

Cheyney University of Pennsylvania Athletic Style Guide



Marks should not be smaller than 1 ½ inches.
Changing the colors of the mark is prohibited.
Changing the font of the mark is prohibited.
The mark cannot be skewed or unproportionally scaled in any way.
The mark is trademarked.

Usage of any mark must be approved by the Athletic Director or her/his designee.

Colors

The University colors are blue and white
The Blue is PMS 300 or CMYK (B 85, M46, Y 0, K 0)

Previous Marks

Any version of the “Wolf” or the Block “C” is no longer acceptable.

Letterhead – Logo should be placed in the top left hand corner.
Refer to the University style guide for complete specifications.

Business Cards — Contact the Director of Public Relations to order business cards



FRONT
Across the chest (T-Shirts)



BACK
Across the back (T-Shirts)

1



FRONT
Across the chest (T-Shirts)



BACK- (Locker Style)
Across the neck (T-shirts)

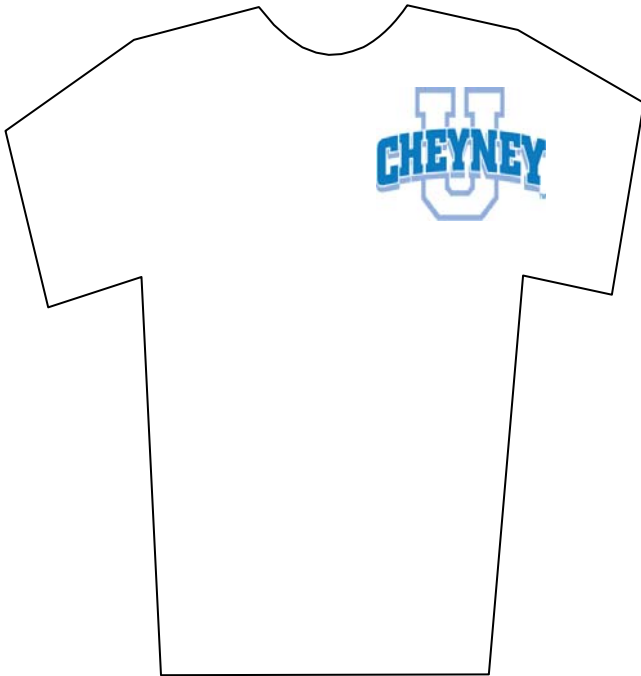
2



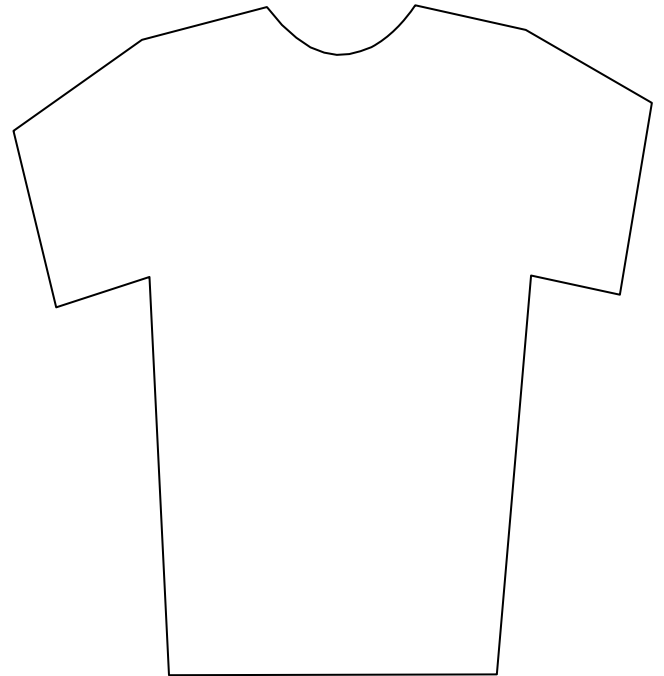
FRONT
Above the chest (Jerseys)



BACK
Across the back (Jerseys)



FRONT
Over Top Left Chest (Polo Shirt)



BACK
Plain Back (Polo Shirt)

BACK
Left Pocket



Alternate T-Shirt-
FRONT

Left Front below
the Belt Line



CHEYNEY UNIVERSITY Athletic marks for Embroidery/Silk Screening



ONE COLOR OPTIONS FOR SILK SCREEN USE ONLY

