



ST. OLAF COLLEGE ATHLETICS
BRAND AND STYLE GUIDE

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STYLE GUIDE USAGE

The St. Olaf College Athletics Style and Usage Guide should be followed to maintain brand integrity and accuracy. The text and graphics contained herein may not be transmitted to other individuals and/or entities without the express written consent of St. Olaf College Athletics or the St. Olaf College Office of Marketing and Communications. Please contact St. Olaf College Athletics regarding usage of any logo or brand-related material.

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WHO WE ARE

ST. OLAF COLLEGE

The official name of the college is St. Olaf College, or, on second use in a publication, St. Olaf. Never spell out the word “saint” as part of the name of the college.

PRONUNCIATION

The correct pronunciation of St. Olaf is “Saint OH-luff”, nor “Saint Oh-LOFF” or “Saint Oh-LAUGH.” Our teams are referred to as the Oles, pronounced “OH-lees”, not “Oh-LAYS” or “Ohls.”



PRIMARY LOGO

LION, ARCHED WORDMARK IN SHIELD

The Primary Logo uses text to identify St. Olaf to a national audience, captures the legacy of the College with the Lion Emblem and marries to the campus brand with the shield. The Ole Gold is Pantone 131c, known to be unique to St. Olaf among over 440 NCAA Division III institutions, representing the celebrated history of St. Olaf Athletics and the high [gold] standard by which Ole teams compete.



PRIMARY LOGO COLOR VARIATIONS

LION, ARCHED WORDMARK IN SHIELD

PRIMARY LOGO ON VARIOUS BACKGROUNDS



ONE COLOR



TONAL



* Secondary logo retains same color variations.

COLOR GUIDE



OLE GOLD
 Pantone: 131C
 CYMK: 2, 39, 100, 10
 RGB: 204, 138, 0
 Websafe: cc9900

UNDER ARMOUR
 Gold Rush 795 (Pantone 465C)

EMBROIDERY
 Thread: 9010



BLACK
 Pantone: Black C

UNDER ARMOUR
 Black



GRAPHITE
 Pantone: Black 7C

UNDER ARMOUR
 Graphite



COOL GRAY
 Pantone: Cool Gray 2

UNDER ARMOUR
 Silver Gray or True Heather Gray



SECONDARY LOGO LION IN SHIELD

The Secondary Logo is for use in print, apparel where “St. Olaf” appears elsewhere on the garment, screen or media.



PROGRAM MARKS

PRIMARY LOGO WITH PROGRAM WORDMARKS

Program marks are used on team apparel and documents. Gender is not specified in mark.



TYPEFACE

PRIMARY FONT - JERSEY M54 (With 50em Tracking)

Jersey M54 is the primary font used in the primary logo, St. Olaf uniforms, apparel and branded signage.

UPPER AND LOWERCASE (JerseyM54 has no lower case.)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
 A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

PUNCTUATION (Jersey M54 has only periods for punctuation. Use Franklin Gothic Medium when necessary.)

ACCEPTABLE VARIATIONS INCLUDE BUT ARE NOT LIMITED TO:

YLES

ST. OLAF

ST. OLAF

YLES

ST. OLAF

ST. OLAF

SECONDARY FONT - Calluna Sans

Calluna Sans is the College's primary font. It should be used in long form text such as marketing pieces.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
 a b c d e f g h i j k l m n o p q r s t u v w x y z
 A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
 a b c d e f g h i j k l m n o p q r s t u v w x y z



UM! YAH! YAH!

The fight song Um! Yah! Yah! is central to the St. Olaf Athletics experience. It is sung in celebration of team victories or accomplishments.

The song, which originated in 1911, is the only American college or university whose fight song is sung in 3/4, or waltz, time.

*We come from St. Olaf, we sure are the real stuff.
Our team is the cream of the colleges great.
We fight fast and furious, our team is injurious.
Tonight Carleton College will sure meet its fate.*

*Um! Yah! Yah!, Um! Yah! Yah!
Um! Yah! Yah!, Um! Yah! Yah!
Um! Yah! Yah!, Um! Yah! Yah!
Um! Yah! Yah! Yah!*

*Um! Yah! Yah!, Um! Yah! Yah!
Um! Yah! Yah!, Um! Yah! Yah!
Um! Yah! Yah!, Um! Yah! Yah!
Um! Yah! Yah! Yah!*

UM! YAH! YAH!



LAYOUT

PRIMARY AND SECONDARY LOGO LAYOUT SAFE AREAS

The protected area around the primary and secondary logos is in place to ensure no other elements interfere with the integrity and clarity of the St. Olaf Athletics brand.





