



**POINT UNIVERSITY ATHLETICS
AND MARCHING BAND**

B R A N D S T Y L E G U I D E

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FIERCE AND FORMIDABLE.
SPIRITUALLY SOARING.

POINT UNIVERSITY SKYHAWKS POSITIONING STATEMENT

The Point University Skyhawks are a diverse and talented group of students, coaches and staff, representing Point University, a Christian, liberal arts university located in West Point, Georgia, dedicated to educating students to influence culture for Christ in all spheres of life.

The Skyhawk, which is the emblem of the athletics program, symbolizes our student-athletes, coaches, staff 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.



PURPOSE OF THE BRAND STYLE GUIDE

The Point University Skyhawks marks are crucial elements of the overall Point University brand universe. These marks not only represent the essence of the athletics brand, but also the entire university and wider West Point community. It is therefore essential that the Point University Skyhawks marks be handled in a stable and consistent manner and be upheld to the standards set forth herein. This guide will help all employees and partners properly utilize these marks across a range of media.

LEGAL NOTICE

All materials in this document are trademarked™ by Point University. This includes, but is not limited to, printed and/ or electronic text and images. All trademark privileges and other rights implied or explicit are reserved. Written permission from the Communications Office at Point University and/or its duly appointed officer (Learfield Licensing Partners) is required for any use or publication, public or private, of any material trademarked Point University. There is no implied consent for any use, publication, republication or transmission of material trademarked to Point University.

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.

CONTACT INFORMATION

Communication Office
communications@point.edu



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
communications@point.edu



FONTS

AGENCY BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

AGENCY BOLD (jersey font)

This font is to be used for jersey/uniform numerals and nameplates.

NOTE: do not use with advertising, web headers or printed materials.



FONTS

Stay Gold

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

GID:182 Unicode:0067



Stay Gold (Baseball/Softball jersey font)

This font is to be used only as the front wordmark for baseball and softball uniforms. As with other sports jerseys/uniforms, the Agency Bold font should be used for numerals and nameplates (see page 7).

NOTE: do not use with advertising, web headers or printed materials.



FONTS (cont'd)



Gotham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GOTHAM BOLD

This font can be used for advertising and printed materials for all Point University Athletics applications. It is also to be used as the secondary type in all Marching Skyhawks applications (see pages 28-31).

Gotham Bold Italic

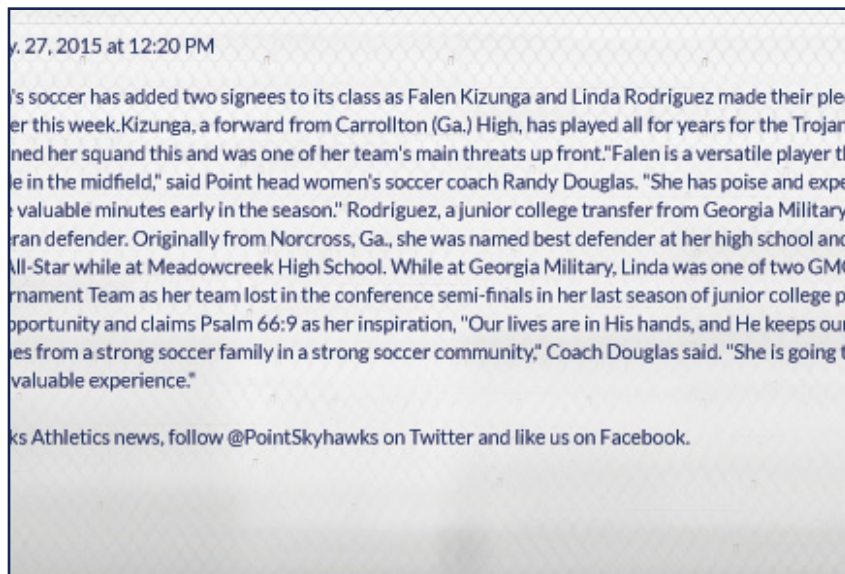
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GOTHAM BOLD ITALIC

This font can be used for advertising and printed materials for all Point University Athletics applications. It is also to be used as the secondary type in all Point University Athletics Wordmarks (see pages 32-35).



FONTS (cont'd)



LATO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

LATO REGULAR

This font is a free-use web font with a close visual resemblance to the Gotham type family. It is to be used for body copy across all web applications.

Please note: Do not use with advertising, or printed materials. See secondary fonts on page 9.



LATO BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

LATO BLACK

This font is a free-use web font with a close visual resemblance to the Gotham type family. It is to be used for headline copy across all web applications.

