

ERSKINE FLYING FLEET

BRAND GUIDELINES



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INTRODUCTION

The purpose of this document is to guarantee the proper use of the Erskine Flying Fleet logo. Adherence to the provided guidelines will ensure consistency across varied applications.

The Erskine Flying Fleet logo is for the express and exclusive use by designated Erskine College departments and licensees.

For questions about logo usage, team-specific logos, and more information, please contact the Office of Communications at (864) 379-6682 or email communications@erskine.edu.

2 WHICH COLORS TO USE

PRIMARY COLORS



Black



Garnet



PANTONE Black C
0, 0, 0, 100
35, 31, 32
231F20
1000 (MADIERA)
2296 (ROBISON-ANTON)

PMS	PMS
CMYK	CMYK
RGB	RGB
Hex	Hex
Embroidery	Embroidery

195 C
19, 90, 50, 55
111, 25, 49
6F1931
1385 (MADIERA)
2496 (ROBISON-ANTON)

SECONDARY COLORS

Gold



Gray



466 C
6, 14, 55, 27
184, 164, 106
B8A46A
1305 (MADIERA)
2570 (ROBISON-ANTON)

PMS
CMYK
RGB
Hex
Embroidery

3 WHICH FONTS TO USE

PRIMARY FONTS

The Erskine Flying Fleet logo utilizes two weights of the Univers type family, a product of Monotype GmbH (www.linotype.com). Their usage is primarily

designated for the logo design; however, they may also be used for headlines and supporting copy in advertisements and other promotional materials.

93 Univers Extra Black Extended Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ

67 Univers Bold Condensed Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ

SECONDARY FONTS

Three additional weights of the Univers type family (www.linotype.com) have been chosen for multi-page materials, such as this document. This selection of fonts

will provide a better typographical framework that will ensure good legibility and readability while staying consistent with the overall brand.

93 Univers Extra Black Extended is used for document titles only (uppercase).

93 Univers Extra Black Extended
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

67 Univers Bold Condensed is used for headings (uppercase) and subheadings (uppercase or title case).

67 Univers Bold Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
0123456789

55 Univers Roman is used for body copy (sentence case).

55 Univers Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
0123456789

CONTACT US

Contact the Office of Communications if you have questions about fonts at communications@erskine.edu or 864-379-6682

4 WHICH LOGO TO USE

PRIMARY LOGOS

Vertical Layout



Horizontal Layout



SECONDARY LOGOS

For use only in one-color applications or on EC color backgrounds



OPTIONS FOR COLOR BACKGROUND



ONE-COLOR OPTIONS

When using the one-color logo on dark EC color backgrounds, please use the white version of the logo. If you have any questions contact the Office of Communications.



5 HOW TO USE THE LOGO

SIZE AND SPACE

The Erskine Flying Fleet logo should always be sized so that each element of the mark is legible and correctly rendered in accordance with the original design.

In addition, adequate space should be allowed around all official logo versions. This ensures that copy,

photography, or other graphical elements do not crowd the logo.

The graphic below illustrates how to space the Fleet logo. In most cases, it is best to allow more space than the minimum requirements.



AVOID THESE INCORRECT USES OF THE ERSKINE FLYING FLEET LOGO



Do Not Stretch or Alter Proportion



Do Not Place in a Shape or Combine with Other Elements



Do Not Use Unapproved Color Combinations



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec id lorem vitae erat lobortis tristique et ut velit.

Do Not Touch or Ghost Behind Other Elements



Do Not Flip the Fleet Head, it Should ALWAYS Face Left



Do Not Use as an "E"

6 EMAIL SIGNATURES

FORMAT

When creating your email signature you must follow the correct formatting and font sizing as seen below. To ensure visual clarity of the Fleet logo please use the properly sized logo for email signatures. Marketing and Communications can provide you with this resource by contacting us at communications@erskine.edu



only use Fleet logo sized for email signatures

Jo Jones _____ **Arial Bold/ 11 pt/Garnet**
 Head Men's Lacrosse Coach _____ **Arial Reg 10 pt/Black**
Erskine College Flying Fleet _____ **Arial Bold 10 pt/Garnet**

P.O. Box 338 _____
 Due West, SC 29639 _____ **Arial Reg 10 pt/Black**
 (864) 555-5555 _____
jones@erskine.edu _____
erskine.edu _____ **Arial Bold 10 pt/Garnet**