



<b>3</b>	Introduction
<b>4</b>	Colors
<b>5</b>	Typography
<b>6</b>	Athletic signatures
<b>7</b>	Primary and secondary logos
<b>8</b>	Primary logo
<b>14</b>	Secondary logo
<b>20</b>	Primary logo with athletic identification
<b>30</b>	Secondary logo with athletic identification

The University of the South—familiarily known as Sewanee—fields 23 varsity teams and is a member of the NCAA Division III Southern Athletic Association (SAA).

In this document, Sewanee introduces a new Sewanee Tiger as our secondary mark, joining the already established primary mark—the Tiger S. In addition, the guide outlines new color and font standards. By following the guidelines, the athletic department and its partners can apply the visual elements properly to achieve a powerfully consistent effect.

It is imperative to always use these guidelines when designing any materials for Sewanee athletics. They will not constrain creativity, but ensure the full and beneficial impact of the athletics visual.

Purple is the primary color in the Sewanee Athletics palette. Secondary colors are: Vegas Gold, White, and Process Black.



**Pantone 268 C**

CMYK conversion:  
c82/m98/y0/k12

RGB conversion:  
r88/g44/b131

HTML:  
#582C83

Thread:  
Madeira Rayon 1412 (preferred)  
Madeira Poly-neon 1633



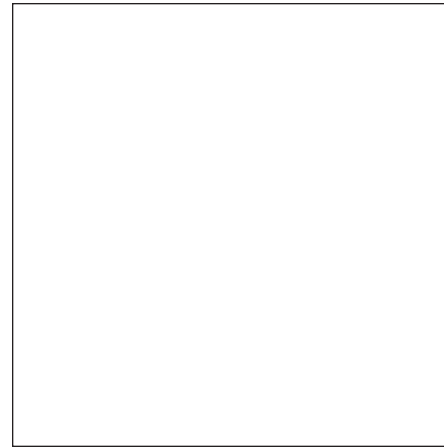
**Pantone 7502 C  
(Metallic Gold: Pantone 873)**

CMYK conversion:  
c6/m14/y39/k8

RGB conversion:  
r206/g184/b136

HTML:  
#CEB888

Thread:  
Madeira Rayon 1070  
Madeira Poly-neon 1670



**White**

CMYK conversion:  
c0/m0/y0/k0

RGB conversion:  
r255/g255/b255

HTML:  
#FFFFFF

Thread:  
Madeira Rayon 1001  
Madeira Poly-neon 1801



**Process Black**

CMYK conversion:  
c0/m0/y0/k100

RGB conversion:  
r0/g0/b0

HTML:  
#000000

Thread:  
Madeira Rayon 1000  
Madeira Poly-neon 1800

Superstar M54 is the primary font for Sewanee Athletics. It is the only font that can accompany the Tigers S or the Sewanee Tiger. There is no lowercase version. Do not attempt to “create” a lowercase version.

**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**  
**1 2 3 4 5 6 7 8 9 0**

---

**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**  
**1 2 3 4 5 6 7 8 9 0**

**SEWANEE**

**SEWANEE**



### **The Tiger S**

The Tiger S is the primary visual mark for Sewanee Athletics and should be used most often. Consistent use has made it the recognizable symbol representing Sewanee Athletics.



### **The Sewanee Tiger**

The Sewanee Tiger is the secondary visual mark and should be used to support the primary mark. The Sewanee Tiger should always be facing right. It is the only tiger image approved for use.







