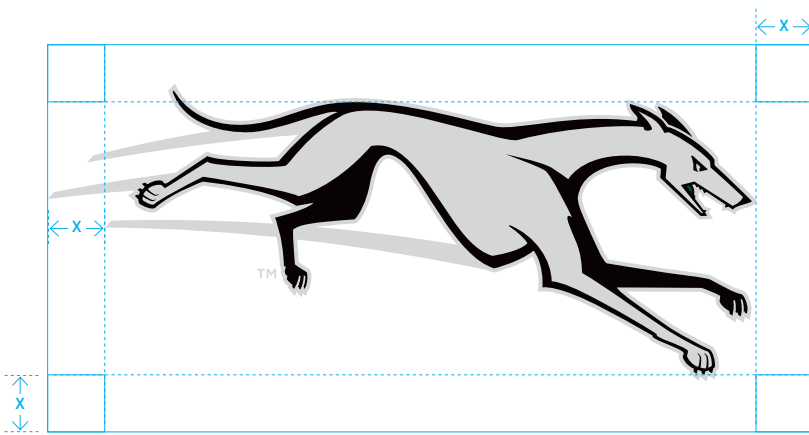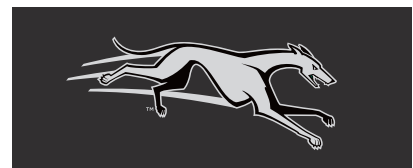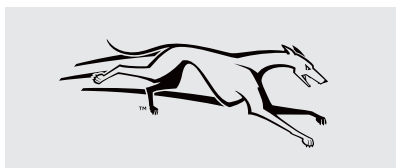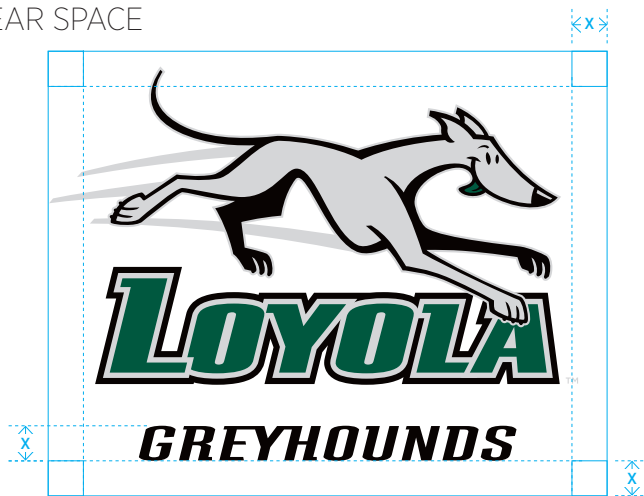Inappropriate use of reverse artwork

Inappropriate use of positive artwork

Insufficient contrast

Lockups

Some athletics logos have customized "lockups" connecting logos and wordmarks. The spacing and size of these connected athletics marks are carefully designed. Only approved lockup artwork may be used in this way unless otherwise specified elsewhere in the guidelines. Other logos must adhere to minimun clear space requirements in order to prevent the ad hoc creation of unapproved lockups.

L - LOCKUP 1

L - LOCKUP 2

Do not modify color specifications of full-color lockups

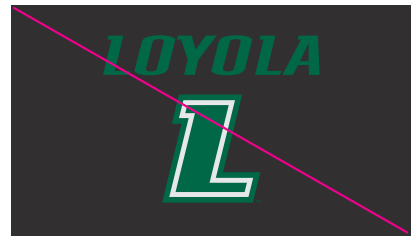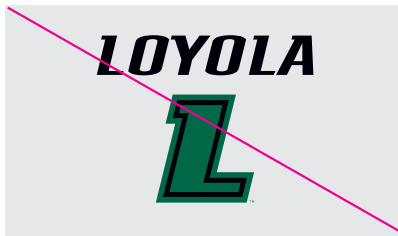Do not modify color specifications of full-color lockups

Do not modify color specifications of full-color lockups

Do not modify color specifications of full-color lockups

Team Lockups

Two athletics logos have customized "lockups" between logo and a type treatment identifying Loyola's team names. Rules have been established to determine how names are to be "locked up". Artwork has been designed for each sport/ team designation. Only approved artwork may be used to identify teams alongside Loyola logos. In the event that a new team namae is required, artwork will be created consistent with these rules.

