

A large, stylized, light purple bulldog face serves as the background for the entire page. The face is centered and features large, almond-shaped eyes, a prominent snout, and a wide, toothy mouth. The text is overlaid on the face.

TRUMAN STATE **BULLDOGS**

BRAND STANDARDS GUIDE

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TRUMAN STATE ATHLETICS

INTRODUCTION



Purpose of the Guide

Our brand is one of our most valuable assets. It defines who we are, what we do and what we represent as an organization.

The following pages help ensure all members and partners of Truman State Athletics are working together to communicate a consistent brand image and visual expression.

The Truman State Athletics identity elements used to represent our brand must be replicated and produced according to the associated guidelines contained herein. As a representative of Truman State Athletics, it is your role to follow these guidelines and protect the foundational elements upon which our brand is built.

Adhering to these guidelines will allow us to communicate our brand in a consistent, compelling and unified manner. Correct application is crucial in helping Truman State Athletics carve out a unique and relevant position throughout the competitive landscape of Athletics.



INTRODUCTION

File Formats

The success of the Truman State Athletics brand relies on the clarity and consistency with which it is implemented.

Marks are available for use per the enclosed Brand Guidelines in the formats listed below.

Supplied File Formats

File formats are limited to specific use scenarios.

PDF, AI, EPS - Resolution independent vector files used for logos, icons and other line art.

PNG, JPEG - Compressed image files for web or Microsoft Office applications. Keep in mind PNG's allow transparency.

Usage Formats

Print: PDF, AI, EPS (CMYK, PMS)

Digital: On-screen, broadcast, web, PowerPoint: PNG, JPG (RGB)



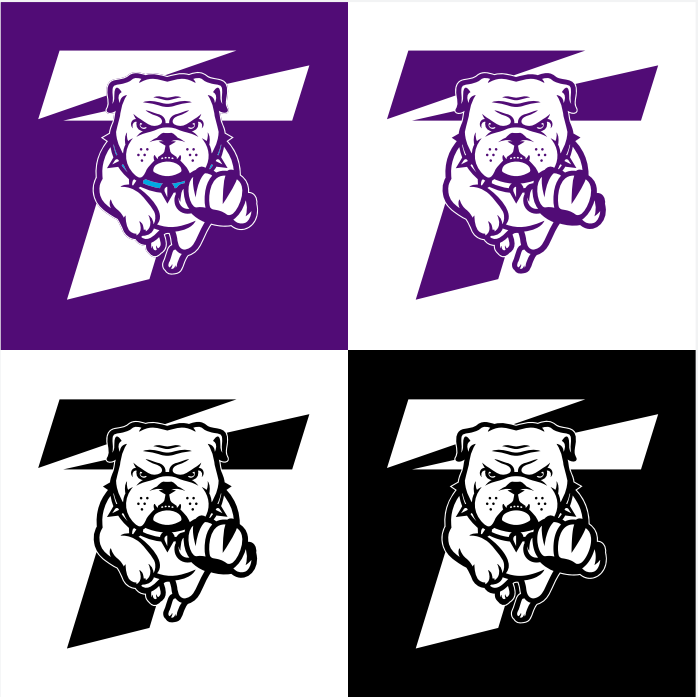
TRUMAN STATE ATHLETICS
IDENTITY



IDENTITY

Primary Logo: T-DOG

The Primary Logo is shown here on
Light and Dark backgrounds.



IDENTITY

Clear Space

Presented here are the clear space standards for our Primary Logo.

