Athletics Marks

1. Cardinal
2. Cardinal + W
3. Wordmarks
4. Lock-ups
Wesleyan Athletics Cardinal

For use within the Athletics department, a secondary version of the Cardinal has been created. This version has been simplified to ensure consistency across all athletic-specific applications (i.e. embroidery, screen printing, small size use, etc.). Identical to the Wesleyan Cardinal spirit mark, the Athletics department will use the same image. This is the only mark that can be shared by Athletics and the general University.
Minimum Sizing

.5 in wide for print

40 px wide for web
**Minimum Spacing**

When used in conjunction with other graphic elements, the Cardinal mark must maintain a negative space of AT LEAST 25% of its height surrounding it at all times. This will prevent crowding and ensure that the integrity of the mark is protected.
Colors

The Wesleyan athletic visual identity should maintain a close tie to the master visual identity. The Cardinal uses two colors (Cardinal Red and Black Squirrel) from the master brand. Black Squirrel with a 25% tint may be used as an outline. When creating Wesleyan spirit materials, maintain the use of the primary master brand colors only.
Colors
Alternate color versions have been created to ensure that the Cardinal maintains its integrity when placed on different backgrounds or in situations when full color printing is not possible. Make sure to use the correct iteration when creating athletic materials.
Appropriate logo usage

The spirit mark is an additional image associated with Wesleyan Athletics and may be used in collateral and on merchandise as a design element, but not in place of the wordmark.

The spirit mark was generated specifically for promotional uses such as on clothing and merchandise. It also may be used on informal and disposable items such as napkins, coasters, cups and notepads.

The spirit mark can be used for any collateral designed for prospective students, students, alumni, parents, faculty and staff related to Athletics.

Inappropriate logo usage

When creating materials using the cardinal mark, only use the approved, supplied files. Refer to the examples on this page as how NOT to use the mark.

Never reverse colors

Never arch mark or set on diagonal

Never apply drop shadow

Never distort or stretch

Never use unapproved colors

Never use as mask

Wesleyan University

Never create lockups with master brand logo

Never remove color elements
**Athletics Cardinal + W**

For shorthand use within the athletics department, the Cardinal + W has been created combining the Wesleyan W (based off of master style typeface Copernicus) with the cardinal mark. Only Wesleyan Athletics can use this lock-up.
Minimum Sizing

1 in wide for print

72 px wide for web
Minimum Spacing

When used in conjunction with other graphic elements, the Cardinal + W must maintain a negative space of AT LEAST 25% of its height surrounding it at all times. This will prevent crowding and ensure that the integrity of the mark is protected.
Colors
Alternate color versions have been created to ensure that the Cardinal + W can work on any approved background.
Wesleyan Athletics Wordmarks
The Wesleyan athletic wordmarks are borne out of the typographic system laid out in the Wesleyan master brand. They are customized versions of the two master style typefaces: Copernicus and Replica. The typefaces have been altered specifically for athletics to create a sense of energy and aggression. This is not a font. It should only be used in the supplied lockup. Only Wesleyan Athletics can use these wordmarks.
Sports + Sub-Departments
When creating lock-ups for sports programs and sub-departments, use the master style typeface Replica Bold tracked out to 150 pt. The x-height should be matched to the height of the word ‘Wesleyan’ within the lock-up. This will help ensure consistency regardless of the length of the sport or program name. The spacing between ‘Cardinals’ and the sub-type should match the spacing between ‘Wesleyan’ and ‘Cardinals’. When using ‘Wesleyan’ and the sport name, the spacing should be the same as between ‘Cardinals’ and sport name.
Sports Names
When creating lock-ups for sports programs, use the master style typeface Replica Bold tracked out to 150 pt. Here is the listing of sport names.
Sub-Departments
When creating lock-ups for sports programs and sub-departments, use the master style typeface Replica Bold tracked out to 150 pt. The x-height should be matched to the height of the word ‘Wesleyan’ within the lock-up. This will help ensure consistency regardless of the length of the sport of program name. The spacing between ‘Wesleyan’ and the sub-type should match the spacing between ‘Wesleyan’ and ‘Cardinals’ from original lock-up.
**Minimum Sizing**

