



URSINUS

C O L L E G E

BEARS

THE URSINUS COLLEGE BEARS ATHLETICS BRAND GUIDE

THE URSINUS COLLEGE BEARS ATHLETICS

BRAND GUIDE

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BRAND PROTOCOLS



I N T R O D U C T I O N

With the publication of these brand and graphics guidelines, we proudly introduce the new Ursinus College Athletic Branding Guide. This guide includes our new logo and visual identity branding program, refined colors and typefaces and our new uniform program. It is being introduced to underscore the Athletic Department's commitment to a strategic direction that is grounded in developing the complete student athlete. What's more, our identity has been developed to reinforce the core values of Ursinus College Athletics.

These core values include development of leadership, building of character, academic performance and athletic success.

A crucial aspect of success of the new identity will be its constant and consistent use. When applying the Ursinus College Bears identity to Athletic Department assets (e.g. apparel, signage, promotional brochures, equipment etc.) the design must meet the specifications outlined in this manual. Before any vendor can apply the identity to any asset, the vendor must review this guide and submit the Vendor Approval Form found on page 1.2.

Thank you in advance for reviewing and adhering to this document. Should you have any specific questions regarding implementation of the athletics brand, please do not hesitate to contact the office of the Director of Athletics.

Laura Moliken

Laura Moliken
Director of Athletics
Ursinus College

URSINUS COLLEGE ATHLETIC DEPARTMENT VENDOR APPROVAL FORM

Any vendor applying the Ursinus College Athletic identity to any asset must comply with the Athletic Department's brand guidelines. Vendors must certify that they have reviewed the Brand Guide and understand the requirements.

Vendor name: _____

Items on which the identity may be applied:

I certify that I am an authorized representative of the vendor named above. I have reviewed the Brand Guide and understand the requirements for using the images, colors and fonts that comprise the Ursinus Bears identity system.

Signature: _____ Date: _____

Name: _____ Title: _____

E-mail: _____ Phone number: _____



GRAPHIC ELEMENTS



THE LOGO

HISTORY

For over 100 years, Ursinus College has been a leader among liberal arts colleges in combining and balancing athletics and academics. Fielding 25 intercollegiate teams, Ursinus is a member of one of the leading scholar-athlete conferences in the nation—the Centennial Conference (NCAA Division III). Member colleges include Bryn Mawr, Dickinson, Franklin & Marshall, Gettysburg, Haverford, Johns Hopkins, McDaniel, Muhlenberg, Swarthmore, Ursinus and Washington.

The Ursinus athletic program at all levels of competition supports the mission of the College by fostering student achievement, developing leadership skills, and complementing rigorous academic expectations with character development, goal-setting, and teamwork.

The college colors of red, old gold and black go back to 1889, when they were chosen by a vote of the students. In 1925 the grizzly bear was adopted as the emblem of Ursinus athletics. This was done because of the name of the college (“Ursinus” is a Latin word used for species of bears) and because of the animal’s traits suggestive for athletics. Ursinus teams quickly became known as the Bears.

The new visual identity system for athletics embraces our history with the image of the grizzly bear, the Bears name and the traditional colors in a contemporary set of designs.

LEGAL NOTES

USE OF THE TRADEMARKS

Creation, application or any use of the Ursinus College Athletics Trademarks must conform to approved standards as authorized by Ursinus College's Athletics Department. Additionally, it is imperative that Ursinus College Athletics Trademarks are used properly on all merchandise and in a quality manner.

When using the Ursinus College Athletics Trademarks, whether the item on which the trademark is applied is for internal use, departmental use, being sold or otherwise distributed in commerce, one must include the registered trademark symbol ® or ™ designation depending on the trademark being used and the item on which it will appear. Further, the Ursinus College Director of Athletics must be contacted to verify and approve correct usage and standards before any visual identity or new design incorporating an Ursinus College Athletics Symbol is used by either the public or the College community on merchandise.

VENDORS

College departments, staff, and student organizations are required to use approved vendors to produce merchandise bearing the Ursinus College Athletics Trademarks. The use of approved vendors will ensure that the Athletics Departments' name and symbols are used correctly and on items of the highest quality. The Ursinus College's Director of Athletics can verify that each department or organization's choice of vendor is licensed or approved by the Athletic Department.

COLLEGE VENDOR LICENSE

A college vendor approval and or license authorizes a company to use the Athletic Department trademark on products that will be sold directly to a college department or recognized student group for their own internal use. Recognized student groups must work with the Ursinus College Director of Athletics to secure approval and complete the Identity Use Approval Form provided in these brand guidelines. College vendors are not permitted to use the Ursinus College Athletics Department Trademarks on products for resale to anyone outside the college.

