Our athletics identifiers
Capturing Suffolk spirit

Our primary identifiers promote our University and serve as an anchor for all units of Suffolk. The core of this system is our symbol and our wordmark, built with our two Suffolk colors, and should be used in all University athletics communications.

As an extension of the University athletics brand, we've created an alternative Ram icon that can be used in addition to our primary athletics logo.

Primary athletics logo

Logotype →

Symbol →

Alternative athletics logo

Symbol →

Logotype →

Note: Electronic files for our identifiers are available at **suffolk.edu/omc.**

Our athletics identifiers
Various color versions

Full-color version
The two-color version is the primary one that should be used for all pieces. This version can be used on white backgrounds and pictures when the logo is clear. Please refer to page 11 for examples.

One-color versions
The all-blue, all-black, and all-white versions are available for use on print jobs with a limited color palette or where the two-color version would not be clear.

Primary athletics logo

Alternative athletics logo

Note: The scale, rendering, color, and configuration of all of our identifiers are fixed and should not be changed in any way.

Our athletics identifiers
Various configurations

The various components of the athletics brand system have been designed to be flexible. When possible, use the complete logo (Suffolk/Rams/symbol). There will be, however, instances when that is not possible due to space. In such cases, the logotype and symbol can be used alone or on separate areas of the product/piece on which they appear.

Primary athletics logo

Logotype

Alternative athletics logo

Note: The scale, rendering, color, and configuration of all of our identifiers are fixed and should not be changed in any way.

The examples below illustrate the versions created
for use on a blue background (where the type is
not outlined). The logo should not appear on a gold
background.

Primary athletics logo

Logotype

Alternative athletics logo

The examples below illustrate the versions created for use on a black background (where the type is outlined). **PLEASE NOTE:** The face of the ram is always lighter in color. For that reason, this set of logos for use on a dark background has been created. (Changing the black version of the logo to be white will not translate correctly.)

Primary athletics logo

Logotype

Alternative athletics logo

The examples below illustrate how the all-black version
appears on a white background.

Primary athletics logo

Logotype

Alternative athletics logo

Our athletics identifiers
Sport-specific versions

Versions of the athletics logos have been created for each sport by replacing "RAMS" with a specific sport in the band under "Suffolk." Note: The only words that can go in the band are the name of a sport, "RAMS," or "UNIVERSITY."

Primary sport logo

Alternative sport logo

Logotype

Symbol

Symbol

Logotype

Clear space and minimum size

Providing a clear space around our identifiers will ensure visibility and integrity. These diagrams illustrate how clear space is measured and the minimum size they should appear to ensure legibility.

Clear space

The unit of minimum clear space, shown as the height of the "F" (cap height) in the logo in the examples below, is measured from all sides of the logo. Preserve this unit of clear space on all sides of our identifiers
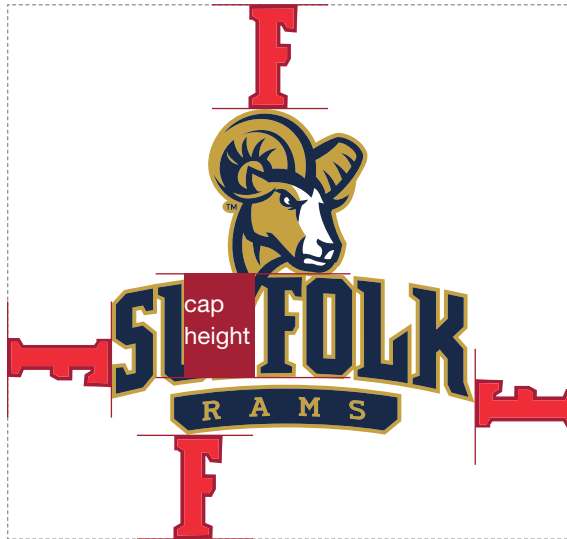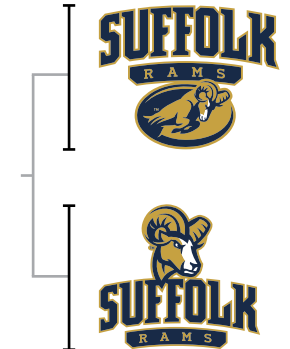

Minimum size

To maintain legibility, keep the minimum size requirements listed below in mind.

