



ATHLETICS BRAND IDENTITY GUIDELINES

PRIMARY MARK

PRIMARY MARK



SECONDARY MARK

ATHLETIC
WORDMARK



SECONDARY MARKS

BUCCANEER



SECONDARY
IDENTIFIER



TYPOGRAPHY

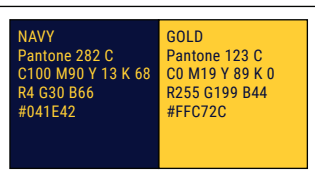
DISPLAY
TYPEFACE

Sling Light	Arial	Georgia
Sling Normal	Arial Bold	Georgia Bold
Sling Bold	Arial Italic	Georgia Italic
	Arial Bold Italic	Georgia Bold Italic

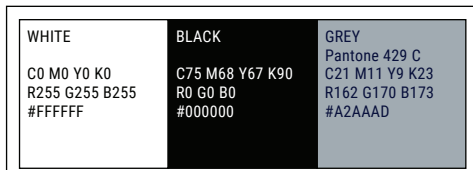


COLOR

PRIMARY



SECONDARY



DO NOT REVERSE

This graphic Buccaneer face should always be lighter than the hat, hair and beard. Reversing the image is unacceptable. (See examples at right.)

