

OLE MISS ATHLETICS STYLE GUIDE

Ole Miss

PURPOSE AND GOALS

The purpose of this guide is as much about a philosophy as it is a technical approach to how we represent the Ole Miss brand. In these pages, you will find the exact colors, fonts, spacing and all physical attributes pertaining to the marks and styles of our athletics department. That is the technical side of this effort. The more important part of this guide is the reason behind the consistency. Our brand is built solely on interactions with student-athletes, prospective student-athletes, staff members, donors, fans and potential fans. These interactions come in all kinds of forms, but a large portion of them involve visual elements, such as uniforms, signage, email signatures, apparel, etc. Furthermore, the health of the Ole Miss Athletics brand is either strengthened by the proper use of our marks and the adherence to the principles of this style guide, or the brand suffers from a confusing and ever-changing image that cannot create nor maintain consistency for our audiences.

With every email, every t-shirt, every poster, every ticket, every last thing that comes from within our department, we have the opportunity to strengthen our brand or weaken it. Following this guide will ensure the visual elements are consistent with each other and are correct.

Keep in mind, this is a living document. If, as you go through this style guide, you find there are unaddressed brand/style elements, let's discuss adding to or amending the guide. In addition, material will be added as we create new marks, revitalize old ones and generally clean up all existing elements that feed into our visual brand.

A few of our goals in Marketing/Communications are consistency, graphic integrity and unparalleled strength through our brand. With your help in adhering to this guide, we will accomplish these.

Hotty Toddy!

Michael Thompson

COLOR STANDARDS

Our primary colors are red and blue. Our secondary colors are white and grey. The PMS, CMYK, RGB and HEX identities of our colors are in the chart on the next page.

It is vital to the brand that these are the only colors we use in everything we do. Shirts, uniforms, hats, giveaways, bags, locker-room paintjobs, displays, wallpaper, signage...everything.



PANTONE:	CMYK:	RGB:	HEX:
186 C	C: 13 M: 100 Y: 90 K: 4	R: 204 G: 9 B: 47	#CE1126



PANTONE:	CMYK:	RGB:	HEX:
2767 C	C: 96 M: 82 Y: 44 K: 44	R: 22 G: 43 B: 72	#14213D



PANTONE:	CMYK:	RGB:	HEX:
COOL GRAY 9C	C: 56 M: 47 Y: 44 K: 11	R: 116 G: 118 B: 121	#747679



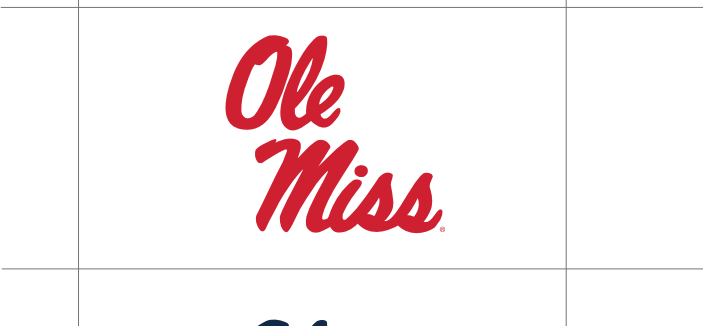
PRIMARY LOGOS

We have two basic versions of our primary logo which is commonly known as “the script.” The Ole Miss brand is most often represented and conveyed by the cursive Ole Miss seen here.

In an effort to strengthen this mark and maximize its potential to build on an emotion-engendering brand, we must ensure its consistency.

Please note: the Ole Miss script must never be taken out of its proper dimensions. This means the mark CANNOT be stretched or squeezed to accommodate a design or a space limitation.

STACKED SCRIPT



NOTE: DO NOT ALTER. This includes: drop shadow, outlines, stretching, unauthorized colors, addition of text or graphics, etc. If it's not displayed above, don't use it.

HORIZONTAL SCRIPT

A large, horizontal Ole Miss logo in red script with a white outline, centered on a dark blue background. The logo is flanked by thin white vertical lines and has thin white horizontal lines above and below it.A horizontal Ole Miss logo in blue script with a white outline, centered on a red background.A horizontal Ole Miss logo in white script, centered on a dark blue background.A horizontal Ole Miss logo in red script, centered on a white background.A horizontal Ole Miss logo in blue script, centered on a white background.A horizontal Ole Miss logo in red script, centered on a white background.

