UNIVERSITY OF VERMONT ATHLETICS BRAND IDENTITY



TABLE OF CONTENTS

	BRAND OVERVIEW		3
PRIMARY IDENTITY	VCAT MARK		5
	COLOR PALETTE		9
	PRIMARY TYPEFACE		11
	NUMERALS		15
	WORDMARKS		20
	VERMONT		21
	CATAMOUNTS		23
	LET'S RALLY		25
SECONDARY IDENTITY	BLOCK 'V'		28
	THE RALLY MARK		31
	BATTLE FLAG		33
	SECONDARY TYPEFAC	CE	35
	SPORT LOCK-UPS		37
	CONFERENCE IDENTI	TIFS	46
BRAND APPLICATION	OFFICE OF TRADEMA		47
	OTTIOL OF THE IDENTITY	111 4 21 321 131 13	

BRAND IDENTITY

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 pallette. 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 committment to excellence and the development of young men and women student-athletes.

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.

VCAT PRIMARY MARK - SEVEN COLOR - PREFERRED

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.

BRAND IDENTITY COLOR PALETTE

BRAND IDENTITY 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

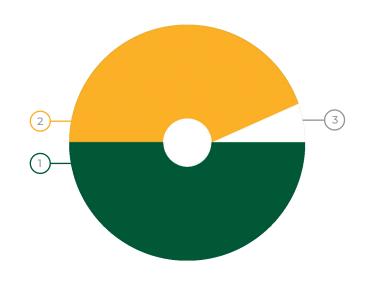
PANTONE: PMS 1235 C CMYK: 0/30/94/0 RGB: 253/184/39 HEX: e9b03a

SECONDARY PALETTE

3. WHITE

PANTONE: No Ink - Opaque White

CMYK: 0/0/0/0 RGB: 255/255/255 HEX: FFFFFF



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

ABCDEFGHIJKLMN OPQRSTUVWXYZ



ABCDEFGHIJKLMN OPQRSTUVWXYZ

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











1234567890

 123
 123

 123
 123

 123
 123

1234567890

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











BRAND IDENTITY WORDMARKS

VERMONT CATAMOUNTS LET'S RALLY GO CATS GO

VERMONT VERMONT



VERMONT







CATAMOUNTS CATAMOUNTS

CATAMOUNTS CATAMOUNTS

CATAMOUNTS







LET'S RALLY
LET'S RALLY



LET'S RALLY

LET'S RALLY - TWO COLORS

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







GO CATS GO
GO CATS GO

GO CATS GO GO CATS GO

GO CATS GO

GO CATS GO - TWO COLORS

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







SECONDARY IDENTITY









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.

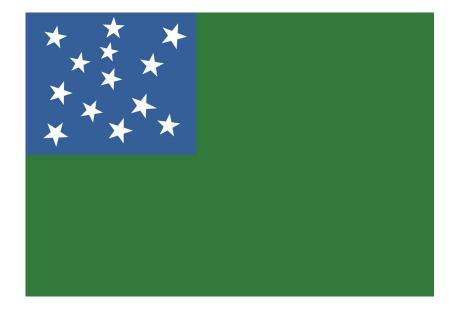
THE RALLY MARK - TWO COLOR/ONE COLOR

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

ABCDEFGHIJKLMNOPQR STUVWXYZ 0123456789 abcdefghijklmnopqrstu wxyz

Montserrat Regular

ABCDEFGHIJKLMNOPQR STUVWXYZ 0123456789 abcdefghijklmnopqrstu wxyz

Montserrat Medium

ABCDEFGHIJKLMNOPQR STUVWXYZ 0123456789 abcdefghijklmnopqrstu wxyz **Montserrat Bold**

ABCDEFGHIJKLMNOPQR STUVWXYZ 0123456789 abcdefghijklmnopqrstu wxyz

Montserrat Black

ABCDEFGHIJKLMNOPQR STUVWXYZ 0123456789 abcdefghijklmnopqrstu wxyz

SPORT LOCK-UPS

VERNONT 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.





VERMONT ATHLETICS

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.



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.



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

BRAND IDENTITY CONFERENCE IDENTITIES

AMERICA EAST







HOCKEY EAST







EASTERN INTERCOLLEGIATE SKI ASSOCIATION



NOTE: Use good judgement to ensure legibility.

BRAND IDENTITY

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

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