To ensure proper clear space and thus appropriate scale and proportion, you must always:

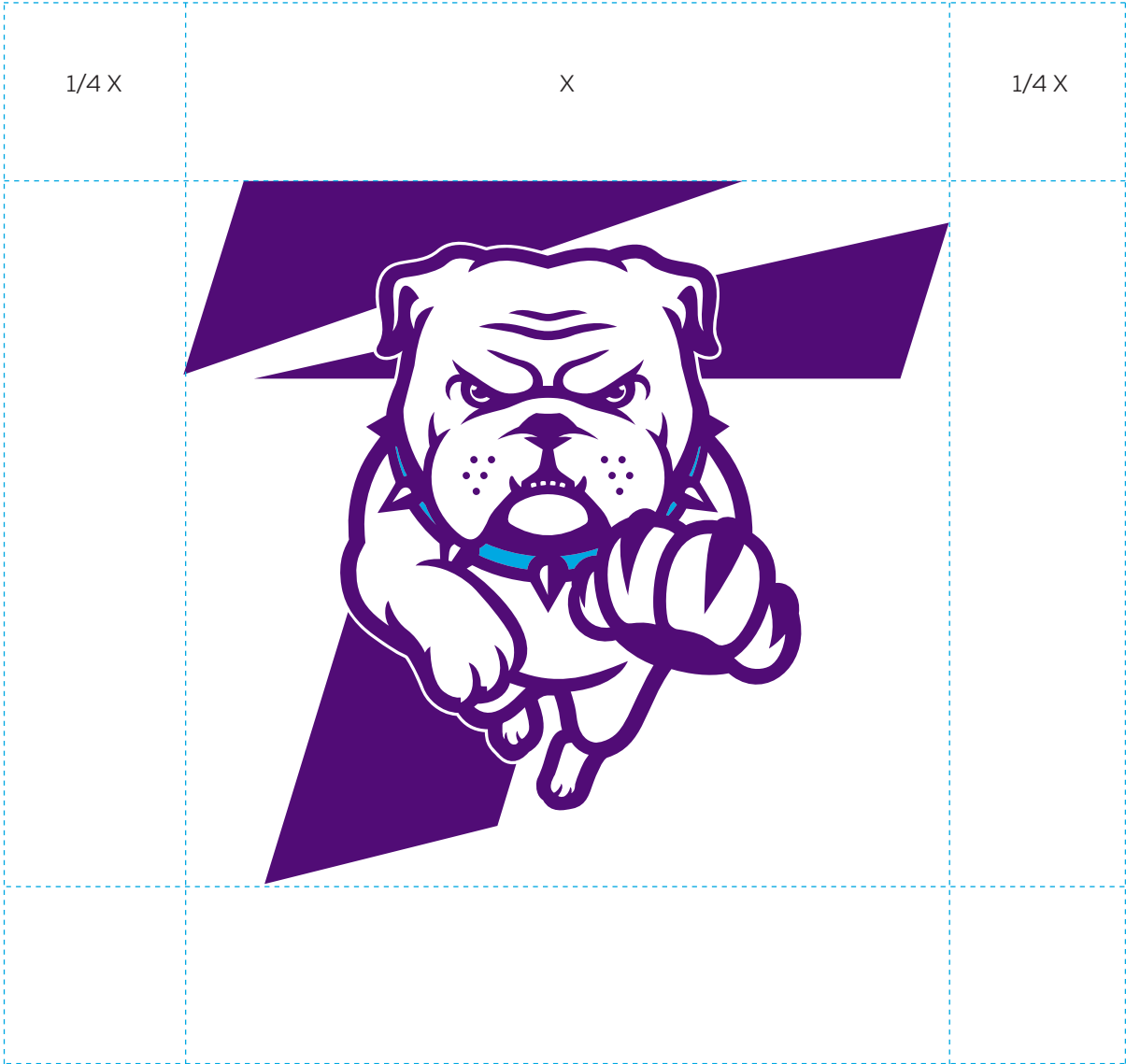
- Keep the area around the mark relatively clear
- Prohibit other graphic elements, type or logos from infringing on its space

Minimum Size Requirements

There is no maximum size for this logo. Minimum sizes are below:



Digital: 65px height
Print: 1 inch height



Secondary Logo: Bulldog Head

The Secondary Logo is shown here on Light and Dark backgrounds.



Clear Space

Presented here are the clear space standards for our Secondary Logo.

