

Austin College

ATHLETICS STYLE GUIDE



AUSTIN
COLLEGE

ROOS

ATHLETICS DEPARTMENT
INSTITUTIONAL MARKETING & COMMUNICATIONS

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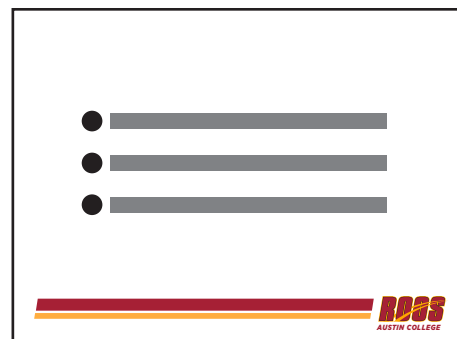
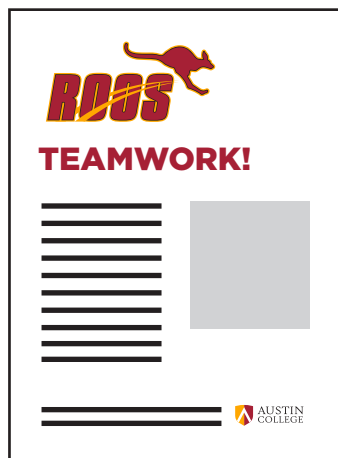


THE AUSTIN COLLEGE BRAND AND ATHLETICS



Athletics is an important part of Austin College offering valuable opportunities for student-athletes and enriching the Austin College community. The purpose of this guide is to provide a brand reference for Athletics staff when promoting Austin College Athletics and individual sports teams. There is branding and imagery unique to the Athletics department, but it fits into the larger brand identity of the institution.

As the central visual element for Austin College Athletics, the ROOS logo may appear on items such as uniforms, t-shirts, and swag without the Austin College logo. However, promotional brochures, emails, flyers, or presentations for Athletics should include the Austin College logo, even as a secondary presence, so that the name of the institution is identified. If it is not feasible to include both logos on a piece, the words Austin College must appear in some format.



Additional references available for general promotional materials are the **Austin College Brand Standards** and the **Austin College Publications Style Guide** (for writing), both available in the **Media Kit** on the website: www.austincollege.edu/communications/media-kit.

ATHLETICS LOGO AND KANGAROO IMAGERY

The ROOS Athletics logo is the official logo for exclusive use by Athletics and is not to be used by other groups, with the exception of certain alumni-focused or fundraising materials.

These files are available in the Athletics Logos section of the Media Kit on the Austin College website: www.austincollege.edu/communications/media-kit. Do not alter or attempt to recreate the logo. Always use prepared digital art provided in the media kit. The wordmark and kangaroo icon may be used separately.



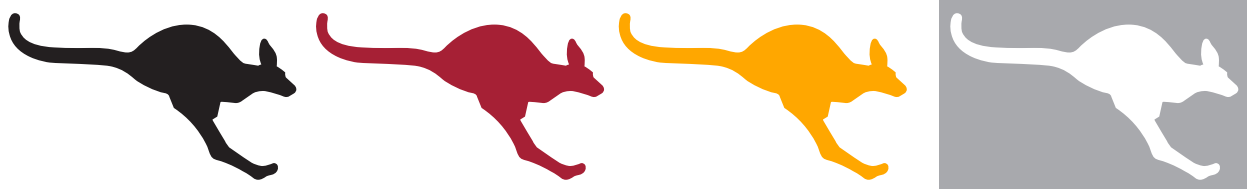
The ROOS wordmark portion of the logo may be used separately. These files are available in the Athletics Logos section of the Media Kit.



This is the Running 'Roo, the official 'Roo icon for Athletics. Unlike the Athletics ROOS logo and the ROOS wordmark, other departments may use this icon as well. These files are available in the Kangaroos section of the Media Kit.



The icons shown below do not have an outline and are also available in the Kangaroos section of the Media Kit. These have been specifically designed to allow for the absence of the lines. Do not remove an outline from an existing version to attempt a similar effect.



A combination logo is available with the ROOS wordmark and the name of the College. Additionally, sport-specific wordmarks as presented below can be generated upon request. Contact Melanie Fountaine, Director of Design Services, at mfountaine@austincollege.edu to request files.



PRINT & DIGITAL COMMUNICATIONS

PRIMARY COLOR PALETTE

The primary colors of Austin College are crimson, gold, and black.

		
PMS 201	PMS 130	BLACK
CMYK 7, 100, 65, 32	CMYK 0, 30, 100, 0	CMYK 0, 0, 0, 100
RGB 152, 30, 50	RGB 253, 185, 19	RGB 30, 30, 30
HEX# 981E32	HEX# FDB913	HEX# 1E1E1E

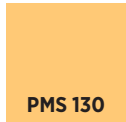
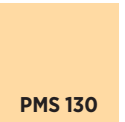


**Always reproduce colors at 100% in the logo;
do not screen the logo.**

Always reproduce base colors using the formulas specified on this page.

SCREENS AND TINTS

In graphics *outside* of the logo, screen percentages or tints of the College gold (PMS 130) and black may be used.

SAMPLE TINTS					
60% TINT		50% TINT		40% TINT	
					
PMS 130	BLACK	PMS 130	BLACK	PMS 130	BLACK

100% The College crimson (PMS 201) must always be reproduced at 100%; do not screen.

FONTS

The following fonts are approved for print and electronic materials.

