

# Athletic Brand Identity Guidelines





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## INTRODUCTION

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As the Marywood University Athletic programs have continued to grow and develop, so too has the need for a unified visual identity system that will make a strong statement for the University and the Athletics and Recreation Department. By establishing a striking visual identity for the Pacers, Marywood University will gain a more professional look and a higher, more recognizable profile as a university in athletics competition. The expanded designs will give the Athletics and Recreation Department options within the standard uniform identity and give the University a consistent look across all athletics teams. This coherent look is also very likely to ignite new interest in the retail sale of clothing and merchandise to fans, alumni, and students—which, in turn, will continue to promote pride in teams and generate support for the athletic programs.

The most basic yet comprehensive component of a strong institutional athletic image is a unified visual presentation. Collectively, all elements of the Marywood University Athletics and Recreation Department must present a consistent image that reflects our quality, professionalism, and mission. The expanded athletics mark comes in full-color, two-color, and one-color versions. It will be used on all athletics-related materials to convey a consistent message from Marywood University.

When someone from Marywood communicates with the public about Marywood University athletics, that communication contributes to the University's reputation. Public appearances, athletics publications, stationery, newsletters, T-shirts, displays, business cards, advertisements, media interviews, web sites, flyers, signs, and other forms of communication represent not just the individual or program, but the University's entire athletics program. When the symbol is used correctly, the result is a strong, overall graphic identity that inspires confidence in players and staff and enhances the reputation of the program and the institution. This Athletic Visual Identity Guidelines manual outlines how and when Athletics and Recreation Department staff, merchandising and printing vendors, and the media may use the Marywood University athletics marks in publication and in other media uses. This manual covers most, but not all, examples of acceptable usage. For clarification on the appropriateness of other usages, please consult the Director of Athletics and Recreation at 570-961-4724 or the Art Director in the Marketing Office at 570-961-4741.



## ATHLETICS VISUAL IDENTITY GUIDELINES

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All materials printed or produced by the Marywood University Department of Athletics and Recreation, or in the name of the Marywood University Pacers, will adhere to the guidelines of the Marywood University Athletics Visual Identity. You may print the electronic version of this manual found on the Department of Athletics and Recreation webpage. The graphic elements contained in this guide are not to be altered in any manner and are reserved for use by Marywood University Athletics only. The Director of Athletics and Recreation must approve any exceptions.

- > Apparel-related items may require additional guidelines. Please contact the Director of Athletics and Recreation or the Art Director.
- > All design and ordering of stationery, envelopes, and business cards must be initiated through the Marketing and Communications Office. Marywood University's athletics imagery is one of the most visible representations of the University's visual identity. In order to strengthen and maintain this image, the University has developed this guide to define specific, acceptable uses of athletics marks, images, and fonts (Times New Roman and Fir Sans).

***NOTE: When logos are used on official uniforms, helmets, playing surfaces, or equipment, TM's are not required.***

### CONTACT INFORMATION

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Director of Athletics and Recreation  
570-961-4724

Art Director  
570-961-4741



MARYWOOD  
**PACERS**

## PRIMARY MARK 1 (Pacer w/ Marywood Pacers)

Horizontal Lockup



pantone 357  
CMYK 86/40/91/39  
RGB 26/86/50  
HEX 1A5632



pantone 130  
CMYK 2/38/100/0  
RGB 244/168/0  
HEX F5A800



White  
CMYK 0/0/0/0  
RGB 255/255/255



Black  
CMYK 0/0/0/100  
RGB 0/99/48



### FULL COLOR



### REVERSED / VARIETY



### 1-COLOR





MARYWOOD  
**PACERS**

## PRIMARY MARK 2 (Pacer w/Marywood Pacers)

Vertical Lockup



pantone 357  
CMYK 86/40/91/39  
RGB 26/86/50  
HEX 1A5632



pantone 130  
CMYK 2/38/100/0  
RGB 244/168/0  
HEX F5A800



White  
CMYK 0/0/0/0  
RGB 255/255/255



Black  
CMYK 0/0/0/100  
RGB 0/99/48



MARYWOOD  
**PACERS**

FULL COLOR



REVERSED / VARIETY



1-COLOR





MARYWOOD  
**PACERS**

### PRIMARY MARK 3 (Pacer w/M initial)

Use of the full color logo is preferred wherever possible. The one-color logo should be used only when other forms of multicolor or tonal logos cannot be used. The one-color logo is also appropriate for etching and embossing. Never use one-color versions in RGB (video/web)



