



BRAND IDENTITY GUIDELINES: ATHLETICS

VERSION 1.0: 6/26/20

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## GREYHOUNDS LOGO

The Assumption Greyhound logo is the primary logo for Assumption Athletics.

### LOGO

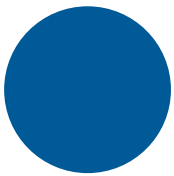


au\_greyhounds\_blue\_gray\_cmyk

### CLEAR SPACE

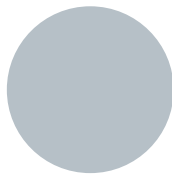


### COLOR



#### ASSUMPTION BLUE

PMS: 301  
CMYK: 100, 50, 0, 23  
RGB: 0, 75, 135  
HEX#: 004b87



#### GRAY

PMS: COOL GRAY 4  
CMYK: 15, 7, 6, 17  
RGB: 182, 191, 197  
HEX#: b6bfc5

### FILE AND COLOR FORMAT

#### FILE FORMAT

eps: For printing  
png: For on-screen usage

#### COLOR

PMS: For offset printing  
CMYK: For process printing  
RGB: For on-screen  
HEX#: For on-screen

**GREYHOUNDS WORDMARK  
TWO-LINE**

The Assumption Greyhound Two-Line Wordmark should only be used in instances where the full greyhound logo cannot be used, such as uniforms.

LOGO



au\_greyhounds\_wordmark\_blue\_cmyk.eps

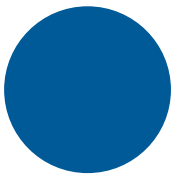


au\_greyhounds\_wordmark\_white.eps

CLEAR SPACE



COLOR



**ASSUMPTION BLUE**

PMS: 301

CMYK: 100, 50, 0, 23

RGB: 0, 75, 135

HEX#: 004b87

**GREYHOUNDS WORDMARK  
ONE-LINE**

The Assumption Greyhound One-Line Wordmark should only be used in instances where the full greyhound logo or two-line wordmark cannot be used such as signage with limited space.

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WORDMARK



***ASSUMPTION GREYHOUNDS***

au\_greyhounds\_wordmark\_blue\_cmyk

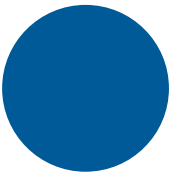


***ASSUMPTION GREYHOUNDS***

au\_greyhounds\_wordmark\_white

---

COLOR



**ASSUMPTION BLUE**

PMS: 301

CMYK: 100, 50, 0, 23

RGB: 0, 75, 135

HEX#: 004b87

**TEAM GREYHOUND LOGO**

The Assumption Team logos are the primary logos for each team.

LOGO



au\_greyhounds\_wordmark\_blue\_cmyk.eps

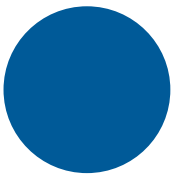


au\_greyhounds\_wordmark\_white.eps

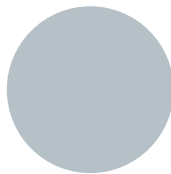
CLEAR SPACE



COLOR



**ASSUMPTION BLUE**  
PMS: 301  
CMYK: 100, 50, 0, 23  
RGB: 0, 75, 135  
HEX#: 004b87



**GRAY**  
PMS: COOL GRAY 4  
CMYK: 15, 7, 6, 17  
RGB: 182, 191, 197  
HEX#: b6bfc5

**TEAM WORDMARK**

The Assumption Team Wordmark should only be used in instances where the full greyhound logo cannot be used, such as uniforms.

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LOGO



au\_greyhounds\_wordmark\_blue\_cmyk.eps



au\_greyhounds\_wordmark\_white.eps

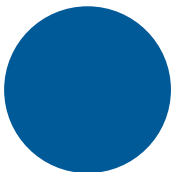
---

CLEAR SPACE



---

COLOR



**ASSUMPTION BLUE**

PMS: 301

CMYK: 100, 50, 0, 23

RGB: 0, 75, 135

HEX#: 004b87

**BACKGROUNDS**

The Assumption Athletics logos can be applied to most background colors with sufficient contrast.



BLUE GRAY BACKGROUND



WHITE BACKGROUND



DARK GRAY BACKGROUND



BLACK BACKGROUND



**LOGO MISUSE**

The Athletic and team logos should not be misinterpreted or modified. Orientation, color and composition should remain as indicated in this document.

**NEVER** alter the colors within the logo



**NEVER** separate or change the elements within the logo



**NEVER** change the width, squish, or elongate the logo



**NEVER** violate the safe space and add names to the logo



**GREYHOUND AND TEAM WORDMARK MISUSE**

**NEVER** alter the colors within the logo



**NEVER** change the width, squish, or elongate the logo



**NEVER** separate or change the elements within the logo



**ASSUMPTION "A"  
PRIMARY**

The Assumption "A" is a symbol of spirit and pride for greyhound nation. The "A" should be used when the Assumption context has already been identified by use of the Assumption athletics logos, wordmark or Assumption University logo.

PRIMARY "A"  
BLUE/WT/GRAY



au\_A\_primary\_blue\_wt\_gray\_cmyk

PRIMARY "A"  
WHITE/BLUE/GRAY



au\_A\_primary\_wt\_blue\_gray\_cmyk

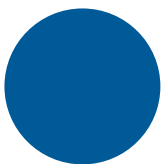
BACKGROUND  
APPLICATIONS



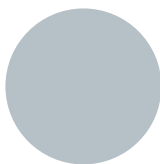
BACKGROUND  
APPLICATIONS



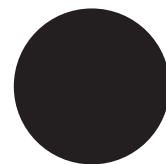
**COLOR**



**ASSUMPTION BLUE**  
PMS: 301  
CMYK: 100, 50, 0, 23  
RGB: 0, 75, 135  
HEX#: 004b87



**GRAY**  
PMS: COOL GRAY 4  
CMYK: 15, 7, 6, 17  
RGB: 182, 191, 197  
HEX#: b6bfc5



**BLACK**  
PMS: BLACK  
CMYK: 0, 0, 0, 100  
RGB: 0, 0, 0  
HEX#: 000000

TYPOGRAPHY

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HEADLINE / ASSUMPTION ATHLETICS FONT

***ASSUMPTION BASKETBALL***  
***CHEER US ON THIS SATURDAY NIGHT AT 8 A.M.***

BODY TEXT / AVENIR ROMAN

Lorem ipsum dolor sit amet, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore sint occaecat labore et dolore.

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OPTIONAL ATHLETICS FONT / REDZONE

Redzone ExtraLight SemiCond otf (400)

ASSUMPTION Basketball

Redzone Light SemiCond otf (400)

ASSUMPTION Basketball

Redzone Medium SemiCond otf (400)

ASSUMPTION Basketball

Redzone Bold SemiCond otf (400)

ASSUMPTION Basketball

Redzone Black SemiCond otf (400)

ASSUMPTION Basketball

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TEAM NAME FONT

***ASSUMPTION BASKETBALL***



Requests and questions from the Assumption community:

Please submit logo and template requests to Lauren Neilan at [la.neilan@assumption.edu](mailto:la.neilan@assumption.edu)

Requests or questions from external vendors:

Please submit logo and template requests to [www.assumption.edu/marketingrequest](http://www.assumption.edu/marketingrequest)  
For any questions about usage or if you need assistance, please contact [marketing@assumption.edu](mailto:marketing@assumption.edu)