TEAM NAME

CROSS COUNTRY

Rule 1: Team names must not exceed the width of 3 connected Block L logos.

SWIMMING & DIVING

Rule 2: If the team name exceeds the max width when set at the specified type size, then the name must be set on two or more lines.

L + TEAM LOCKUPS

BASKETBALL

CROSS COUNTRY

GOLF

LACROSSE

ROWING

SOCCER

TENNIS

TRACK & FIELD

VOLLEYBALL

MEN'S BASKETBALL

WOMEN'S BASKETBALL

SWIMMING & DIVING

MEN'S LACROSSE

WOMEN'S LACROSSE

MEN'S SOCCER

WOMEN'S SOCCER

WOMEN'S VOLLEYBALL

Team names are designed with a specific typeface and point size to provide the appropriate balance between logo and team name while maintaining consistency across the all teams. The typeface and point size of team names should not be altered to allow names to conform to rules 1 and 2.

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LOYOLA™

TEAM NAME

LOYOLA
WOMEN'S VOLLEYBALL

Rule 1: Team names must not exceed the width of the Loyola Wordmark logo.

Rule 2: If the team name exceeds the max width when set at the specified type size, then the name must be set on two or more lines.

WORDMARK + TEAM LOCKUPS

LOYOLA
BASKETBALL

LOYOLA
CROSS COUNTRY

LOYOLA
GOLF

LOYOLA
LACROSSE

LOYOLA
ROWING

LOYOLA
SOCCER

LOYOLA
TENNIS

LOYOLA
TRACK & FIELD

LOYOLA
VOLLEYBALL

LOYOLA
MEN'S BASKETBALL

LOYOLA
WOMEN'S BASKETBALL

LOYOLA
SWIMMING & DIVING

LOYOLA
MEN'S LACROSSE

LOYOLA
WOMEN'S LACROSSE

LOYOLA
MEN'S SOCCER

LOYOLA
WOMEN'S SOCCER

LOYOLA
WOMEN'S VOLLEYBALL

Team names are designed with a specific typeface and point size to provide the appropriate balance between wordmark and team name while maintaining consistency across the all teams. The typeface and point size of team names should not be altered to allow names to conform to rules 1 and 2.

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Typography

Three typefaces have been selected to compliment Loyola's athletics identity. GoHounds is a custom-designed display typeface for headlines and other simple typesetting. Gotham and Gotham Narrow are meant for headlines and long form text or for other situations where greater legibility is needed.

GoHounds OTF

GOHOUNDS REGULAR

ABCDEFGHIJKLMNOPQRST
UVWXYZ
ABCDEFGHIJKLMNOPQRST
UVWXYZ
1234567890

GOHOUNDS BOLD

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
ABCDEFGHIJKLMNO
PQRSTUVWXYZ
1234567890

GOHOUNDS ITALIC

ABCDEFGHIJKLMNOPQRST
UVWXYZ
ABCDEFGHIJKLMNOPQRST
UVWXYZ
1234567890

GOHOUNDS BOLD ITALIC

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
ABCDEFGHIJKLMNO
PQRSTUVWXYZ
1234567890

Gotham OTF

GOTHAM BLACK

ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqrs
tuvwxyz
1234567890

GOTHAM LIGHT

ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqrs
tuvwxyz
1234567890

GOTHAM BLACK ITALIC

ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqrs
tuvwxyz
1234567890

GOTHAM LIGHT ITALIC

ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqrs
tuvwxyz
1234567890

Gotham Narrow OTF

GOTHAM NARROW BLACK

ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqrs
tuvwxyz
1234567890

GOTHAM NARROW BLACK ITALIC

ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqrs
tuvwxyz
1234567890

GOTHAM NARROW BOLD

ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqrs
tuvwxyz
1234567890

GOTHAM NARROW BOLD ITALIC

ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqrs
tuvwxyz
1234567890

GOTHAM NARROW BOOK

ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqrs
tuvwxyz
1234567890

GOTHAM NARROW BOOK ITALIC

ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqrs
tuvwxyz
1234567890

GOTHAM NARROW LIGHT

ABCDEFGHIJKLMNOPQRSTU
VWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GOTHAM NARROW BLACK

ABCDEFGHIJKLMNOPQRSTU
VWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Contacts

Please contact the Office of Athletic Communications or the Office of Marketing & Communications for more information or questions regarding the Loyola University Maryland Athletics identity.

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