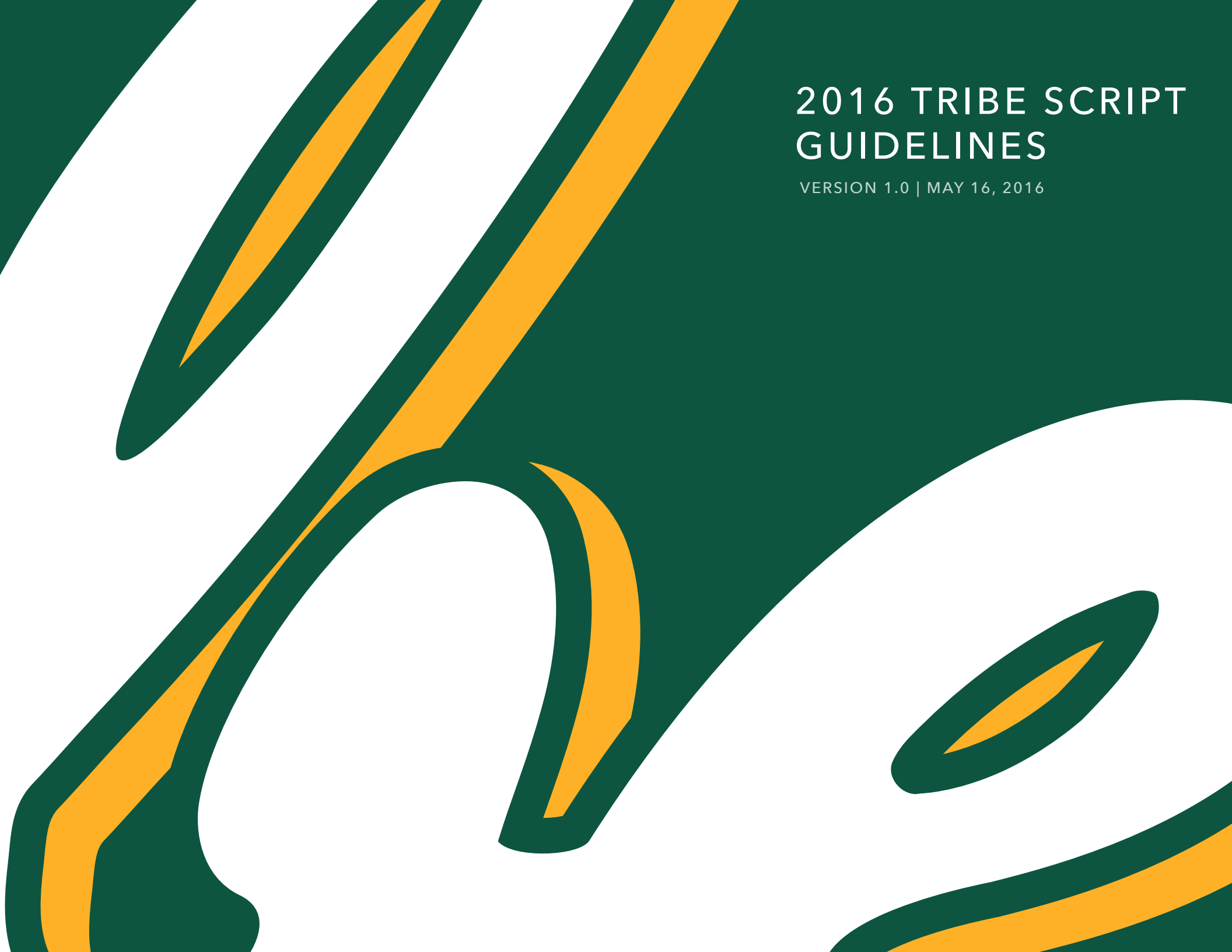


2016 TRIBE SCRIPT GUIDELINES

VERSION 1.0 | MAY 16, 2016

TRIBE SCRIPT EVOLUTION

ORIGINAL VERSION

2016 UPDATE

TRIBE WITH BANNER

TRIBE WITH NO BANNER

TRIBE ATHLETICS WITH BANNER

TRIBE ATHLETICS NO BANNER

COLOR VARIATIONS | SINGLE COLOR

BLACK

WHITE

SILVER

GREEN

SPIRIT GOLD

GOLD

GREEN ON GOLD

WHITE ON SPIRIT GOLD
(ON DARK BACKGROUND)

SPIRIT GOLD ON WHITE
(ON DARK BACKGROUND)

SPIRIT GOLD ON YELLOW

GREEN ON WHITE
(ON LIGHT BACKGROUND)

GREEN ON DARK GREEN
(ON LIGHT BACKGROUND)

SPECIAL COLOR TREATMENTS

B/W OUTLINE TREATMENT

SINGLE COLOR OUTLINE

B/W OUTLINE TREATMENT

SINGLE COLOR OUTLINE

IMAGE TREATMENT

STAND ALONE

SPORT TEAM LOCKUP

NOTE: Treatment with an image in the Tribe Script is only used in special cirucmstances when the Tribe Script is at a certain minimum size. Imagery within must be clearly distinguishable.