NOTE: DO NOT ALTER. This includes: drop shadow, outlines, stretching, unauthorized colors, addition of text or graphics, etc. If it's not displayed above, don't use it.

SECONDARY LOGOS

We have two secondary marks that add variety, while still remaining consistent with the brand.

REBELS SCRIPT



Rebels



Rebels



Rebels



Rebels



Rebels



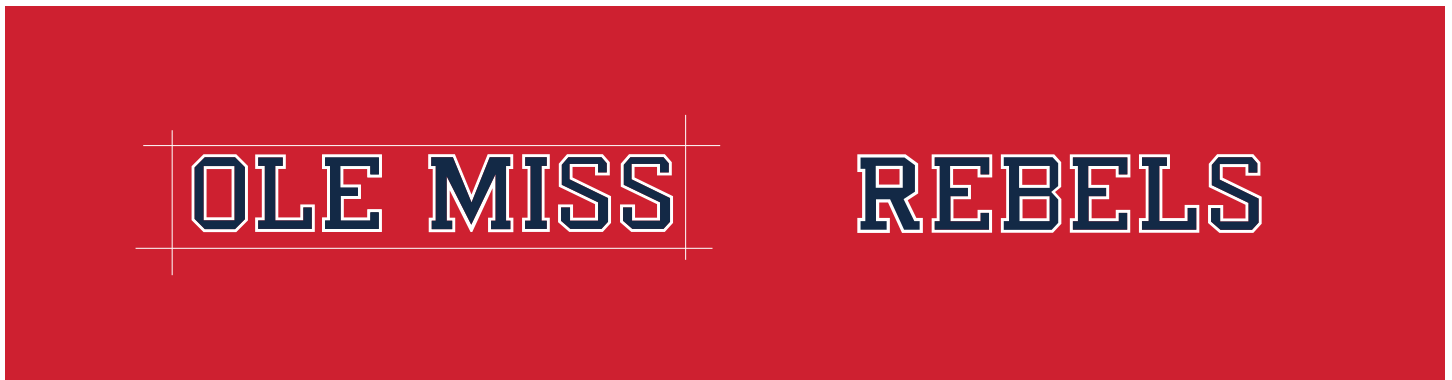
Rebels

OLE MISS “M”



WORDMARKS

In general, wordmarks closely resemble a particular font. In our case, this logo comes from a custom font that embodies the collegiate tradition for which Ole Miss is known. Fonts that look “close” to the font used to create these marks are not acceptable. Wordmarks also have the same rules as the primary and secondary marks – they CANNOT be stretched or squeezed to accommodate a design or a space limitation.



SPORT SPECIFIC MARKS

Sport specific marks have many variations based on background and lay out. Please familiarize yourself with all of the options for these custom marks.

