

# CLUB SPORTS LOGO AND WORDMARK GUIDELINES

The University of Wisconsin Oshkosh Titans athletic wordmark, logo, trademark, mascot and name are reserved for use by the Department of Intercollegiate Athletics and its entities.

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The black and white version of the logo or wordmark may be used when color reproduction is not available. A white version may be used on dark backgrounds and a single, solid color version on one-color pieces.

## APPROVED PRIMARY LOGOS

*Horizontal and Vertical*



The primary athletics logo is comprised of two elements: the wordmark, ("UW-Oshkosh" with "Titans" underneath), and the Titan head icon.

### DO

- Use the wordmark alone if space limitations exist (see wordmarks).
- Pair the logo with your club sport name (see typography)

## APPROVED SECONDARY LOGOS

*Horizontal and Vertical*



The secondary athletics logo is comprised of two elements: the secondary wordmark, ("UWO" with or without "Titans" underneath), and the Titan head icon.

### DON'T

- Use the Titan head icon alone. It must be paired with the official wordmark.
- Stretch, angle or alter colors
- Add or remove elements
- Make the club sport name the dominant element or position it above the logo (see typography)

## APPROVED PRIMARY WORDMARK



The primary athletics wordmark is comprised "UW-Oshkosh" with "Titans" underneath.

## APPROVED SECONDARY WORDMARK



The secondary athletics wordmark is comprised of the letters "UWO".

**NOTE:** The wordmark should only be used if space limitations prevent the full logo being used. An official version of the full logo is preferred.

## TYPOGRAPHY

Individual club sports should use **Avenir Heavy** font when pairing their sport name with the official athletics wordmark and logos.



## FOR MORE INFORMATION

For questions, additional information or brand review of artwork to be used on merchandise, please contact Liz Smith in University Marketing and Communications at [smithe@uwosh.edu](mailto:smithe@uwosh.edu).