CAMPUS LICENSE

A campus approval or license authorizes a company to use the Athletic Department trademarks on products they sell to campus retail outlets such as the Ursinus College Bookstore. A campus licensee may also sell product directly to a college department or recognized student group as listed in the student group directory. Under this scenario, the Ursinus College Director of Athletics must provide authorization. Additionally, a completed Identity Use of Approval Form (as provided in these brand guidelines) must be submitted to the aforementioned individual.

NATIONAL LICENSE

A national license authorizes a company to use the trademarks for the college on products sold to any retail outlet across the country. A national licensee may also sell product directly to a college department or recognized student group. Under this scenario, the Ursinus College Director of Athletics must provide authorization. Additionally, a completed Identity Use Approval Form (as provided in these brand guidelines) must be submitted to the aforementioned individual. Note: A current list of vendors is available from the Ursinus College Director of Athletics.

ADDITIONAL REQUIREMENTS

All vendors who manufacture and sell items imprinted with Ursinus College Athletics Trademarks are required to be licensed or approved by the College's Athletic Department.

Licensees or Approved Vendors must operate under specific guidelines including the following:

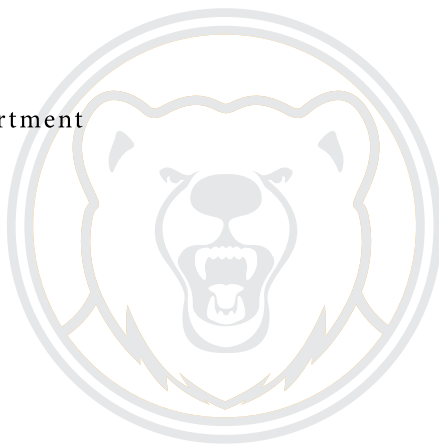
I. The Director of Athletics must approve in writing all products and designs using Ursinus College's Athletic Department Trademarks).

II. Ursinus College Athletics does not permit the use of its name or graphics in any announcement, advertising, publication or report if such use in any way implies College endorsement of any product or service without approval from the Director of Athletics.

Contact

For additional information regarding the use of the Ursinus College Athletics Trademarks, a list of approved vendors or to obtain approval for artwork to be used on merchandise please contact:

Laura Moliken
Director of Athletics
Ursinus College Athletic Department
Ursinus College
601 East Main Street
Collegeville, PA 19426-1000
Phone: 610-409-3606
Fax: 610-409-3620
E-mail: lmoliken@ursinus.edu



B R A N D N A M E

AUTHORIZED BRAND NAME

Only the following names are to be used when describing, referring to, listing or referencing the athletic teams of the Ursinus College Bears:

Ursinus College

Bears

Ursinus College Bears

Department Name – Ursinus College Athletics



APPROVED LOGOS

The officially sanctioned branding program identifying the Ursinus College Bears all share a combination of either one, two, or three of the following principal Ursinus College Bears brand components:

- I. The official Ursinus College Bears color palette
- II. The Ursinus College Bears typography design
- III. The official Ursinus College Bears primary visual mark of the Bear Head

The Ursinus College Bears' logo marks must never be altered or changed in any way. The logo must never be typeset. Use only approved art downloaded from or provided by the Ursinus College Director of Athletics.



PRIMARY LOGO MARK



PRIMARY TYPE MARK



SECONDARY TYPE MARK



TERTIARY TYPE MARK



SECONDARY LOGO MARK



PRIMARY LETTER MARK



SECONDARY LETTER MARK



PRIMARY VISUAL MARK



TERTIARY LETTER MARK



TERTIARY LOGO MARK



SPORT SPECIFIC MARK



SPORT SPECIFIC MARK

APPROVED COLORS

The color palette presented on this page represent the approved colors for the Ursinus College Bears athletic identity. Of the three approved colors presented, Ursinus College Bears Red and Ursinus College Bears Black are the foundation colors of the identity and should always be the first colors used in any application where a single color predominates.

| | | |
|--|---|---|
| URSINUS COLLEGE BEARS OLD GOLD PANTONE 137 C | URSINUS COLLEGE BEARS RED PANTONE 202 C | URSINUS COLLEGE BEARS BLACK PANTONE BLACK C |
|--|---|---|

URSINUS COLORS:

Ursinus College Bears Old Gold
Ursinus College Bears Red
Ursinus College Bears Black

PANTONE COLORS:

Pantone Old Gold 137 C
Pantone Red 202 C
Pantone Black C

PROCESS COLORS:

C-0/M-35/Y-90/K-0
C-0/M-100/Y-61/K-43
C-0/M-0/Y-0/K-100

LOGO GUIDELINES AGAINST BACKGROUND COLORS

To ensure the most impactful presentation of the Ursinus College Bears athletic identity, only those background variations presented are approved. Any other graphic interpretation or application of colors to the wordmark and/or background staging areas beyond those presented below is prohibited.

Note: Staging the Ursinus College Bears athletic identity against a grey background (only on T-shirts and selective apparel) or against a photographic background is allowed but only when authorized by the Ursinus College Bears Director of Athletics.



