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INTRODUCTION:

**THE POINT LOMA ATHLETICS BRAND IDENTITY** is comprised of a system of closely related marks including a primary logo, secondary logos, word marks and sport specific marks. This guide details the usage of all components within the identity system.

This guide is intended as a resource for both internal departments as well as external vendors who apply the athletics identity. It was created to help ensure consistent use of all logos across a wide variety of application. The following pages should be considered official policy of Point Loma Nazarene University related to all use and reproduction of it’s athletics identity.

All logos included within this guide are property of Point Loma Nazarene University. Any use without consent is strictly prohibited.

For additional information or for further clarification regarding anything in this guide, please contact:

**PLNU ATHLETICS**
3900 Lomaland Drive
San Diego, CA 92106
(619) 849-2265

www.plnusealions.com
COLORS:

**POINT LOMA GREEN**
Pantone 343c

C: 88  M: 41  Y: 78  K: 38
R: 14  G: 85  B: 63
HTML: #0e553f
Madeira: 1351
Nike: Dark Green

**SUNSET GOLD**
Pantone 123c

C: 0  M: 30  Y: 94  K: 0
R: 253  G: 185  B: 39
HTML: #fdb827
Madeira: 1172
Nike: Bright Gold
PRIMARY LOGO:
Full Color

One color logos may appear in any color in the approved pallet. See page 4 for detailed color information.
**PL LIGATURE SECONDARY LOGO:**
Full Color

One color logos may appear in any color in the approved pallet. See page 4 for detailed color information.
PL CREST
SECONDARY LOGO:
Full Color

PL CREST
SECONDARY LOGO:
One Color

One color logos may appear in any color in the approved pallet. See page 4 for detailed color information.
**PLNU WORD MARK:**
Full Color

**PRIMARY LOGO:**
One Color

One color logos may appear in any color in the approved pallet. See page 4 for detailed color information.
POINT LOMA

WORD MARKS:

Full Color

One color logos may appear in any color in the approved pallet. See page 4 for detailed color information.
SPORT SPECIFIC MARKS:
Full Color

POINT LOMA ATHLETICS
POINT LOMA BASEBALL
POINT LOMA BASKETBALL
POINT LOMA CROSS COUNTRY
POINT LOMA GOLF
POINT LOMA SOCCER
POINT LOMA TENNIS
POINT LOMA TRACK & FIELD
POINT LOMA VOLLEYBALL
POINT LOMA ATHLETIC TRAINING
SPORT SPECIFIC MARKS:

Full Color
SPORT SPECIFIC MARKS:
One Color

One color logos may appear in any color in the approved pallet. See page 4 for detailed color information.
UNIFORM ASSETS:
The five logos shown here are the only logos that may be used on uniforms.

Black and heather/gray ground colors are permissible as travel or practice gear.

Use of black or heather/gray for game uniforms will be considered on a case-by-case basis and requires special permission.
UNIFORM ASSETS:
Numbers

All teams are required to use the custom numbers shown here.
MINIMUM SIZE REQUIREMENTS:
Embroidery

Minimum 2.5” for Embroidery

Minimum 3.75” for Embroidery

Minimum 2.5” for Embroidery

Minimum 1.5” for Embroidery

Minimum 1” for Embroidery

Minimum 1.5” for Embroidery
LEFT CHEST EMBROIDERY:
Left chest embroidery is a common application of athletic identity. When used embroidered left chest, please adhere to the sizes noted here:

- 3.75" for Left Chest Embroidery (same for sport specific logos)
- 3" for Left Chest Embroidery
- 2" for Left Chest Embroidery
TYPOGRAPHY:
For use in support and collateral materials i.e. posters, schedule cards letterhead etc.

GOTHAM BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

EXAMPLE:

BASKETBALL SEASON TICKETS
ON SALE NOW!

CARROLL B. LAND STADIUM
AMERICA’S MOST SCENIC BALLPARK
COMMON MISUSE:

- Never use unapproved colors
- Never skew the logos
- Never alter the typography
- Never rotate the logo
- Never distort the logos
- Never alter the proportions
- Never reconfigure the logo
- Never add graphic components example: drop shadow
CONTACT INFORMATION:

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