- **WESLEYAN CARDINALS**
  - 1 in wide for print

- **WESLEYAN CARDINALS**
  - 120 px wide for web
Minimum Spacing
When used in conjunction with other graphic elements, the athletics wordmark must maintain a negative space of the height of the word ‘Cardinals’ surrounding it at all times. This will prevent crowding and ensure that the integrity of the mark is protected.
Colors
Alternate color versions have been created to ensure that the wordmark can work on any approved background.
Colors
Alternate color versions have been created to ensure that the wordmark can work on any approved background.
Cardinal Wordmark Lock-up
The Wesleyan Athletics Cardinal and Wordmark may be locked up together in those athletic situations where you want both the mascot and the words together. When creating this lock-up, use the spacing between ‘Wesleyan’ and ‘Cardinals’ as the measurement and continue that spacing between the cardinal mark and the top of ‘Wesleyan’ or bottom of ‘Cardinals.’
Cardinal + W Wordmark Lock-up
The Cardinal + W and Wordmark may be locked up together in those athletic situations where you want both the Cardinal + W and the words together. When creating this lock-up, use the spacing between ‘Wesleyan’ and ‘Cardinals’ as the measurement and continue that spacing between the cardinal mark and the top of ‘Wesleyan’ or bottom of ‘Cardinals.’
Cardinal Wesleyan Wordmark Lock-up
The Wesleyan Athletics Cardinal and the Wesleyan Wordmark may be locked up together in those athletic situations where you want both the mascot and the words together. When creating this lock-up, use the spacing between ‘Wesleyan’ and ‘Cardinals’ as the measurement and continue that spacing between the cardinal mark and the top or bottom of ‘Wesleyan.’
**Cardinal + W Wesleyan Wordmark Lock-up**

The Cardinal + W and Wesleyan Wordmark may be locked up together in those athletic situations where you want both the Cardinal + W and the words together. When creating this lock-up, use the spacing between ‘Wesleyan’ and ‘Cardinals’ as the measurement and continue that spacing between the cardinal mark and the top or bottom of ‘Wesleyan.’
Colors for Lock-ups
Alternate color versions have been created to ensure that the wordmark can work on any approved background. ‘Wesleyan’ and ‘Cardinals’ will always be the same color in the lock-ups. There is a maximum of two colors used for each lock-up.
Colors for Lock-ups
Alternate color versions have been created to ensure that the wordmark can work on any approved background.
1. Elements
2. Sizing
3. Spacing
4. Color
5. Usage
The Wesleyan Cardinal
Building on many years of Wesleyan tradition, the cardinal has become a symbol of pride for students, faculty & staff, and parents & alumni both on and off the field. It represents the bravery and determination that make us who we are. The Wesleyan Cardinal will also be used in Athletics to tie the University together under one strong, united image.
Minimum Sizing

.5 in wide for print

40 px wide for web
**Minimum Spacing**

When used in conjunction with other graphic elements, the Cardinal mark must maintain a negative space of AT LEAST 25% of its height surrounding it at all times. This will prevent crowding and ensure that the integrity of the mark is protected.
**Colors**

The Wesleyan spirit mark should maintain a close tie to the master visual identity. The spirit version of the Cardinal uses two colors: Cardinal Red and Black Squirrel from the master brand. Black Squirrel with a 25% tint may be used as an outline. When creating Wesleyan spirit materials, maintain the use of the primary master colors only.
Colors
Alternate color versions have been created to ensure that the cardinal maintains its integrity when placed on different backgrounds. In situations when full color printing is not possible, contact the Office of University Communications. This is to ensure the correct iteration is used when creating spirit materials.
The spirit mark is an additional image associated with Wesleyan and may be used in collateral and on merchandise as a design element, but not in place of the wordmark.

The spirit mark was generated specifically for promotional uses such as on clothing and merchandise. It also may be used on informal and disposable items such as napkins, coasters, cups and notepads.

The spirit mark can be used for any collateral designed for prospective students, students (athletes and non-athletes), alumni, parents, faculty and staff.

**Appropriate logo usage**

Refer to page 3 for alternate color variations.

**Inappropriate logo usage**

When creating materials using the cardinal mark, only use the approved, supplied files. Refer to the examples on this page as how NOT to use the mark.

- Never reverse colors
- Never arch mark or set on diagonal
- Never apply drop shadow
- Never distort or stretch
- Never use unapproved colors
- Never use as mask
- Never create lockups with master brand logo
- Never remove color elements