NON - APPROVED APPLICATIONS

Consistent and correct use of the Ursinus College Bears athletic identity is essential to protecting and maintaining our trademark rights. Examples of incorrect usage, which must be avoided, are shown on the following pages. Inconsistent application of the Ursinus College Bears athletic identity dilutes perceived brand quality, degrades brand awareness and is therefore unacceptable.



TYPOGRAPHY

OFFICIAL URSINUS COLLEGE BEARS FONT

The official Ursinus College Bears font is the approved primary display font for Ursinus College Bears Athletics. The primary use of the font is on uniforms, banners, posters, headlines and other assets that require minimal use of type. Ursinus College Bears Athletics' official typography supports the core essence of the Ursinus College Bears Athletics Brand (as described in this guide). Do not use this font for large bodies of copy and never more than one sentence.

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

DISPLAY FONT

Compacta BT is the approved secondary display font for Ursinus College Bears Athletics. The primary use of a secondary display font is in support of the official Ursinus College Bears font as a secondary font on uniforms, banners, posters, headlines and other assets that require minimal use of type. Do not use this font for large bodies of copy and never more than one sentence. Please Note: When using Compacta BT, be sure to horizontally scale type 200%.

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
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

The three approved body copy fonts for Ursinus College Bears Athletics are Helvetica and Myriad Pro for sans serif, and Minion Pro for serif. No other font styles are approved for use by Ursinus College Bears Athletics.



IDENTITY ON APPAREL

TEAM PRACTICE GEAR (Shirts)

Four options are available when applying the Ursinus College Bears Athletics Identity to workout shirts.

Option 1: Primary Logo Mark. If this option is selected, the Secondary Logo Mark may be presented on the back of the shirt as shown below.

Option 2: Primary Type Mark. If this option is selected, the Primary Visual Mark may be presented on the back of the shirt as shown below.

Option 3: Secondary Type Mark. If this option is selected, the Secondary Logo Mark may be presented on the back of the shirt as shown below.

Option 4: Tertiary Type Mark with sport name in Ursinus Bears font. If this option is selected, the Secondary Logo Mark may be presented on the back of the shirt as shown below.



Option 1 (front)
Primary Logo Mark



Option 2 (front)
Primary Type Mark



Option 3 (front)
Secondary Type Mark



Option 4 (front)
Tertiary Type Mark
with sport name in Ursinus Bears font



Option 4 A (back)

TEAM PRACTICE GEAR (Shorts)

Following the guidelines for workout shirts, the Ursinus College Bears Athletics identity may only be applied to shorts of approved Ursinus College Bears Athletics' colors, and grey and white. Additionally, the official identity may only be staged on the lower portion of the left pant leg. Application of the Primary Brandmark to any other area of the workout short (right leg, hip area or buttock area) is not allowed.



Option 1
Primary Logo Mark



Option 2
Primary Word Mark



Option 3
Secondary Word Mark



Option 4
Sport Specific Logo Mark

NOTE



Red Shorts



Old Gold Shorts



Black Ink



Full Color



White Shorts

ALTERNATE VERSIONS

Workout shorts may be printed on grey, old gold, red, black or white fabric in one color. If black shorts are used, white is the preferred color for the identity application.

Full color versions of the identity are also permitted against Ursinus College Bears Old Gold, Ursinus College Bears Red, Ursinus College Black and grey.

COACHES POLOS

As presented below, one brand logo option is approved for application to coaches' polos. Additionally, the identity must be staged in the left breast area of the shirt and be staged on approved Ursinus College Bears Athletics' background colors.

The Bear Head Icon, Bear Paw Secondary Logo, Primary Visual Mark, Primary Letter Mark, or Secondary Logo Mark may appear as an accent treatment on the back collar or on the right sleeve of the polo.



EQUIPMENT BAGS

As presented below, two primary brand and sub-brand options are approved for application to equipment bags. Additionally, whether Option 1 or 2 is employed, the identity must be staged in the center of the bag and on approved Ursinus College Bears Athletics' background colors.

No other application of the Ursinus College Bears Athletics Identity is approved for use on gym or equipment bags.



Option 1



Option 2



Side of bag graphics



Side of bag graphics

HATS AND VISORS

Six color combinations are approved for Pro Fit Baseball style caps. Presented below, these include:

Option A (Red bill and crown with Old Gold vent holes and crown button)

Option B (Old Gold bill with Red crown and vent holes and crown button)

Option C (Red bill with white crown and red vent holes and crown button)

Option D (Black with red vent holes and crown button).

Option E (Old Gold bill and Red crown with Red vent holes and crown button)

Option F (White bill and crown with White vent holes and crown button)

The required branding on caps includes the Primary Letter Mark, the Primary Type Mark, the Primary Visual Mark, and the Secondary and Tertiary Letter Marks on the cap's front panel and the Bear Head Icon on the center of the cap's back panel, or the Primary Letter Mark on the back panel when the Primary Visual Mark is on the front panel.



