M
MT. SAC

ATHLETICS

LOGO USAGE & STYLE GUIDELINES

LEARFIELD SPORTS
Directors' Cup

LOGO, STYLE AND COLOR GUIDELINES

LOGO/GRAPHIC GUIDELINES

- **<u>ANY FLYER/DESIGN/UNIFORM that is not an internal document and will be viewed by others outside of the Division (including public) must be approved by the Mt. SAC Athletics Division Information Office.</u>**
- The Division Information Office **<u>MUST</u>** be consulted/contacted if you would like a variation to the approved Mt. SAC Athletics Designs.
- ALL LOGOS MUST ALWAYS BE EQUALLY SCALED AND ASPECT RATIO SHOULD REMAIN LOCKED. *Images will become distorted if scaled unevenly.*
- Additional designs and configurations of Mountie Joe will be introduced at a later date.
- All logos and images listed are available in multiple formats by contacting the Division Information Office including:
    - AI - Adobe Illustrator
    - JPG - JPEG graphic File
    - PDF - Adobe PDF File
    - EPS - Encapsulated Post Script
    - PNG - Portable Network Graphics (transparent background)
    - Additional formats available when requested
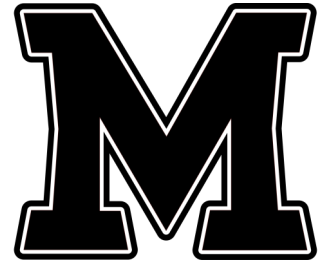
APPROVED MT. SAC ATHLETICS "M" LOGOS

General "M" Logo   *General "M" Logo with Designation*   *Plain "M" Logo*

ATHLETICS   **MOUNTIES**

General "M" Logo with Team Designation Variations

TRACK & FIELD   **TRACK & FIELD**   **MEN'S TRACK & FIELD**   **WOMEN'S TRACK & FIELD**   **WOMEN'S TRACK & FIELD**

Mt. SAC Athletics Official QR Code - http://www.mtsacathletics.com

LOGO, STYLE AND COLOR GUIDELINES

APPROVED MT. SAC ATHLETICS "M" PRINT LOGO VARIATIONS

M MT. SAC
MT. SAN ANTONIO COLLEGE
WALNUT, CALIFORNIA

M MT. SAC | MT. SAN ANTONIO COLLEGE
WALNUT, CALIFORNIA

M MT. SAC | MT. SAN ANTONIO COLLEGE
ATHLETICS DEPARTMENT

M MT. SAC | MT. SAN ANTONIO COLLEGE
MEN'S BASKETBALL

ADDITIONAL AVAILABLE LOGOS/IMAGES

MT. SAC ATHLETICS
LEARFIELD SPORTS DIRECTORS' CUP
2014-2015
COMMUNITY COLLEGE
NATIONAL CHAMPIONS
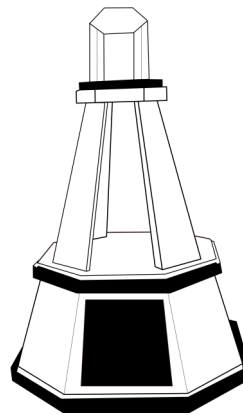
CCCAA
STATE
CHAMPIONS

PROPER COLLEGE SPELLING AND ABBREVIATIONS

Correct
- **Mt. San Antonio College**
- **Mt. SAC**

When used in Titles, Headlines and Designs, these two additional formats may be used:

- **MT. SAC**
- **MT. SAN ANTONIO COLLEGE**

Incorrect
- **Mt. Sac**
- **MSAC**
- **Mount SAC**
- **Mount San Antonio College**
- **Mount Sac**
- **SAC** (by itself)
- **Sac** (by itself)

MT. SAC ATHLETICS BRAND FONTS

- **Impact**   **IMPACT**
- Arial   ARIAL
-

MT. SAC ATHLETICS TAGLINE

- **"Where champions compete"**

"Where the world's best athletes compete," is the tagline /slogan/monument of Hilmer Lodge Stadium and should not be used in Mt. SAC Athletics promotions with the exception of promotion of the stadium or Mt. SAC Relays.

MOUNTIE MAROON

Mountie Maroon is a custom Pantone color created to offer a standard hue for all maroon used to promote or represent Mt. San Antonio College Athletics. Following are formulas for achieving Mountie Maroon for commercial printing and web:

MOUNTIE MAROON

PANTONE 505 FOR MOST APPLICATIONS		
Pantone	=	505
CMYK	=	15 - 100 - 39 - 69
RGB	=	80, 0, 0
HEX	=	500000

PANTONE 202 FOR COLOR PRINTING ON PAPER		
Pantone	=	202
CMYK	=	0 - 100 - 61 - 43
RGB	=	134 - 38 - 51
HEX	=	862633

SPOT COLOR OFFSET PRINTING-*Coated Paper*		
Pantone Yellow 012	=	9.00
Pantone Rubine Red	=	36.00
Pantone Black	=	25.00
Pantone Transparent White	=	30.00

SPOT COLOR OFFSET PRINTING-*Uncoated Paper*		
Pantone Yellow 012	=	13.90
Pantone Rubine Red	=	70.00
Pantone Black	=	16.10

MT. SAC ATHLETICS SECONDARY/ACCENT COLORS
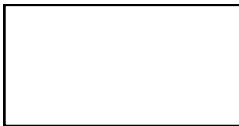
WHITE

PANTONE 000 FOR MOST APPLICATIONS		
Pantone	=	000
CMYK	=	0 - 0 - 0 - 0 -
RGB	=	255, 255, 255
HEX	=	#ffffff

GREY

PANTONE 11 FOR MOST APPLICATIONS		
Pantone	=	11
CMYK	=	0 - 0 - 0 - 68
RGB	=	104, 106, 11
HEX	=	#686a6f