

WALDORF WARRIORS



WALDORF UNIVERSITY

ATHLETIC
BRANDING
GUIDELINES



PRIMARY MARK

WARRIORS

WORDMARK

The Waldorf University Warrior logos and wordmarks are available for use in all authorized purposes from the Waldorf University Marketing Department.

Logos and wordmarks must be used to specifications set forth in the accompanying style guide **and with appropriate approvals** from the Athletic Department and Waldorf University Marketing Department. This is necessary to maintain a consistent, high-quality look and feel throughout all our materials — posters, flyers, programs, stationery, flags, banners, brochures, uniforms, apparel and other merchandise — so that the Warrior brand is recognizable as a Waldorf University property.

The following is a description of areas of responsibility for approval and authorization of logo use:

- // Waldorf's Director of Athletic Operations and the Associate Director for Recruiting and Compliance approves all logo use on uniforms, equipment, facilities and other applications related to the university's intercollegiate athletics programs, with guidance from Waldorf's Marketing Department as needed.
- // Waldorf's Marketing Department has responsibility for brand compatibility and consistent design standards compliance for all other internal and external uses. This includes campus wide implementation of the Waldorf University Warrior identity under one unified set of standards.
- // The SID will work with the Marketing Department for the creation of all athletic collateral, including but not limited to programs, team posters and schedules to create consistent and cohesive materials.

For additional information, contact the Waldorf Marketing Department at tara.kingland@waldorf.edu or 641.585.8268.



Warrior Logo // Primary Mark // White Background



Warrior Logo // Primary Mark // With Type // White Background



Warrior Logo // Primary Mark // Solid Background



Warrior Logo // Primary Mark // With Type // Solid Background

A "W" on *baseball uniform hats only*, may be used without helmet logo.

Warrior Wordmark //
White Background

WARRIORS

Warrior Wordmark //
Solid Background

WARRIORS

The following logos are approved alternative athletic logos to use for items like tshirts, hats and fundraisers ONLY.
All white and all black logos are also approved alternative logos.
These are NOT approved for use on official athletic gear



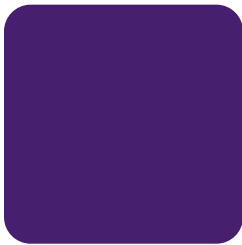
The following logos are approved athletic branded university logo options that can be used for official athletic documents.



ATHLETIC COLORS PALETTE

The Waldorf Athletics color palette can only be used for athletic purposes and cannot be used in addition to the Waldorf University color palette. As you select uniforms, keep this in mind. Sporting good companies should have these colors available as you select uniforms and equipment.

The official Athletic Department colors are:



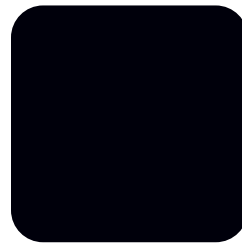
PURPLE

PANTONE 269C
 CMYK: 80/98/5/27
 RGB: 72/32/110
 HEX: #471F6E



GREY

PANTONE 429C
 CMYK: 38/28/27/0
 RGB: 163/169/173
 HEX: #a3a8ac



BLACK

PANTONE Black 6C
 CMYK: 100/79/44/93
 RGB: 0/0/10
 HEX: #00000a



METTALIC SILVER

(Secondary)
 PANTONE 877C
 Do not convert to
 CMYK, RGB, HEX

Note: August 2006 and again in March 2016, the University changed the institutional colors, logo and font. These are different than the Athletic Department, which were designated by the University administration in 2003. The above policy was updated in 2017.

ATHLETIC FONTS

Preferred font: Helvetica

Light
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

Regular
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

For the word WALDORF or WARRIORS: Hypatia Sans Pro

Light
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

Regular
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Light italic
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

Italic
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

The University prefers Hypatia Sans Pro (headlines) and Frutiger (for body copy). These fonts should be used for marketing materials. Please visit waldorf.edu/brand for specific guidelines related to font and type treatment.

If using letters on uniforms, use Waldorf or Warriors. Make every effort to use the font lettering styles named above. Any exceptions will need to go through the Athletic Director then the Marketing department.

WALDORF
BASEBALL

WALDORF
CROSS COUNTRY
TRACK & FIELD

WALDORF
GOLF

WALDORF
MEN'S SOCCER

WALDORF
WOMEN'S BASKETBALL

WARRIOR
BASEBALL

WARRIOR
CROSS COUNTRY
TRACK & FIELD

WARRIOR
GOLF

WARRIOR
MEN'S SOCCER

WARRIOR
WOMEN'S BASKETBALL

WALDORF
BOWLING

WALDORF
ESPORTS

WALDORF
HOCKEY

WALDORF
MEN'S WRESTLING

WALDORF
WOMEN'S SOCCER

WALDORF
VOLLEYBALL

WARRIOR
BOWLING

WARRIOR
ESPORTS

WARRIOR
HOCKEY

WARRIOR
MEN'S WRESTLING

WARRIOR
WOMEN'S SOCCER

WARRIOR
VOLLEYBALL

WALDORF
CHEERLEADING

WALDORF
FOOTBALL

WALDORF
MEN'S BASKETBALL

WALDORF
SOFTBALL

WALDORF
WOMEN'S WRESTLING

WARRIOR
CHEERLEADING

WARRIOR
FOOTBALL

WARRIOR
MEN'S BASKETBALL

WARRIOR
SOFTBALL

WARRIOR
WOMEN'S WRESTLING