INTRODUCTION

We are proud to introduce the new Roanoke Maroons Athletics brand identity program with the publication of these brand identity usage guidelines. The new Roanoke Maroons Athletics brand identity program features multiple new logo marks, new font and typeface design, a refreshed color palette and of course, our brand new mascot Rooney! All of these elements come together as present ourselves to the world as students, athletes, coaching staff and administrators to define the Roanoke Maroons Athletics brand and the full Roanoke Maroons experience.

The new Roanoke Maroons brand identity has been refined to always represent the core values of Maroons Athletics in its application. Our new branding program is designed to convey the attributes of what it truly means to be a Maroon: To build the strength of character that lasts a lifetime, to constantly and consistently strive for achievement in scholarly and athletic pursuits alike, and to honor the tradition and legacy of Maroons that have come before us.

The successful implementation of the new Roanoke Maroons brand and the extent to which all of Roanoke will enjoy the full benefits that our new branding program has to offer rely greatly on the consistent and diligent application of the new brand across all mediums by each and every one of us. To help facilitate the process, it is now mandatory to observe and adhere to the specifications outlined in this manual when applying the components of the branding program to Athletic Department assets such as advertising, apparel, collateral, promotional items and all forms of visual communication. In addition, all Roanoke vendors, manufacturers and marketing partners must first be issued a purchase order/contract from the Office of the Athletic Director requesting work to be performed, submit proofs, prototypes or sample apparel to the Office of the Athletic Director for approval prior to manufacturing, and proceed with job fulfillment only upon receipt of written authorization from the Office of the Athletic Director to do so.

The bullet point text on the following page are included as primary directives of the new Roanoke Maroons branding program usage guide and are elaborated on in greater detail throughout the Roanoke Maroons branding usage guide.

Thank you for your participation and support of our new branding initiative. If you have any questions regarding the execution and implementation of any component of the branding program, please feel free to contact the Office of the Athletic Director. I know I can count on all of you to do your part to make this campaign the most successful branding initiative ever undertaken by Roanoke Maroons Athletics, and together we can show the world what it means to be “Maroons.”

[Signature]

Director of Athletics
Maroon Athletics
Roanoke College
UNIFORM GUIDELINES

I. The official Roanoke Maroons Athletics color palette consists of:
   A. Maroon Pantone 208 C
   B. Dark Maroon Pantone 7428 C
   C. Grey Pantone 429 C
   D. Black Pantone Black C
   E. White

All media and/or tactile carriers of the official Roanoke Maroons branding program must match the official Roanoke Maroons Athletics color palette as specified in this official Roanoke Maroons Athletics Brand Usage Guide Manual.

II. The mixing and matching of shorts for uniform implementation is allowed on a sport by sport basis. Please consult the following uniform style guide pages for each individual sport.

III. Use of the official Roanoke Maroons hawk head logo mark is available for home uniform application only.

IV. All reproduction of official Roanoke Maroons branding program logo marks must be executed directly from the official logo art found throughout this official Roanoke Maroons branding usage guide. All logo art is the official property of Roanoke College and may not be altered, augmented or changed in any way.

V. Stripes and other detail on uniforms may be applied at the discretion of the sport specific coach for that sport with authorization and final approval from the Office of the Athletic Director.

VI. Use of the official Roanoke Maroons RC lettermark shield is optional and at the discretion of the sports specific coach for that sport. No substitutions are allowed.

VII. Font choice for numbering and lettering should either use the official Roanoke Maroons typeface or approximate it using stock digits, and it must be approved by the Office of the Athletic Director. The official Roanoke Maroons typeface is available from the Office of the Athletic Director.

VIII. On jerseys, use of student athlete names is optional. Please consult the Office of the Athletic Director with any questions.

