Introduction

A consistent visual identity is the key to effective communication for Loyola University Maryland Athletics and contributes to a strong and unified expression of our brand. The Loyola Athletics identity contains many visual elements that complement the primary logo, allowing for a high degree of variation in its application. Such variation requires a comprehensive set of rules to help maintain the unity that every brand requires. The following guidelines provide a complete overview of the Loyola Athletics visual identity, including specifications for colors, logos, and typography applications for print, digital, and apparel.
4. COLOR
   - Primary Spirit Colors
   - Supporting Colors
5. Color Hierarchy
6. LOGO HIERARCHY
7. PRIMARY LOGO
   Block L
   - Clear Space
   - Minimum Size
   - Color Application
9. LOYOLA WORDMARKS
   Loyola Wordmark 1
   - Alternate Wordmarks
   - Clear Space
   - Minimum Size
   - Color Application
11. Loyola Wordmark 2
    - Clear Space
    - Minimum Size
    - Color Application
12. Loyola Wordmark 3
    - Clear Space
    - Minimum Size
    - Color Application
13. Greyhounds Wordmark 1
    - Clear Space
    - Minimum Size
    - Color Application
14. Greyhounds Wordmark 2
    - Clear Space
    - Minimum Size
    - Color Application
15. Hounds Wordmark
    - Clear Space
    - Minimum Size
    - Color Application
16. ALTERNATE LOGOS
    - Prime Logo
    - Alternate Logos
16. Prime Logo
    - Clear Space
    - Minimum Size
    - Color Application
18. Monogram Logo
    - Clear Space
    - Minimum Size
    - Color Application
19. Loyola Greyhound
    - Clear Space
    - Minimum Size
    - Color Application
20. Youth Logo
    - Clear Space
    - Minimum Size
    - Color Application
21. LOCKUPS
    L-Lockup 1
    L-Lockup 2
22. Color Application
23. Team Lockups
    - L + Team Lockups
24. Wordmark + Team Lockups
25. TYPOGRAPHY
    - Typefaces
27. CONTACTS
Color

Green and Grey are the core colors for Loyola University Maryland. The colors come from two of the University's symbols—the evergreen tree, symbolizing Loyola's Evergreen Campus, and the greyhound, our mascot. Black has been added to the core colors to complete the Primary Spirit Color Palette. Below are the official color specifications for print, digital, and embroidery.

### PRIMARY SPIRIT COLORS

#### LOYOLA GREEN

- **Spot:** PANTONE 342
- **CMYK:** C-93 M-10 Y-75 K-43
- **RGB:** R-0 G-90 B-60

**Thread**
- Madeira Rayon: 1351
- Madeira PolyNeon: 1703
- Robison-Anton Rayon: 2455 Green Bay
- Robison-Anton Poly: 5813 Jade

#### HOUNDS GREY

- **Spot:** PANTONE COOL GRAY 3
- **CMYK:** C-8 M-5 Y-7 K-16
- **RGB:** R-210 G-210 B-210

**Thread**
- Madeira Rayon: 1086
- Madeira PolyNeon: 1687
- Robison-Anton Rayon: 2485 Saturn Gray
- Robison-Anton Poly: 9116 Teardrop Gray

#### BLACK

- **Spot:** PANTONE BLACK 6
- **CMYK:** C-100 M-79 Y-44 K-93
- **RGB:** R-0 G-0 B-0

**Thread**
- Madeira Rayon: 1000
- Madeira PolyNeon: 1800
- Robison-Anton Rayon: 2296 Black
- Robison-Anton Poly: 5596 Black

### SUPPORTING COLORS

#### DARK GREEN

- **Spot:** PANTONE 567
- **CMYK:** C-88 M-33 Y-69 K-72
- **RGB:** R-0 G-45 B-30

#### DARK GREY

- **Spot:** PANTONE 424
- **CMYK:** C-30 M-20 Y-19 K-58
- **RGB:** R-76 G-76 B-76

### ACCENT COLOR

#### BRIGHT GREEN

- **Spot:** PANTONE 340
- **CMYK:** C-99 M-0 Y-84 K-0
- **RGB:** R-10 G-167 B-118
COLOR APPLICATION GUIDELINES

OFFICIAL LOYOLA ATHLETICS MATERIALS
1. All official Loyola Athletics communications and apparel (including: uniforms, jerseys, staff wear, sideline coaches apparel, practice uniforms, warm-up gear) must ONLY use Loyola Primary Spirit Colors; Loyola Green, Hounds Grey, and Black. Supporting Colors; Dark Green, and Dark Grey, may also be used as needed.

2. Bright Green is limited to an accent color only. As an accent color it cannot comprise more than 10% of a design, product, or piece of apparel. At no point should there be more Bright Green on a product or in a design than any other color.

LOYOLA FAN MATERIALS
3. Items designed for retail or promotions to Loyola fans—such as camp apparel, retail apparel, donor appreciation items, travel apparel, promotional products, etc.—may use any color in the Loyola Athletics color palette (Loyola Green, Hounds Grey, Black, Dark Green, Dark Grey, Bright Green), and may also use White.

