



BATES BOBCATS

ATHLETICS BRAND IDENTITY GUIDE



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BATES ATHLETICS VISUAL IDENTITY

Fielding 31 varsity teams, Bates is a member of the NCAA Division III New England Small College Athletic Conference (NESCAC). The Bobcat was adopted as the college mascot in 1924, during an all-campus vote in the Bates Chapel.

In 2013, the college introduced a new visual representation of the Bobcat, as well as secondary and tertiary marks and a unique font, developed in partnership with Skye Design Studios.

A consistent visual identity is key to effective communications and brand strength for Bates Athletics and contributes to a powerful and unified expression of the Bates brand. The following rules for the implementation of the Bates Athletics visual identity includes guidelines for color and typography in print and digital communications, as well as for Bates merchandise and athletics gear.

PRIMARY MARKS



Primary Mark 1 features a vertical orientation of the official bobcat icon and straight 'Bates' athletic wordmark.

Additional color and background applications are to be applied as demonstrated below.





Primary Mark 2 features the official bobcat icon below the arced 'Bates' athletic wordmark.

Additional color and background applications are to be applied as demonstrated below.





Primary Mark 3 features a horizontal orientation of the official bobcat icon and straight ‘Bates’ athletic wordmark.

Additional color and background applications are to be applied as demonstrated below.



SECONDARY MARKS



Secondary Mark 1 features the official bobcat icon.

Additional color and background applications are to be applied as demonstrated below.





Secondary Mark 2 features the official bobcat icon combined with the Bates athletic 'B'.

Additional color and background applications are to be applied as demonstrated below.





Secondary Mark 3 features a vertical orientation of the official bobcat icon and straight 'Bates' athletic wordmark with 'Bobcats' subhead.

Additional color and background applications are to be applied as demonstrated below.





Secondary Mark 4 features a horizontal orientation of the official bobcat icon and straight ‘Bates’ athletic wordmark with ‘Bobcats’ subhead.

Additional color and background applications are to be applied as demonstrated below.





Secondary Mark 5 features a vertical orientation of the official bobcat icon and straight ‘Bates’ athletic wordmark with ‘Athletics’ subhead.

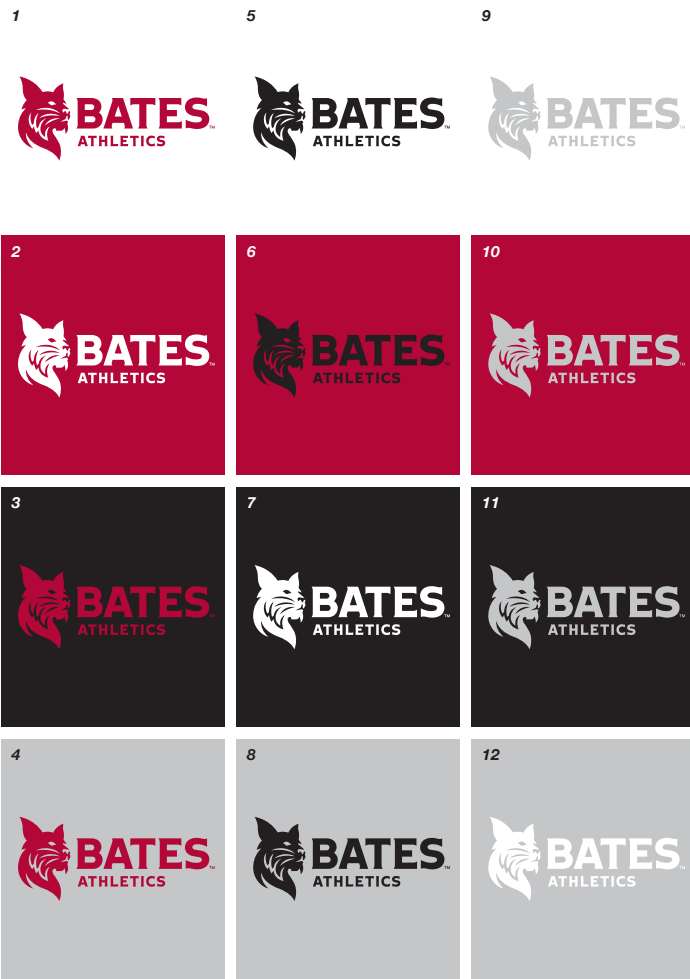
Additional color and background applications are to be applied as demonstrated below.





