ATHLETICS STYLE GUIDE

McNEESE
STATE UNIVERSITY

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McNEESE ATHLETICS: STYLE GUIDE
In order to maintain brand consistency and accuracy, this McNeese Athletics brand style guide should be followed to maintain a level of quality. This guide is to be used for anything and everything that uses a McNeese logo mark. Items under this policy include but are not limited to: uniforms, warm-ups, practice gear, travel gear, camp gear, publications, equipment, playing service and business items. Anything that is applied, printed, adhered, stuck, painted, etc must come from this guide. The text and graphics contained herein may not be transmitted to other individuals or entities without the express written consent of McNeese Athletics. Please contact McNeese Athletics or McNeese State University regarding usage of any logo or brand related material.

CONTACT INFORMATION
McNeese Athletics
700 East McNeese Street
Lake Charles, LA 70609

ATHLIETICS EMAIL & E-FILE DISTRIBUTION
McNeese Athletics
   tickets@mcneese.edu
Danielle Mayeaux
   Assistant Athletics Director-Marketing, Ticketing, & Game Ops
   dmayeaux@mcneese.edu

PHONE NUMBERS
Main Line: (337) 562-4MSU
Ticket Office: (337) 475-5208
Marketing Office: (337) 475-5242
Fax Line: (337) 475-5220

CONTACT INFORMATION
McNeese State Univeristy - Office of Marketing & Licensing
Box 91832
Lake Charles, LA 70609

UNIVERSITY EMAIL & E-FILE DISTRIBUTION
McNeese State University
   marketing@mcneese.edu
Ginny Karg
   Marketing & Licensing Director
   gkarg@mcneese.edu

PHONE NUMBERS
Marketing Office: (337) 562-4150
Fax Line: (337) 562-4286

OFFICIAL COLORS

In ALL applications of logos ALL colors MUST be represented. In special cases this can be reviewed for exception. In addition, a reversed logo for Logos 2-13 must receive special consideration. Just like logos, symbols and marks, colors are as important to a brand identity.
Royal Blue & Sunflower Gold have been the colors of McNeese State University since 1972.
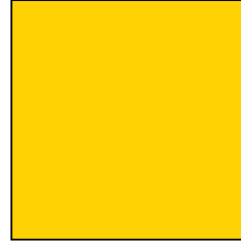
ROYAL BLUE
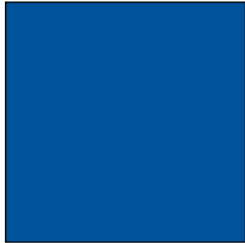
SPOT (PMS)
Patone 287

CMYK (4-color process)
Cyan (C): 99
Magenta (M): 76
Yellow (Y): 8
Black (B): 1

RGB
Red (R): 0
Green (G): 82
Blue (B): 155

WEB HEX (HTML)
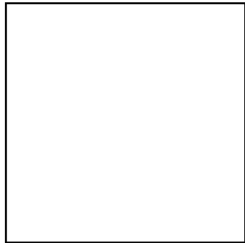#00592b

SUNFLOWER GOLD

SPOT (PMS)
Patone 116

CMYK (4-color process)
Cyan (C): 1
Magenta (M): 16
Yellow (Y): 99
Black (B): 0

RGB
Red (R): 255
Green (G): 210
Blue (B): 4
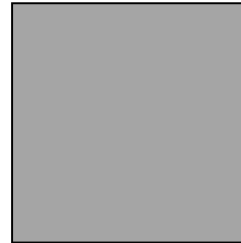
WEB HEX (HTML)
#ffd204

WHITE

SPOT (PMS)
Pantone white

GRAY

SPOT (PMS)
Pantone cool gray 7

BLACK

SPOT (PMS)
Pantone process black

PRIMARY LOGO

Logo 1 (the traditional "Horse and Rider logo") should always be used as the primary identification for McNeese Athletics.

If logo is placed on a dark background, there is a specific logo with a white outline that must be used.

PRIMARY LOGO AND COLOR VARIATIONS

The "Horse and Rider" has two variations (1a / 1b) and 1a should be used in all cases unless a reverse color logo is needed (1b) for stitching purposes on blue or other dark colored apparel.