A. Red|Red



B. Red|Old Gold



C. White|Red



D. Black|Black



E. Red|Old Gold



F. White|White



NOTE

ADJUSTABLE CAPS & VISORS

Four color combinations are approved for adjustable caps or visors. These include:

Option A (Red bill and crown area)

Option B (Old Gold bill with Red Crown area)

Option C (Red bill with White Crown area)

Option D (Black bill and crown area)

The required branding on adjustable caps is as above, with the exception of moving the cap back emblem above the strap when possible, and removing it when not, and visors must include the Primary Letter Mark on the cap's front panel and the Bear Head Icon or the Bear Paw Secondary Logo Mark on the side panel of the visor.



SWEATSHIRTS

The sweatshirt colors for Ursinus College Bears Athletics are Ursinus College Bears Red, Ursinus College Bears Old Gold, Ursinus College Bears Black, grey and white.

Please note on sweatshirts that if the Ursinus College Bears primary identity or the Ursinus College Bears identity with sub-brand icons are used, the Ursinus Bear Head Icon, the Ursinus Bear Paw with UC, or the UC letter mark should be applied to the back of the collar or the right cuff of the sleeve.



Grey



Ursinus College Bears Red



Black

UC on Back Collar



White

Paw on Back Collar



Ursinus College Bears Old Gold

FAN APPAREL

The purpose of the new Ursinus College Bears Athletics Brand is to successfully create awareness and perceived quality for the department and its athletic teams, and ensuring the identity is available to students, alumni and fans which is essential. Therefore, collaboration with the Ursinus College Bookstore and related distribution channels will be necessary.

When doing so, it will be the responsibility of the Ursinus College Bears Director of Athletics to provide the aforementioned distribution channels with advice and counsel as it relates to the authorized and appropriate implementation of the Ursinus College Bears Athletics Brand. Further, it will be necessary to closely monitor and approve the application of the Department's brand identity ensuring that any application meets brand standards and is not left up to the creative interpretation of apparel vendors.

Provided below are suggested apparel options for the identity on clothing. This will serve as a basis for the identity which when fully launched should be found on items ranging from golf club covers to key chains.



NOTE

FASHION APPAREL FOR FANS

Because fashion depends on individual tastes, some liberties may be taken with the Ursinus College Bears identity in the case of “fashion apparel”. These garments are the exception, not the rule. Only a select few designs per year will qualify as ‘fashion apparel’. In order to qualify you must have written approval from the Ursinus College Bears Director of Athletics for advancement. A few examples are presented below showing modified color palettes and additional wording such as “Property Of”.



