



TRUMAN STATE UNIVERSITY
ATHLETICS
STYLE GUIDE

MAY 2015

TRUMAN STATE UNIVERSITY

TDOG

The Tdog is the preferred mark to represent Truman Athletics. The options shown are the preferred way to use the Tdog. The Tdog **is not** to be used in place of the University Logo. It is a graphic to represent the spirit of the campus and its alumni and friends.

The logo, when in general use (i.e. when not referring to a specific team), should always be used as a complete graphic element as shown.



Example A
Two Color (PMS 2613, Black)



Example B
One Color (PMS 2613)



Example C
One Color (Black)



Example D
Two Color (PMS 2613, Black)
on a black background
The T should be outlined in white to help differentiate it from the background.



Example F
One Color (white)
on a black background
The face of the bulldog should always be white.

Print Colors

Purple
PMS 2613
Black

Four Color Process

Purple
Cyan: 63
Magenta: 100
Yellow: 0
Black : 10

Web Safe Colors

Purple
#6A1E74
R: 6B
G: 1E
B: 74

Black
#231F20
R: 23
G: 1F
B: 20

Artwork can be downloaded from Truman's licensing group or contact Publications to have correct artwork prepared for use: 660.785.4128 or ad96@truman.edu.

UNACCEPTABLE USE

Image Altering

To maintain the design integrity of the Tdog, do not alter in any way. Shown on the right are **UNACCEPTABLE** uses of the Tdog.



Size Limitations

In printing the Tdog please make sure the graphic is legible. As a rule, try not to print the Tdog less than 1/2" wide.



NOTE: Use good judgment to ensure legibility. A mark that is too small doesn't serve any communicative function. It is very important that designers or desktop publishers do not attempt to construct the logo themselves. Do not reproduce the artwork by scanning a previously printed version. Such "second-generation" art will degrade the quality of the image and may alter the scale of the various elements.

Larger minimum sizes may be necessary for other media such as video and film, or products that require specialized manufacturing. There may be situations where the marks will need to appear smaller than the minimum shown (e.g., lapel pins, pens and pencils, CD spine labels). Contact Publications, 785-4128 or ad96@truman.edu for guidance.

Color Usage



The Bulldog's face is always white. Please contact Publications if you do not have access to the artwork for printing.

Black and purple have the same hue qualities and should not be used without an accent color to help keep the Tdog visible.

When printing the Tdog on a **PURPLE BACKGROUND** use the above white Tdog for a single color or you can use the far right Tdog for a higher cost. Please check with Publications if you have any questions or need artwork for your project.

ACCEPTABLE USE

The Tdog can be incorporated within other graphics as long as it is not relegated to a secondary mark. It should always be prominent.

Contact Publications for authorization and/or assistance with usage.

660.785.4128
ad96@truman.edu



Text

It is **preferred** that when using the Tdog that **Truman, Truman State University** or **Bulldogs** be included with the graphic. This enables the mark to become more established as belonging to the University.

TYPOGRAPHY

Font

The font used for Athletics is Berthold City Bold Italic. It is preferred to use all caps when referring to a sport and/or athletics, but lowercase is acceptable.

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
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

Truman State University

It is ***UNACCEPTABLE*** to leave University off of Truman State. It is preferred to use Truman State University or just Truman.

TRUMAN STATE
(SPORT)

TRUMAN STATE UNIVERSITY
(SPORT)

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ad96@truman.edu

TRUMAN (SPORT)

THE BULLDOG

The Bulldog used alone is highly recommended to have **TRUMAN STATE UNIVERSITY** linked with it as then both the dog and name are evident. No alteration (condensing, expanding, warping) of the Bulldog is allowed. It may be used as an element within a graphic.

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***TRUMAN
STATE UNIVERSITY***