Please note: Do not use with advertising, or printed materials. See secondary fonts on page 9.

COLOR PALETTE

Primary colors used with relevant Point University Skyhawks applications are presented in the chart below. Color chips are presented in Pantone, CMYK and RGB. Regardless of color, it is important that all marks and text remain legible.

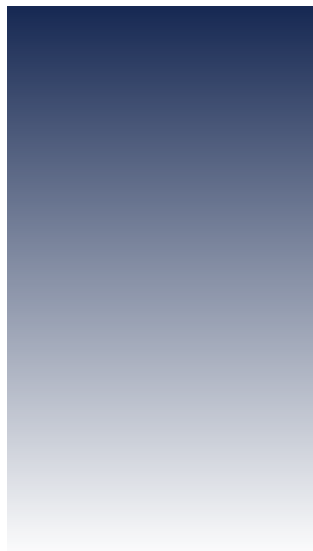
Please note: The CMYK and RGB percentages and Pantone values should not be altered or modified from the specifications below.

PRIMARY COLORS



Pantone
295C

CMYK
100
89
36
35



RGB
24
42
84

HEX
002855



Pantone
123C

CMYK
0
22
93
0



RGB
255
200
40

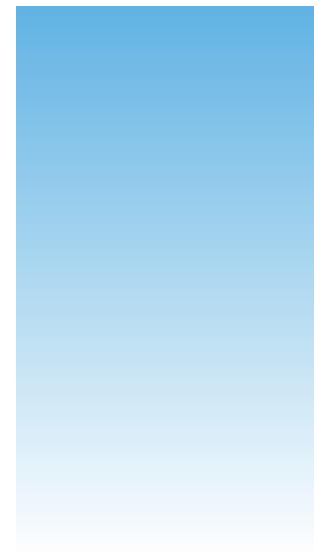
HEX
FFC627

SECONDARY COLOR



Pantone
2915C

CMYK
57
14
0
0



RGB
98
179
228

HEX
61B3E4



FULL COLOR PRIMARY MARK

The Point University Skyhawks Primary Mark in full color is for applications where full color is desired. This logo should be used on most promotional materials: jerseys/uniforms, brochures, letterheads, website, secondary merchandise, court etc.

Please note: Background shape is not part of the mark.



FULL COLOR PRIMARY MARK (cont'd)

The Point University Skyhawks Primary Mark in full color is for applications where full color is desired. This logo should be used on most promotional materials: jerseys/uniforms, brochures, letterheads, website, secondary merchandise, court etc.

Please note: Background shape is not part of the mark.



GRAYSCALE

PRIMARY MARK

The Point Skyhawks Primary Mark in grayscale is for applications where full color is not available.

Please note: Background shape is not part of the mark.



BLACK & WHITE PRIMARY MARK

The Point Skyhawks Primary Mark in black & white is for applications where full color is not available.

Please note: Background shape is not part of the mark.



FULL COLOR PRIMARY ICON

The Point University Skyhawks Icon in full color is for applications where full color is desired. This logo should be used on jerseys/uniforms, helmets, equipment, merchandising, etc.

Please note: Background shape is not part of the mark.



FULL COLOR PRIMARY ICON (cont'd)

The Point University Skyhawks Icon in full color is for applications where full color is desired. This logo should be used on jerseys/uniforms, helmets, equipment, merchandising, etc.

Please note: Background shape is not part of the mark.



GRAYSCALE

PRIMARY ICON

The Point Skyhawks Primary icon in grayscale is for applications where full color is not available.

Please note: Background shape is not part of the mark.



BLACK & WHITE PRIMARY ICON

The Point Skyhawks Primary icon in black & white is for applications where full color is not available.

Please note: Background shape is not part of the mark.



F U L L C O L O R

SECONDARY MARK - WINGED P

The Point University Skyhawks Secondary Mark in full color is for applications where full color is desired. This logo should be used on jerseys/uniforms, helmets, equipment, merchandising, etc. as a supporting element to the Primary Mark/Icon. This mark may be used as a substitute for the Primary Mark/Icon in certain instances where its application is not possible/practical. In all instances, the Communications Office must approve application in advance.

Please note: Background shape is not part of the mark.



FULL COLOR

SECONDARY MARK - WINGED P (cont'd)

The Point University Skyhawks Secondary Mark in full color is for applications where full color is desired. This logo should be used on jerseys/uniforms, helmets, equipment, merchandising, etc. as a supporting element to the Primary Mark/Icon. This mark may be used as a substitute for the Primary Mark/Icon in certain instances where its application is not possible/practical. In all instances, the Communications Office must approve application in advance.

