

UNIVERSITY OF
VERMONT
ATHLETICS
**BRAND
IDENTITY**



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BRAND OVERVIEW



This document contains the elements for showcasing the Vermont Athletics' brand identity in a fundamental, cohesive and modern way.

Outlined in detail are sections providing guidance on how to use the brand palette. Each element serves a purpose and can be used to elevate the Catamount brand in a way that is refreshed and synonymous with Vermont Athletics. The brand identity reinforces our commitment to excellence and the development of young men and women student-athletes.

BRAND IDENTITY

PRIMARY IDENTITY

VCAT PRIMARY MARK - SEVEN COLOR - PREFERRED

The seven-color variation of the VCAT is designated as the primary and preferred version of this mark.



NOTE: Use the V to find true center of the logo not the cat.

The logo can be used in the color variations shown below.



NOTE: Use a white stroke around the logo when used on dark color background.

VCAT PRIMARY MARK - ONE COLOR

A one color version of the logo can also be used.



NOTE: Use good judgement to ensure legibility. In embroidery applications the logo color can match the base color based on approval.

COLOR PALETTE

PRIMARY PALETTE
1. CATAMOUNT GREEN

PANTONE: PMS 3435 C
CMYK: 100/0/79/60
RGB: 0/83/53
HEX: 005838

2. CATAMOUNT GOLD

PANTONE: PMS 1235 C
CMYK: 0/30/94/0
RGB: 253/184/39
HEX: e9b03a

SECONDARY PALETTE

3. WHITE

PANTONE: No Ink - Opaque White
CMYK: 0/0/0/0
RGB: 255/255/255
HEX: FFFFFFFF



ADDITIONAL VCAT COLORS
4. CATAMOUNT BROWN

PANTONE: PMS 464
CMYK: 47/65/100/0
RGB: 153/102/51
HEX: 8e6b3d

5. CATAMOUNT LIGHT BROWN

PANTONE: PMS 466
CMYK: 5/11/21/0
RGB: 239/221/199
HEX: eaddc7

6. CATAMOUNT ORANGE

PANTONE: PMS 1585
CMYK: 0/56/87/0
RGB: 246/138/57
HEX: dd8841

7. BLACK

PANTONE: Process Black
CMYK: 75/68/67/90
RGB: 0/0/0
HEX: 000000

PRIMARY TYPEFACE

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z



A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

The primary typeface can be used in the color variations below.



1 2 3 4 5 6 7 8 9 0



1 2 3 4 5 6 7 8 9 0



**VERMONT
CATAMOUNTS
LET'S RALLY
GO CATS GO**

VERMONT - ONE COLOR

The primary wordmark can be used in the color variations shown below.



VERMONT - TWO COLORS

The primary wordmark can be used in the color variations shown below.



CATAMOUNTS - ONE COLOR

The primary wordmark can be used in the color variations shown below.



CATAMOUNTS - TWO COLORS

The primary wordmark can be used in the color variations shown below.



LET'S RALLY - ONE COLOR

The primary wordmark can be used in the color variations shown below.



LET'S RALLY - TWO COLORS

The primary wordmark can be used in the color variations shown below.



GO CATS GO - ONE COLOR

The primary wordmark can be used in the color variations shown below.



GO CATS GO - TWO COLORS

The primary wordmark can be used in the color variations shown below.



SECONDARY IDENTITY





BLOCK 'V'

The Block 'V' logo can be used in the color variations shown below.



NOTE: Use good judgement to ensure legibility. In embroidery applications the logo color can match the base color based on approval.



NOTE: Use of the 'Rally Mark' is for Varsity Athletics and Nike retail applications only.

THE RALLY MARK - TWO COLOR/ONE COLOR

The logo can be used in the color variations shown below.



BATTLE FLAG

The Vermont Battle Flag should be used on at least one set of competition uniforms.



NOTE: The Battle Flag can be used on sideline/training apparel based on approval.

SECONDARY TYPEFACE

Montserrat Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789
abcdefghijklmnopqrstuvwxyz
wxyz

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789
abcdefghijklmnopqrstuvwxyz
wxyz

Montserrat Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789
abcdefghijklmnopqrstuvwxyz
wxyz

Montserrat Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789
abcdefghijklmnopqrstuvwxyz
wxyz**

Montserrat Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789
abcdefghijklmnopqrstuvwxyz
wxyz**

SPORT LOCK-UPS

VERMONT
ATHLETICS

VERMONT WORDMARK SPORT LOCK-UP

The sport lock-up can be used in the color variations shown below. It can also be used in two-color variations like shown on page 22.



NOTE: Specific sports or 'CATAMOUNTS' can be used in place of 'ATHLETICS' when applicable.



VCAT MARK SPORT LOCK-UP

The sport lock-up can be used in the color variations shown below.



NOTE: Specific sports can be used in place of 'ATHLETICS' when applicable.

BLOCK 'V' SPORT LOCK-UP

The sport lock-up can be used in the color variations shown below.



ATHLETICS

BLOCK 'V' SPORT LOCK-UP

The sport lock-up can be used in the color variations shown below.



NOTE: Specific sports can be used in place of 'ATHLETICS' when applicable.



ATHLETICS

THE RALLY MARK SPORT LOCK-UP

The sport lock-up can be used in the color variations shown below.



NOTE: Specific sports or 'VERMONT' can be used in place of 'ATHLETICS' when applicable.

CONFERENCE IDENTITIES

AMERICA EAST



HOCKEY EAST



EASTERN
INTERCOLLEGIATE
SKI ASSOCIATION



NOTE: Use good judgement to ensure legibility.

TRADEMARKS & LICENSING PROGRAM

The University of Vermont has delegated the responsibility for this program to the University of Vermont Office of Trademark Licensing. A formal licensing program has been established to ensure university control over its identity, facilitate the process of securing authorization for legitimate third party uses, and to ensure that the University secures a legitimate royalty from the promotional use of the marks.

Krista Balogh

**Associate AD for External Relations & Communications
University Licensing Director**

97 Spear Sreet

Burlington, VT 05405

E: kbalogh@uvm.edu

O: 802-656-1744