4. Color matching is very important. Every attempt should be made to use the specified colors in these guidelines, when this is not possible the closest approximation should be used.

5. Embroidery of any logo should be performed using the exact thread color specifications shown for each Primary Spirit Color.

COLOR HIERARCHY
The color grid below visualizes the dominance of certain colors in the palette. Colors higher atop the grid show greater importance to the visual identity and colors displayed with larger areas show the degree to which they should be used when designing Loyola Athletics branded materials. The colors Loyola Green and Hounds Grey dominate and should be used widely, while Bright Green and Dark Green are to be used sparingly as accent colors. White and other light neutral colors like a light gray can be used in large areas as a background.
Primary Logo

The Block L is Loyola University Maryland’s primary athletics logo. The letter L is derived from the typeface GoHounds bold italic but is modified significantly to create a unique symbol. The Block L logo contains Loyola’s three primary spirit colors—Loyola Green, Hounds Grey, and Black—and is designed to work in full-color applications on any color background without alteration (a one-color design is also available.) The proportions are bold and carefully designed to work small and large in a variety of applications.
CLEAR SPACE

\[
\begin{array}{c}
\frac{1}{2} X \\
\end{array}
\]

Minimum clear space = \(\frac{1}{2} X\)

MINIMUM SIZE

Minimum size for print
0.25 in. wide

Minimum size for digital
36 pixels wide

COLOR APPLICATION

Do not apply outline to logo on black/dark backgrounds
Do not change color specifications of full-color logo
Do not change color specifications of full-color logo
Loyola Wordmarks

Loyola University Maryland athletics wordmarks provide secondary support for its athletic identity. Loyola Wordmark 1 is chief among the various wordmarks in the identity system. All wordmarks are derived from the typeface GoHounds but are modified significantly and spaced precisely to create each of these unique typographic symbols. Each wordmark may apply one or all of Loyola’s three primary spirit colors—Loyola Green, Hounds Grey, and Black. Color application can vary depending on which mark is used, so please refer to the color application guidelines for proper use of Loyola’s color palette. The proportions of each wordmark are carefully designed to work small and large in a variety of applications but some may reproduce at smaller sizes better than others.

LOYOLA WORDMARK 1

ALTERNATE WORDMARKS

LOYOLA

LOYOLA

HOUNDS

LOYOLA UNIVERSITY MARYLAND

GREYHOUNDS

GREYHOUNDS

GREYHOUNDS
CLEAR SPACE

Minimum clear space = X

MINIMUM SIZE

Minimum size for print
1.1 in. wide

Minimum size for digital
120 pixels wide

COLOR APPLICATION

Do not modify color specifications of full-color wordmark

Do not modify color specifications of full-color wordmark

Do not apply outline to wordmark on black/dark backgrounds
LOYOLA WORDMARK 2

COLOR APPLICATION

Do not outline wordmark

Do not outline wordmark

Loyola Wordmark 2 can be applied in any primary spirit color or accent color from the palette, as long as sufficient contrast exists between the background and wordmark.

CLEAR SPACE

Minimum clear space = X

MINIMUM SIZE

Minimum size for print
0.75 in. wide

Minimum size for digital
120 pixels wide
LOYOLA WORDMARK 3

COLOR APPLICATION

CLEAR SPACE

Minimum clear space = X

MINIMUM SIZE

Minimum size for print
1.1 in. wide

Minimum size for digital
150 pixels wide

Do not modify color specifications of full-color wordmark

Insufficient contrast
Greyhounds Wordmark 1 in full color is not the optimal choice for use on a black background. The one-color artwork is preferred when a black background is required, as long as sufficient contrast exists between the background and wordmark.

Minimum clear space = X

Minimum size for print
1.25 in. wide

Minimum size for digital
160 pixels wide

Wordmark may be used with or without university name.

Do not modify color specifications of full-color wordmark

Do not modify color specifications of full-color wordmark

Do not modify color specifications of full-color wordmark
Greyhounds Wordmark 2 can be applied in any primary spirit color or accent color from the palette, as long as sufficient contrast exists between the background and wordmark.

**CLEAR SPACE**

Minimum clear space = X

**MINIMUM SIZE**

- Minimum size for print: 1.25 in. wide
- Minimum size for digital: 144 pixels wide

**COLOR APPLICATION**

Greyhounds Wordmark 2 can be applied in any primary spirit color or accent color from the palette, as long as sufficient contrast exists between the background and wordmark.

- Insufficient contrast
- Do not outline wordmark
- Do not convert 1-color logo to multi-color application
COLOR APPLICATION

The Hounds Wordmark can be applied in any primary spirit color or accent color from the palette, as long as sufficient contrast exists between the background and the logo artwork.

- Insufficient contrast
- Do not apply drop shadow to logo
- Do not outline logo
Greyhound Logos

Loyola’s athletics identity system includes several mascot logos featuring the greyhound. These marks are official logos but are to be used in a limited capacity and should work to complement the Block L logo as the primary logo for Loyola Athletics. The logo known as the Prime Logo—so named because it contains all the main elements of the identity (mascot, Loyola wordmark, and greyhounds wordmark)—should not be mistaken as the primary logo for Loyola. Please refer to page 6 for a guide to the hierarchy of Loyola’s athletics identity system.

