W&M ATHLETICS
STYLE GUIDE
July 25, 2018

This simple guide serves to illustrate the new brand marks for William & Mary Athletics. It is meant as a simple reference tool to help communications and marketing remain consistent and professional.

Note: William & Mary Athletics is firmly committed to remaining the Tribe. This brand evolution does not intend to do away with Tribe, but rather intends to elevate the university name. Communicators are encouraged to use “Go Tribe” as a hashtag, headline, cheer, etc. as often as possible.

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The full and simple primary marks are our main athletics logos. Use these whenever possible.

The full primary mark also has a version using only two Pantone colors plus white, to be used when having the full color suite would be too costly or impractical.

The simple primary mark is available with and without a stroke. The stroked option is recommended for use when the background is unknown or cannot be altered, as it provides background-agnostic contrast.
The William & Mary wordmark and Tribe wordmark are for uniform and team apparel use only. The William & Mary wordmark should primarily be used when William & Mary needs to be prominent, such as on away jerseys.

The Tribe wordmark should primarily be used when Tribe needs to be prominent, such as on home jerseys.
SPORT LOCKUPS

Sport lockups are available in two formats, horizontal and vertical.

In the horizontal format, the sports names are always aligned to the top of the ‘M’. Multiple word names are always stacked.

In the vertical format, the sports name is centered under the W&M in most cases. When the sport name contains fewer than 7 letters, the sport name is centered under the stem of the letter ‘M’ for better visual appeal.
The Griffin illustrations expand upon the original mascot by introduce new ferocity to our mascot. In order to be a more dynamic identity, we’ve drawn the Griffin in 3 different poses to use at communicators’ discretion, however it is recommended to use the primary version when possible.

The Youth Griffin is the original illustrated version of the mascot and used as the basis for the “live” campus mascot and for children’s apparel and other similar applications.
SAMPLE APPLICATIONS
For design and usage inquiries, please contact creative@wm.edu