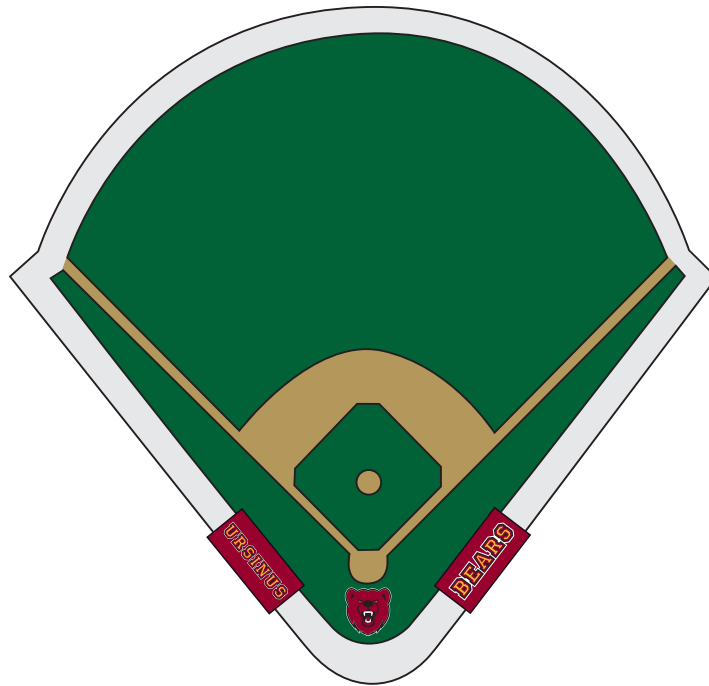


ENVIRONMENTAL IDENTITY

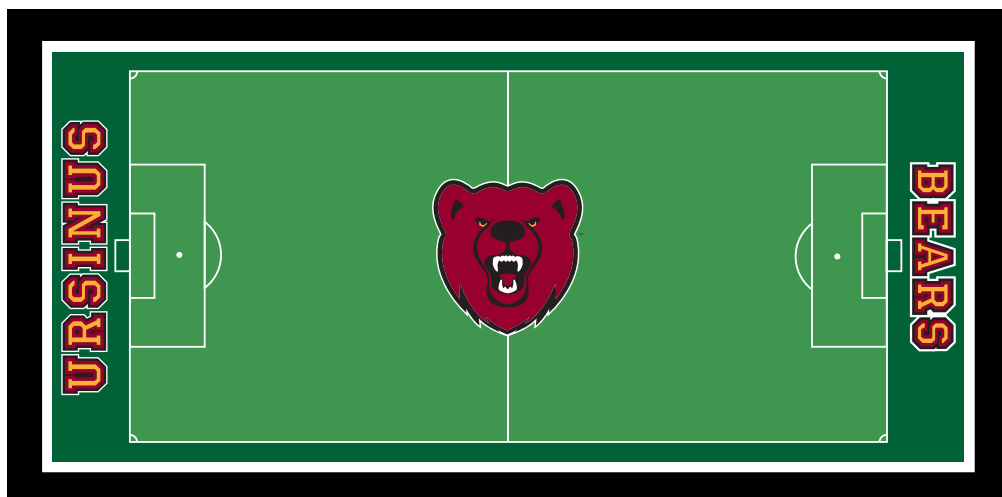
STADIUM GRAPHICS

As Ursinus College Bears Athletics Teams in collegiate sports, ensuring the appropriate application of the identity to stadium graphics is critical. Therefore, the graphics must not only be presented in a manner consistent with brand guidelines, but they must also be presented in a way that allows exceptional awareness and an enhanced brand experience when attended by fans or when broadcast on television.

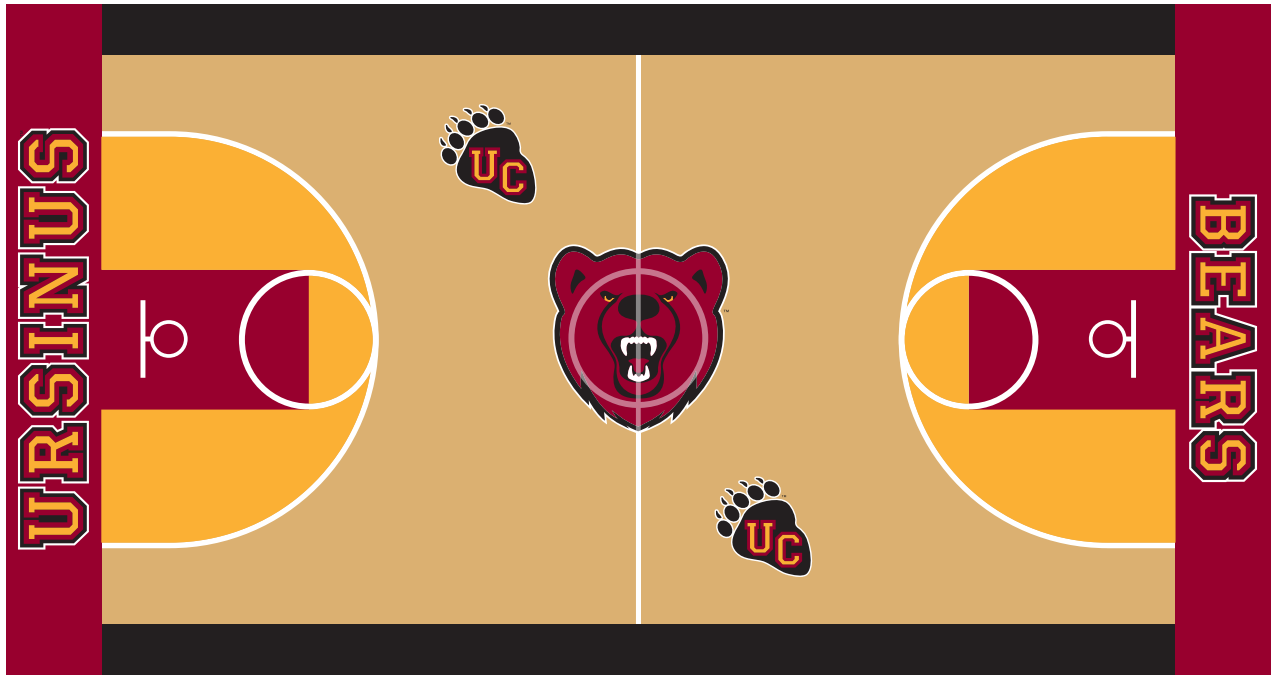
Note: Presented below are examples of how the identity may be applied to various sport venues. However, it is recommended that a more focused design exploration be undertaken before final graphics are applied to the surfaces of stadiums or courts.