For print: 0.75" height minimum

For web: 72 pixel height minimum

For print: 0.35" height minimum

For web: 36 pixel height minimum

For print: 0.35" height minimum

For web: 54 pixel height minimum

Our identifiers have been carefully drawn and tested across media. Please do not recreate or "improve" any of our identifiers. Do not include elements from the simple shield logo, complex shield logo, seal, or past Suffolk logos.

PLEASE NOTE: OMC will not supply logos for use in email signatures. Indeed, we actively discourage using such e-logos, as they often appear as attachments that may be deemed web bugs and cause your email to go directly to spam.

Do not change the established color or use a tint of our identifiers.

Do not add graphic or type elements of any kind to our identifiers.

Do not tilt or rotate.

Do not stretch our identifiers horizontally or vertically.

Do not change the font used in the identifier.

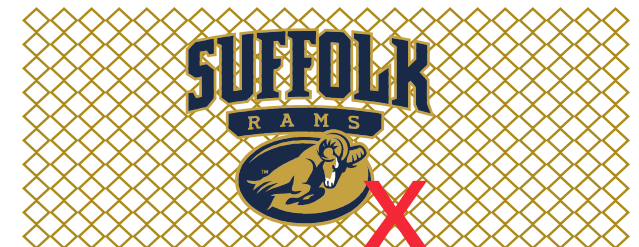**Do not** change the proportions of the symbol or logotype.

Do not change the relative positions of our symbol and logotype.

Do not apply drop shadows or any other embellishments to our identifiers.

Do not place our identifiers on a textured or patterned background.

updated 7/25/22

Use of identifier on gradients and photography

When using the logo with a gradient background, be sure it is clearly legible and visible. In the examples below, the logo can be easily seen when placed against a contrasting color. It should not be placed on a background on which the logo would likely get lost.

When using the logo with photography, be sure to place it where it is clearly legible and visible. In the examples below, the logo can easily be seen when placed against relatively open space.

Color
Athletics color palettes

Consistent use of our color palettes increases visibility and brand recognition. The logo should only appear in the colors included in the athletics palette.
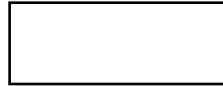
Athletics palette

pms 2767 c/u
c: 95 / m: 82 / y: 44 / k: 45
r: 20 / g: 47 / b: 83
#13284c

pms 8642 c/u (metallic)
pms: 118 c/ 117u (non-metallic)
c: 25 / m: 35 / y: 90 / k: 0
r: 198 / g: 161 / b: 65
#c6a141

white
c: 0 / m: 0 / y: 0 / k: 0
r: 255 / g: 255 / b: 255
#ffffff

black
c: 0 / m: 0 / y: 0 / k: 100
r: 0 / g: 0/ b: 0
#000000

Typefaces: contrast and complement

Much of what we communicate is said with words. A distinctive, consistent use of our typefaces will enhance our brand and help us communicate with clarity. The athletics type palette is used for the logo only (with Tertre being used for specific sports names). The University typographic palette (Sabon, Helvetica Neue LT Pro, and Inknut Antiqua) should be used for all other copy within a piece.

HTML/Alternative typography

Due to the limitations of websites and HTML emails, other typefaces are often required. We recommend the Arial and Times New Roman screen fonts in place of the University palette. (These can also be used for print pieces if Sabon and Helvetica Neue LT Pro are not available.) Inknut is a free Google font that can be downloaded for use in print. There are no substitutes for the athletics palette.

Athletics typographic palette

Suffolk Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Tertre Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

University typographic palette

Sabon

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue LT Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Inknut Antiqua

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Thank you for helping to advance the brand of Suffolk University

For further information, or for help using our brand system, please contact:

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