



**OFFICIAL BRAND IDENTITY – USAGE & STYLE GUIDE**

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## **INTRODUCTION**

**THE SUSQUEHANNA ATHLETICS BRAND IDENTITY** is comprised of a system of closely related marks including a primary logo, secondary logos, wordmarks and sport specific marks. This guide details the usage of all components within the identity system.

The style guide is intended as a resource for both internal departments as well as external vendors who apply the athletics identity. It was created to help ensure consistent use of all logos across a wide variety of application. The following pages should be considered official policy of Susquehanna University related to all use and reproduction of it's athletics identity.

All logos and artwork included within this guide are property of Susquehanna University. Any use without consent is strictly prohibited.

For additional information or for further clarification regarding anything in this guide, please contact the Director of Athletic Communications at:

### **SUSQUEHANNA ATHLETICS**

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[www.suriverhawks.com](http://www.suriverhawks.com)

## COLOR PALETTE



### SUSQUEHANNA MAROON

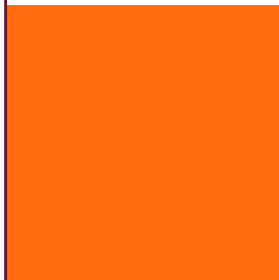
Pantone 7421c

C: 7 | M: 100 | Y: 35 | K: 64

R: 101 | G: 28 | B: 50

HTML: 651C32

Madeira: 1385



### SUSQUEHANNA ORANGE

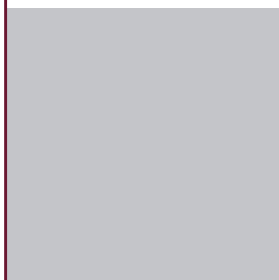
Pantone 1585c

C: 0 | M: 61 | Y: 97 | K: 0

R: 255 | G: 106 | B: 20

HTML: FF6A14

Madeira: 1178



### RIVER HAWK GREY

Pantone 428c

C: 10 | M: 4 | Y: 4 | K: 14

R: 193 | G: 198 | B: 200

HTML: C1C6C8

Madeira: 1351

**PRIMARY LOGO**

Full Color



Two Color



**PRIMARY LOGO**

One Color

One color logos may appear in white on maroon or orange backgrounds, orange on maroon backgrounds, or maroon on orange backgrounds, as shown here.



**RIVER HAWKS  
HEAD**

Full Color



Two Color



**RIVER HAWKS  
HEAD**

One Color

One color logos may appear in white on maroon or orange backgrounds, orange on maroon backgrounds, or maroon on orange backgrounds, as shown here.





**SECONDARY  
WORDMARK:  
SUSQUEHANNA**

Full Color



One Color

One color logos may appear in white on maroon or orange backgrounds, orange on maroon backgrounds, or maroon on orange backgrounds, as shown here.



**SECONDARY  
WORDMARK  
RIVER HAWKS**

Full Color



**RIVER HAWK  
WORD MARK:**

One Color

One color logos may appear in white on maroon or orange backgrounds, orange on maroon backgrounds, or maroon on orange backgrounds, as shown here.



**SPIRIT MARK -  
WINGED S**

Full Color



One Color

One color logos may appear in white on maroon or orange backgrounds, orange on maroon backgrounds, or maroon on orange backgrounds, as shown here.







## SPORT SPECIFIC WORDMARKS

### One Color

One color logos may appear in white on maroon or orange backgrounds, orange on maroon backgrounds, or maroon on orange backgrounds.











**UNIFORM ASSETS:  
WORD MARKS**

Stand alone  
SUSQUEHANNA  
and RIVER HAWKS  
wordmarks have been  
developed specifically  
for uniform applications.

Whenever  
SUSQUEHANNA or  
RIVER HAWKS is printed,  
sewn or embroidered  
on any on-field uniform,  
it must always been in  
this custom configuration.



**SUSQUEHANNA**



**RIVER HAWKS**



**SUSQUEHANNA**



**RIVER HAWKS**



**SUSQUEHANNA**



**RIVER HAWKS**

**UNIFORM ASSETS:  
ALTERNATE  
WORDMARKS**

In addition to the stand alone SUSQUEHANNA and RIVER HAWKS wordmarks shown on page 14, outlined variations have also been developed for when two color letters are required or preferred.

SUSQUEHANNA

RIVER HAWKS

SUSQUEHANNA

RIVER HAWKS

SUSQUEHANNA

RIVER HAWKS

**UNIFORM ASSETS:  
ACCEPTABLE LOGOS**

In addition to the wordmarks shown on pages 18 and 19, the two logos shown here are acceptable for uniform applications.



NOTE: When used on official uniforms, helmets playing surfaces or equipment, TMs are not required.



**UNIFORM ASSETS:  
NUMBERS**

All teams are required  
to use the custom  
numbers shown here.

0123456789

0123456789

0123456789

**UNIFORM ASSETS:  
EXAMPLES**



**MINIMUM SIZE REQUIREMENTS:**

Embroidery



## TYPOGRAPHY

For use in support and collateral materials (i.e. posters, schedule cards, letterhead, etc.), the commercially available typeface OUTAGE has been specified.



Note: Uppercase and lowercase letters in the OUTAGE typeface appear similar but vary in their nuances. **Always use lowercase** when setting type in Outage.

## OUTAGE CUT

ABCDEFGHIJK  
LMNOPQRSTUVWXYZ

### EXAMPLES:

BASKETBALL SEASON TICKETS  
ON SALE NOW!

WELCOME TO  
SUSQUEHANNA  
HOME OF THE RIVER HAWKS



## CLEARSPACE

Providing adequate clearspace around the athletic marks helps to preserve its visual distinctiveness.

The size of the clearspace is tied to the scale and proportion of the mark itself and should be maintained at all times and in all applications.



## LOGO VIOLATIONS

Preserving the visual identity of the athletic family of marks is a key element in creating a consistent image for the brand.

While many options for interesting usage will present themselves, some graphic treatments are prohibited. Always reproduce athletic marks from original artwork. A gallery of examples of what not to do is shown to the right.



Do not use unapproved colors.



Do not distort the logos.



Do not skew the logos.



Do not alter the proportions.



Do not alter the typography.



Do not reconfigure the logo.



Do not rotate the logo.



Do not add custom effects  
(i.e. drop shadows, gradients, etc.).

## CARTOON BENNY

Cartoon Benny recognizes Susquehanna's mascot as a persona to build affinity for the university.

Athletics is one of four university entities that hold rights to utilize the Cartoon Benny illustrations. A series of sport specific Benny illustrations (shown right) have been created for use by athletics.

Cartoon Benny artwork is copyrighted and should never be used without prior permission from University Marketing & Communications. The illustrations may not be altered, modified or distorted.

Refer to the Susquehanna University Brand Guide for further details.