For questions regarding the materials included in this official Roanoke Maroons Brand Usage Guide Manual, please contact:

Roanoke College Athletics
Roanoke College
221 College Lane
Salem, VA  24153-3747
540-375-2244
EMBROIDERED UNIFORM MARK

ROANOKE LOGO USAGE GUIDE
MARK UNIFORM MARK - ROANOKE
SCOPE RESTRICTED
USAGE AWAY UNIFORMS
MAROONS ATHLETICS | BRANDING PROGRAM

COLOR SPECIFICATION CHART & CONVERSION TABLE

- ROANOKE COLORS: WHITE MAROON BLACK
- PANTONE COLORS: PANTONE 346 C PANTONE PROCESS BLACK

All logos are supplied for the official authorized reproduction of Roanoke College property. Use by the media, licensed manufacturers, sponsors, and their advertising agencies for the express purpose of printing and advertising product promotion, advertising, publishing, and display materials relating to and in support of Roanoke College. All logos may be used with a margin not less than 1/8" the total logo size between the logo and next nearest graphic element. The colors shown in this guide are not intended to match the Pantone color standards. For the Pantone color standards, refer to the current edition of the Pantone Color Publications. Pantone is a registered trademark of Pantone LLC. All logos are the intellectual property of Roanoke College and may be used only with its written permission, which may be revoked at any time in its sole discretion. These logos must not be altered in any way other than those. Please contact Roanoke College Public Relations (540) 375-2244 with any and all questions regarding usage. Roanoke College logos marks are trademarks of the Trustees of Roanoke College and are copyright © 2019 by the Trustees of Roanoke College.
BASEBALL UNIFORM DESIGN

HOME

ROAD

DETAIL JERSEY BACK

HAWK HEAD ALTERNATE LOCATION

HELMET EMBLEM DETAIL

BASEBALL CAP EMBLEM DETAIL

PLAYER 23

PLAYER 23
MEN’S BASKETBALL UNIFORM DESIGN

DETAIL
JERSEY
BACK

OPTIONAL
DETAIL
PANT
FRONT

PLAYER
23

DETAIL
JERSEY
BACK

OPTIONAL
DETAIL
PANT
FRONT

PLAYER
23

HOME ROAD

MEN’S BASKETBALL UNIFORM DESIGN
MEN'S GOLF UNIFORM DESIGN

HOME

RODEO

MAROONS

ROANOKE

DETAIL JERSEY EMBLEM

DETAIL COLLAR BACK

ALT. HAWK HEAD

DETAIL COLLAR BACK

H O M E  
R O A D

M E N ' S  G O L F  U N I F O R M  D E S I G N
MEN'S TRACK & FIELD UNIFORM DESIGN

HOME / ROAD

MEN'S TRACK & FIELD UNIFORM DESIGN

OPTIONAL DETAIL PANT FRONT

OPTIONAL DETAIL PANT FRONT

DETAIL JERSEY BACK

DETAIL JERSEY BACK
MEN'S SOCCER UNIFORM DESIGN

HOME ROAD

MEN'S SOCCER UNIFORM DESIGN

PLAYER 23

DETAIL JERSEY BACK

ALT. HAWK HEAD

OPTIONAL DETAIL PANT FRONT

PLAYER 23

DETAIL JERSEY BACK

OPTIONAL DETAIL PANT FRONT

HOMERoad
TRAVEL POLO WITH SPORT SPECIFIC LOGO
FIELD HOCKEY UNIFORM DESIGN

HOME

ROAD

PLAYER 23

DETAIL JERSEY BACK

OPTIONAL DETAIL PANT FRONT

PLAYER 23

DETAIL JERSEY BACK

OPTIONAL DETAIL PANT FRONT

FIELD HOCKEY UNIFORM DESIGN
WOMEN'S TRACK & FIELD UNIFORM DESIGN

HOME
- Jersey: White with "MAROONS" on the front
- Pants: White

ROAD
- Jersey: Maroon with "ROANOKE" on the front
- Pants: Maroon

Optional Details:
- Jersey Back: Logo
- Pant Front: RC Logo
SOFTBALL UNIFORM DESIGN

