



**Manchester**  
Spartans

**Athletics Identity**

April 2024



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# Brand Identity

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Brand Identity is the visual representation of a person, group or organization. This is especially evident with sports teams, whose image is showcased every time an athlete suits up. Just like people, the way a brand looks has very real implications on perception, adoption, and ultimately success.

Symbols are immensely powerful tools, and if harnessed appropriately, become an invaluable asset. Consistency is king. As long as consumers are going to judge your book cover, make sure they get the right idea of what's inside.

While the guidelines in this manual always apply to the designs of official uniforms and warm-up gear, athletic teams may have more latitude regarding the fonts and elements used for t-shirts, sweatshirts and other casual gear. However, in any case when the official brand elements shown in this manual are used, athletic brand standards should be followed.

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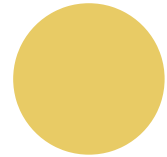
## Color Palette

Color is perhaps the strongest emotional driver among brand components. This deceptively simple visual asset generates psychological associations, and is a determinant of consumer recall and recognition. Manchester Athletics' color palette has been selected to support core brand values and an accurate representation of the university's brand system and personality.

As with all content in this Standards document, if you have questions about appropriate usage of the Color Palette, please contact Manchester University's Marketing Department.

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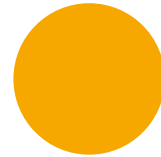
PRIMARY



**Vegas Gold**

PANTONE 459 C

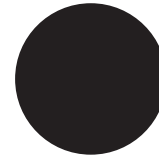
● 14 ● 224  
 ● 14 ● 204  
 ● 75 ● 97  
 ● 0 # E0CC61



**Manchester Gold**

PANTONE 124 C

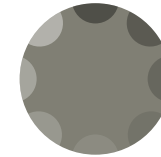
● 0 ● 238  
 ● 28 ● 177  
 ● 100 ● 17  
 ● 6 # EEB111



**Black**

PANTONE BLACK C

● 30 ● 10  
 ● 30 ● 2  
 ● 30 ● 3  
 ● 100 # 0A0203



**Manchester Gray**

PANTONE 416 C

● 44 ● 149  
 ● 35 ● 148  
 ● 48 ● 132  
 ● 3 # 959484

Our two primary colors are Black and Gold—which can either be Vegas Gold or Manchester Gold—using the values above. Manchester Gray and its lighter and darker variances shown above are considered neutral and can be used as accent or supporting colors. As interchangeable primary colors, one of our two Golds should always be featured on products and apparel, but should not be used together. Together with black, these primary colors typically serve as the majority of the color ratio on the canvas. Vegas Gold is acceptable only for athletics and is not to be used as a substitute for Manchester Gold in other institutional marks or branding.

For 4-color printing, you will primarily use the CMYK values. For on-screen mediums, use the RGB or HEX values.

# Brandmarks

Manchester Athletics maintains a suite of on-brand Signatures for use in all applications—these are the cornerstone visual marks that are to be featured on all branded products in the appropriate form. Divided into three categories, our Brandmarks are: Full Signature, Helmet, and Crest. While the Full Signature is the preferred mark, the Helmet and Crest is equally acceptable and the decision should be dictated by the product to which it is being applied in terms of space and style.





**Manchester**  
Spartans

FULL SIGNATURE  
(Vegas)



HELMET  
(Vegas)



CREST  
(Vegas)



**Manchester**  
Spartans

FULL SIGNATURE  
(MU Gold)



HELMET  
(MU Gold)



CREST  
(MU Gold)

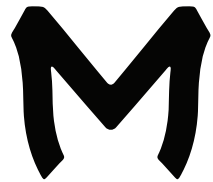
# Pendants

## BASEBALL & SOFTBALL

In addition to our official brandmarks suite, Manchester Athletics maintains a set of marks specific to baseball and softball. These are the Pendants.

Note that when using the Helmet or Pendant, the Full Signature or other approved Textmarks (see page 18-19) must also be featured on the product or apparel. This standard is to ensure that the word “Manchester” is always present.

The Pendant is a secondary asset in priority, and was designed specifically for use in the baseball and softball programs. However, other applications of the Pendant may be approved through the Marketing Department.



'M' PENDANT  
(Black)



'M' PENDANT  
(Inverse)



'M' PENDANT v2  
(Full Color)



'M' PENDANT v2  
(Inverse)

# Full Signature

## DESIGNATIONS

Our Athletics Full Signature is built with intentional ratios, dimensions, and proximity. Never attempt to manipulate, resize, shift, skew, or otherwise alter it.

Our Logotype, "Manchester" is always present in the Full Signature, while line 2 is the location for the Designation. This space may include one of three text options:

1. Spartans 2. Athletics 3. The proper name of an official sport.

Requests for unique designations must be submitted to the Marketing Department.



