“The athletics logo is part of the College’s identity...”
The Face of F&M Athletics

Franklin & Marshall College’s Diplomats logo family was created in fall 2010. The logo family was designed for the athletics department and sports teams, for use in publications, on uniforms and apparel, on floors, walls and vehicles, in digital projection and on the World Wide Web.

This manual outlines permissible uses and reproductions of the athletics logo. The athletics logo is part of the College’s identity and is to be used only in association with athletics.

Why does F&M need an athletics logo?

Consistent use of the Diplomats logo ensures that F&M has a uniform appearance to current and prospective students, parents, alumni, the media, trustees, faculty, professional staff, fans of its athletic teams and the greater Lancaster community. Each constituency plays a vital role in supporting our athletes; clear communication with those constituencies is paramount.

A standardized logo also helps F&M’s athletic teams and programs project a unified, organized and professional appearance. The shield was chosen because it is a symbol of strength and of a commitment to superior defensive play.
COLOR REPRODUCTION

The official colors of the athletics logo are Diplomats blue (PMS 286), light blue (PMS 284) and white. Navy (PMS 289) and Black (Pantone Process Black) may be used as an accent color.

2-color spot printing on color
In a 2-color process layout on color, the logo must appear in Diplomat blue and white.

2-color spot printing on white
In a 2-color spot layout on white, the logo must appear in Diplomat blue, light blue and white.

1-color printing
1-color layouts must be Diplomat blue, white or black.

ATHLETICS LOGO COLORS
MADEIRA Embroidery / PMS Colors

Uniform Embroidery / Screen Printing

Madeira offers PANTONE® matching to embroidery threads. The official colors of the athletics logo when choosing embroidery options are Victory 1028 and, Royal 1076 and white 1001.

Embroidery Color Options (2-Color)

2-color is required on all apparel that is embroidered and preferred on screen printed items.

Screen Print Color Options (1-Color)

1-color is allowed for screen printed items.
THE ATHLETICS LOGO

Primary Logos
The primary Diplomats logo, with the word Diplomats embedded in the shield, is the official athletics logo and must be used whenever possible. The primary logo typically will appear on shirtfronts of uniforms and/or on the sides of helmets. If a uniform does not lend itself to use of the primary logo, coaches may—with the approval of the director of athletic communications—use the horizontal logo, in which the shield is placed to the left of Diplomats.

Secondary Logo
The secondary logos attach a specific sport’s name to the logo. This variation of the logo is mainly for use on T-shirts and polo shirts. Any coach wishing to use this version on a uniform must get consent from the director of athletic communications. All secondary logos are subject to the same color reproduction and usage guidelines as the primary logo.
**Other College Logos**

**Primary Logo**

The primary logo of Franklin & Marshall College is the Franklin & Marshall word mark. The secondary logo of the College is F&M (the abbreviated version of the full word mark). Both word marks may be used on sports-related apparel provided the marks are used in conjunction with the athletics logo.

**College Seal**

The college seal features founders Benjamin Franklin and John Marshall. It includes the year the College was founded (1787) and the Latin phrase Lux et Lex. The seal may only be used on soccer uniforms (a customary practice within the sport).

“*The college seal is reserved for presidential materials.*”
Correct Usage

The athletics logo must be used as outlined in this document. No one is permitted to add to, subtract from, skew or otherwise revise the logo. The rules follow:

1. Do not re-create or alter the logo. Examples of a change in condition include, but are not limited to, separation of elements, using the logo as a part of copy, changing color(s), adding text or visual elements, and changing the font.

2. Do not stretch the logo. When re-sizing the logo, always do so uniformly in order to preserve the original height-to-width ratio.

3. Do not use the logo or any element of the logo to create a pattern.

4. Do not use low-resolution versions of the logo obtained from the website or from scanning previously printed materials. Contact the director of athletic communications for an electronic version of the logo.

5. Do not screen or watermark the logo. Maintain the same color values prescribed in the color reproduction section of this manual.

6. Do not add images or wordmarks to the logo.

7. Do not rotate the logo. Maintain a 0° angle.

8. Do not invert colors. Please reference page 4 for proper use of the reverse logo.
Typography

The permitted type styles for all F&M athletics marketing pieces are Centaur (serif) and Arial (sans serif). These type styles are dignified and easy to read. Use them for copy in brochures, newsletters and other printed communications.

“ These type styles are dignified and easy to read. ”

Centaur (Serif) - Headings

Centaur Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Centaur Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Centaur Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Arial (Sans Serif) - Body

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Arial Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789
“The primary Diplomats logo must appear on all athletic uniforms.”

**Athletic Uniforms**

The following rules apply when ordering athletic uniforms:

**Colors**

All athletic uniforms will be in Diplomats blue or white. The only exceptions are softball and baseball, sports in which a grey version of the uniform is the norm. See color reproduction section in this manual for detailed information. If an approved vendor cannot provide the exact PMS value or values outlined here, the vendor is required to achieve the closest possible match. The director of athletic communications must approve vendor-provided options. Black uniforms may be used as an alternative jersey only. Teams may wear primary black uniforms no more than 10% of their games.

**Logos and word marks**

The primary Diplomats logo must appear on all athletic uniforms. For most sports it must appear on the chest. For sports where such a display is not feasible—such as baseball, basketball or tennis—the logo may appear on the sleeve, shorts, left breast, hat or helmet.

The “Franklin & Marshall” or “F&M” mark may also appear on uniforms. The College marks may be used in combination with the Diplomats mark as either the primary or secondary logo. The “Franklin & Marshall” word mark may be curved to fit on the uniform. Script font is permitted in sports where is customary, such as baseball and softball.

**Approval**

The vice president for College Communications has delegated primary responsibility for managing use of the Diplomats logo to the director of athletic communications. The director of athletic communications must approve any item bearing the athletic logo before they are ordered. Prior to production, you must obtain a uniform proof and proposed fabric color swatch(es) from an approved vendor. In the absence of the director of athletic communications, the College’s director of publications may approve uniforms.
Stationery

Each athletic team within the Department of Athletics will use its own letterhead, featuring the horizontal version that incorporates the sport’s name in sans serif type (Arial). The bottom of the sheet will feature the primary word mark (Franklin & Marshall) and contact information (see example). Letterhead may be black or Diplomat blue.

Business cards

Business cards will feature the horizontal Diplomats logo with the shield flushed to the left of Diplomats (see example). Business cards are printed in Diplomat blue.