To ensure proper clear space and thus appropriate scale and proportion, you must always:

- Keep the area around the mark relatively clear
- Prohibit other graphic elements, type or logos from infringing on its space

Minimum Size Requirements

There is no maximum size for this logo. Minimum sizes are below:

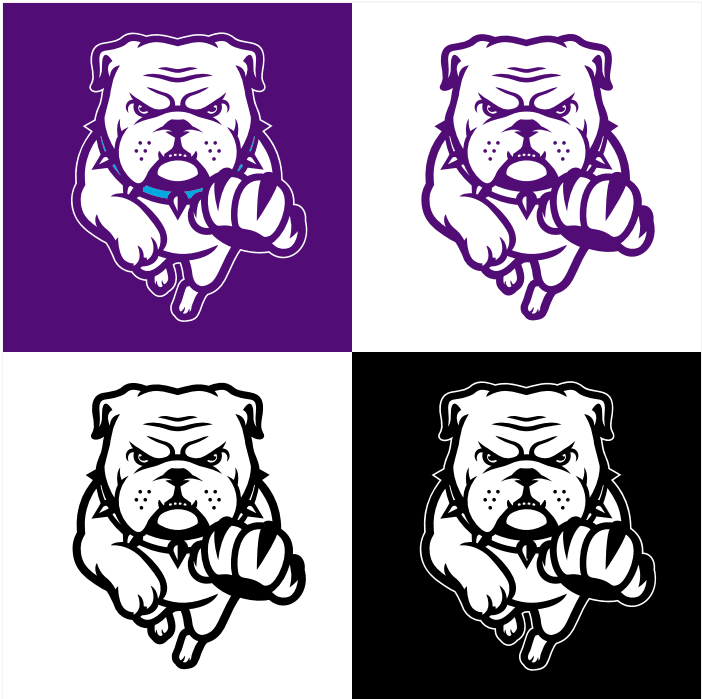


Digital: 50px height
Print: 0.6 inches height



Tertiary Logo: Bulldog Full Body

The Tertiary Logo is shown here on Light and Dark backgrounds.



IDENTITY

Clear Space

Presented here are the clear space standards for our Tertiary Logo.

To ensure proper clear space and thus appropriate scale and proportion, you must always:

