



POINT UNIVERSITY SKYHAWKS

IDENTITY STANDARDS v3

Revised July 1, 2013



Fierce and formidable. Spiritually soaring.

The Skyhawk symbolizes Point University student-athletes, coaches and fans. A fierce bird of prey representing our intense focus on both athletics and academics, the Skyhawk loves to soar among the clouds and feel the sun. The higher the better, because he's close to his Creator that way.

This is a guide for applying the Skyhawk visual identity.

OUR IDENTITY TAKES FLIGHT

Athletics offer our students unique opportunities to grow and develop strength of character that will serve them throughout their lives as they serve God. That character is on display whenever they compete. The Skyhawk mascot reflects the attitude and significance of sports at Point University, where student-athletes are points of influence for Christ on the field, in the classroom, and in the world.

From our name to our logo, this identity manual provides the basis for quality standards when presenting the Point University Skyhawks identity. We intend for every application to make a lasting impact, so if you have questions concerning a quality standard, please contact our Communications Office.



IDENTITY GUIDE

SETTING STANDARDS

One of the greatest challenges for any institution of higher education is conveying its identity in a clear, consistent and concise manner to all stakeholders. This is especially true for the athletic department, with such a wide variety of teams and student-athletes representing the University on their courts, fields and tracks.

This guide has been designed to provide a set of standards for the Skyhawks logo in all its variations. Adhering to these standards will help the University establish and maintain a consistent athletic identity that improves communication with all constituents, as well as upholding important legal protection of registered trademarks. Coaches, staff members and student-athletes alike are expected to adhere to these standards when using any version of the Skyhawks logo suite.

These guidelines give a basis of quality standardization in usage and reproduction. If you find that your specific question is not answered or particular need is not met by this guide, please contact our Communications Office for further assistance.

CONTACT INFORMATION

Communications Office

706-385-1081

communications@point.edu



COLORS & UNIFORMS

ATHLETIC COLORS

Point University's primary athletic colors are navy blue (Pantone 295) and white. In addition, the University uses light blue (Pantone 2915) and gold (Pantone 123) as secondary or accent colors. The secondary colors may be used to enhance the primary colors, but may not dominate them.

No other colors may be substituted, and colors in logos must be used as they are presented. To request a color variation, contact the Communications Office.

Exact color reproduction is not always achievable and some minor fluctuations may occur. It is best to confer with production vendors for proper proofing and selections based on the limitations of each production method.

UNIFORMS

All athletic uniforms must be one of the primary colors, either navy blue (Pantone 295) or white. All uniforms must also include both secondary colors, light blue (Pantone 2915) and gold (Pantone 123).

The secondary colors can comprise no more than 15% each of the total uniform surface area. All uniforms must contain both secondary colors as accents, and when white is the primary color, navy blue must also be used as an accent.

The University's student-athletes are its largest group of ambassadors. As such, all uniforms, warm-ups and other athletic apparel must be approved by the Communications Office before purchase. Items ordered prior to Communications Office approval or which do not meet Point's standards will not be paid for by the University and may not be used; it will be the purchaser's responsibility to replace the items at his or her own cost.

PRIMARY COLORS



Pantone 295

C 100 M 68 Y 7 K 28
R 0 G 47 B 95
HEX 002F5F



White

SECONDARY COLORS



Pantone 2915

C 61 M 7 Y 0 K 0
R 94 G 182 B 228
HEX 5EB6E4



Pantone 123

C 0 M 21 Y 88 K 0
R 253 G 200 B 47
HEX FDC82F

**Items sold in the campus store are not required to conform to uniform guidelines, but must still be approved by the Communications Office.*



KNOCKOUT JUNIOR SUMO

AaBbCcDdEeFfGgHhIiJjKkLlMm
1234567890!?,.

KNOCKOUT SUMO

AaBbCcDdEeFfGgHhIiJjKkLlMm
1234567890!?,.

KNOCKOUT FULL SUMO

AaBbCcDdEeFfGgHhIiJjKkLlM
1234567890!?,.

KNOCKOUT ULTIMATE SUMO

AaBbCcDdEeFfGgHhIiJjKkLlMm
1234567890!?,.

TYPE

TYPOGRAPHY

For our wordmarks, we use the Sumo weights of the Knockout type family (created by the Hoefler Frere-Jones Foundry) and a standard athletic script type. Re-typesetting with either similar or different fonts is prohibited unless first approved by the Communications office.

ADDITIONAL TYPEFACES

When Knockout Sumo is not an option with specific uniform manufacturers, Athletic Full Block can be substituted but must first be approved by the Communications office on a case-by-case basis.

**In athletic print materials, the University's standard typefaces, Gotham and Mercury, should be used for body copy. If these typefaces are unavailable, Arial and Georgia are acceptable substitutes.*



Point



BRANDED GRAPHIC ELEMENTS

POINT LOGO

In addition to the primary Knockout and Script typefaces, the Point University logotype may also be used on athletics uniforms.

To preserve proper weights and spatial relationships of all elements, manipulating or adjusting the logotype should be avoided under all circumstances.