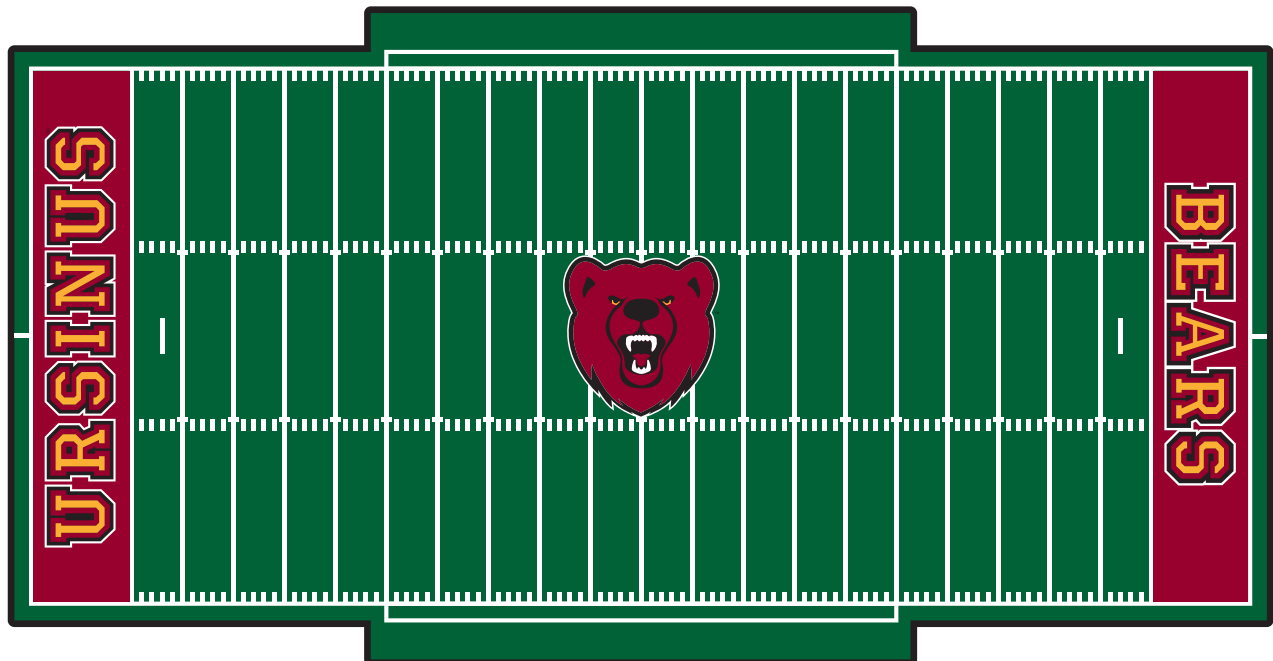
Baseball & Softball Fields



Soccer Field



Basketball Court



Football Field



BRANDING PROGRAM



URSINUSTM
C O L L E G E
BEARS

OFFICIAL COLOR PRIMARY LOGO MARK



ONE COLOR VERSION

CORRECT LOGO USAGE: RESPECT A 10% MARGIN OF THE TOTAL LOGO SIZE FOR ALL LOGO MARK APPLICATIONS

COLOR SPECIFICATION CHART & CONVERSION TABLE

| URSINUS COLORS: | PANTONE COLORS: | PROCESS COLORS: | WEB HEX COLORS: |
|-----------------|-----------------|---------------------|-----------------|
| OLD GOLD | OLD GOLD 137 C | C-0/M-35/Y-90/K-0 | FCA311 |
| RED | RED 202 C | C-0/M-100/Y-61/K-43 | 990000 |
| BLACK | PROCESS BLACK C | C-0/M-0/Y-0/K-100 | 000000 |

All logo art is supplied for the official reproduction of the Ursinus College Bears property only by the media, licensed manufacturers, sponsors, and their advertising agencies for the express purpose of planning and executing product, promotion, advertising, packaging, and display materials relating to and in support of the Ursinus College Bears. All logos must be used with a margin not less than 10% the total logo size between the logo and nearest graphic elements. The colors shown in this guide are not intended to match the Pantone color standards. For the Pantone color standards, refer to the current edition of the Pantone color publications. Pantone is a registered trademark of Pantone, Inc. All logos are the property of the Ursinus College Bears & may be used with their written permission only. These logos cannot be altered in any way. Contact the Ursinus College Bears, with any questions regarding usage. The Ursinus College Bears logo marks are trademarks of the Ursinus College Bears, 2012.