Secondary Mark 6 features a horizontal orientation of the official bobcat icon and straight ‘Bates’ athletic wordmark with ‘Athletics’ subhead.

Additional color and background applications are to be applied as demonstrated below.

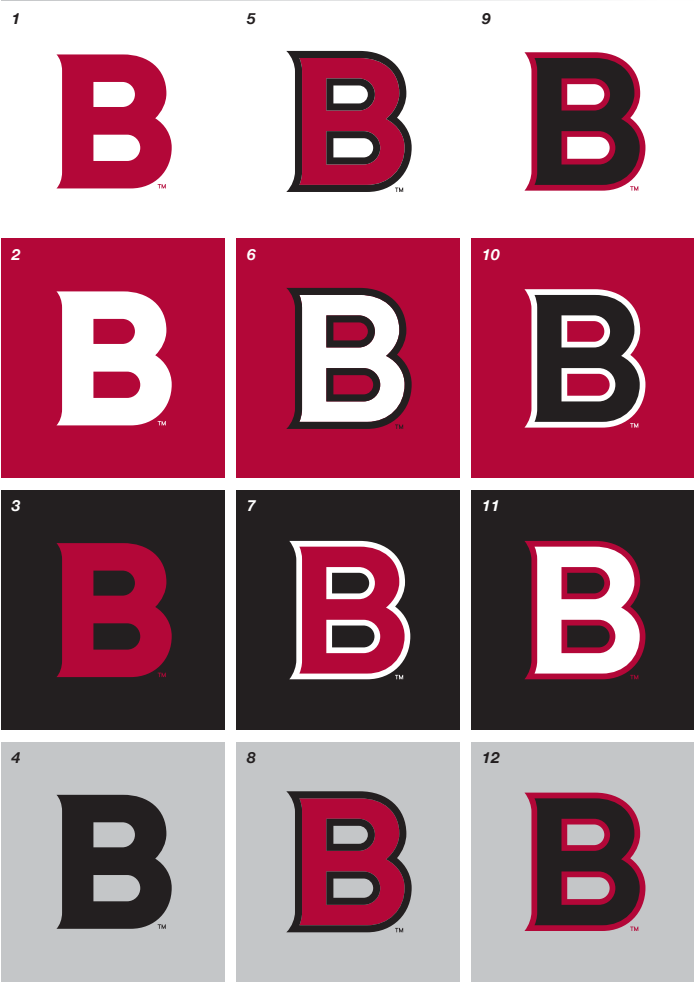
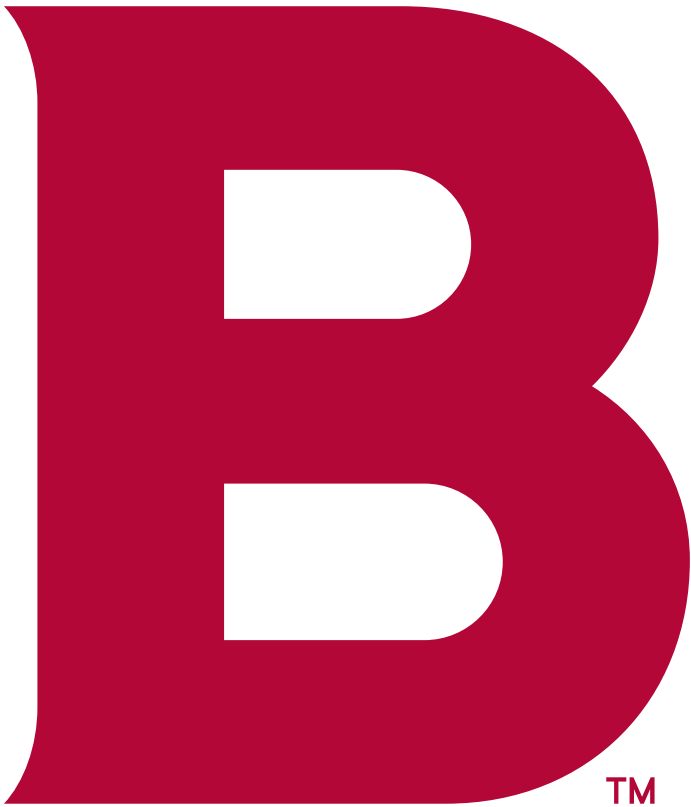


TERTIARY MARKS



Tertiary Mark 1 features the official Bates athletic 'B'.

