



# CAREY

## ATHLETICS

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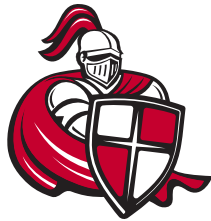
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**PRIMARY LOGO**

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**WILLIAM CAREY  
CRUSADERS**



**WILLIAM CAREY  
CRUSADERS**

# PRIMARY LOGO

COLOR APPLICATION

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WILLIAM CAREY  
**CRUSADERS**



WILLIAM CAREY  
**CRUSADERS**



WILLIAM CAREY  
**CRUSADERS**



WILLIAM CAREY  
**CRUSADERS**

# CRUSADER LOGO

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# WORDMARK - STANDARD

COLOR APPLICATION

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**WILLIAM CAREY**  
CRUSADERS

**WILLIAM CAREY**  
CRUSADERS

**WILLIAM CAREY**  
CRUSADERS

**WILLIAM CAREY**  
CRUSADERS

**WILLIAM CAREY**  
CRUSADERS

**WILLIAM CAREY**  
CRUSADERS

# WORDMARK - ARCHED

COLOR APPLICATION

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**WILLIAM CAREY**  
CRUSADERS

**WILLIAM CAREY**  
CRUSADERS

**WILLIAM CAREY**  
CRUSADERS

**WILLIAM CAREY**  
CRUSADERS

**WILLIAM CAREY**  
CRUSADERS

**WILLIAM CAREY**  
CRUSADERS

**WORDMARK - SLANTED**

COLOR APPLICATION

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***WILLIAM CAREY***  
**CRUSADERS**

***WILLIAM CAREY***  
**CRUSADERS**

***WILLIAM CAREY***  
**CRUSADERS**

***WILLIAM CAREY***  
**CRUSADERS**

***WILLIAM CAREY***  
**CRUSADERS**

***WILLIAM CAREY***  
**CRUSADERS**



# CRUSADER WORDMARK - STANDARD

COLOR APPLICATION

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**CRUSADERS**

**CRUSADERS**

**CRUSADERS**

**CRUSADERS**

**CRUSADERS**

**CRUSADERS**

# CRUSADER WORDMARK - ARCHED

COLOR APPLICATION

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**CRUSADERS**

**CRUSADERS**

**CRUSADERS**

**CRUSADERS**

**CRUSADERS**

**CRUSADERS**

# CRUSADER WORDMARK - SLANTED

COLOR APPLICATION

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**CRUSADERS**

**CRUSADERS**

**CRUSADERS**

**CRUSADERS**

**CRUSADERS**

**CRUSADERS**

# CAREY WORDMARK - STANDARD

COLOR APPLICATION

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**CAREY**

**CAREY**

**CAREY**

**CAREY**

**CAREY**

**CAREY**

# CAREY WORDMARK - ARCHED

COLOR APPLICATION

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**CAREY**

**CAREY**

**CAREY**

**CAREY**

**CAREY**

**CAREY**

**CAREY WORDMARK - SLANTED**

COLOR APPLICATION

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***CAREY***

***CAREY***

***CAREY***

***CAREY***

***CAREY***

***CAREY***

**CAREY WORDMARK - RAISED**

COLOR APPLICATION

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**CAREY**

**CAREY**

**CAREY**

**CAREY**

**CAREY**

**CAREY**

# WCU LOGO - STANDARD

COLOR APPLICATION

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**WCU**

**WCU**

**WCU**

**WCU**

**WCU**

**WCU**



**WCU LOGO - ARCHED**

COLOR APPLICATION

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**WCU**

**WCU**

**WCU**

**WCU**

**WCU**

**WCU**

# WCU LOGO - SLANTED

COLOR APPLICATION

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**WCU**

**WCU**

**WCU**

**WCU**

**WCU**

**WCU**

# LOGO USAGE

BASEBALL



# LOGO USAGE

## BASKETBALL

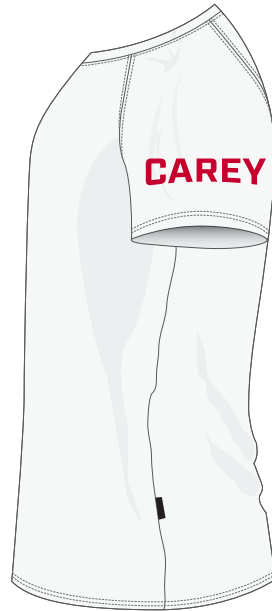
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# LOGO USAGE

