



**HIU ROYALS**  
**Athletics Logos**  
**Style Guide**

May 2015

# HIU ATHLETICS LOGOS

## Guidelines for Usage

May 2015

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Three new logos have been designed and approved for HIU Athletics use. These designs will replace all previous athletics logos:

1. **ROYALS\***
  - without Googie symbol
  - with Googie symbol
  - with Googie symbol and University name
2. **HIU** (curved)
3. **“H”** and **“R”** caps

There is also a **Uniform-Numerals** file with all digits included.

All logos have three different color combinations, each one specific to the color of the garment or product to which it is applied:

- :: Blue & White for gray/silver products
- :: Blue & Gray for white products
- :: White & Gray for blue products

**Official colors:**

Blue = PANTONE Reflex Blue

Gray = PANTONE Cool Gray 6 (or metallic silver)

Each file contains all three color combinations. The background color is included in the file as a “locked layer” – it is there to represent the product/background only and is NOT intended to print. The files have been saved so that vendors can easily extract the 2-color logo artwork without the background color.

**Resizing:** The logos are all “vector” files, meaning they can be resized without getting jagged or looking fuzzy. However, they **MUST** be resized *proportionally* – they cannot be stretched out of proportion horizontally or vertically, nor can they be tilted, rotated, or otherwise altered. If a vendor requires the we submit a file that is the exact size needed for the garment/product, please send Joe McCarthy or Rhonda Fox the exact specs (print area) and they can provide you with whatever the vendor requires.

\*PLEASE NOTE that for the ROYALS logos, there are 2 distinct folders: one specifically for *embroidery only*, the other for *screenprint* (or dye sublimation) *only*. It is very important to use the proper file – the screenprint version will not work well for embroidery!

**We want our teams, players, coaches, and staff to look great!** In order to ensure all uniforms/products are accurate and meet our standards, please require all vendors to provide a test sample for inspection and approval by Joe McCarthy, Director of Marketing & PR, BEFORE any order goes into production.

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*If you (or your vendors) have any questions or need anything further, please contact Joe McCarthy, Director of Marketing and PR, at ext 2692, [jwmccarthy@hiu.edu](mailto:jwmccarthy@hiu.edu) or 714-269-9472 (cell).*

[ use for print, screenprint, or dye sublimation,  
but NOT for embroidery ]



**ROYALS**

HOPE INTERNATIONAL  
UNIVERSITY



**ROYALS**

HOPE INTERNATIONAL  
UNIVERSITY

[ use for print, screenprint, or dye sublimation,  
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[ use for print, screenprint, or dye sublimation,  
but NOT for embroidery ]

ROYALS

ROYALS

ROYALS

[ use ONLY FOR EMBROIDERY, not for print,  
screenprint, or dye sublimation ]



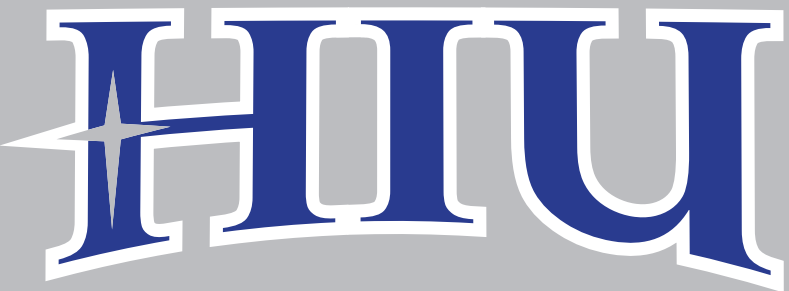
[ use ONLY FOR EMBROIDERY, not for print,  
screenprint, or dye sublimation ]

**ROYALS**

**ROYALS**

**ROYALS**

[ use for ALL APPLICATIONS: print, screenprint,  
dye sublimation, and embroidery ]





[ use for ALL APPLICATIONS: print, screenprint,  
dye sublimation, and embroidery ]



[ SPORT NAMES: use for all applications: print,  
screenprint, dye sublimation, and embroidery ]



[ logo is for placement and  
sizing reference only ]

*Athletics*

*Softball*

*Baseball*

*Soccer*

*Basketball*

*Tennis*

*Cross Country*

*Track*

*Golf*

*Volleyball*

[ SPORT NAMES: use for all applications: print, screenprint, dye sublimation, and embroidery ]

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*Athletics*

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0 1 2 3 4  
5 6 7 8 9

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[ HOME and AWAY JERSEY concepts ]