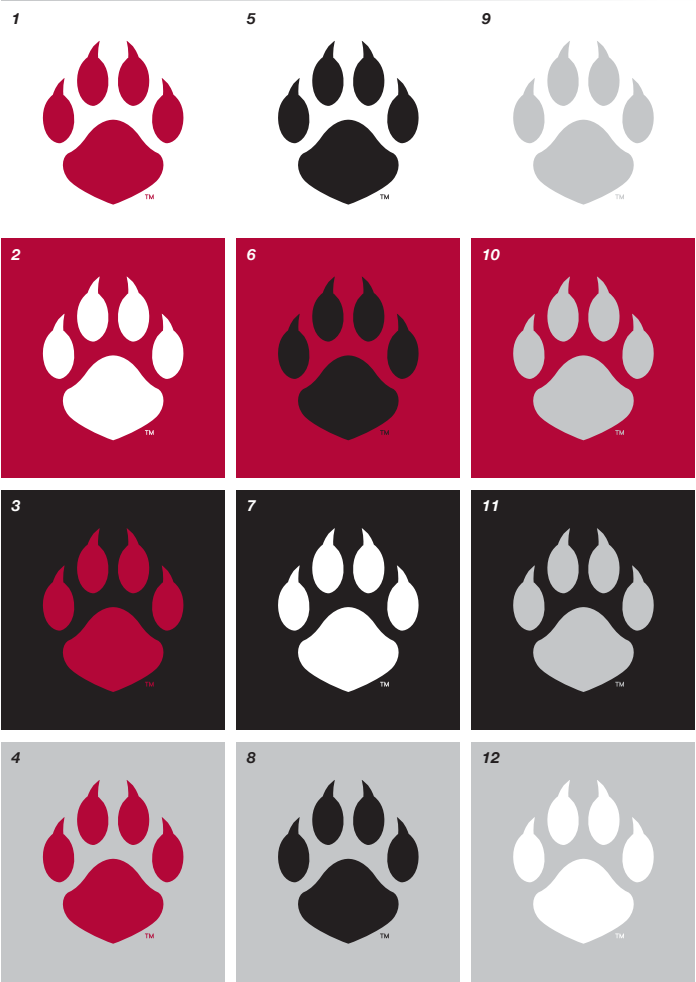
Additional color and background applications are to be applied as demonstrated below.





Tertiary Mark 2 features a bobcat paw print silhouette.

Additional color and background applications are to be applied as demonstrated below.





Tertiary Mark 3 features a bobcat paw print silhouette combined with the official Bates athletic 'B'.

Additional color and background applications are to be applied as demonstrated below.





Tertiary Mark 4 features a split version of the official Bates athletic 'B'.

Additional color and background applications are to be applied as demonstrated below.



WORDMARKS



Wordmark 1 features a straight orientation of 'Bates'.

Additional color and background applications are to be applied as demonstrated below.

BATES™

1	5	9
BATES™ BATES™ BATES™		
2	6	10
BATES™	BATES™	BATES™
3	7	11
BATES™	BATES™	BATES™
4	8	12
BATES™	BATES™	BATES™



Wordmark 2 features an arced orientation of 'Bates'.

Additional color and background applications are to be applied as demonstrated below.





Wordmark 3 features a straight orientation of 'Bobcats'.

Additional color and background applications are to be applied as demonstrated below.

BOBCATS™

1 5 9

BOBCATS BOBCATS BOBCATS





Wordmark 4 features an arced orientation of ‘Bobcats’.

Additional color and background applications are to be applied as demonstrated below.