GREYHOUND AND WORDMARK LOGO

ALTERNATE LOGOS
**GREYHOUND AND WORDMARK LOGO**

**COLOR APPLICATION**

- Minimum size for print: 0.875 in. wide
- Minimum size for digital: 150 pixels wide

**CLEAR SPACE**

**MINIMUM SIZE**

- Minimum clear space = X

**COLOR APPLICATION**

- Insufficient contrast
- Inappropriate use of reverse artwork
- Inappropriate use of positive artwork
- Do not convert 1-color logo to multi-color application
MONOGRAM LOGO

CLEAR SPACE

Minimum clear space = X

MINIMUM SIZE

Minimum size for print
0.875 in. wide

Minimum size for digital
150 pixels wide

COLOR APPLICATION

Do not convert 1-color logo to multi-color application

Inappropriate use of reverse artwork

Inappropriate use of positive artwork

Insufficient contrast
LOYOLA GREYHOUND

CLEAR SPACE

Minimum clear space = X

MINIMUM SIZE

Minimum size for print
0.75 in. wide

Minimum size for digital
180 pixels wide

COLOR APPLICATION

[Images of greyhound in various colors: green, white, black]
Youth Logo
The Youth Logo is for use primarily with youth apparel. These marks are official logos but are to be used in a limited capacity in settings where it’s geared toward kids for Loyola Athletics.

CLEAR SPACE

Minimum clear space = X

MINIMUM SIZE

Minimum size for print
0.875 in. wide

Minimum size for digital
150 pixels wide

COLOR APPLICATION

Do not convert 1-color logo to multi-color application
Inappropriate use of reverse artwork
Inappropriate use of positive artwork
Insufficient contrast
Lockups

Some athletics logos have customized “lockups” connecting logos and wordmarks. The spacing and size of these connected athletics marks are carefully designed. Only approved lockup artwork may be used in this way unless otherwise specified elsewhere in the guidelines. Other logos must adhere to minimum clear space requirements in order to prevent the ad hoc creation of unapproved lockups.

L - LOCKUP 1

L - LOCKUP 2
COLOR APPLICATION

Do not modify color specifications of full-color lockups

Do not modify color specifications of full-color lockups
Team Lockups

Two athletics logos have customized “lockups” between logo and a type treatment identifying Loyola’s team names. Rules have been established to determine how names are to be “locked up”. Artwork has been designed for each sport/team designation. Only approved artwork may be used to identify teams alongside Loyola logos. In the event that a new team name is required, artwork will be created consistent with these rules.

Rule 1: Team names must not exceed the width of 3 connected Block L logos.

Rule 2: If the team name exceeds the max width when set at the specified type size, then the name must be set on two or more lines.

Team names are designed with a specific typeface and point size to provide the appropriate balance between logo and team name while maintaining consistency across all teams. The typeface and point size of team names should not be altered to allow names to conform to rules 1 and 2.
Rule 1: Team names must not exceed the width of the Loyola Wordmark logo.

Rule 2: If the team name exceeds the max width when set at the specified type size, then the name must be set on two or more lines.

Team names are designed with a specific typeface and point size to provide the appropriate balance between wordmark and team name while maintaining consistency across all teams. The typeface and point size of team names should not be altered to allow names to conform to rules 1 and 2.
Typography

Three typefaces have been selected to compliment Loyola’s athletics identity. GoHounds is a custom-designed display typeface for headlines and other simple typesetting. Gotham and Gotham Narrow are meant for headlines and long form text or for other situations where greater legibility is needed.

**GoHounds OTF**

**GOHOUNDS REGULAR**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```

**GOHOUNDS BOLD**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```

**GOHOUNDS ITALIC**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```

**GOHOUNDS BOLD ITALIC**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```

**Gotham OTF**

**GOTHAM BLACK**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```

**GOTHAM LIGHT**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```

**GOTHAM BLACK ITALIC**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```

**GOTHAM LIGHT ITALIC**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```
<table>
<thead>
<tr>
<th>Font Style</th>
<th>Example Text</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gotham Narrow OTF</td>
<td></td>
</tr>
<tr>
<td>Gotham Narrow Black</td>
<td>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</td>
</tr>
<tr>
<td>Gotham Narrow Black Italic</td>
<td>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</td>
</tr>
<tr>
<td>Gotham Narrow Bold</td>
<td>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</td>
</tr>
<tr>
<td>Gotham Narrow Bold Italic</td>
<td>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</td>
</tr>
<tr>
<td>Gotham Narrow Book</td>
<td>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</td>
</tr>
<tr>
<td>Gotham Narrow Book Italic</td>
<td>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</td>
</tr>
<tr>
<td>Gotham Narrow Light</td>
<td>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</td>
</tr>
<tr>
<td>Gotham Narrow Black</td>
<td>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</td>
</tr>
</tbody>
</table>
Contacts
Please contact the Office of Athletic Communications or the Office of Marketing & Communications for more information or questions regarding the Loyola University Maryland Athletics identity.

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