





























2017-18 Big South Conference Institutional Name & Logo Style Guide

OFFICIAL INSTITUTIONAL NAME	PRIMARY LOGO	ACCEPTABLE ATHLETIC REFERENCES	UNACCEPTABLE USAGE	SECONDARY LOGOS <i>(w/applicable usage)</i>
Big South Conference PMS 158 C / PMS Process Blue C		Big South Conference Big South	BSC Big So.	
Campbell University PMS 158 C / Black / White		Nickname: Fighting Camels Abbreviation: CU Also acceptable: CAM	Lady Camels	 <i>Usage permitted only for Football</i>
Charleston Southern University PMS 295 C / PMS 7503 C or PMS 10124 Metallic / White	 <i>Primary could be blue or white with gold cross cutlass</i>	Nickname: Buccaneers Abbreviation: CSU Also acceptable: Bucs, Charleston So.	Char. Southern Char. So. Charleston University of Charleston Lady Bucs	 <i>Secondary could be blue or white solid logos</i>
Gardner-Webb University PMS 187 C / Black / White		Nickname: Runnin' Bulldogs Abbreviation: GWU Also acceptable: 'Dogs	Gardner Webb (<i>no hyphen</i>) G-Webb G-Dogs GW	None
High Point University PMS 2685 C / White		Nickname: Panthers Abbreviation: HPU Also acceptable: High Point	HP High Pt. Lady Panthers Point	 
Liberty University PMS 282 C / PMS 187 C / White		Nickname: Flames Abbreviation: LU Also acceptable: Lady Flames	LIB	
Longwood University PMS 282 C / PMS 422 C / White		Nickname: Lancers Abbreviation: LW Also acceptable: LWU	L-Wood	
Presbyterian College PMS 286 C / PMS 201 C / White		Nickname: Blue Hose Abbreviation: PC Also acceptable: Presbyterian	Presby Pres Bluehose Presbyterian University College of Presbyterian	None
Radford University PMS 186 C / PMS 427 C / PMS 541 C White		Nickname: Highlanders Abbreviation: RAD Also acceptable: Radford	RU Lady Highlanders Highs University of Radford Raddy	  <i>(Preferred TV logo)</i>
UNC Asheville PMS 293 C / PMS Cool Gray 2 C / Black / White		Nickname: Bulldogs Abbreviation: AVL	UNC-Asheville UNC-A UNCA UNC at Asheville Lady Bulldogs	 <i>Secondary used primarily for baseball</i>
Winthrop University PMS 201 C / PMS 123 C / White		Nickname: Eagles Abbreviation: WU	WIN Winthrop College University of Winthrop Lady Eagles	 
Kennesaw State University (Football Only) PMS 1235 C / Black / White		Nickname: Owls Abbreviation: KSU	Kenn. State Kennesaw	None
Monmouth University (Football Only) PMS 282 C / PMS Cool Grey 11 / White		Nickname: Hawks Abbreviation: MU	Monmouth College University of Monmouth	 
University of North Alabama (Football Only - 2019) PMS 268 C / PMS 124 C or PMS 4515 Metallic / White		Nickname: Lions Abbreviation: UNA	UN U-NA N. Alabama	None