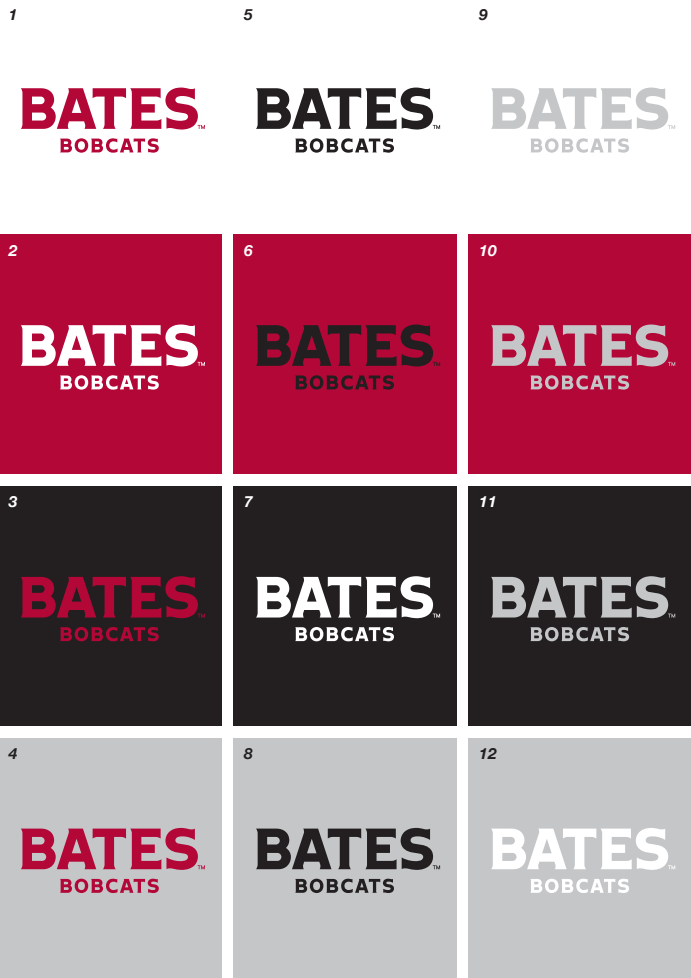




General Wordmark 5 features the straight ‘Bates’ athletic wordmark with ‘Bobcats’ subhead.

Additional color and background applications are to be applied as demonstrated below.

BATESTM
BOBCATS

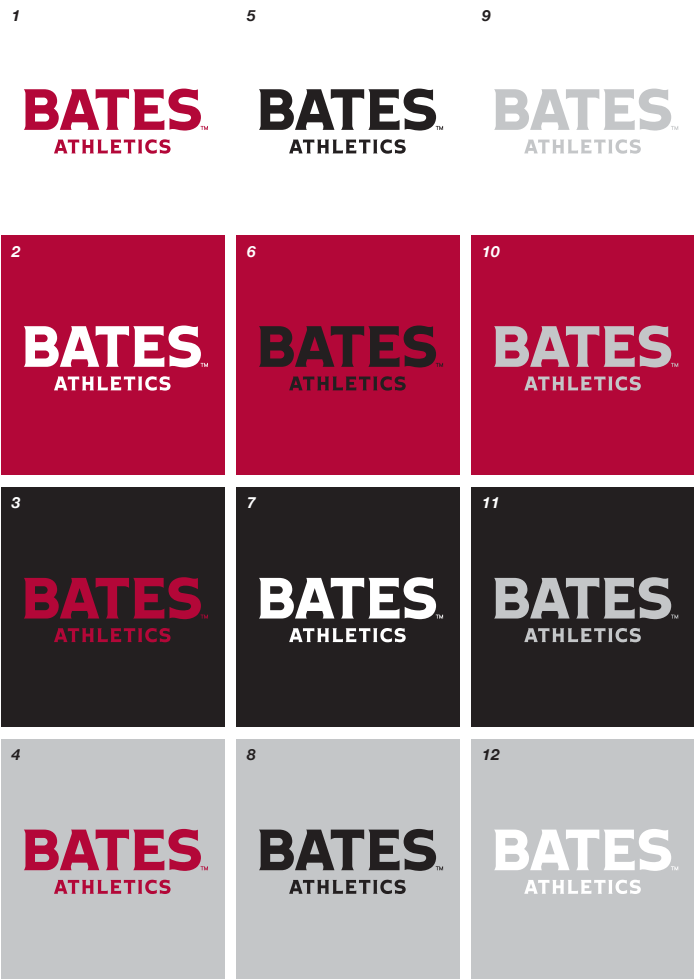




General Wordmark 6 features the straight ‘Bates’ athletic wordmark with ‘Athletics’ subhead.

Additional color and background applications are to be applied as demonstrated below.