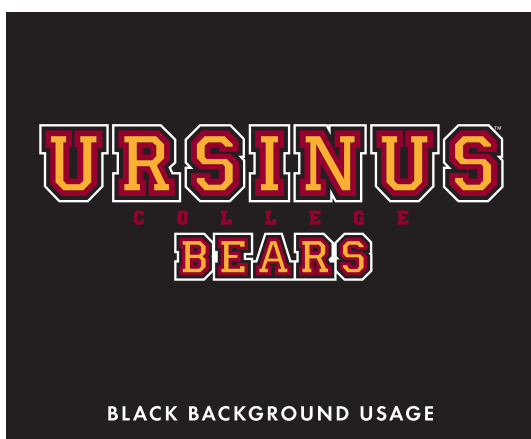
PANTONE OLD GOLD 137 C

PANTONE RED 202 C

PANTONE PROCESS BLACK C



OFFICIAL COLOR PRIMARY TYPE MARK



CORRECT LOGO USAGE: RESPECT A 10% MARGIN OF THE TOTAL LOGO SIZE FOR ALL LOGO MARK APPLICATIONS

COLOR SPECIFICATION CHART & CONVERSION TABLE

| URSINUS COLORS: | PANTONE COLORS: | PROCESS COLORS: | WEB HEX COLORS: |
|-----------------|-----------------|---------------------|-----------------|
| OLD GOLD | OLD GOLD 137 C | C-0/M-35/Y-90/K-0 | FCA311 |
| RED | RED 202 C | C-0/M-100/Y-61/K-43 | 990000 |
| BLACK | PROCESS BLACK C | C-0/M-0/Y-0/K-100 | 000000 |

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PANTONE OLD GOLD 137 C

PANTONE RED 202 C

PANTONE PROCESS BLACK C



OFFICIAL COLOR PRIMARY VISUAL MARK



BLACK BACKGROUND USAGE



ONE COLOR VERSION

CORRECT LOGO USAGE: RESPECT A 10% MARGIN OF THE TOTAL LOGO SIZE FOR ALL LOGO MARK APPLICATIONS

COLOR SPECIFICATION CHART & CONVERSION TABLE

| URSINUS COLORS: | PANTONE COLORS: | PROCESS COLORS: | WEB HEX COLORS: |
|-----------------|-----------------|---------------------|-----------------|
| OLD GOLD | OLD GOLD 137 C | C-0/M-35/Y-90/K-0 | FCA311 |
| RED | RED 202 C | C-0/M-100/Y-61/K-43 | 990000 |
| BLACK | PROCESS BLACK C | C-0/M-0/Y-0/K-100 | 000000 |

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OFFICIAL COLOR SECONDARY TYPE MARK



CORRECT LOGO USAGE: RESPECT A 10% MARGIN OF THE TOTAL LOGO SIZE FOR ALL LOGO MARK APPLICATIONS

COLOR SPECIFICATION CHART & CONVERSION TABLE

| URSINUS COLORS: | PANTONE COLORS: | PROCESS COLORS: | WEB HEX COLORS: |
|-----------------|-----------------|---------------------|-----------------|
| OLD GOLD | OLD GOLD 137 C | C-0/M-35/Y-90/K-0 | FCA311 |
| RED | RED 202 C | C-0/M-100/Y-61/K-43 | 990000 |
| BLACK | PROCESS BLACK C | C-0/M-0/Y-0/K-100 | 000000 |

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PANTONE OLD GOLD 137 C

PANTONE RED 202 C

PANTONE PROCESS BLACK C



OFFICIAL COLOR TERTIARY TYPE MARK



CORRECT LOGO USAGE: RESPECT A 10% MARGIN OF THE TOTAL LOGO SIZE FOR ALL LOGO MARK APPLICATIONS

COLOR SPECIFICATION CHART & CONVERSION TABLE

| URSINUS COLORS: | PANTONE COLORS: | PROCESS COLORS: | WEB HEX COLORS: |
|-----------------|-----------------|---------------------|-----------------|
| OLD GOLD | OLD GOLD 137 C | C-0/M-35/Y-90/K-0 | FCA311 |
| RED | RED 202 C | C-0/M-100/Y-61/K-43 | 990000 |
| BLACK | PROCESS BLACK C | C-0/M-0/Y-0/K-100 | 000000 |

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OFFICIAL COLOR SECONDARY LOGO MARK



ONE COLOR VERSION

CORRECT LOGO USAGE: RESPECT A 10% MARGIN OF THE TOTAL LOGO SIZE FOR ALL LOGO MARK APPLICATIONS

COLOR SPECIFICATION CHART & CONVERSION TABLE

| URSINUS COLORS: | PANTONE COLORS: | PROCESS COLORS: | WEB HEX COLORS: |
|-----------------|-----------------|---------------------|-----------------|
| OLD GOLD | OLD GOLD 137 C | C-0/M-35/Y-90/K-0 | FCA311 |
| RED | RED 202 C | C-0/M-100/Y-61/K-43 | 990000 |
| BLACK | PROCESS BLACK C | C-0/M-0/Y-0/K-100 | 000000 |

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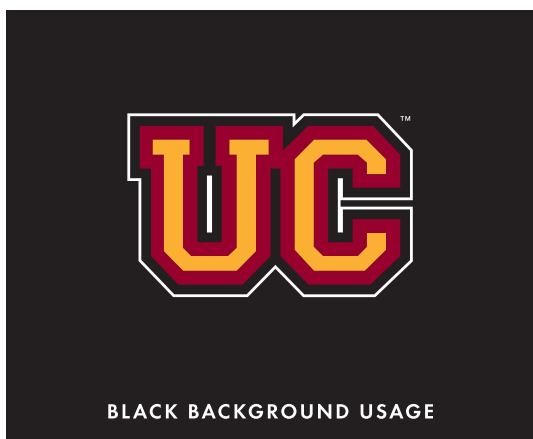
PANTONE OLD GOLD 137 C

