Case Western Reserve University
Department of Athletics

Spartan Identity and Style Guidelines
ATHLETICS LOGO USE

Our athletics logo represents our identity and what we stand for. It is important for us to use the logo correctly and consistently. This style guide details the design elements of approved colors, placements and uses for the Spartan logo. Additionally, we've included an Index of Logo Types, beginning on page six of this style guide.

Our logo is made up of three elements: the mascot, the wordmark, “Spartans,” and the university name. The mascot and the wordmark may be used separately, as pictured on this page, and according to the following guidelines:

- The full Spartan logo and the name only version should be used in most print and Web designs.
- The mascot-only version can be used for team uniforms, approved merchandise designs and outdoor advertising. (Example: banners, basketball court and signage in the stadium at 115)
- Logos can be downloaded at case.webdamdb.com

ATHLETICS LOGO CLEAR ZONE

Whenever the logo is used, a clear zone must surround it to ensure its visibility and impact. No text or graphic elements other than photos should invade this zone. Any text used with the logo must be set in titillium font (Font can be downloaded at case.edu/umc/our-brand/visual-guidelines/brand-font).

The size of the clear zone is 1/4 the height of the mascot.

Mascot head shown at 1"; therefore X = .25"
INCORRECT LOGO USE

Maintaining the integrity of our logo is important. It must be presented in a clear, consistent and legible manner. Additionally, all Spartan logos must be reproduced from approved files.

Alterations to the Spartan are strictly forbidden. Do not create your own custom logo!

When using the logo, consider the required colors, backgrounds, and clear zone, as stated in this style guide. Although not an extensive list, this page illustrates common incorrect uses of the logo.

- Correct Colors
- Do NOT Change the Size of the University Name
- Correct Font
- Do NOT Distort the Logo
- Do NOT Rearrange Logo Elements
- Do NOT Use the Mascot as a Pattern
ATHLETICS LOGO COLORS
The Spartan logo should be printed in the designated CWRU athletic colors. When possible, the logo should be printed in the two-color format: Pantone 7463 and Pantone 425. Other acceptable colors are black and reversed. The black version of the logo should be used primarily in ads where black is the only available color, and for internally printed documents such as fax cover sheets and memos.

| PMS: 7463 | C = 100 M = 47 Y = 12 K = 62 |
| PMS: 425  | C = 38 M = 29 Y = 20 K = 58 |

BACKGROUND CONTROL
When placing the logo on various background shades, determine which color version is best for contrast and visual reproduction by referring to the chart on the right.

MINIMUM SIZE
For greatest impact and readability, a minimum logo height of 0.75 inches has been established. This is the smallest size at which the logo should be reproduced, as smaller versions are difficult to read.
UNIFORMS
In an effort to simplify and better communicate the CWRU Athletics brand, we’ve created a new CWRU anagram for home and away uniforms. The anagram can appear on jerseys, hats and athletic apparel. This page contains examples of how the mascot and anagram might be used with uniforms and gear.
Index of logo types
SPARTANS LOGO FULL

Spartans Full Logo

Spartans Logo Full 2-color

Spartans Logo Full Blue (PMS 7463)

Spartans Logo Full Gray (PMS 425)

Spartans Logo Full Black

Spartans Logo Full Reverse
CWRU Athletics Logo Full 2-color

CWRU Athletics Logo Full Blue (PMS 7463)

CWRU Athletics Logo Full Gray (PMS 425)

CWRU Athletics Logo Full Black

CWRU Athletics Logo Full Reverse
CWRU MASCOT ONLY

CWRU Athletics Logo Mascot Only 2 Color

CWRU Athletics Logo Mascot Only Blue (PMS 7463)

CWRU Athletics Logo Mascot Only Gray (PMS 425)

CWRU Athletics Mascot Name Only Black

CWRU Athletics Logo Mascot Only Reverse
CWRU ATHLETICS TEAM NAME - ATHLETICS
Team-specific logos are available upon request at case.webdamdb.com.

Logo 2 Color

Logo Blue (PMS 7463)

Logo Gray (PMS 425)

Logo Black

Logo Reverse
CWRU ATHLETICS TEAM NAME - BASKETBALL

Logo 2 Color

Logo Blue (PMS 7463)

Logo Gray (PMS 425)

Logo Black

Logo Reverse
CWRU ATHLETICS TEAM NAME - CROSS COUNTRY

Logo 2 Color

Logo Blue (PMS 7463)

Logo Gray (PMS 425)

Logo Black

Logo Reverse
CWRU ATHLETICS TEAM NAME - SOCCER

Logo 2 Color

Logo Blue (PMS 7463)

Logo Gray (PMS 425)

Logo Black

Logo Reverse
CWRU ATHLETICS TEAM NAME - SOFTBALL

Logo 2 Color

Logo Blue (PMS 7463)

Logo Gray (PMS 425)

Logo Black

Logo Reverse
CWRU ATHLETICS TEAM NAME - SWIMMING & DIVING

Logo 2 Color

Logo Blue (PMS 7463)

Logo Gray (PMS 425)

Logo Black

Logo Reverse
CWRU ATHLETICS TEAM NAME - TENNIS

Logo 2 Color

Logo Blue (PMS 7463)

Logo Gray (PMS 425)

Logo Black

Logo Reverse
CWRU ATHLETICS TEAM NAME - TRACK & FIELD

Logo 2 Color

Logo Blue (PMS 7463)

Logo Gray (PMS 425)

Logo Black

Logo Reverse
CWRU ATHLETICS TEAM NAME - VOLLEYBALL

Logo 2 Color

Logo Blue (PMS 7463)

Logo Gray (PMS 425)

Logo Black

Logo Reverse
CWRU ATHLETICS TEAM NAME - WRESTLING

Logo 2 Color

Logo Blue (PMS 7463)

Logo Gray (PMS 425)

Logo Black

Logo Reverse