pantone 357  
CMYK 86/40/91/39  
RGB 26/86/50  
HEX 1A5632



pantone 130  
CMYK 2/38/100/0  
RGB 244/168/0  
HEX F5A800



White  
CMYK 0/0/0/0  
RGB 255/255/255



Black  
CMYK 0/0/0/100  
RGB 0/99/48



FULL COLOR



REVERSED / VARIETY



1-COLOR



*If you use this mark, you must have Marywood somewhere else on the item.  
Example: Baseball hat has the mark on the front and Marywood on the back.*



MARYWOOD  
**PACERS**

## SECONDARY MARK 1 (Pacer Logomark)

Use of the full color logo is preferred wherever possible. The one-color logo should be used only when other forms of multicolor or tonal logos cannot be used. The one-color logo is also appropriate for etching and embossing. Never use one-color versions in RGB (video/web)



pantone 357  
CMYK 86/40/91/39  
RGB 26/86/50  
HEX 1A5632



pantone 130  
CMYK 2/38/100/0  
RGB 244/168/0  
HEX F5A800



White  
CMYK 0/0/0/0  
RGB 255/255/255



Black  
CMYK 0/0/0/100  
RGB 0/99/48



FULL COLOR



REVERSED / VARIETY



1-COLOR



*If you use this mark, you must have Marywood somewhere else on the item. Example: Baseball hat has the mark on the front and Marywood on the back.*





MARYWOOD  
**PACERS**

## TERTIARY MARK 1 (M)



pantone 357  
CMYK 86/40/91/39  
RGB 26/86/50  
HEX 1A5632



pantone 130  
CMYK 2/38/100/0  
RGB 244/168/0  
HEX F5A800



White  
CMYK 0/0/0/0  
RGB 255/255/255



Black  
CMYK 0/0/0/100  
RGB 0/99/48



FULL COLOR



REVERSED / VARIETY



1-COLOR



*This mark cannot be used on game apparel, inclusive of uniforms, with the exception of hats. When using the M only on the front of a Baseball hat, it is required that Marywood must be on the back.*