Please note: Background shape is not part of the mark.

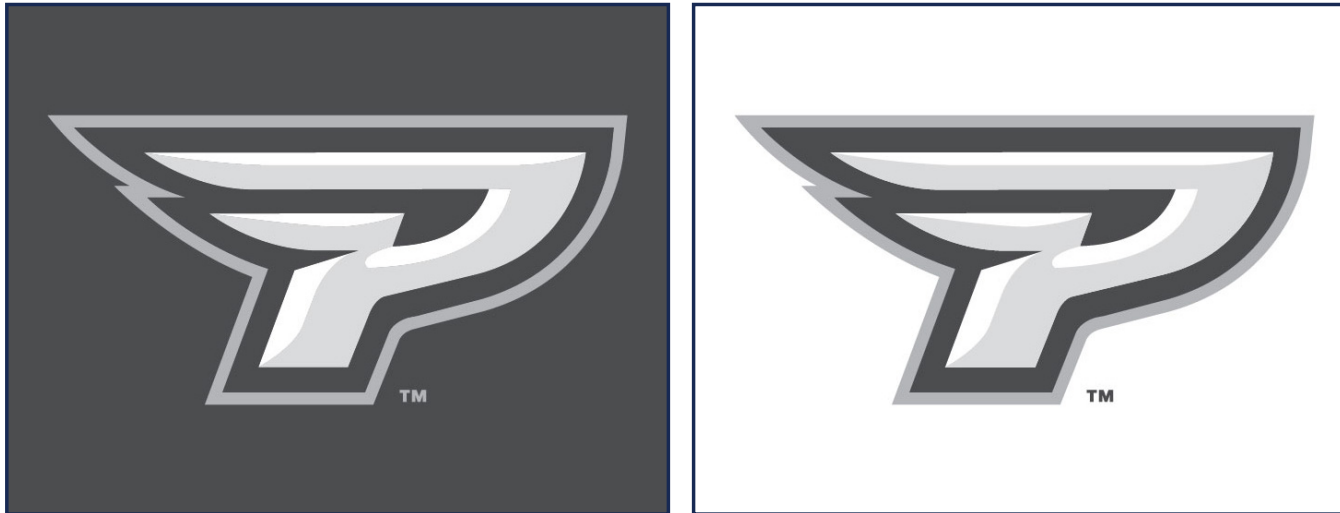


GRAYSCALE

SECONDARY MARK - WINGED P

The Point University Skyhawks Secondary Mark in grayscale is for applications where full color is not available.

Please note: Background shape is not part of the mark.

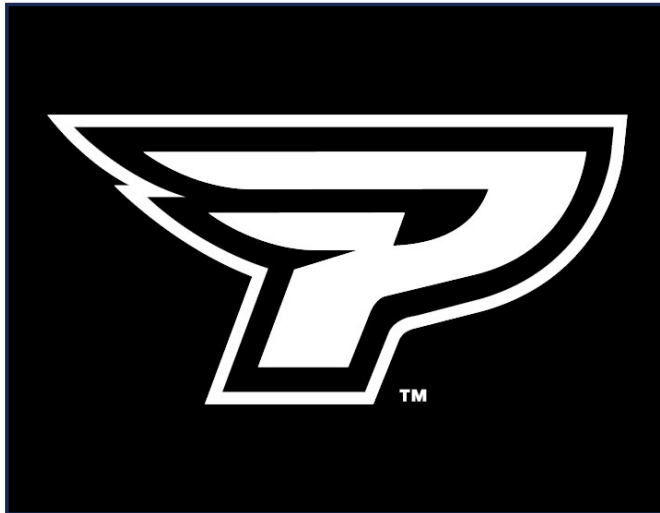


B L A C K & W H I T E

SECONDARY MARK - WINGED P

The Point University Skyhawks Secondary Mark in black & white is for applications where full color is not available.

Please note: Background shape is not part of the mark.



FULL COLOR

ALTERNATE SECONDARY MARK - SHIELD

The Point University Skyhawks Alternate Secondary Mark in full color is for applications where full color is desired. This logo should be used on jerseys/uniforms, helmets, equipment, merchandising, etc. as a supporting element to the Primary Mark/Icon. This mark may be used as a substitute for the Primary Mark/Icon in certain instances where its application is not possible/practical. In all instances, the Communications Office must approve application in advance.

Please note: Background shape is not part of the mark.