The Script can stand alone when it's a dedicated focal graphic on an application, or it can be used with a sport team lockup.

University Web & Design recommends you contact them for guidance when using an image inside the Tribe Script.

Tribe
William & Mary
FOOTBALL

Tribe
William & Mary
BASKETBALL

Tribe
William & Mary
GOLF

Tribe
William & Mary
CROSS COUNTRY

Tribe
William & Mary
GYMNASTICS

Tribe
William & Mary
VOLLEYBALL

Tribe
FOOTBALL

Tribe
BASKETBALL

Tribe
GOLF

Tribe
CROSS COUNTRY

Tribe
GYMNASTICS

Tribe
VOLLEYBALL

TRIBE SCRIPT DON'TS

Do not put other names inside the banner

Do not distort the mark in any way

Do not change the proportions of the Tribe Script Banner lockup in any way

Do not change the orientation

Do not recreate elements of the mark, use the original approved files

Do not add special effects to the mark

Do not crop

Do not put the mark in a box when against busy backgrounds (see color do's and don'ts)

Do not use the banner on its own without the Tribe Script

TRIBE SCRIPT DON'TS

Do not change the lockup relationships without approval from Creative Services.

Do not change the typefaces

Do not separate the mark and combine different elements

Do not use imagery inside the Script that cannot be recognized

Do not lockup the Tribe Script with the official W&M logo. When saying W&M, always use the banner lockup

COLOR DO'S

DO always make sure there is enough contrast between the Tribe Script and the background.
A good rule of thumb is light on dark, dark on light.

WIlliam & Mary must clearly be legible against the background.
If you cannot read the name, then there is not enough contrast.

'DARK ON LIGHT' examples. Green Tribe (dark) on light backgrounds. W&M is still legible.

'LIGHT ON DARK' examples. Spirit Gold or White Tribe (dark) on light backgrounds. W&M is still legible.

COLOR DON'TS

Do not use Green logo on Dark Background

Or Spirit Gold/White on a light background

Do not place on vibrating backgrounds

Do not place on busy backgrounds

Do not use color combinations that are not W&M related

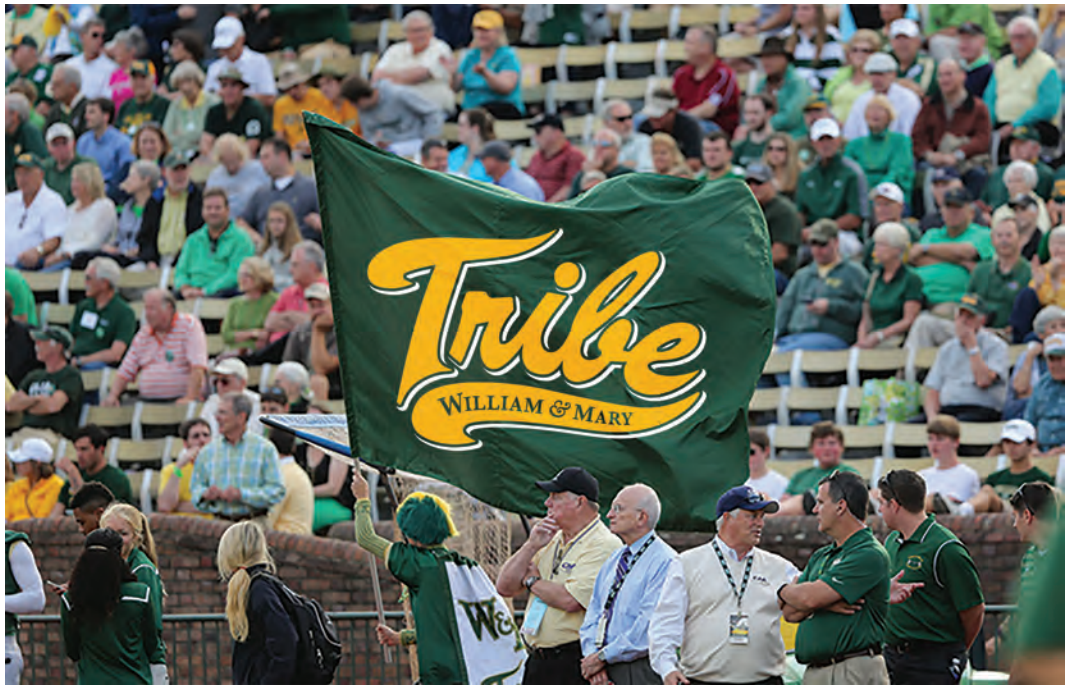
Do not make W&M a separate color from the Tribe Script.

TRIBE SCRIPT MOCKUPS

Tribe
WILLIAM & MARY
ATHLETICS

Unit Name
P.O. Box 399
Williamsburg, VA 23187-0399

WILLIAM & MARY
CHARTERED 1693



TRIBE SCRIPT MOCKUPS

Please contact University Web & Design with any questions
or help with usage of the updated Tribe Script

creative@wm.edu