PANTONE RED 202 C

PANTONE PROCESS BLACK C



OFFICIAL COLOR PRIMARY LETTER MARK



ONE COLOR VERSION

CORRECT LOGO USAGE: RESPECT A 10% MARGIN OF THE TOTAL LOGO SIZE FOR ALL LOGO MARK APPLICATIONS

COLOR SPECIFICATION CHART & CONVERSION TABLE

| URSINUS COLORS: | PANTONE COLORS: | PROCESS COLORS: | WEB HEX COLORS: |
|-----------------|-----------------|---------------------|-----------------|
| OLD GOLD | OLD GOLD 137 C | C-0/M-35/Y-90/K-0 | FCA311 |
| RED | RED 202 C | C-0/M-100/Y-61/K-43 | 990000 |
| BLACK | PROCESS BLACK C | C-0/M-0/Y-0/K-100 | 000000 |

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PANTONE OLD GOLD 137 C

PANTONE RED 202 C

PANTONE PROCESS BLACK C



OFFICIAL COLOR SECONDARY LETTER MARK



CORRECT LOGO USAGE: RESPECT A 10% MARGIN OF THE TOTAL LOGO SIZE FOR ALL LOGO MARK APPLICATIONS

COLOR SPECIFICATION CHART & CONVERSION TABLE

| URSINUS COLORS: | PANTONE COLORS: | PROCESS COLORS: | WEB HEX COLORS: |
|-----------------|-----------------|---------------------|-----------------|
| OLD GOLD | OLD GOLD 137 C | C-0/M-35/Y-90/K-0 | FCA311 |
| RED | RED 202 C | C-0/M-100/Y-61/K-43 | 990000 |
| BLACK | PROCESS BLACK C | C-0/M-0/Y-0/K-100 | 000000 |

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OFFICIAL COLOR TERTIARY LETTER MARK



BLACK BACKGROUND USAGE



ONE COLOR VERSION

CORRECT LOGO USAGE: RESPECT A 10% MARGIN OF THE TOTAL LOGO SIZE FOR ALL LOGO MARK APPLICATIONS

COLOR SPECIFICATION CHART & CONVERSION TABLE

| URSINUS COLORS: | PANTONE COLORS: | PROCESS COLORS: | WEB HEX COLORS: |
|-----------------|-----------------|---------------------|-----------------|
| OLD GOLD | OLD GOLD 137 C | C-0/M-35/Y-90/K-0 | FCA311 |
| RED | RED 202 C | C-0/M-100/Y-61/K-43 | 990000 |
| BLACK | PROCESS BLACK C | C-0/M-0/Y-0/K-100 | 000000 |

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PANTONE OLD GOLD 137 C

PANTONE RED 202 C

PANTONE PROCESS BLACK C



OFFICIAL COLOR TERTIARY LOGO MARK



BLACK BACKGROUND USAGE



ONE COLOR VERSION

CORRECT LOGO USAGE: RESPECT A 10% MARGIN OF THE TOTAL LOGO SIZE FOR ALL LOGO MARK APPLICATIONS

COLOR SPECIFICATION CHART & CONVERSION TABLE

| URSINUS COLORS: | PANTONE COLORS: | PROCESS COLORS: | WEB HEX COLORS: |
|-----------------|-----------------|---------------------|-----------------|
| OLD GOLD | OLD GOLD 137 C | C-0/M-35/Y-90/K-0 | FCA311 |
| RED | RED 202 C | C-0/M-100/Y-61/K-43 | 990000 |
| BLACK | PROCESS BLACK C | C-0/M-0/Y-0/K-100 | 000000 |

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PANTONE OLD GOLD 137 C

PANTONE RED 202 C

PANTONE PROCESS BLACK C



OFFICIAL COLOR FONT



ONE COLOR VERSION

CORRECT LOGO USAGE: RESPECT A 10% MARGIN OF THE TOTAL LOGO SIZE FOR ALL LOGO MARK APPLICATIONS

COLOR SPECIFICATION CHART & CONVERSION TABLE

| URSINUS COLORS: | PANTONE COLORS: | PROCESS COLORS: | WEB HEX COLORS: |
|-----------------|-----------------|---------------------|-----------------|
| OLD GOLD | OLD GOLD 137 C | C-0/M-35/Y-90/K-0 | FCA311 |
| RED | RED 202 C | C-0/M-100/Y-61/K-43 | 990000 |
| BLACK | PROCESS BLACK C | C-0/M-0/Y-0/K-100 | 000000 |

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PANTONE OLD GOLD 137 C

PANTONE RED 202 C

PANTONE PROCESS BLACK C



**For more information on this style manual
or other questions, contact:**

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