SOCCER

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# LOGO USAGE

GOLF

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# PRACTICE GRAPHICS

GENERAL USE

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**WILLIAM CAREY**  
CRUSADERS

**WILLIAM CAREY**  
CRUSADERS

**WILLIAM CAREY**  
CRUSADERS

**WILLIAM CAREY**  
CRUSADERS



**WILLIAM CAREY**  
CRUSADERS



**WILLIAM CAREY**  
CRUSADERS

WILLIAM CAREY  
**CRUSADERS**

WILLIAM CAREY  
**CRUSADERS**



WILLIAM CAREY  
**CRUSADERS**



WILLIAM CAREY  
**CRUSADERS**

# PRACTICE GRAPHICS

SPECIFIC USE

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**WILLIAM CAREY**  
BASKETBALL

**WILLIAM CAREY**  
BASEBALL

**WILLIAM CAREY**  
SOCCER

**WILLIAM CAREY**  
VOLLEYBALL



**WILLIAM CAREY**  
GOLF



**WILLIAM CAREY**  
TRACK + FIELD

SOFTBALL  
**CRUSADERS**

TENNIS  
**CRUSADERS**

**CRUSADERS**  
CROSS COUNTRY

**CRUSADERS**  
BEACH VOLLEYBALL



# PRACTICE GRAPHICS

SPECIFIC USE

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BASKETBALL  
**CRUSADERS**



**CRUSADERS**  
BASEBALL



SOCCER  
**CRUSADERS**



**CRUSADERS**  
VOLLEYBALL

**CAREY**  
GOLF

**CAREY**  
TRACK + FIELD

**CAREY**  
SOFTBALL

**CAREY**  
TENNIS

# PRACTICE GRAPHICS USAGE

## BASEBALL

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# TYPE + COLORS

---

## INDUSTRY BLACK

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

## INDUSTRY DEMI

REGULAR

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

ITALIC

*abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ*

## Industry Book

REGULAR

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

ITALIC

*abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ*



Black



Carey Red  
PMS 200  
CMYK: 16, 100, 87, 7  
RGB: 193, 2, 48  
#C10230



White

# ATHLETIC NUMERALS

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**0 1 2 3 4 5 6 7 8 9**

**0 1 2 3 4 5 6 7 8 9**

**0 1 2 3 4 5 6 7 8 9**

**0 1 2 3 4 5 6 7 8 9**

**0 1 2 3 4 5 6 7 8 9**

**0 1 2 3 4 5 6 7 8 9**

# LOGO USAGE GUIDE

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## GENERAL GUIDELINES

- Do not stretch, warp, crop, or otherwise alter logo marks in any way.
- Do not create new marks with the logos shown here. Use only the logo files provided.  
*\*to request a new mark, please contact the Director of Athletics.*
- Do not covert logos to any colors outside of the palette provided.
- Do not apply any unapproved effects to the logos including drop shadows, gradients, and halos.
- To ensure readability, avoid having large areas of red and black touching, except inside of the Crusader mark. Black and red should be separated by white.
- University logo marks, including the university seal and shield, should not be used to represent athletics in any communications, marketing, or merchandise.
- Practice graphics should not be used on any official athletic gameday uniforms.

## PRODUCTION GUIDELINES

- PMS (Pantone Matching System) colors should be used in manufacturing all print and apparel items to ensure correct color production.

For print materials:

- For most accurate color production, utilize CMYK colors.
- To maintain print quality, use only high-resolution vector file formats.  
Examples of vector files include: EPS, SVG, AI, PDF

For digital use:

- Use files that utilize RGB colors at 72dpi.  
Examples include: JPG, PNG

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## **ATHLETICS**

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