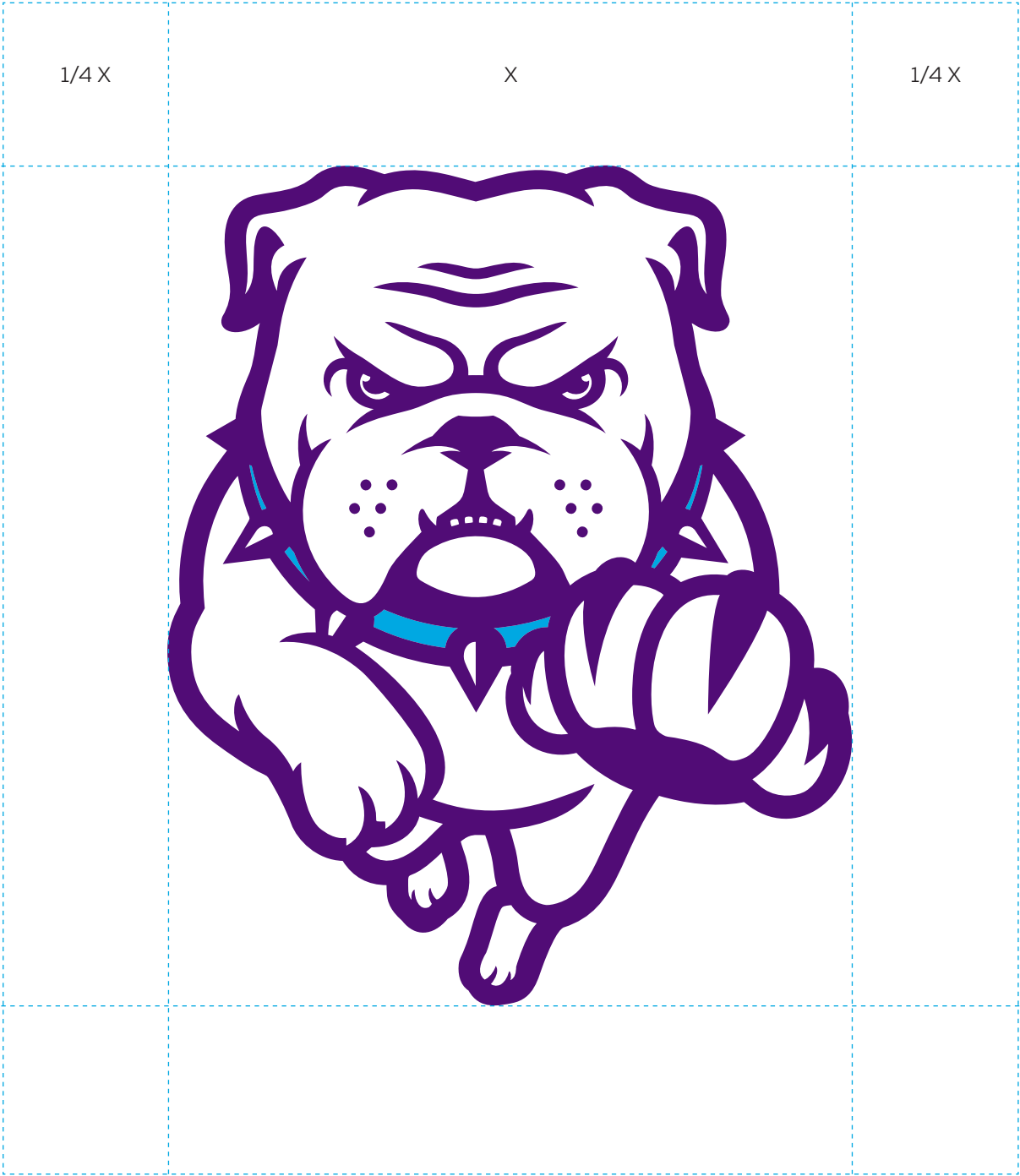
- Keep the area around the mark relatively clear
- Prohibit other graphic elements, type or logos from infringing on its space

Minimum Size Requirements

There is no maximum size for this logo. Minimum sizes are below:



Digital: 65px height
Print: 1 inch height



Truman State Bulldogs Wordmark

The Truman State Bulldogs
Wordmark is shown here on
Light and Dark backgrounds.



TRUMAN STATE
BULLDOGS

IDENTITY

Clear Space

Presented here are the clear space standards for our Truman State Bulldogs Wordmark.

To ensure proper clear space and thus appropriate scale and proportion, you must always:

- Keep the area around the mark relatively clear
- Prohibit other graphic elements, type or logos from infringing on its space

Minimum Size Requirements

There is no maximum size for this logo. Minimum sizes are below:

TRUMAN STATE
BULLDOGS

Digital: 15px height
Print: 1.25 inches height



IDENTITY

Truman State Wordmark

The Truman State Wordmark is shown here on Light and Dark backgrounds.



TRUMAN STATE



TRUMAN STATE

TRUMAN STATE

IDENTITY

Clear Space

Presented here are the clear space standards for our Truman State Wordmark.

To ensure proper clear space and thus appropriate scale and proportion, you must always:

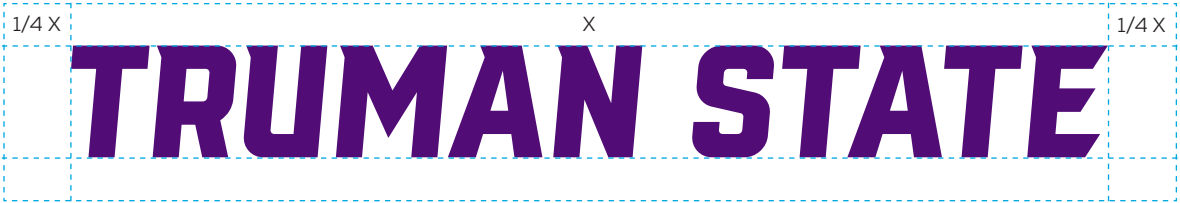
- Keep the area around the mark relatively clear
- Prohibit other graphic elements, type or logos from infringing on its space

Minimum Size Requirements

There is no maximum size for this logo. Minimum sizes are below:

TRUMAN STATE

Digital: 15px height
Print: 1.25 inches height



IDENTITY

Truman State
Sports-Specific Wordmark

An example of the Truman State Sports-Specific Wordmark is shown here on Light and Dark backgrounds.

