VILLANOVA UNIVERSITY ATHLETIC MARKS

PRIMARY MARKS

SECONDARY MARKS

“Villanova” and “Wildcats” may be used in a straight design as a secondary mark only. Use of any secondary mark must be approved by the sport specific Equipment manager.

PMS colors

PMS 281  PMS 298  PMS 876 (mascot)
NOVA NATION MARKS

PRIMARy MARKS

NOVA NATION MARKS

on navy background

FOuTS & NUMBERS/UNIFORM SPECS

FONT AND NUMBERS

1. The number set is to be used for all uniforms.

2. The A-2 Villanova Font is available upon request from Licensing Director.

ATHLETIC UNIFORM SPECIFICATIONS

1. Team uniforms are to be white and navy in color. Light blue may be used as an accent color, but only after white and navy have been utilized and may not comprise more than 10% of the uniform color. At no point can there be more light blue on a product or in a design than navy blue or white. Grey uniforms are permitted as away uniforms for Baseball/Softball or with prior approval.

2. The primary word mark and/or primary logo should be the only marks utilized on uniforms. Prior approval must be obtained for the use of secondary marks on uniforms.

3. Numbers must be in the correct style as shown above. Size and colors for numbers must be consistent with NCAA playing rules specific to each sport.

4. All team apparel including uniforms must be approved and ordered through the team equipment manager.

5. Proportions of the logo should be consistent and should not be altered, stretched or skewed.
1. The University's primary colors are Navy and White. All apparel (including: uniforms, jerseys, staff wear, sideline coaches apparel, practice uniforms, warm-up gear, camp apparel, premium items, retail apparel, donor appreciation items, donated items, personal items, travel apparel, etc.) must be Navy or White. Exception: Practice T-Shirts and Practice Sweats may be Athletic Grey (also known as Athletic Heather and Sports Grey).

2. Light Blue is limited to an accent color only. As an accent color it cannot comprise any more than 10% of the design or apparel. At no point can there be more light blue on a product or in a design than navy blue or white.

3. The use of Gold is limited to use for the Mascot only. Gold should never appear as an accent or garment color.

4. The primary “V” logo may be performed using one color. The approved format is shown in the Usage section.

5. Embroidery of any logo should be performed using the exact color specifications shown in the Color Usage section above.

6. The primary word mark, arched Villanova, should only be produced in Navy or White. A reverse outline may be used but only in navy or white with prior approval. The same rules apply to the secondary mark, Wildcats.

7. No logos can be used without the express written consent from the Villanova Licensing Director.

8. Manufactures mark for competition or practice apparel may not be in light blue.

9. A specific sport name may appear under a primary mark but it must appear in white or navy in Garamond Bold.
Logos are available electronically in different formats. Follow the chart as a guide, use only the proper format.

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Logos can be obtained at www.villanova.com/logos or from the Collegiate Licensing Company.

Anyone wishing to use the marks, logos and symbols of Villanova University must obtain a license. The Collegiate Licensing Company (CLC) is the licensing partner of Villanova University. As Villanova’s partner, CLC is responsible for administering the licensing program, including processing applications, collecting royalties, enforcing trademarks and pursuing new market opportunities for Villanova.

No campus department, alumni or student group may sell products using Villanova’s marks as a fundraiser or otherwise without approval from CLC or Villanova’s Licensing Director. Please check with Villanova’s Athletics Licensing Office (www.villanova.com/logos) before contacting local manufacturers regarding new products, designs or fundraisers. They will be able to identify locally licensed manufacturers to produce these items after Licensing has approved them.

Anyone wishing to obtain a license to produce merchandise must submit a license application. This application informs Villanova of how its marks will be used, what type of product the applicant makes, how Villanova will be represented, etc.

Applications and information on the licensing process can be found by visiting www.clc.com or by calling 770-956-0520.

VILLANOVA ATHLETICS
Identity Standards Guide and Apparel Specifications
www.villanova.com/logos