FLAT SECONDARY LOGO

1a   1a   1b   1b

BEVELED SECONDARY LOGO

1a   1a   1b   1b

Logo 2 (McNeese "M") and can be used in most occasions in place of Logo 1 ("Horse and Rider"). It is required that Logo 2 have a "qualifying mark" within the same item area that it is located that identifies the "M."

If logo is placed on a dark background, there is a specific logo with a white outline that must be used.

SECONDARY LOGO AND COLOR VARIATIONS

Logo 2 (McNeese "M") and can be used in most occasions in place of Logo 1 ("Horse and Rider"). It is required that Logo 2 have a "qualifying mark" within the same item area that it is located that identifies the "M." The "M" has two variations (2a / 2b) and 2a should be used in all cases unless a reverse color logo is needed (2b) for stitching purposes on blue or other dark colored background.

FLAT SECONDARY LOGO

2a   2a   2b   2b

BEVELED SECONDARY LOGO

2a   2a   2b   2b

Logo 3 ("Geaux Pokes") can be used as an alternative mark.

If logo is placed on a dark background, the logo must have a stroke.

WORDMARKS

Wordmarks offer flexibility and options for placement of logos in locations that are not considered "official situations" as stated in the primary and secondary marks section. When choosing a wordmark to use, consider if the audience is familiar with "McNeese", "Cowboys", or the "Cowgirls". Wordmark 3, 4, and 5 should be used to compliment the primary and secondary marks and to further establish the "McNeese" brand. When utilizing "McNEESE" in all caps in the McNeese Athletic Font, press "Shift-2" to use the correct size "c". When utilizing "McNeese" in lower-case McNeese Font, use the normal lower-case "c".

McNEESE   COWBOYS   COWGIRLS
McNeese   Cowboys   Cowgirls

McNEESE   COWBOYS   COWGIRLS
McNeese   Cowboys   Cowgirls

McNEESE   COWBOYS   COWGIRLS
McNeese   Cowboys   Cowgirls

When using a stroke with wordmarks, set the stroke to 5

McNEESE ATHLETICS

MSU

COWBOYS

COWBOY

COWGIRLS

COWGIRL

POKES

POKE

GEAUX POKES

BLUE

GOLD

BASEBALL

BASKETBALL

CROSS COUNTRY

FOOTBALL

GOLF

SOCCER

SOFTBALL

TENNIS

TRACK & FIELD

VOLLEYBALL

When using a stroke with wordmarks, set the stroke to 5

TYPOGRAPHY

McNEESE ATHLETICS FONT
The primary McNeese Font is a one of kind font that was specifically produced for McNeese Athletics. McNeese Font should only be used in blue, white or gold with the exception of black for print purpose in a black and white application. McNeese Font numbers should be used in all new uniform applications.

The secondary font is called Century Gothic and should be used on a "secondary basis". Century Gothic should never be used in title format. Please use in the body of letters.

ABcCDEFGHIJKLMNOPQRSTUVWXYZ - abcdefghijklmnopqrstuvwxyz

ABcCDEFGHIJKLMNOPQRSTUVWXYZ - abcdefghijklmnopqrstuvwxyz

ABcCDEFGHIJKLMNOPQRSTUVWXYZ - abcdefghijklmnopqrstuvwxyz

ABcCDEFGHIJKLMNOPQRSTUVWXYZ - abcdefghijklmnopqrstuvwxyz

McNEESE ATHLETICS PUNCTUATION
McNeese Athletics does not have custom punctuation. In the case that a punctuation mark is needed, Century Gothic should be used.

McNEESE ATHLETICS NUMERALS
Custom McNeese typeface and numerals should be scaled to work together.