HAWK HEAD ALTERNATE LOCATION

PLAYER 23

DETAIL JERSEY BACK

HOME ROAD

SOFTBALL UNIFORM DESIGN
WOMEN'S TENNIS UNIFORM DESIGN

HOME ROAD

DETAIL

JERSEY BACK

OPTIONAL

DETAIL PANT FRONT

OPTIONAL

DETAIL PANT FRONT

WOMEN'S TENNIS UNIFORM DESIGN
MEN'S BASKETBALL UNIFORM DESIGN

HOME

ROAD

PLAYER 23

DETAIL JERSEY BACK

OPTIONAL DETAIL PANT FRONT

PLAYER 23

DETAIL JERSEY BACK

OPTIONAL DETAIL PANT FRONT

MAROONS

ROANOKE
MEN'S GOLF UNIFORM DESIGN

HOME ROAD

MAROONS

DETAL JERSEY EMBLEM

DETAIL COLLAR BACK

ALT. HAWK HEAD

DETAIL COLLAR BACK

ROANOKE

DETAL JERSEY EMBLEM

DETAIL COLLAR BACK
MEN’S TRACK & FIELD UNIFORM DESIGN

HOME

ROAD

OPTIONAL DETAIL PANT FRONT

DETAIL JERSEY BACK

OPTIONAL DETAIL PANT FRONT
MEN'S LACROSSE UNIFORM DESIGN

HOM E

RO A D

PLAYER

2 3

DETAIL
J E R S E Y
B A C K

ALT.
HAWK
HEAD

HEL M E T
E M B L E M
D E T A I L

OPTIONAL
D E T A I L
P A N T
F R O N T

PLAYER

2 3

DETAIL
J E R S E Y
B A C K

M A R O O N S

RO A N O K E

R C

R C
MEN'S SOCCER UNIFORM DESIGN

HOME

ROAD

MEN'S SOCCER UNIFORM DESIGN

PLAYER

23

DETAIL
JERSEY
BACK

ALT. HAWK
HEAD

OPTIONAL
DETAIL
PANT
FRONT

<Player 23>

MAROONS

PLAYER

23

DETAIL
JERSEY
BACK

ROANOKE

OPTIONAL
DETAIL
PANT
FRONT
MEN'S TENNIS UNIFORM DESIGN

HOME

ROAD

DETALL JERSEY BACK

ALT. HAWK HEAD

OPTIONAL DETAIL PANT FRONT

OPTIONAL DETAIL PANT FRONT
WOMEN’S BASKETBALL UNIFORM DESIGN

OPTIONAL DETAIL PANT FRONT

DETAIL JERSEY BACK

HOME ROAD WOMEN’S BASKETBALL UNIFORM DESIGN

OPTIONAL DETAIL PANT FRONT

PLAYER 23

PLAYER 23
WOMEN'S X-COUNTRY UNIFORM DESIGN

HOME ROAD

WOMEN'S X-COUNTRY UNIFORM DESIGN

OPTIONAL DETAIL PANT FRONT
OPTIONAL DETAIL PANT FRONT

DETAIL JERSEY BACK
F I E L D  H O C K E Y  U N I F O R M  D E S I G N

HOME  ROAD

OPTIONAL DETAIL PANT FRONT

DETAIL JERSEY BACK

OPTIONAL DETAIL PANT FRONT

DETIAL JERSEY BACK

FIELD HOCKEY UNIFORM DESIGN
WOMEN'S TRACK & FIELD UNIFORM DESIGN

HOME

JERSEY BACK

MAROONS

PANT FRONT

OPTIONAL DETAIL PANT FRONT

ROAD

JERSEY BACK

ROANOKE

PANT FRONT

OPTIONAL DETAIL PANT FRONT

WOMEN'S TRACK & FIELD UNIFORM DESIGN
WOMEN'S SOCCER UNIFORM DESIGN

HOME

PLAYER

ALT. HAWK HEAD

DETAIL JERSEY BACK

OPTIONAL DETAIL PANT FRONT

ROANOKER

ROAD

PLAYER

DETAIL JERSEY BACK

OPTIONAL DETAIL PANT FRONT

MAROONS

23

23

23

23

RC

RC
WOMEN'S TENNIS UNIFORM DESIGN
VOLLEYBALL UNIFORM DESIGN

HOME

OPTIONAL DETAIL PANT FRONT

DETAIL JERSEY BACK

PLAYER 23

ROAD

OPTIONAL DETAIL PANT FRONT

DETAIL JERSEY BACK

PLAYER 23