Although only Football is presented here, this wordmark is available for: Athletics, Baseball, Basketball, Cross Country, Golf, Soccer, Softball, Swimming, Tennis, Track & Field, and Volleyball.



TRUMAN STATE
FOOTBALL

IDENTITY

Clear Space

Presented here are the clear space standards for our Truman State Sports-Specific Wordmark.

To ensure proper clear space and thus appropriate scale and proportion, you must always:

- Keep the area around the mark relatively clear
- Prohibit other graphic elements, type or logos from infringing on its space

Minimum Size Requirements

There is no maximum size for this logo. Minimum sizes are below:

TRUMAN STATE
FOOTBALL

Digital: 25px height
Print: 0.35 inches height



IDENTITY

Truman State
Sports-Specific Wordmarks

The Truman State Sports-Specific Wordmarks are shown here on a Light background.

Although only the Light background version is shown, Dark background versions are also available for use.

TRUMAN STATE
ATHLETICS

TRUMAN STATE
BASEBALL

TRUMAN STATE
BASKETBALL

TRUMAN STATE
CROSS COUNTRY

TRUMAN STATE
FOOTBALL

TRUMAN STATE
GOLF

TRUMAN STATE
SOCCER

TRUMAN STATE
SOFTBALL

TRUMAN STATE
SWIMMING

TRUMAN STATE
TENNIS

TRUMAN STATE
TRACK & FIELD

TRUMAN STATE
VOLLEYBALL

Truman State Bulldogs Wordmark

The Truman State Bulldogs
Wordmark is shown here on
Light and Dark backgrounds.



TRUMAN STATE
BULLDOGS

IDENTITY

Clear Space

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Minimum Size Requirements

There is no maximum size for this logo. Minimum sizes are below:



Digital: 15px height
Print: 1.25 inches height



IDENTITY

Bulldogs Wordmark

The Bulldogs Wordmark is shown here on Light and Dark backgrounds.



BULLDOGS



BULLDOGS

BULLDOGS

IDENTITY

Clear Space

Presented here are the clear space standards for our Bulldogs Wordmark.

To ensure proper clear space and thus appropriate scale and proportion, you must always:

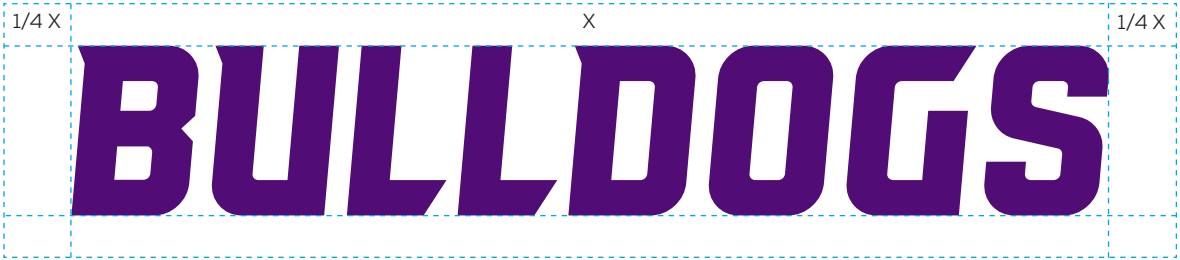
- Keep the area around the mark relatively clear
- Prohibit other graphic elements, type or logos from infringing on its space

Minimum Size Requirements

There is no maximum size for this logo. Minimum sizes are below:

BULLDOGS

Digital: 15px height
Print: 0.25 inches height



Bulldogs Sports-Specific Wordmark

An Example of the Bulldogs Sports-Specific Wordmark is shown here on Light and Dark backgrounds.