1234567890

1234567890

1234567890

1234567890

LOGO STAGING

This section applies to all Logos (1-3). This area around the logos keeps other graphic elements from interfering with the logos' purpose. The protected area will always be scaled symmetrically. Stage the logo at least 1⁄4 inch all the around the logo, away from any other active elements in the layout and at least 3/8 inch from the page edges. Logos should only be combined with McNeese wordmarks and should not be combined with any other font, logo or wordmark
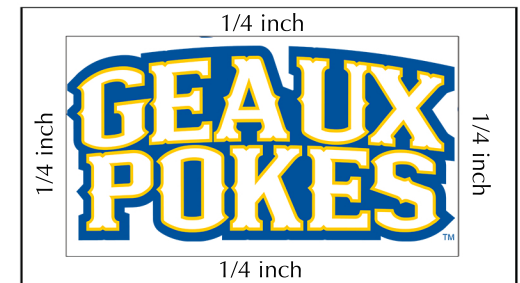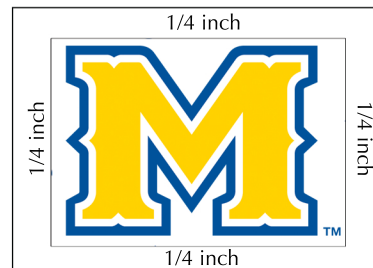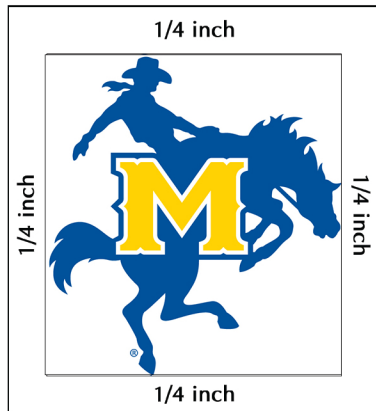
WORDMARK STAGING

This area around the wordmarks keeps other graphic elements from interfering with the wordmarks' purpose. The protected area will always be scaled symmetrically. Stage the logo at least 1⁄4 inch all the around the logo, away from any other active elements in the layout and at least 3/8 inch from the page edges. Wordmarks should only be combined with Logos (1-3) and should not be combined with any other font, logo or wordmark

INCORRECT USAGE

SPECIFICATIONS

To better facilitate correct logo usage, the following illustrations provide examples of incorrect usage. These or any other adaptations of incorrect usage not found in this section, and that fall outside of the defined Usage Guidelines, are not allowed. Do not re-create or alter any of the logos in any manner. Examples of a change in condition include, but are not limited to: addition of copy, color substitution, information/elements added, and font substitution. Do not stretch or squeeze the logo. When re-sizing the logo make sure that the width to height aspect ratio is the same.

| Addition of Copy | Color Substitution | Info/Elements Added | Font Substitution | Squeezed Logo | Streched Logo |

ADDITIONAL SPECIFICATIONS

Do not screen or watermark the logo. Maintain the same color values prescribed in the color reproduction section of this manual. Do not use versions of the logo obtained from the Web, or from scanning previously printed materials. For an electronic version of the logo, please contact McNeese Athletics. Maintain a 0°angle for reproduction. Under no circumstance should the logo be rotated.

| Logo from Internet | Scanned Logo | Rotated Logo |

THESE LOGOS ARE NO LONGER TO BE USED IN ANY CIRCUMSTANCE.

"Old 'M' Horse and Rider"

"Old Geaux Blue Logos"

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"Old Bucking Horse Logo"

"Old "M"

LETTERHEAD and ENVELOPES

To maintain consistency and professionalism in all University correspondence, individual campus entities, events, or persons may not design their own letterhead. Team/Departments will have their name printed below McNeese State University in the header. All letterhead is printed on a quality white paper and all colors must be used when printing letterhead.

The standard address block used for McNeese envelopes and labels is listed below. Team/Departments will have their name printed below McNeese Athletics imprinted over the blue bar. All envelopes are to be printed on white paper and all colors must be used when printing envelopes. McNeese Athletics official envelopes and letterhead may be ordered through Lake City Printing at 337-477-2595.

BUSINESS CARDS

To maintain a consistent and professional image, the business card format illustrated on this page will be used for Athletics personnel only. The cards are printed on white paper. Individual sports/departments or persons may not design their own business cards. All colors must be used when printing business cards and cards must be printed front and back (utilizing Option A, B, C, or D only). Business Cards may be ordered through Lake City Printing at 337-477-2595.

Business Card Front

Business Card Back

Option A

Option B

Option C

Option D