ATHLETICS BRANDING GUIDELINES

Primary Logo

Athletic Logos
The Mount’s official mascot is the Dolphin. There are several approved Dolphin logos, which combine elements of the College identity with the Dolphin logo. Some of these logos are for general use within Athletics or Student Affairs; others are for use with a specific sports team.

Logos are only to be used by Athletics, Student Affairs, or in the creation of campus gear and sportswear.

Dolphin logos, or parts thereof, are not to be used on letterhead and related stationery, business cards, or on other academic collateral.

Athletic Fonts
The font for the Dolphin logo, COLLEGIATE, is only to be used for the approved athletic logos. The College and the Department of Athletics and Recreation uses classic, clean design elements and fonts in all printed and digital publications, materials, invitations, etc.

Approved fonts include the following:
• Headlines/Subheads: GOBOLD or Gotham Families
• Body Copy: Meta Pro Family

Athletic Logo Colors
The Dolphin logo is comprised of the following color palette. The colors expressed below include Pantone, RGB, and HTML hexadecimal formats—the standardized color definitions used by printing and web industries to ensure consistent color results.

Vegas Gold/Primary
PMS: 617C
HTML: #c5b358
Color: 22, 24, 83, 0
RGB: 197, 179, 88

Graphite/Accent
PMS: 10C
HTML: #636568
Color: 0, 29, 100, 0
RGB: 99, 101, 104

Carpi Blue/Accent
PMS: 2222C
HTML: #007e95
Color: 100, 32, 35, 3
RGB: R0, 126, 149

Founders’ White
Color: White

Acceptable Verbiage
• College of Mount Saint Vincent
• CMSV
• The Mount
• Dolphins
• Individual sports teams: i.e. Soccer, Volleyball

Not Acceptable
• College of Mt. St. Vincent
• MSV

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