Ole Miss
ATHLETICS

Ole Miss
GOLF

Ole Miss
BASKETBALL

Ole Miss
TENNIS

Ole Miss
WOMEN'S GOLF

Ole Miss
WOMEN'S
BASKETBALL

Ole Miss
WOMEN'S
TENNIS

Ole Miss
BASEBALL

Ole Miss
SOFTBALL

Ole Miss
FOOTBALL

Ole Miss
RIFLE

Ole Miss
SOCCER

Ole Miss
TRACK & FIELD

Ole Miss
VOLLEYBALL

Ole Miss
CROSS COUNTRY

Ole Miss
ATHLETICS

Ole Miss
GOLF

Ole Miss
BASKETBALL

Ole Miss
TENNIS

Ole Miss
WOMEN'S GOLF

Ole Miss
WOMEN'S
BASKETBALL

Ole Miss
WOMEN'S
TENNIS

Ole Miss
BASEBALL

Ole Miss
SOFTBALL

Ole Miss
FOOTBALL

Ole Miss
RIFLE

Ole Miss
SOCCER

Ole Miss
TRACK & FIELD

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VOLLEYBALL

Ole Miss
CROSS COUNTRY

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ATHLETICS

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BASKETBALL

Ole Miss
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WOMEN'S
BASKETBALL

Ole Miss
WOMEN'S
TENNIS

Ole Miss
BASEBALL

Ole Miss
SOFTBALL

Ole Miss
FOOTBALL

Ole Miss
RIFLE

Ole Miss
SOCCER

Ole Miss
TRACK & FIELD

Ole Miss
VOLLEYBALL

Ole Miss
CROSS COUNTRY

Ole Miss
ATHLETICS

Ole Miss
GOLF

Ole Miss
BASKETBALL

Ole Miss
TENNIS

Ole Miss
WOMEN'S GOLF

Ole Miss
WOMEN'S
BASKETBALL

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WOMEN'S
TENNIS

Ole Miss
BASEBALL

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SOFTBALL

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RIFLE

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Ole Miss
TRACK & FIELD

Ole Miss
VOLLEYBALL

Ole Miss
CROSS COUNTRY

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ATHLETICS

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GOLF

Ole Miss
BASKETBALL

Ole Miss
TENNIS

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WOMEN'S GOLF

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BASKETBALL

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TENNIS

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BASEBALL

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SOFTBALL

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FOOTBALL

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CROSS COUNTRY



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SOCCER

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TRACK & FIELD

Ole Miss
VOLLEYBALL

Ole Miss
CROSS COUNTRY

TYPOGRAPHY

PRIMARY

There are several typography or font options that convey the brand attributes we desire. Please familiarize yourself with the choices and places for usage.

NEWS GOTHIC MT BOLD

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
1 2 3 4 5 6 7 8 9 0
\$ % & () . , ; : ! ?

Used primarily in headlines, advertising, business cards, letterhead and several other marketing elements.

News Gothic MT Bold should be used only as all-caps and never for large bodies of copy.

BILLBOARD**ABCDEFGHIJKLMNOPQRSTUVWXYZ****1234567890\$%&().,;:!?**

Used primarily in signage, posters, billboards, web-ads, print-ads, media guide title banners, special message t-shirts, etc. This font was used heavily in the 2011-12 graphic materials, and will be a prominently used font in 2012-13 campaigns.

COLLEGIATE**ABCDEFGHIJKLMNOPQRSTUVWXYZ****1234567890 \$ € .,:;!?**

Collegiate is used primarily in ads, posters, t-shirts, and is used exclusively to logo-ize OleMissSports.com, RebelVision, and the WatchRebelVision.com URL.

CALIBRI**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz****1234567890 \$%&().,;:!?**

Font used for all general word processing and email communications.

UMAA FOUNDATION MARKS

Marks specific to the UMAA Foundation are intended for use by the development staff.



EMAIL SIGNATURES

One of the most prolific opportunities for brand communication is the most utilized form of communication in business today: The email. Our signatures, however, are so varied across the departments and individual sports that creating a unified and strong impression is impossible. Starting with the release of this style guide, all email signatures should take on this style.

NOTE:

- All-American must be hyphenated.
- Athletics should always have an “S” on the end.
- Signature features your email address and a hyperlinked URL.
- There are no .jpeg, .gif, or .tiff images present in the signature. Please do not attach images as part of a signature.
- Do not include quotes or other personal touches to our emails. This is not meant to arbitrarily limit your personality or individual beliefs. Rather, this is to build a consistent front for Ole Miss Athletics.
- For emails originating from mobile devices, the same content of the signature should be used in a one-color format.

14 pt font ----> **MICAH GINN**
 12 pt font ----> **CREATIVE DIRECTOR**
 10 pt font ----> SPORTS PRODUCTIONS
 OLE MISS REBELS
 908 ALL-AMERICAN DRIVE
 UNIVERSITY, MS 38677
MICAH@OLEMISS.EDU <---- hyperlinked
OLEMISSSPORTS.COM
 662-915-3407 OFFICE
 662-436-0224 CELL <---- cell # optional
 @REBEL_VISION <---- twitter optional

FONT: CALIBRI BOLD

#CE1126



#14213D



747679

EXAMPLES**EVIN BECK****ASSOCIATE DIRECTOR OF DEVELOPMENT**

OLE MISS REBELS
 UMAA FOUNDATION
 P.O. BOX 355
 UNIVERSITY, MS 38677
EVBECK@OLEMISS.EDU
OLEMISSSPORTS.COM
UMAAFOUNDATION.COM
 662-915-7159 OFFICE

