

Golden Tigers



ATHLETIC BRANDING GUIDELINES



PRIMARY MARK



PRIMARY MARK WITH B

GoldenTigers

WORDMARK

The trademark Brenau University Golden Tigers logos are available for use in all authorized or licensed purposes by download at brenau.edu/official-logos or from the Brenau University Office of Marketing & Communications.

Logos and wordmarks must be used to specifications set forth in the accompanying style guide and with appropriate approvals of the Brenau University Athletics Department, the Office of Marketing & Communications, and, in terms of licensed use, the Senior Vice President of Administration and Chief Financial Officer. This is necessary to maintain a consistent, high-quality look and feel throughout all our materials — posters, flyers, programs, stationery, banners, brochures, apparel and other merchandise — so that the Golden Tiger brand is recognizable as a Brenau University property.

The following is a description of areas of responsibility for approval and authorization of logo use:

- The **Athletics Director** approves all logo use on uniforms, equipment, facilities and other applications related to the university's intercollegiate athletics programs.
- Brenau's **Office of Marketing & Communications** has responsibility for brand compatibility and consistent design standards compliance for all other internal and external uses. This includes campuswide implementation of the Brenau University Golden Tiger identity under one unified set of standards.
- The **Senior Vice President of Administration and Chief Financial Officer** has responsibility for approving licensing and other contracts for use of the logos and wordmarks for commercial purposes.

For additional information, contact the Brenau University Office of Marketing & Communications at mlowe@brenau.edu or 770.534.6169.



Golden Tiger logo / Primary Mark /
White Background



Golden Tiger logo / Primary Mark /
With Type / White Background



Golden Tiger logo / Primary Mark /
Black or Gold Background



Golden Tiger logo / Primary Mark /
With Type / Black or Gold Background

Golden Tiger logo /
Primary Mark
with Letter B /
White Background



Golden Tiger logo /
Primary Mark
with Letter B /
Black or
Gold Background



Golden Tiger
wordmark/
White
Background

GoldenTigers

Black
Background

GoldenTigers

Note: Black background is for reference only. Delete for production applications over a dark background.

Application
example



ATHLETICS COLORS PALETTE



Gold

Pantone 2006

CMYK: 0,22,77,7

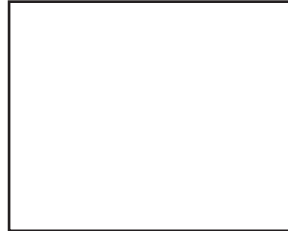
RGB: 228,179,71

Hex: #e4b347



Black

*CMYK is the preferred color option for printing, but Pantone may be used for specific projects when necessary.



White



Gray (secondary)

Pantone

Cool Gray 7

CMYK: 20,14,12,40

RGB: 152,151,152

Hex: #989798

FONTS

Brenau official fonts are Sabon (serif) and Trade Gothic (sans serif.) These may be obtained through the Office of Marketing & Communications.

Sabon Regular

Sabon Italic

Sabon Bold

Sabon Bold Italic

Trade Gothic Regular

Trade Gothic Oblique

Trade Gothic Bold No. 2

Trade Gothic Bold No. 2 Oblique

Trade Gothic Light

Trade Gothic Light Oblique

Trade Gothic Bold Condensed No. 20

Trade Gothic Bold Condensed No. 20 Oblique

Trade Gothic Bold Condensed No. 18

Trade Gothic Bold Condensed No. 18 Oblique

Black, Gold or Dark Background:
Only use the primary mark specifically designed to print reversed with a white outline to separate the mark from the background.



BRENAU UNIVERSITY | INDIVIDUAL SPORT LOGOS



BrenauBasketball



BrenauLacrosse



BrenauTennis



BrenauCheerleading



BrenauSoccer



BrenauTrack&Field



BrenauCrossCountry



BrenauSoftball



BrenauVolleyball



BrenauGolf



BrenauSwimming

BrenauBasketball

BrenauCheerleading

BrenauCrossCountry

BrenauGolf

BrenauLacrosse

BrenauSoccer

BrenauSoftball

BrenauSwimming

BrenauTennis

BrenauTrack&Field

BrenauVolleyball

BRENAU UNIVERSITY | EXAMPLES OF LOGO APPLICATIONS



BRENAU UNIVERSITY | EXAMPLES OF LOGO APPLICATIONS



BRENAU UNIVERSITY | EXAMPLES OF LOGO APPLICATIONS