POINTER

The Pointer – derived from the Point logotype – is a key graphic element in the Point University brand visual language. In the logotype, it points to the cross as central to the University identity. Used as a graphic element on athletics uniforms, the Pointer creates visual emphasis while adding brand continuity.





LOGOS

Variations of the primary Skyhawks logo are available to suit a variety of printing and apparel needs. Do not use scanned, recreated, repropotioned or otherwise modified versions of any of the Skyhawks logo elements. Maintain the proper area of isolation around the logo (see above). Please note that the athletic logo and institutional logo may not be used together.

ANATOMY OF THE LOGO

1 Primary visual

is defined as the Skyhawk figure.

2 Wordmark

is defined as the typesetting of the Point University and Skyhawks names.





PRIMARY LOGO

FOUR-COLOR VERSION

Artwork is also available with Skyhawk only (without the wordmark). In addition, the Communications Office can provide artwork in a four-color spot version suitable for use in embroidery, or three- or two-color versions if required for more cost-effective printing.



PRINTING NOTES

The Skyhawk logo is designed to maintain legibility on most backgrounds. When screen printing on dark backgrounds, a White Underlay digital file has been prepared to accommodate an underlayer of opaque white if required.





PRIMARY LOGO

SINGLE-COLOR SPOT

Artwork is also available with Skyhawk only (without the wordmark).

PRINTING NOTES

The single-color logo can be printed in navy blue, white, gold or light blue.



POINT UNIVERSITY SKYHAWKS



WORDMARK

FOUR-COLOR VERSION

In athletics print materials, the wordmark should not be used without the words “Point University.” Also, the Communications Office can provide artwork in a four-color spot version suitable for use in embroidery, or three- or two-color versions if required for more cost-effective printing.

PRINTING NOTES

The Skyhawks wordmark is designed to maintain legibility on most backgrounds. When screen printing on dark backgrounds, a White Underlay digital file has been prepared to accommodate an underlayer of opaque white if required.



POINT UNIVERSITY SKYHAWKS

SINGLE-COLOR LIGHT BLUE
OVER DARK BACKGROUND

POINT UNIVERSITY
SKYHAWKS

SINGLE-COLOR GOLD
OVER DARK BACKGROUND

POINT UNIVERSITY
SKYHAWKS

WORDMARK

SINGLE-COLOR SPOT

PRINTING NOTES



The single-color wordmark can be printed in navy blue, white, gold or light blue.





SKYHAWKS HEADS

FOUR-COLOR VERSION

Artwork is also available with Skyhawk head only (without the wordmark). In addition, the Communications Office can provide artwork in a four-color spot version suitable for use in embroidery, or three- or two-color versions if required for more cost-effective printing.

PRINTING NOTES

The Skyhawk head mark is designed to maintain legibility on most backgrounds. When screen printing on dark backgrounds, a White Underlay digital file has been prepared to accommodate an underlayer of opaque white if required.





SKYHAWKS HEADS

SINGLE-COLOR SPOT

Artwork is also available with Skyhawk head only (without the wordmark).

PRINTING NOTES

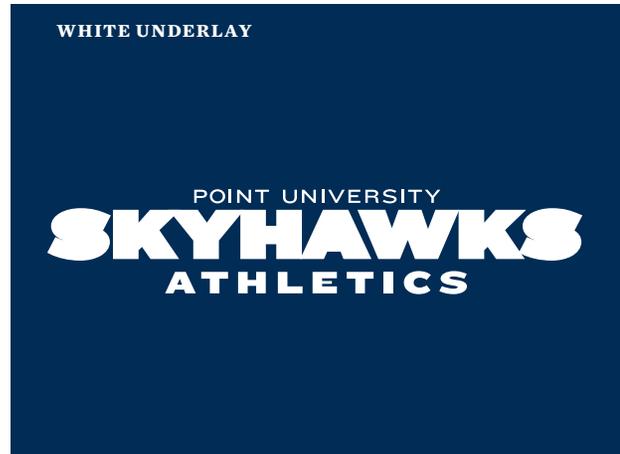


The single-color Skyhawks head mark be printed in navy blue, white, gold or light blue.



POINT UNIVERSITY
SKYHAWKS
ATHLETICS

WHITE UNDERLAY



REVERSE 4-COLOR PROCESS



**SPORT-SPECIFIC
MARKS**

FOUR-COLOR VERSION

The Communications Office can provide artwork in a four-color spot version suitable for use in embroidery, or three- or two-color versions if required for more cost-effective printing.

PRINTING NOTES

The Skyhawks athletic program wordmarks are designed to maintain legibility on most backgrounds. When screen printing on dark backgrounds, a White Underlay digital file has been prepared to accommodate an underlayer of opaque white if required.



POINT UNIVERSITY
SKYHAWKS
ATHLETICS

SINGLE-COLOR GOLD
OVER DARK BACKGROUND

POINT UNIVERSITY
SKYHAWKS
ATHLETICS

SINGLE-COLOR LIGHT BLUE
OVER DARK BACKGROUND

POINT UNIVERSITY
SKYHAWKS
ATHLETICS

**SPORT-SPECIFIC
MARKS**

SINGLE-COLOR SPOT

PRINTING NOTES



The athletic program single-color wordmark and sport-specific wordmarks can be printed in navy blue, white, gold or light blue.



