

# UNIVERSITY OF SOUTH ALABAMA JAGUARS

## JAGUAR LOGO AND REPRODUCTION GUIDELINES

ADOPTED AUGUST, 2008

A stylized profile Jaguar head rendition and logotype "SOUTH ALABAMA" has been approved for immediate use. The adopted symbol and logotype may be used independently; however, neither can be altered in any manner. This official Athletic logo is used solely to promote Athletics, the Marching Band and all University sports related programs. It is not to be used by other academic or administrative departments as the identifying symbol for the University such as stationery, business cards or official University documents and publications. The athletic logos are registered marks and may not be altered beyond the guidelines set below without the sole written permission of the University of South Alabama. Please contact USA Publications regarding any specific questions on the usage.

### Official University Colors for Print:

#### Pantone Matching System

PMS 193 – Red



PMS 281 – Blue



#### CMYK Process Builds

Red: C - 0, M - 100, Y - 66, K - 13

Blue: C - 100, M - 72, Y - 0, K - 32

### Master Brand

#### Multi-color version

- Multi-color version may only be produced in University Blue (PMS 281) and University Red (PMS 193), using the example configurations. Other configurations are not permissible.

- When produced in multi-color, either red or blue may be used for the line under the word "SOUTH."



Vertical Configuration

A-1



Horizontal Configuration

A-2

### Acceptable Variations

#### Single-color version

- Symbol may be used in any single color. Please **NOTE** the Master Brand has a red crescent behind the head. The crescent is only to be used with the multi-color version. It **MUST** be removed when reproducing in a single color.



B-1



B-2



B-3



C-1



C-2



C-3

#### Reversed version

- The reversed version may be reproduced using any single color.

- Shown to the right are the only acceptable versions that may be used when reproduced on any dark background. When using the multi-color logotype, it must carry the University's colors and include a white background for definition.



D-1



D-2



D-3



D-4



D-5



D-6

- The stylized Jaguar head may be used without type.



E-1



E-2

- The symbol must not be reproduced smaller than 3/4" (as shown) in order to preserve the integrity of the mark.



F-1



F-2

### Logotype

- University Red (PMS 193) and Blue (PMS 281) are the **only** multi-colors used with the logotype. The Athletic department, sport, Marching Band, program or mascot word (Jaguars, Lady Jags or Jags) below "South Alabama" must be in **red** (reproduced as shown); **NO OTHER** configuration is acceptable. However, it may be reproduced in any single color.



G-1



G-2

- The typeface used to define the Athletic department, sport, Marching Band, program or mascot word (Jaguars, Lady Jags or Jags) below "South Alabama" is Arial Black Italics. The font size of the word must remain proportionate **NOT** exceeding 75% of the logotype "SOUTH ALABAMA" and must always be right justified.



H-1



H-2

- The line element must always be used when a word is inserted below "SOUTH ALABAMA." Without the wording below, **NO LINE** is to be included.



I-1



I-2

The approved master brand artwork and font is available from University Publication Services (251-380-2828), [publink@usouthal.edu](mailto:publink@usouthal.edu).

### Pre-Existing Jaguar Artwork

All pre-existing Jaguar artwork and any of their existing versions may **NOT** be used on any print or electronic communications as shown below.

