






The Pacific Tigers logo can be printed in process color or PMS colors. The process and PMS color specifications noted below should be used exactly as shown.

The Pacific Tigers logo can also be printed in two colors or one color as shown at left.




**COATED COLORS**

-  **PRIMARY ORANGE**  
PMS 166C
-  **SECONDARY ORANGE**  
PMS 144C
-  **BLACK**  
PROCESS BLACK

**UNCOATED COLORS**

-  **PRIMARY ORANGE**  
PMS O21U
-  **SECONDARY ORANGE**  
PMS 130U
-  **BLACK**  
PROCESS BLACK

**4-COLOR PROCESS**

-  **PRIMARY ORANGE**  
0C, 60M, 100Y, 0K
-  **SECONDARY ORANGE**  
0C, 35M, 100Y, 0K
-  **BLACK**  
0C, 0M, 0Y, 100K



To insure the integrity of the Pacific Tigers logo, a minimum "clear space" should be maintained around the logo at all times. No images, typography, or other graphic devices should infringe upon this space.





Preferred color combinations  
vs. black background



Preferred color combinations  
vs. grey or khaki background



Preferred color combinations  
vs. orange background



Additional color combinations for  
logotypes only



**UNIVERS 55 BOOK**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

To reinforce the Pacific Tigers identity system, a standard set of secondary typefaces has been selected. Universe 55 Book, Universe 65 Bold Oblique, Universe 75 Black, and Universe 75 Black Oblique are the designated fonts for use on all materials.

**UNIVERS 65 BOLD OBLIQUE****ABCDEFGHIJKLMNOPQRSTUVWXYZ****abcdefghijklmnopqrstuvwxyz****1234567890****UNIVERS 75 BLACK****ABCDEFGHIJKLMNOPQRSTUVWXYZ****abcdefghijklmnopqrstuvwxyz****1234567890****UNIVERS 75 BLACK OBLIQUE****ABCDEFGHIJKLMNOPQRSTUVWXYZ****abcdefghijklmnopqrstuvwxyz****1234567890**

To insure the integrity of the Pacific Tigers logo, minimum size requirements have been established. Always follow these guidelines:



**DO NOT** reduce size to less than 1 1/4 inches wide.



**DO NOT** reduce size to less than 1 1/4 inches wide.



**DO NOT** reduce size to less than 2 1/2 inches wide.



**DO NOT** reduce size to less than 1/2 inches wide.



**DO NOT** reduce size to less than 7/8 inches wide.

The Pacific Tigers logo and all other components of the Pacific Tigers identity (such as color and typography) should be treated with a great deal of “visual respect.” The following examples are a sampling of some possible misapplications of the logo. They should be avoided at all times. Special applications may be used in video or Internet animation.



**DO NOT** arrange the elements of any of the logos or logotypes in any way other than those described in this manual.



**DO NOT** alter the proportions of any of the logos or logotypes in any way other than those described in this manual.



**DO NOT** photomechanically alter any of the elements of any of the logos or logotypes.



**DO NOT** substitute any other typefaces for any of the official Pacific Tigers type or letterforms.



**DO NOT** place any of the logos or logotypes on a photograph or allow a photograph to show through any of the letters or shapes of any of the logos or logotypes.



**DO NOT** add any additional graphic devices to any of the logos or logotypes (such as outlines, drop-shadows, or 3-D effects).



**DO NOT** substitute any other colors for official Pacific Tigers colors or reverse the application of colors of any of the logos or logotypes.



**DO NOT** reproduce any element or elements of any of the logos or logotypes in a repeat pattern.



**DO NOT** eliminate any elements of any of the logos or logotypes except as described in this manual.

**TIGERS WIN  
SIX IN A ROW!**

**DO NOT** use any of the logos or logotypes in headline or text copy.



A format has been established to be used across all departments, clubs, and affiliations of the University of the Pacific Athletic Department.

Implementation of this system for men's sports includes, but is not limited to, the examples at left.





A format has been established to be used across all departments, clubs, and affiliations of the University of the Pacific Athletic Department.

Implementation of this system for women's sports includes, but is not limited to, the examples at left.





**PACIFIC**  
BASEBALL



**PACIFIC**  
CROSS COUNTRY



**PACIFIC**  
FOOTBALL



**PACIFIC**  
SOFTBALL



**PACIFIC**  
TENNIS



**PACIFIC**  
WATER POLO



**PACIFIC**  
BASKETBALL



**PACIFIC**  
FIELD HOCKEY



**PACIFIC**  
GOLF



**PACIFIC**  
SWIMMING



**PACIFIC**  
VOLLEYBALL

A format has been established to be used across all departments, clubs, and affiliations of the University of the Pacific Athletic Department.

Implementation of this system for all sports includes, but is not limited to, the examples at left.



A format has been established to be used across all departments, clubs, and affiliations of the University of the Pacific Athletic Department.

Implementation of this system for affiliations includes, but is not limited to, the example at left.



Preferred color combinations  
vs. black background



Preferred color combinations  
vs. grey or khaki background



Preferred color combinations  
vs. orange background





For embroidery on white, grey or khaki backgrounds the following specifications should be followed to reproduce the image at left:

**Three-color embroidery**

Use orange PMS166, white and black for all three-color embroidering (never use red PMS 485)



For embroidery on black backgrounds the following specifications should be followed to reproduce the image at the left:

**Three-color embroidery**

Use orange PMS166, white and black for all three-color embroidering (never use red PMS 485)



For embroidery on patterned backgrounds the following specifications should be followed to reproduce the image at left:

**Three-color embroidery**

Use orange PMS166, white and black for all three-color embroidering (never use red PMS 485)