DESIGN 1 ON CHARCOAL



DESIGN 1 ON CHARCOAL TONAL



DESIGN 1 ON BLACK



DESIGN 1 ON GRAY



DESIGN 1 ON WHITE



DESIGN 2 ON CHARCOAL



DESIGN 2 ON CHARCOAL TONAL



DESIGN 2 ON BLACK



DESIGN 2 ON GRAY



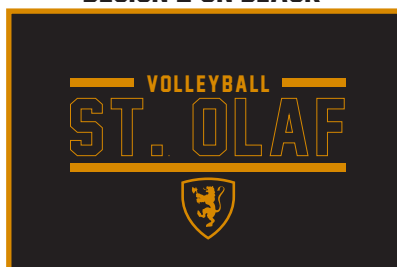
DESIGN 2 ON WHITE



DESIGN 3 ON CHARCOAL



DESIGN 3 ON CHARCOAL TONAL



DESIGN 3 ON BLACK



DESIGN 3 ON GRAY



DESIGN 3 ON WHITE



DESIGN 4 ON CHARCOAL



DESIGN 4 ON CHARCOAL TONAL



DESIGN 4 ON BLACK

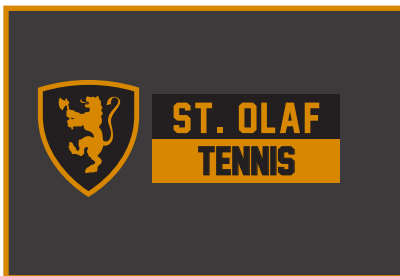


DESIGN 4 ON GRAY

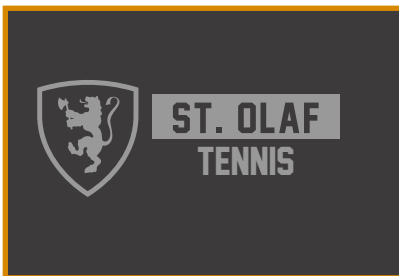


DESIGN 4 ON WHITE





DESIGN 5 ON CHARCOAL



DESIGN 5 ON CHARCOAL TONAL



DESIGN 5 ON BLACK



DESIGN 5 ON GRAY



DESIGN 5 ON WHITE



DESIGN 6 ON CHARCOAL



DESIGN 6 ON CHARCOAL TONAL



DESIGN 6 ON BLACK



DESIGN 6 ON GRAY



DESIGN 6 ON WHITE



DESIGN 7 ON CHARCOAL



DESIGN 7 ON CHARCOAL TONAL



DESIGN 7 ON BLACK



DESIGN 7 ON GRAY



DESIGN 7 ON WHITE



DESIGN 8 ON CHARCOAL



DESIGN 8 ON CHARCOAL TONAL



DESIGN 8 ON BLACK



DESIGN 8 ON GRAY



DESIGN 8 ON WHITE





DESIGN 9 ON CHARCOAL



DESIGN 9 ON CHARCOAL TONAL



DESIGN 9 ON BLACK



DESIGN 9 ON GRAY



DESIGN 9 ON WHITE



DESIGN 10 ON CHARCOAL



DESIGN 10 ON CHARCOAL TONAL



DESIGN 10 ON BLACK



DESIGN 10 ON GRAY



DESIGN 10 ON WHITE



DESIGN 11 ON CHARCOAL



DESIGN 11 ON CHARCOAL TONAL



DESIGN 11 ON BLACK



DESIGN 11 ON GRAY



DESIGN 11 ON WHITE



DESIGN 12 ON CHARCOAL



DESIGN 12 ON CHARCOAL TONAL



DESIGN 12 ON BLACK



DESIGN 12 ON GRAY



DESIGN 12 ON WHITE





DESIGN 13 ON CHARCOAL



DESIGN 13 ON CHARCOAL TONAL



DESIGN 13 ON BLACK



DESIGN 13 ON GRAY



DESIGN 13 ON WHITE



DESIGN 14 ON CHARCOAL



DESIGN 14 ON CHARCOAL TONAL



DESIGN 14 ON BLACK



DESIGN 14 ON GRAY



DESIGN 14 ON WHITE



DESIGN 15 ON CHARCOAL



DESIGN 15 ON CHARCOAL TONAL



DESIGN 15 ON BLACK



DESIGN 15 ON GRAY



DESIGN 15 ON WHITE



DESIGN 16 ON CHARCOAL



DESIGN 16 ON CHARCOAL TONAL



DESIGN 16 ON BLACK



DESIGN 16 ON GRAY



DESIGN 16 ON WHITE





DESIGN 17 ON CHARCOAL



DESIGN 17 ON CHARCOAL TONAL



DESIGN 17 ON BLACK



DESIGN 17 ON GRAY



DESIGN 17 ON WHITE



DESIGN 18 ON CHARCOAL



DESIGN 18 ON CHARCOAL TONAL



DESIGN 18 ON BLACK



DESIGN 18 ON GRAY



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DESIGN 19 ON CHARCOAL



DESIGN 19 ON CHARCOAL TONAL



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DESIGN 19 ON GRAY



DESIGN 19 ON WHITE



DESIGN 20 ON CHARCOAL



DESIGN 20 ON CHARCOAL TONAL



DESIGN 20 ON BLACK



DESIGN 20 ON GRAY



DESIGN 20 ON WHITE