Although only Football is presented here, this wordmark is available for: Athletics, Baseball, Basketball, Cross Country, Golf, Soccer, Softball, Swimming, Tennis, Track & Field, and Volleyball.



IDENTITY

Clear Space

Presented here are the clear space standards for our Bulldogs Sports-Specific Wordmark.

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- Keep the area around the mark relatively clear
- Prohibit other graphic elements, type or logos from infringing on its space

Minimum Size Requirements

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Digital: 25px height
Print: 0.35 inches height



Bulldogs Sports-Specific Wordmarks

The Bulldogs Sports-Specific Wordmarks are shown here on a Light background.

Although only the Light background version is shown, Dark background versions are also available for use.

BULLDOGS
ATHLETICS

BULLDOGS
BASEBALL

BULLDOGS
BASKETBALL

BULLDOGS
CROSS COUNTRY

BULLDOGS
FOOTBALL

BULLDOGS
GOLF

BULLDOGS
SOCCER

BULLDOGS
SOFTBALL

BULLDOGS
SWIMMING

BULLDOGS
TENNIS

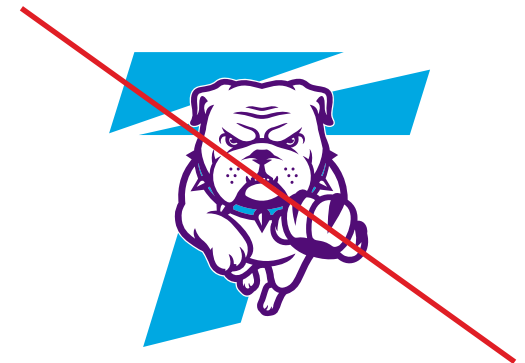
BULLDOGS
TRACK & FIELD

BULLDOGS
VOLLEYBALL

Unacceptable Executions

Our identity is who we are.
To the right are various examples of
ways you shouldn't express it.

Though only the Primary Logo is
shown here, these incorrect usage
examples apply to all of our
identity logos.



TRUMAN STATE ATHLETICS

COLOR PALETTE & TYPOGRAPHY



COLOR PALETTE & TYPOGRAPHY

Color Palette

To the right are our approved colors. Only these colors should be used when applying any aspect of the Identity when possible.

For specific color values and codes, please refer to the information to the right. Please use the correct color values and codes for the medium in which it is intended. This will ensure our colors reproduce correctly.

Print

PMS and CMYK

Digital

(Including: On-screen, broadcast, web, PowerPoint) RGB and HEX

For applications where full color isn't available, the use of only Black and White are acceptable.

BLACK
HEX #000000
C 0 R 0
M 0 G 0
Y 0 B 0
K 100

PRIMARY PURPLE
PMS 2607 C
HEX #510C76
C 82 R 81
M 100 G 12
Y 18 B 118
K 12

SECONDARY BLUE
PMS 2995 C
HEX #00A8E2
C 81 R 0
M 12 G 168
Y 1 B 226
K 0

TERTIARY WHITE
HEX #FFFFFF
C 0 R 255
M 0 G 255
Y 0 B 255
K 0

Typography

The new Truman State Athletics brand features a duo of new fonts paired for maximum visual impact and improved dynamic.

Redzone Classic and Hurme Geometric Sans Bold are shown to the right in sample weights and styles.

AA

Redzone Classic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Aa

Hurme Geometric Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

TRUMAN STATE ATHLETICS

SAMPLE APPLICATIONS



Stationery

To the right are stationery examples.



Apparel

To the right are apparel examples.



SAMPLE APPLICATIONS

Fitted Cap

To the right is a fitted cap example.



Football Helmet

To the right is a football helmet example.



SAMPLE APPLICATIONS

Mug and Water Bottle

To the right is a mug and water bottle exmaple.



TRUMAN STATE

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Kirksville, MO 63501

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