FULL COLOR

ALTERNATE SECONDARY MARK - SHIELD (cont'd)

The Point University Skyhawks Alternate Secondary Mark in full color is for applications where full color is desired. This logo should be used on jerseys/uniforms, helmets, equipment, merchandising, etc. as a supporting element to the Primary Mark/Icon. This mark may be used as a substitute for the Primary Mark/Icon in certain instances where its application is not possible/practical. In all instances, the Communications Office must approve application in advance.

Please note: Background shape is not part of the mark.



GRAYSCALE

ALTERNATE SECONDARY MARK - SHIELD

The Point University Skyhawks Alternate Secondary Mark in grayscale is for applications where full color is not available.

Please note: Background shape is not part of the mark.



B L A C K & W H I T E

ALTERNATE SECONDARY MARK - SHIELD

The Point University Skyhawks Alternate Secondary Mark in black & white is for applications where full color is not available.

Please note: Background shape is not part of the mark.



FULL COLOR MARCHING SKYHAWKS MARK

The Point University Marching Skyhawks Mark in full color is for applications where full color is desired. This logo should only be used for Point University Marching Band Applications.

Please note: Background shape is not part of the mark.



FULL COLOR

MARCHING SKYHAWKS MARK (cont'd)

The Point University Marching Skyhawks Mark in full color is for applications where full color is desired. This logo should only be used for Point University Marching Band Applications.

Please note: Background shape is not part of the mark.



GRAYSCALE

MARCHING SKYHAWKS MARK

The Point University Marching Skyhawks Mark in grayscale is for applications where full color is not available.

Please note: Background shape is not part of the mark.



BLACK & WHITE MARCHING SKYHAWKS MARK

The Point University Marching Skyhawks Mark in black & white is for applications where full color is not available.

Please note: Background shape is not part of the mark.



FULL COLOR SKYHAWKS WORDMARKS

Point University Skyhawks Wordmarks in full color are for applications where full color is desired. These logos should be used on jerseys/uniforms, merchandising, etc.

Please note: Background shape is not part of the mark.



POINT UNIVERSITY
SKYHAWKS™



POINT UNIVERSITY
SKYHAWKS™



POINT UNIVERSITY
SKYHAWKS™



POINT UNIVERSITY
SKYHAWKS™



POINT UNIVERSITY
SKYHAWKS™

FULL COLOR

SKYHAWKS WORDMARKS (cont'd)

Point University Skyhawks Wordmarks in full color are for applications where full color is desired. These logos should be used on jerseys/uniforms, merchandising, etc.

Please note: Background shape is not part of the mark.



FULL COLOR

SKYHAWKS WORDMARKS (cont'd)

Point University Skyhawks Wordmarks in full color are for applications where full color is desired. These logos should be used on jerseys/uniforms, merchandising, etc.

Please note: Background shape is not part of the mark.



**POINT
UNIVERSITY™**
ATHLETICS



**POINT
UNIVERSITY™**
ATHLETICS



**POINT
UNIVERSITY™**
ATHLETICS



**POINT
UNIVERSITY™**
ATHLETICS



**POINT
UNIVERSITY™**
ATHLETICS

WORDMARK SUBDIVISIONS

The Point University Skyhawks Wordmark Subdivisions should be used on jerseys/uniforms, merchandising, etc. for the sport for which each is specified.

SKYHAWKS™
B A S K E T B A L L

SKYHAWKS™
S O F T B A L L

POINT UNIVERSITY™
B A S K E T B A L L

POINT UNIVERSITY™
S O F T B A L L

**POINT
UNIVERSITY™**
B A S K E T B A L L

**POINT
UNIVERSITY™**
S O F T B A L L



ALTERNATE SCRIPT GRAPHIC

The alternate script graphic is available as either the single word Skyhawks or the combination of Point and a sport's name. These graphics may be used only on team apparel, such as workout gear, and may not be used as shown on giveaways, merchandise or uniforms. The script graphic must be represented in a combination of navy and gold and/or on navy, gold or white apparel.

Point
ATHLETICS

Point
BASKETBALL

Point
SOFTBALL

Skyhawks

CLEAR SPACE

In order to remain clean, consistent and prominent, a clear zone should always surround all Point University Skyhawks Marks. To determine the minimum distance between the mark and all other graphic elements:

- Draw parallel lines across the top, bottom and both sides of the mark, as shown by the dashed lines below.
- The radius of the clear zone must equal the size of the bright blue box highlighting the height of the letter “S” in “SKYHAWKS”. This box is then used to measure the space surrounding the mark (above, below and on both sides), represented by the light blue boxes.
- Create a rectangular border around the light blue boxes for the complete area of the clear zone (represented by the gray rectangle surrounding the mark). This is the clear zone for the mark.