BATESTM
ATHLETICS



SPORT-SPECIFIC MARKS



Bates Alpine Skiing Mark 1 features a vertical orientation of the official bobcat icon and straight 'Bates' athletic wordmark with 'Alpine Skiing' subhead.

Additional color and background applications are to be applied as demonstrated below.





Bates Alpine Skiing Mark 2 features a horizontal orientation of the official bobcat icon and straight 'Bates' athletic wordmark with 'Alpine Skiing' subhead.

Additional color and background applications are to be applied as demonstrated below.





The **Bates Alpine Skiing Wordmark** features the straight ‘Bates’ athletic wordmark with ‘Alpine Skiing’ subhead.

Additional color and background applications are to be applied as demonstrated below.

BATESTM
ALPINE SKIING





Bates Baseball Mark 1 features a vertical orientation of the official bobcat icon and straight ‘Bates’ athletic wordmark with ‘Baseball’ subhead.

Additional color and background applications are to be applied as demonstrated below.





Bates Baseball Mark 2 features a horizontal orientation of the official bobcat icon and straight 'Bates' athletic wordmark with 'Baseball' subhead.

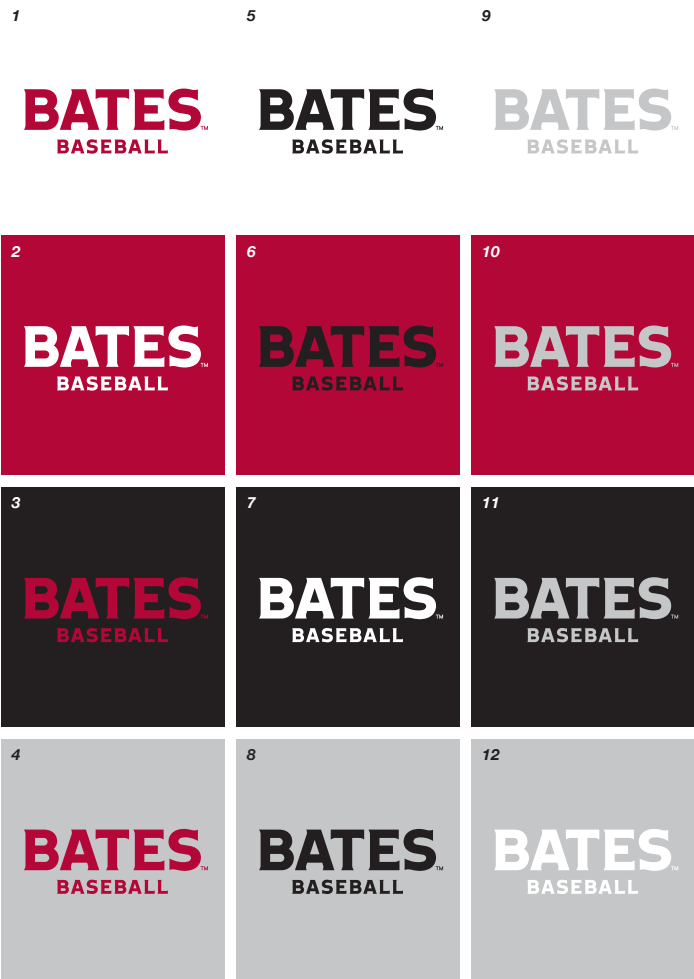
Additional color and background applications are to be applied as demonstrated below.





The **Bates Baseball Wordmark** features the straight ‘Bates’ athletic wordmark with ‘Baseball’ subhead.

Additional color and background applications are to be applied as demonstrated below.





Bates Basketball Mark 1 features a vertical orientation of the official bobcat icon and straight 'Bates' athletic wordmark with 'Basketball' subhead.

Additional color and background applications are to be applied as demonstrated below.





Bates Basketball Mark 2 features a horizontal orientation of the official bobcat icon and straight 'Bates' athletic wordmark with 'Basketball' subhead.

Additional color and background applications are to be applied as demonstrated below.





The **Bates Basketball Wordmark** features the straight ‘Bates’ athletic wordmark with ‘Basketball’ subhead.

Additional color and background applications are to be applied as demonstrated below.

BATESTM
BASKETBALL





Bates Men's Basketball Mark 1 features a vertical orientation of the official bobcat icon and straight 'Bates' athletic wordmark with 'Men's Basketball' subhead.

