Roanoke College Athletics Brand Identity
ROANOKE COLLEGE ATHLETICS BRAND IDENTITY

Required Elements of the Roanoke College Athletics Brand for all correspondence, publications, messaging and merchandise that officially relate to Roanoke Athletics.

A. An athletics logo
   with heavy emphasis on the primary mark shown at right

B. Typography system

   Large display text - Roanoke U&L
   Use at 32 point minimum or larger

   Headlines - Roanoke U&L or Berthold City Bold

   Subheads - Heavier weights of Morpeth

   Body copy - Morpeth

   Web fonts

   Extra large display headlines - Berthold City Bold

   Text - Arial

Example paragraph:

Rooney the Maroon Mascot

Why a Hawk?

The hawk is a classic bird of prey and one that is physically powerful, much like the Maroon athletes it represents. Flying high, the hawk symbolizes achievement. Hawks reach speeds up to 150 miles an hour when diving toward prey. Rooney tries to stay within the legal speed limits but admits it can be difficult. The hawk is indigenous to the area and thrives in the surrounding Blue Ridge Mountains. Hawks are known to mate for life, and some species make long migratory journeys, which is a sign of their stamina and strength. Rooney is a "Maroon-tailed" hawk, a little known, but clever breed that is found only in the vicinity of the Roanoke College campus.
C. Primary Color Palette

Maroon
(Hex #741731)
Maroon Pantone 208C

Dark maroon
(#511027)
Dark Maroon Pantone 7428C

Black
Black Pantone Black

Gray
(#636B70)
Grey Pantone 429C

D. Anchor Elements for Consistent Brand Presence

These elements are not required, but their use is encouraged and will strengthen the recognition of the Roanoke College Athletics brand.

1. Roanoke Maroons diagonal line gradient background as used on web site and cover of this style guide

2. Roanoke Maroons arched typography

3. Roanoke Maroon bubble

4. Style of tables - Alternating maroon columns
E. Roanoke Maroons style of photography
Highly graphic, having significant dominant traces of line, shape, color or tone that;

1. Draw the eye and convey positive emotional content in support of the Roanoke Maroons brand

2. Make use of creative cropping, directing attention to a focal point of action and visually encouraging imaginary embellishment on the part of the viewer

3. Provide forums for Roanoke Maroons team sports photos to consistently convey a sense of unity, team work and the rewards of success through working together

4. Allow for singular athlete sports such as golf, tennis or track & field to focus and feature individual athletes rather than groups
F. Merchandise

Merchandise is an excellent vehicle for growing and reinforcing brand awareness for the Roanoke Maroons athletics brand. In order to effectively represent the brand, Bookstore and licensed merchandise that carries the College’s image should be stocked and available in approximately the following ratio:

80% Branded

1. Must include one of the official logos or graphics including the primary athletics logo, ROANOKE or MAROONS wordmarks, sport-specific logos, RC lettermark shield, Rooney graphic, hawk head graphic, youth mark, hawk full body graphic or the Roanoke College institutional logo.
2. Use of Roanoke College athletic fonts is strongly urged (Roanoke UL, Berthold City, Morpeth), however alternate fonts are allowed.
3. Apparel colors maroon, gray, black and white should be represented most prominently in merchandise to reinforce the brand. Due to market demand and fashion trends, other colors should not be excluded.
4. Usage of any hawk graphics must be accompanied by a notable presence of MAROONS in close proximity within the overall design. This is to preserve our identity as the Maroons.

10% Color-branded

1. Merchandise that omits an official logo can be considered color-branded if the dominant colors are maroon and gray. To qualify, permission must be granted by either the office of Public Relations, the office of the Athletic Director or the Bookstore.
2. Use of Roanoke College athletic fonts is strongly urged (Roanoke UL, Berthold City, Morpeth), however alternate fonts are allowed.

10% Nonbranded

1. Merchandise that uses alternate colors, fonts, or designs and do not include an official logo are considered nonbranded.