NOTE: While the Point University Skyhawks Primary Mark is shown below, ALL versions of the Point University Skyhawks Logo Program must follow the same formula when creating the clear zone.



UNACCEPTABLE MARK USAGE

Here are some examples of unacceptable usage of the Point University Skyhawks Primary Mark. While only the full color Primary Mark is shown here, these rules apply to ALL Point University Skyhawks Marks.



Do NOT change colors



Do NOT squeeze or stretch



Do NOT change proportion



Do NOT rotate



Do NOT invade clear space



Do NOT add drop shadow



Do NOT blur

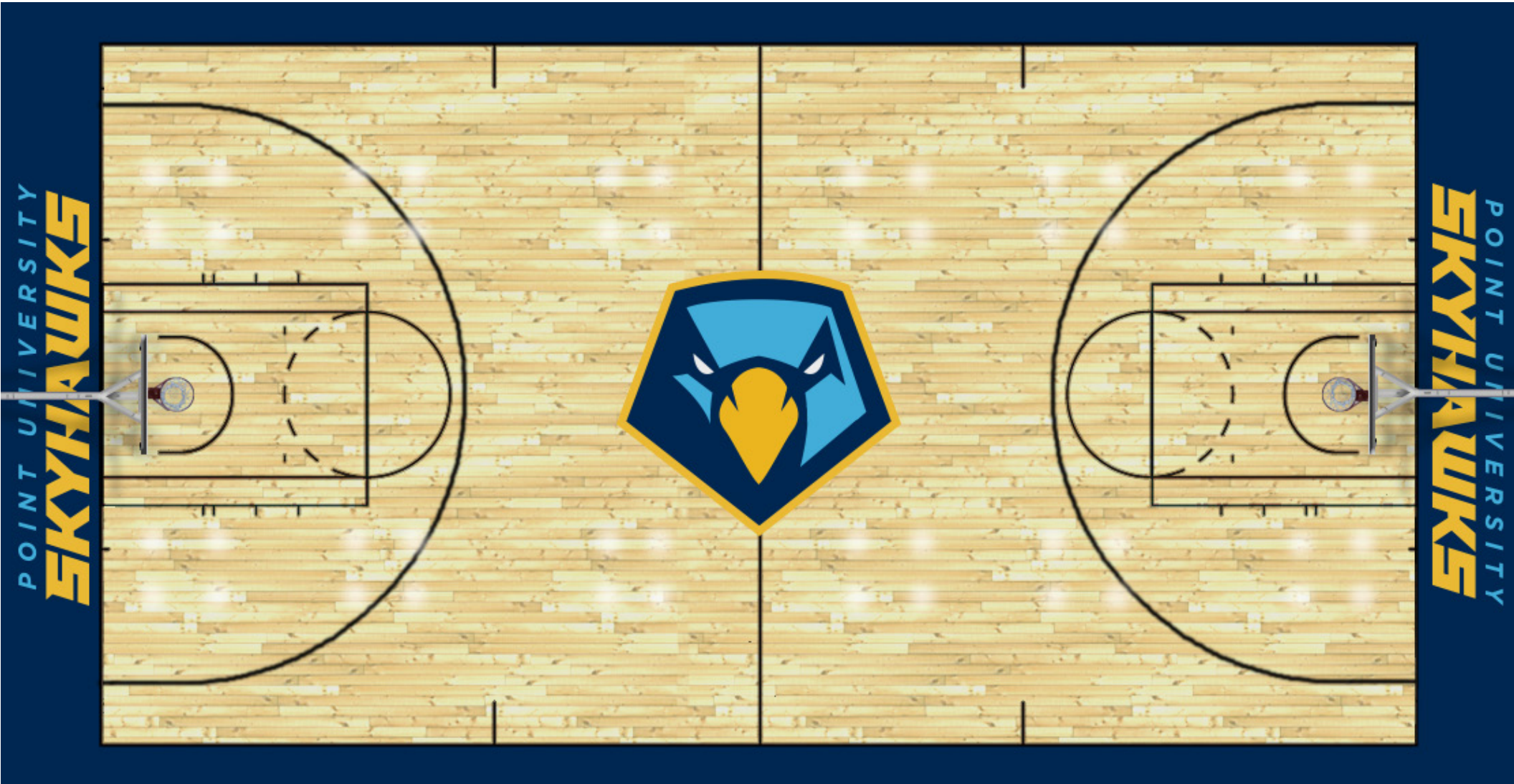


Do NOT distort

SAMPLE APPLICATIONS



SAMPLE APPLICATIONS



SAMPLE APPLICATIONS