**MARYWOOD**  
***PACERS***<sup>TM</sup>

### TERTIARY MARK 3 (Pacer w-Marywood)

Vertical Lockup



pantone 357  
CMYK 86/40/91/39  
RGB 26/86/50  
HEX 1A5632



pantone 130  
CMYK 2/38/100/0  
RGB 244/168/0  
HEX F5A800



White  
CMYK 0/0/0/0  
RGB 255/255/255



Black  
CMYK 0/0/0/100  
RGB 0/99/48



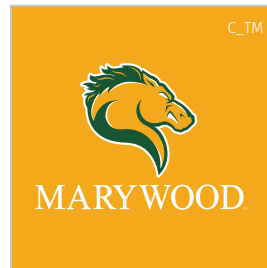
FULL COLOR



REVERSED / VARIETY



1-COLOR





MARYWOOD  
**PACERS**

## TERTIARY MARK 4 (Pacer w-Marywood)

Horizontal Lockup



pantone 357  
CMYK 86/40/91/39  
RGB 26/86/50  
HEX 1A5632



pantone 130  
CMYK 2/38/100/0  
RGB 244/168/0  
HEX F5A800



White  
CMYK 0/0/0/0  
RGB 255/255/255



Black  
CMYK 0/0/0/100  
RGB 0/99/48



### FULL COLOR



### REVERSED / VARIETY



### 1-COLOR





MARYWOOD  
*PACERS*

## WORDMARK

Horizontal Lockup



pantone 357  
CMYK 86/40/91/39  
RGB 26/86/50  
HEX 1A5632



pantone 130  
CMYK 2/38/100/0  
RGB 244/168/0  
HEX F5A800



White  
CMYK 0/0/0/0  
RGB 255/255/255



Black  
CMYK 0/0/0/100  
RGB 0/99/48

MARYWOOD  
*PACERS*

FULL COLOR



REVERSED / VARIETY



1-COLOR





MARYWOOD  
*PACERS*

## TEAM MARK OPTIONS



pantone 357  
CMYK 86/40/91/39  
RGB 26/86/50  
HEX 1A5632



pantone 130  
CMYK 2/38/100/0  
RGB 244/168/0  
HEX F5A800



White  
CMYK 0/0/0/0  
RGB 255/255/255



Black  
CMYK 0/0/0/100  
RGB 0/99/48





MARYWOOD  
*PACERS*

## ESPORTS MARK OPTIONS



pantone 357  
CMYK 86/40/91/39  
RGB 26/86/50  
HEX 1A5632



pantone 130  
CMYK 2/38/100/0  
RGB 244/168/0  
HEX F5A800



White  
CMYK 0/0/0/0  
RGB 255/255/255



Black  
CMYK 0/0/0/100  
RGB 0/99/48



Primary 1



Primary 2



Primary 2-130



Primary 2-357



Primary 2-Black



MARYWOOD  
**PACERS**

## MARYWOOD PACER BRAND HASHTAGS

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The Marywood Pacer brand has a few hashtags that demonstrate the dedication and pride our student-athletes live by.

**Pacer Pride** - Campus-wide school spirit and support

**Pacers Never Stop** - Our athletes succeed on and off the field, always going the extra mile.

***#PacerPride***

***#PacersNeverStop***

***#PacersSupportingPacers***



MARYWOOD  
**PACERS**

## LETTERHEAD, BUSINESS CARD, AND ENVELOPE EXAMPLES



Marywood University  
(t) 570.961.4724 • (f) 570.961.4730 • [athletics@marywood.edu](mailto:athletics@marywood.edu)  
2300 Adams Ave. • Scranton, PA 18509-1598  
[marywoodpacers.com](http://marywoodpacers.com)



**ANDREW SMITH**  
Director of Athletics & Recreation  
570.348.6211 ext. 2348 • [aesmith@marywood.edu](mailto:aesmith@marywood.edu)  
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Social Media: @marywoodpacers



2300 Adams Ave. • Scranton, PA 18509-1598





## UNIFORM/ APPAREL POLICY

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Uniform/apparel design must be approved by the **Director of Athletic Communications**. Approval must first be secured prior to order. Design/approval will cover colors, numbering/lettering style/color, logo usage and placement.

Vendors must have the logos to ensure proper use for embroidery/screening. This can be secured from the Director of Athletic Communications.

MARYWOOD should be used for all “away” uniforms and can be used for home uniforms, but PACERS can be used on home uniforms as well. DO NOT put PACERS alone on away uniforms.

If you use the Pacers logo as just the horsehead (without the M) - labeled as **Secondary Mark 1** on athletic identity guidelines, Marywood must be written somewhere on the piece of apparel (uniforms, coaching shirts, polos, practice shirts, etc.).

If you use the Pacers logo with the M (horsehead with M) - labeled as **Primary Mark 3** in the athletic identity guidelines - you do not need to put Marywood. The use of the logo with the words “Marywood University” together will not be approved.

White is a secondary color, and Pantone 130 gold can be used as a backup. However, the logo should NEVER BE BLACK unless it is on a gray/anthracite background. **Black may be a secondary/alternate uniform but not a team's primary uniform (in other words, don't wear it all the time as your only home/away uniform).** On black uniforms, yellow may **not** be used as a primary infill to numbering or lettering (must be green or white). Green or white outlines for numbering and lettering are preferred (yellow may be used as an outline only as a secondary option if the infill is green). Approval must first come from the Director of Athletic Communications. All letterings/logos must be green or white if they are on a black uniform. In addition, black may be used for travel suits, warm-ups, etc.

If you have any questions about this policy, please contact the Director of Athletic Communications or Art Director.

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**Revised 7/23/2025**