**Manchester**  
Spartans



**Manchester**  
Athletics



**Manchester**  
[Sport]



**Manchester**  
Spartans



**Manchester**  
Athletics



**Manchester**  
[Sport]

# Color Formats

Our Brandmarks may be expressed in a limited number of color variations for longterm consistency. These options are provided here.

As demonstrated, our Brandmarks may exist on 5 background colors—all of which are official colors in our Palette. Note that these color formats apply to both the Full Signature and the Helmet when it used separately. Do not attempt to colorize any elements within our Brandmarks in contrast to the standards represented here.

When printing communication products, always request a proof and compare the result against Pantone's® color matching system. When using digital files, be aware that color modes, profiles, hardware, and file types will influence color accuracy.

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VEGAS ACCENTS



**Manchester**  
Spartans

ON WHITE (PREFERRED)



**Manchester**  
Spartans

INVERSE ON BLACK



**Manchester**  
Spartans

ON VEGAS



**Manchester**  
Spartans

ON MU GRAY

MU GOLD ACCENTS



**Manchester**  
Spartans

ON WHITE (PREFERRED)



**Manchester**  
Spartans

INVERSE ON BLACK



**Manchester**  
Spartans

ON MU GOLD



**Manchester**  
Spartans

ON MU GRAY

# Typography

To provide a consistent brand identity, Manchester Athletics specifies three typefaces that must be used in all communication products.

**Clarendon** is our Display font, as seen in the Full Signature, and is intended for headlines and text that is generally shorter in characters, and more prominent relative to the rest of the canvas.

**Univers** is generally used for Body copy and larger volumes of text, but can also be suitable as a Headline or Subhead typeface.

**[Collegiate]** refers to the universal, chiseled and angular font family commonly associated with collegiate athletics. Production vendors generally have a font of their own that meets this requirement.

**Calibri** or **Candara** are typically used for Body copy and larger volumes of text.



CLARENDON URW

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REGULAR (+OBLIQUE)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890**

MEDIUM (+OBLIQUE)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890**

BOLD (+OBLIQUE)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890**

UNIVERS

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LIGHT (+OBLIQUE)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

BOLD (+OBLIQUE)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890**

CONDENSED (+BOLD & OBLIQUE)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

[COLLEGIATE]

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**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890**

CALIBRI (Body copy only)

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REGULAR (+OBLIQUE)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

BOLD (+OBLIQUE)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890**

CANDARA

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REGULAR (+OBLIQUE)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

BOLD (+OBLIQUE)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890**

# Textmarks

A wide variety of Textmark styles can be used within the Athletics identity system. Textmarks refer to the predominant words or messages commonly used within our program, namely “Manchester” and “Spartans.” However, Textmarks are not limited to these two words, and can encompass sports categories, the word “Athletics” or other appropriate messages.

The diagram to the right shows the 12 Textmark style treatments, applied equally to “Manchester” and “Spartans” which are our most common marks. When choosing another word as a Textmark, ensure that it fits one of these style treatments.

Note that while this diagram is set in black, the entirety of our approved Color Palette may be applied to Textmarks.

The arced styles use a 15% curvature.

**MANCHESTER**

Ⓐ

**Manchester**

Ⓓ

**MANCHESTER**

Ⓖ

**Manchester**

Ⓙ

**SPARTANS**

Ⓜ

**Spartans**

Ⓟ

**SPARTANS**

Ⓢ

**Spartans**

Ⓥ

**MANCHESTER**

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**Manchester**

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**MANCHESTER**

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**Manchester**

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**SPARTANS**

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**Spartans**

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**MANCHESTER**

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**MANCHESTER**

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**SPARTANS**

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**SPARTANS**

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**SPARTANS**

Ⓤ

**SPARTANS**

Ⓧ

# Apparel Packages

While it is virtually impossible to specify standardization for every unique apparel request and uniform for Manchester Athletics, we offer 4 primary Apparel Packages that demonstrate appropriate color combinations for the most common elements. New garments should strive to closely adopt one of these packages. Of course, all prior standardization in this document applies.

Ultimately, much of what is possible from a design and color standpoint relies on the technology and versatility of your apparel manufacturer. Provide this Standards document to your vendor(s) and ideally involve our Marketing Department in the discussion when new garments are being produced.

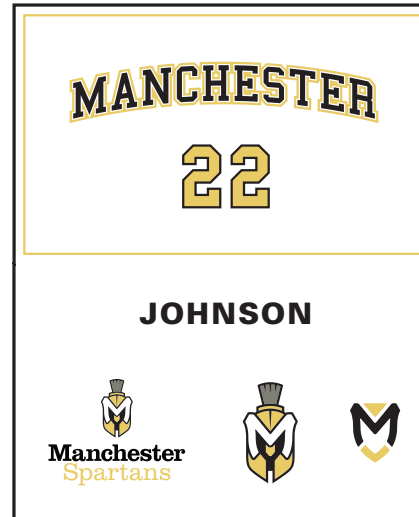
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BLACK



VEGAS



WHITE



MU GOLD



**Manchester**  
Spartans

*Athletics Identity*