

Appendix F: Department of Intercollegiate Athletics

Brand Promise

The Department of Intercollegiate Athletics supports and extends the mission of the University of Wisconsin Oshkosh by shaping an environment that promotes excellence in student achievement, academic success and personal growth. The department is committed to providing an equitable, multi-sport athletic program for male and female students.



Brand Attributes

The brand attributes of are the Department of Intercollegiate Athletics compliment those of the University:

- Promote and enhance student learning and personal development, including development of intellectual, emotional, social, physical and ethical capabilities.
- Value diversity of people and cultures.
- Collaboration and partnership with students, all segments of the University and the broader Oshkosh community.
- Hold in high regard and have high expectations for all individuals associated with intercollegiate athletics. Individuals conduct themselves ethically, with dignity and honesty, and in accordance with all institutional, conference, NCAA and all related rules and regulations.
- Ensure the health and welfare of our student-athletes and visitors by providing a clean, safe, attractive and accessible campus athletics environment.
- Value and respect all work and workers.

Keywords

In addition to the University's key words, the following words that describe UW Oshkosh Intercollegiate Athletics may be used in day-to-day, athletics-related communications.

Strength

Determination

Power

Teamwork

Sportsmanship

Grace

Quality

Championship

Competition

Tagline

The Athletics Department's **"Tradition built on success"** tagline can be used on many of the department's communications, both internal and external. However, it must not be used as part of the Athletics wordmark and logo.



Appendix F: Department of Intercollegiate Athletics *continued*

Athletics Wordmark

The Athletics Department **wordmark** is “UW–Oshkosh” with the arched “Titans” underneath.

- As the primary identifier of the Department of Intercollegiate Athletics, the wordmark should appear on all official documents, with few exceptions.
- There is one approved version of the wordmark as shown below.
- The black and white version of the wordmark may be used when color reproduction is not available. White may be used on dark backgrounds and single, solid color on one-color piece.



Athletics Logo

The Athletics Department **logo** is the “Titans” arched wordmark combined with the Titan head.

The Athletics wordmark and logo should appear together whenever possible.

- Special permission is needed to use the athletics logo and wordmark separately.
- The Athletics logo and wordmark may not appear in any configuration other than that specified by the Athletics Department.
- The Titan logo will only appear with the University logo on the Athletics Department website. In all other cases, the Titan logo will appear together with the University wordmark.
- The black-and-white version of the logo may be used when color reproduction is not available. White may be used on dark backgrounds and single, solid color on one-color piece.



Logo usage

Club sports

- Club sports will be allowed to use the Titan logo, but must adhere to the visual identity guidelines set forth by the Athletics Department. Any violation will result in the loss of logo use privileges.
- Club sports are required to place the name of the club followed by the word 'Club' underneath the logo. For example, proper use will be 'Football Club', not just 'Football'.

Incoming athletes

- Incoming athletes who are confirmed members of a University sport may use the Titans logo for school newsletters, graduation bulletins, etc., on a limited basis.

University departments

- The UW Oshkosh Titans athletic logo, trademark, mascot and name are reserved for use only by the University Athletics Department and its entities. They must not be used by any other University entity and must not appear on materials with a non-athletics focus.
- Use of the Athletics logo may be permitted if a department is partnering with Athletics for a specific project or event. In such cases, the department must follow the visual guidelines set by the Athletics Department and Integrated Marketing and Communications.

Athletics uniforms

- As needed, slight variations of the Athletics wordmark and logo may be designed and approved to accommodate limitations of uniform materials and imprinting processes. The only acceptable use of such altered versions of the logo and wordmark will be the specified uniform.
- Individual sports will be provided a specific version of both the athletics logo and wordmark. **The University logo and wordmark will never appear on uniforms.**



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Athletics Logo and Wordmark Sizes

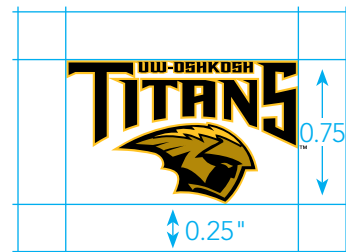
The preferred sizes for the Athletics Department wordmark and logo in standard printed documents are shown at right and below. Where necessary, other wordmark and logo sizes may also be used; the minimum acceptable sizes for the wordmark and logo are shown to the right.



Horizontal Wordmark
Recommended minimum height 0.6" with
0.25" clear space on all sides



Logo
Recommended minimum height 0.75" with
0.25" clear space on all sides



Color Palette

The main colors of the Athletics Department and Titan logo vary slightly from those of the University — due to the proximity of yellow and gold in the Titan logo, a gold darker than the official Titan Gold (the official University gold) is used.



Black
CMYK 0/0/0/100
Hex #000000



White
CMYK 0/0/0/0
Hex #FFFFFF



Yellow
Coated PMS 123 C
CMYK 0/18/100/0
Uncoated PMS 109 U
Hex #FFCC00



Athletic Gold
Coated PMS 1255 C
CMYK 0/27/100/34
Uncoated PMS 117 U
Hex #996600



Titan Gold
Coated PMS 876
Uncoated PMS 876
CMYK 30/50/85/0
Hex #996633

Social Media

All Department of Intercollegiate Athletics social media (Facebook, Twitter, YouTube and MySpace) must funnel through the Athletics Department. Coaches and athletes are provided blog space (on request) on the Athletics Department website.