POINT UNIVERSITY
SKYHAWKS
BASEBALL

POINT UNIVERSITY
SKYHAWKS
FOOTBALL

POINT UNIVERSITY
SKYHAWKS
SOFTBALL

POINT UNIVERSITY
SKYHAWKS
BASKETBALL

POINT UNIVERSITY
SKYHAWKS
GOLF

POINT UNIVERSITY
SKYHAWKS
SWIMMING

POINT UNIVERSITY
SKYHAWKS
CHEERLEADING

POINT UNIVERSITY
SKYHAWKS
LACROSSE

POINT UNIVERSITY
SKYHAWKS
TENNIS

POINT UNIVERSITY
SKYHAWKS
CROSS COUNTRY

POINT UNIVERSITY
SKYHAWKS
SOCCER

POINT UNIVERSITY
SKYHAWKS
VOLLEYBALL

SPORT-SPECIFIC MARKS

ALL SPORTS PROGRAMS

All sports program wordmarks will follow the same production guidelines as the primary Skyhawks Athletics logo. The above should not be used without the words “Point University” on any materials - print, apparel or athletic goods.

PRINTING NOTES

Color uses for all sports programs will follow the same production guidelines as listed for the Skyhawks Athletics logo.



A
POINT UNIVERSITY
SKYHAWKS

B
POINT UNIVERSITY
SKYHAWKS



D
POINT UNIVERSITY
SKYHAWKS
POINT UNIVERSITY
SKYHAWKS

E
LET'S GO POINT

IMPROPER LOGO USAGE

To preserve proper weights and spatial relationships of all elements, redrawing or other adjustments to logos are never acceptable. Only approved logos may be used.

A. RE-TYPESETTING

Logos should never be re-typeset. Logos were designed specifically for Point University using only the typefaces outlined in this guide.

B. UNACCEPTABLE COLORS

Never choose alternative colors for a logo.

C. INCORRECT REVERSAL OF COLOR

Do not place a logo on color backgrounds where lack of contrast causes legibility issues.

D. SCALING AND DISTORTION

Logos should never be disproportionately scaled or skewed.

E. THE LOGO IN SENTENCES

Logos should never be used within the context of a sentence or statement. Doing so visually clutters the text and erodes the equity of a logo.



WORDMARKS*



* “Point” must be the dominant wordmark on all away uniforms.

** Please note that when a one-color wordmark in a secondary color is used, the other secondary color must also be used as an additional accent.

*** The “P” lettermark is permitted for baseball and softball uniform hats only. Replica uniform hats may be sold by Point or its designee vendor, but no other use of “P” on any uniform or other sales items (including articles of clothing, novelties or related products) is permitted.

ACCENTS

Accents may include stripes, trim, numbers, letters, wordmark, letter or number outlines, wasitbands, zippers, panels or other apparel details.

COLORS**

PRIMARY COLORS (UNIFORM MATERIAL)



Pantone 295

C 100 M 68 Y 7 K 28
R 0 G 47 B 95
HEX 002F5F



White

SECONDARY COLORS (ACCENTS)



Pantone 2915

C 61 M 7 Y 0 K 0
R 94 G 182 B 228
HEX 5EB6E4



Pantone 123

C 0 M 21 Y 88 K 0
R 253 G 200 B 47
HEX FDC82F

***All athletic uniforms must be one of the primary colors, either navy blue (Pantone 295) or white. All uniforms must also include both secondary colors, light blue (Pantone 2915) and gold (Pantone 123).*

The secondary colors can comprise no more than 15% each of the total uniform surface area. All uniforms must contain both secondary colors as accents, and when white is the primary color, navy blue must also be used as an accent.



PERMISSION

LOGO USE

Certain obligations and responsibilities accompany the use of Point University's name and identifying marks. Products and materials created on behalf of the University should always promote a positive image of the institution, enhancing the institutional brand and marketing message. The name, marks and image of Point University may not be used to imply or suggest endorsement of any product, service, or political party or candidate, without the express written permission of the board of trustees.

All campus units and student groups should obtain prior approval from the Communications Office to use the University's name, marks, logos, seals or symbols for any commercial or noncommercial use. The University requires all groups, departments and individuals to obtain approval from the Communications Office before producing any products or publications that utilize the University's name, marks, logos, seals or symbols, regardless of use or method of distribution. Individuals and organizations outside the University who wish to use any of the official marks must first obtain permission by contacting the Communications Office.

PHOTOGRAPHY

Photographs of campus scenes, landmarks or athletic events may only be used for news and editorial purposes and may not be exploited commercially without express permission.

VENDORS

Vendors contacted by Point University employees must obtain approval directly from the Communications Office before processing orders of any apparel or promotional items featuring Point University or Skyhawk logo marks.

CONTACT INFORMATION

Communications Office

706-385-1081

communications@point.edu





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IDENTITY STANDARDS v3

CONTACT

706-385-1081

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