**SEWANEE**  
**TIGERS**



**SEWANEE  
TIGERS**











**SEWANEE**  
**TIGERS**



**SEWANEE  
TIGERS**





**SEWANEE  
TIGERS**









**SEWANEE**



**SWIMMING AND DIVING**

**SEWANEE**



**SWIMMING AND DIVING**

**SEWANEE**



**SWIMMING AND DIVING**

**SEWANEE**



**SWIMMING AND DIVING**

**SEWANEE**

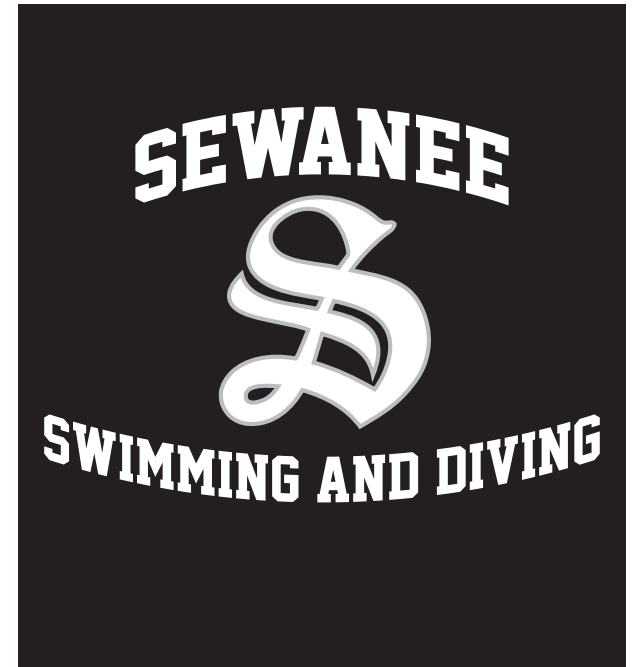


**SWIMMING AND DIVING**

**SEWANEE**



**SWIMMING AND DIVING**



**SEWANEE**  **SWIMMING AND DIVING**

**SEWANEE**  **SWIMMING AND DIVING**

**SEWANEE**  **SWIMMING AND DIVING**

**SEWANEE**  **SWIMMING AND DIVING**

**SEWANEE**  **SWIMMING AND DIVING**

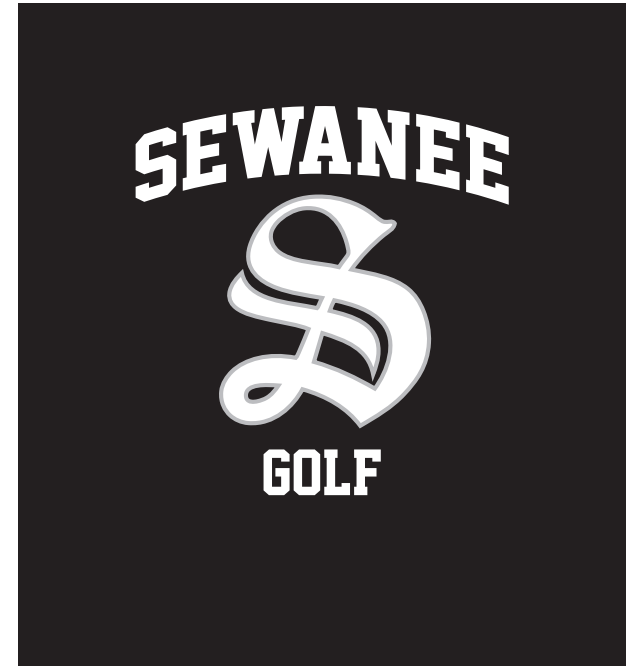
**SEWANEETH SWIMMING AND DIVING**

**SEWANEETH SWIMMING AND DIVING**











SEWANEE  GOLF

SEWANEE  GOLF

SEWANEE  GOLF

SEWANEE  GOLF

SEWANEE  GOLF





**SEWANEE**



**SWIMMING AND DIVING**

**SEWANEE**



**SWIMMING AND DIVING**

**SEWANEE**



**SWIMMING AND DIVING**







# SEWANEETHWIGSWIMMING AND DIVING

SEWANEETHWIGSWIMMING AND DIVING

SEWANEETHWIGSWIMMING AND DIVING

SEWANEETHWIGSWIMMING AND DIVING

SEWANEETHWIGSWIMMING AND DIVING

SEWANEETHWIGSWIMMING AND DIVING

SEWANEETHWIGSWIMMING AND DIVING

**SEWANEE**



**TIGERS**  
GOLF

**SEWANEE**



**TIGERS**  
GOLF

**SEWANEE**



**TIGERS**  
GOLF



**SEWANEE**



**GOLF**

**SEWANEE**



**GOLF**

**SEWANEE**



**GOLF**



**SEWANEE**



**GOLF**

**SEWANEE**



**GOLF**

**SEWANEE**



**GOLF**