	SERIF FONTS	SANS SERIF FONTS
REGULAR	Times New Roman • Cambria • Georgia	Arial • Helvetica • Calibri
BOLD	Times New Roman • Cambria • Georgia	Arial • Helvetica • Calibri
ITALIC	Times New Roman • Cambria • Georgia	<i>Arial • Helvetica • Calibri</i>
BOLD ITALIC	<i>Times New Roman • Cambria • Georgia</i>	<i>Arial • Helvetica • Calibri</i>

Our creative team uses a body of fonts for digital and print collateral representing Austin College. Those fonts include **Minion**, **Stone Serif**, **Whitney**, and **Gotham Narrow**. Website fonts are **Cardo** and **Nunito Sans** (Google fonts).

REFERENCE FOR COMMONLY USED TERMS

This section includes a list of terms often used by the Athletics department in communications. Check the **Austin College Publications Style Guide** for a more comprehensive reference document that lists terms unique to Austin College, located in the **Media Kit** on the website: www.austincollege.edu/communications/media-kit

Kangaroo

We are the **Austin College Kangaroos**, also known as the **'Roos**.

The Austin College mascot is named **Rowdy 'Roo**.

'Roo

The correct punctuation for 'Roo, 'RooNation, and Austin College class years (for example: First Last '24) include a single right-side apostrophe. Be sure the apostrophe faces the proper direction. *Hint:* this is the apostrophe that appears in contractions such as "you're" and is not the default apostrophe that your computer will insert if you type the single apostrophe key once. You may have to type it twice, then delete the left side apostrophe. Please include the apostrophe in all text-based applications.

Note: The Athletics ROOS logo does not include the apostrophe. In some publications in which the logo and the word both appear, it may be determined appropriate not to use the apostrophe to avoid appearance of error.

'RooNation

Refers to the people of Austin College. In some applications, may refer to the physical space of campus. Does not have a space between the two words, despite both being capitalized.

#RooNation or #ROONATION

Hashtag often used for Austin College Athletics and also for the broader Austin College community.

ATHLETICS FACILITIES

Apple Stadium (football stadium)

Full name: Jerry E. Apple Stadium

Includes Willie Jacobs Press Box, Johnston Observation Deck, Rossi W. Felix Scoreboard, and Robert M. & Joyce Johnson Field.

Baker Field (baseball stadium)

Full name: Baker Field and Stadium

North of Apple Stadium

Dickey Fitness Pavilion

Full name: Verde Dickey Fitness Pavilion

Located within Robert T. Mason Athletic-Recreation Complex.

Hannah Natatorium

All references: Hannah Natatorium

Located within Robert T. Mason Athletic-Recreation Complex

Hughey Gymnasium or Hughey Gym

Full name: Hughey Memorial Gymnasium

Located within Robert T. Mason Athletic-Recreation Complex and includes the Jim Rolfe Court.

Jack Pierce Soccer Complex

Full name: Dr. Jack R. Pierce Soccer Complex
Southeast of Russell Tennis Center

Russell Tennis Center (Reference for entire facility)

Full name for courts: Jordan Family Courts at the Russell Tennis Center
North of Jack Pierce Soccer Complex

Mason Complex

Full name: Robert T. Mason Athletic-Recreation Complex
The complex includes The Sam W. Ross Lobby, The Ann Mason Lobby, The Edward H. Phillips Athletics Administrative Suite, The Slaters McCord Hall of Honor Room, The Duke Babb Classroom, The Henry Sory Conference Room, The Cawthon Classroom, The Nick Cheek Breezeway, Jim Rolfe Court, and Gene Day Court.

Sid Richardson Center

All references: Sid Richardson Center

Never referred to as Richardson Center.

The center serves as a multi-purpose recreational facility, is part of the Robert T. Mason Athletic-Recreation Complex, and includes the Gene Day Court.

Williams Intramural Complex

Full name: Thomas R. Williams Intramural Complex
Southwest of Russell Tennis Center

UNIFORMS

COLOR: When choosing colors for uniforms or other items, use the closest match to the Austin College school colors, Pantone 201 (Crimson) and Pantone 130 (Gold). Vendor color selections may not always include an option for crimson. Usually, it's best to opt for a dark red rather than maroon. If possible, request samples of the uniform fabric for best matching.

Since Nike® is a common supplier of Austin College uniforms, here is their closest match to AC colors:

AUSTIN COLLEGE COLORS

Crimson • Pantone 201

Gold • Pantone 130

NIKE® JERSEY COLORS

Crimson

Sundown

Metallic Gold Option • Vegas Gold

Not to be reprinted or screened as a khaki color.

FONTS: Ensure there is proper contrast between lettering and background. If possible, spell out **Austin College**. Use a condensed font if needed. Only use **Austin** as a last resort.

All uniform and travel gear selections need to be approved by the Director of Athletics Communication, Jeff Kelly, at jkelly@austincollege.edu or 903-813-2275.

RESOURCES

- ROOS logos, kangaroo graphics, Austin College logo, Athletics Style Guide, Brand Standards, Publications Style Guide, and more are available in the Media Kit on the Austin College website at <https://www.austincollege.edu/communications/media-kit>
- For questions about athletics branding, contact Jeff Kelly, Director of Athletics Communication, at jkelly@austincollege.edu or 903-813-2275.
- To request a specific asset not available in the Media Kit, contact Melanie Fountaine, Director of Design Services, at mfountaine@austincollege.edu or 903-813-2386.
- For questions about general Austin College branding, contact Heidi Rushing, Vice President for Marketing & Communications, at hrushing@austincollege.edu or 903-813-2048.

