

## **Athletics**

The Willamette Athletics department has its own visual vocabulary comprised of the main Bearcat logo, the bearcat logotype and a paw/claw. We have set some initial parameters for their use.

If you have any questions please contact the Office of Communications.



**Bearcat Logo**

The official bearcat logo is the chief symbol for the department. It's function is to represent the athletic department as a whole, as well as stand for each individual team.

**Athletic wordmark**

As the official logotype for the athletic department, this logo should be used as a support to the full bearcat logo.

**Bearcat paw**

A part of our tradition, the bearcat paw has been around for some time. It was decided that it should be rolled into the system of identification. This image plays a further support role for athletics.

**Blitz Bearcat**

Blitz is the university mascot. The strength of a bear and the grace and agility of a cat, makes for a formidable opponent. Blitz can be seen at most sporting events cheering on the team.



**Athletic logotype**

Showing quiet strength, and strong determination, our bearcat is our athletic ambassador. Agile and powerful, the bearcat is locked in a dead stare at his competition.

The logo needs to work by itself, as well as with the wordmark below it. It also represents both male and female participants.



**WHITE OR LIGHT BACKGROUNDS**

**Athletic logotype color**

We have instituted a color palette that will help to keep the usage consistent across material differences, production differences and size differences. The preferred version uses three colors. How they are used depends on the background color of the application. The following pages show the usage we suggest.

Willamette Athletics Colors:

Dark Red: PMS 201

Metalic Gold: PMS 8005

Black

White



**USING GOLD AS BACKGROUND**



**USING RED AS BACKGROUND**

**Athletic logotype shield**

The full color and preferred version of our logotype uses a background of white to ensure proper duplication on any background color. Although background colors are preferred to be those of our color palette, that will not always be possible. These are the suggestions we have for the shield treatment.

Willamette Athletics Colors:

Dark Red: PMS 201

Metalic Gold: PMS 8005

Black

White



FULL SHIELD VERSION

**Athletic wordmark color**

The official wordmark for Willamette Bearcats is shown to the right. We have instituted a color palette that will help to keep the usage consistent across material differences, production differences and size differences. The preferred version uses three colors. How they are used depends on the background color of the application. This page shows the usage we suggest.

Willamette Athletics Colors:

Dark Red: PMS 201

Metalic Gold: PMS 8005

Black

White



on white background



on grey background



on black background



on gold background



on dark red background