This style guide is designed to maintain branding consistency. Logos are to be used only as explicitly defined in this guide. Do not distribute the text or graphics to others without the express written permission of the office of Athletic Communications.

It is critical that the visual elements that represent the institution and its image do so consistently and with integrity. Institutions nationally have begun recognizing the importance of image consistency and implementing cohesive standards to protect their brand, enhance the value of their names, and build a foundation for successful branding.

Successful branding occurs when an entity presents itself consistently over time, creating an emotional connection with desired audiences. A proliferation of identities and symbols creates confusion in the minds of the audiences whose support we seek: students, prospective students, parents, alumni, athletes, and supporters.
A Brief History

In the fall of 1922, a local merchant named Fay Evans sponsored a mascot-naming contest for Middlebury College, attracting nominations from students that ranged from “the domestic ram ... to a polar bear.” The most popular suggestions fell into two categories: felines (bobcat, wild cat, lynx, catamount) and semi-aquatic natives (otter, beaver). The judges—Middlebury College President Paul Dwight Moody, football coach Arthur Brown, and Campus Editor Eddy Kalin ’23—selected none of these. So how did the panther become our mascot?

The contest judges reported that the otter and beaver did not “appeal strongly,” and while a feline had merits, not one of the four popular nominations met complete approval. So they came up with their own cat, settling on the black panther of India.

In the mid-1990s, Middlebury adopted its most recent logo, the Panther on the rock with the Middlebury name beneath it. The new typeface under the Panther on the rock and a consistent block M will now be used moving forward.
The Panther on the rock and the block M are the two visual marks that can be used on uniforms and team gear. The Panther on the rock can also be used with and without the Middlebury text underneath.

The primary requirement for all uniforms is that the name Middlebury be present and readable in one of the official type treatments. This can be on the jersey’s front, back, or sleeve, and on the cap, helmet, or pant. No specific location is required as each sport has uniforms with specific needs and historical treatments.
Middlebury athletics uniforms should use navy and white as primary colors. The only exceptions to this rule are baseball and softball, in which gray tops and pants are standard.

Actual colors may vary slightly depending on manufacturer specifications.

Navy, white, and gray piping are also acceptable and are typically determined by the manufacturer. However, no other colors should be used for primary and accent colors anywhere on a uniform. Team gear should also use navy, white, or gray.
Middlebury athletics uses the typeface family *Antenna Serif* (from the Font Bureau in Boston, MA) for all of its uniforms. The typeface offers a traditional athletic-inspired feel but with the flexibility of four weights and their corresponding italics. Text can be set in initial cap and all caps as desired.

The treatments shown at right are the 12 official treatments that can be used on uniforms where the word Middlebury is not already in use with the Panther. These variations can be used to provide a different feel on a given uniform (speed, power, etc.) and still fall within the general design and visual identity.

This typeface family also offers a complete set of glyphs so that it can be used in athletic event programs and other gameday and promotional collateral.

**EXAMPLES:**

Middlebury
Middlebury
Middlebury
Middlebury

**MIDDLEBURY**
MIDDLEBURY
MIDDLEBURY
MIDDLEBURY

**MENTIS**
Basketball
Hockey
Nordic Skiing
The only exceptions to this typeface are baseball and softball, where the official script and Old English-style M is also provided as a graphic.
Typefaces

Teams can select one of the two following typefaces (provided by Stahl’s) for their uniforms.

**Varsity**
Letters & Numbers available

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z &
1 2 3 4 5 6 7 8 9 0

**Team US**
Numbers only

1 2 3 4 5 6 7 8 9 0
To ensure readability from distance, all lettering—both words and numbers—are free of borders. Lettering should either be navy on white or white on navy.
All type treatments for uniforms originate from the Office of Communications and are delivered to the team coach or vendor as a vector graphic, eliminating the need for fonts and also preventing substitution.

This allows coaches who are placing orders directly with apparel brands (Nike, Adidas, etc.) to provide the completed logo for inclusion instead of relying on pre-programmed fonts that do not meet our guidelines.
Uniform Approval Process

All proposed uniforms and team gear must be submitted to the Director of Athletic Communications to ensure they meet the requirements. Once approved, coaches can place their orders with their chosen vendor.

Vendors should provide the Director of Athletic Communications with a proof of the uniform prior to manufacturing to ensure that nothing has been distorted in any way.

ARTWORK
Any necessary artwork (mark, logotype, numbers) are provided to the vendor directly from the Director of Athletic Communications.