MATT BALL**SR. ASSOCIATE ATHLETICS DIRECTOR**

COMPLIANCE
 OLE MISS REBELS
 908 ALL-AMERICAN DRIVE
 UNIVERSITY, MS 38677
MFBALL@OLEMISS.EDU
OLEMISSSPORTS.COM
 662-915-3606 OFFICE

BILL ARMSTRONG**ASSISTANT COACH**

OLE MISS BASKETBALL
 BASKETBALL PRACTICE FACILITY
 36 HILL DRIVE
 UNIVERSITY, MS 38677
BARMSTRO@OLEMISS.EDU
OLEMISSSPORTS.COM
 662-915-7531 OFFICE
 @OLEMISSMBB

OPTIONAL ABBREVIATED SIGNATURE FOR REPLIES**MICAH GINN****CREATIVE DIRECTOR**

OLE MISS REBELS
 SPORTS PRODUCTIONS
 662-915-3407 OFFICE

CONFIDENTIALITY MESSAGE

Add the following to all emails under your signature:

CONFIDENTIALITY MESSAGE: This e-mail contains CONFIDENTIAL and may contain PRIVILEGED information intended only for the use of the specific individual or entity named above. If you or your employer is not the intended recipient of this e-mail or an employee or agent responsible for delivering it to the intended recipient, you are hereby notified that any unauthorized dissemination or copying of this e-mail is strictly prohibited. If you have received this transmission in error, please immediately notify the sender by e-mail or telephone and immediately delete the message. Thank you.

STATIONARY & BUSINESS CARDS

Stationary and business cards are two other impactful areas for the brand. Please ensure these two areas remain consistent with the examples shown here. Furthermore, we realize that teams will have a need for additional stationary options for recruiting purposes and we are here to help meet those needs.

**OLE MISS REBELS
FOOTBALL**
1810 MANNING WAY
INDOOR PRACTICE FACILITY
UNIVERSITY, MS 38677

**Ole
Miss**

OLE MISS REBELS ATHLETICS

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Abor moluptatur? Ficabor ruptis et asi to omnio vid quis molorum alit voloreh endio. Ut as as in plita nonec- tiosam harior aute nos non prati sunt quo is deliqui squiatius eat doluptatur?

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Offic tendam est, evendae ctemqui sinctustibus que labo. Ihil explaccatio maios audiostia sapiet ant perum sini- mus consequatios nit quam, consedis ma dolorporis eum quatur, ut occumqu idenistem simporias a doles andae doluptatum re et facepuditia qui rest, ut ut eumque volore siminum illorepero quataturibea cum debis eium do- loreh enisquam ipsam invelit ut labo. Ut et euntia volupti oreperimpot aut veliqua ercitia consequeas diciend uciurep udaessit re eat.

Ole Miss 908 ALL-AMERICAN DRIVE UNIVERSITY, MS 38677 O:662.915.1564 F:662.915.7408 OLEMISSSPORTS.COM



This is the model for business cards.

Each sport will be represented on the back by their venue.

The general Athletics employee business card will feature the renderings from Forward Together.

Contact the Marketing Dept. for your business cards.

PROPER USAGE

There are some common misuses that addressed on the next page, but we can't cover them all. The most important takeaway is this – we are here to help build this incredible brand, so if you have any questions, want to add something, create something new, just contact Micah Ginn to discuss.

Never alter, add or place any other element (logos, text, etc.) on top of Primary or Secondary marks.

Never create a new mark for any reason.



CORRECT



INCORRECT

No mark should be modified or distorted in any way for any reason.

If it doesn't fit the space, don't use it.



CORRECT



INCORRECT

No mark should be used in any other color combinations other than the ones specified in this guide.

Even color combinations with official school colors (see incorrect column) are prohibited if not listed in this guide.



CORRECT



INCORRECT

Never use a mark outlined in any other way than those specified in this guide. Never add, eliminate, or alter the outline.



CORRECT



INCORRECT

Never add effects to any mark. (emboss, glow, drop shadow, etc.)



CORRECT



INCORRECT

IN CLOSING

This guide and the logo files are available under the “Style Guide and Logos” project on Basecamp.

Thank you for doing your part to foster consistency in how our audiences interact with our visual brand. As always, the Communications and Marketing department welcomes any and all questions related to this guide.