Additional color and background applications are to be applied as demonstrated below.





Bates Men's Basketball Mark 2 features a horizontal orientation of the official bobcat icon and straight 'Bates' athletic wordmark with 'Men's Basketball' subhead.

Additional color and background applications are to be applied as demonstrated below.





BATESTM
MEN'S BASKETBALL

The **Bate Men's Basketball Wordmark** features the straight 'Bates' athletic wordmark with 'Men's Basketball' subhead.

Additional color and background applications are to be applied as demonstrated below.





Bates Women's Basketball Mark 1 features a vertical orientation of the official bobcat icon and straight 'Bates' athletic wordmark with 'Women's Basketball' subhead.

Additional color and background applications are to be applied as demonstrated below.





Bates Women's Basketball Mark 2 features a horizontal orientation of the official bobcat icon and straight 'Bates' athletic wordmark with 'Women's Basketball' subhead.

Additional color and background applications are to be applied as demonstrated below.





The **Bate Women's Basketball Wordmark** features the straight 'Bates' athletic wordmark with 'Women's Basketball' subhead.

Additional color and background applications are to be applied as demonstrated below.

BATESTM
WOMEN'S BASKETBALL





Bates Cross Country Mark 1 features a vertical orientation of the official bobcat icon and straight 'Bates' athletic wordmark with 'Cross Country' subhead.

Additional color and background applications are to be applied as demonstrated below.





Bates Cross Country Mark 2 features a horizontal orientation of the official bobcat icon and straight 'Bates' athletic wordmark with 'Cross Country' subhead.

Additional color and background applications are to be applied as demonstrated below.





The **Bates Cross Country Wordmark** features the straight ‘Bates’ athletic wordmark with ‘Cross Country’ subhead.

Additional color and background applications are to be applied as demonstrated below.

BATESTM
CROSS COUNTRY





Bates Men's Cross Country Mark 1 features a vertical orientation of the official bobcat icon and straight 'Bates' athletic wordmark with 'Men's Cross Country' subhead.

Additional color and background applications are to be applied as demonstrated below.





Bates Men's Cross Country Mark 2 features a horizontal orientation of the official bobcat icon and straight 'Bates' athletic wordmark with 'Men's Cross Country' subhead.

Additional color and background applications are to be applied as demonstrated below.





BATESTM
MEN'S CROSS COUNTRY

The **Bates Men's Cross Country Wordmark** features the straight 'Bates' athletic wordmark with 'Men's Cross Country' subhead.

Additional color and background applications are to be applied as demonstrated below.





Bates Women's Cross Country Mark 1 features a vertical orientation of the official bobcat icon and straight 'Bates' athletic wordmark with 'Women's Cross Country' subhead.

Additional color and background applications are to be applied as demonstrated below.





Bates Women's Cross Country Mark 2 features a horizontal orientation of the official bobcat icon and straight 'Bates' athletic wordmark with 'Women's Cross Country' subhead.

Additional color and background applications are to be applied as demonstrated below.





The **Bates Women's Cross Country Wordmark** features the straight 'Bates' athletic wordmark with 'Women's Cross Country' subhead.

Additional color and background applications are to be applied as demonstrated below.

BATESTM
WOMEN'S CROSS COUNTRY





Bates Field Hockey Mark 1 features a vertical orientation of the official bobcat icon and straight 'Bates' athletic wordmark with 'Field Hockey' subhead.

Additional color and background applications are to be applied as demonstrated below.





Bates Field Hockey Mark 2 features a horizontal orientation of the official bobcat icon and straight 'Bates' athletic wordmark with 'Field Hockey' subhead.

Additional color and background applications are to be applied as demonstrated below.





The **Bates Field Hockey Wordmark** features the straight 'Bates' athletic wordmark with 'Field Hockey' subhead.

Additional color and background applications are to be applied as demonstrated below.

BATESTM
FIELD HOCKEY





Bates Football Mark 1 features a vertical orientation of the official bobcat icon and straight 'Bates' athletic wordmark with 'Football' subhead.

Additional color and background applications are to be applied as demonstrated below.





Bates Football Mark 2 features a horizontal orientation of the official bobcat icon and straight 'Bates' athletic wordmark with 'Football' subhead.

Additional color and background applications are to be applied as demonstrated below.

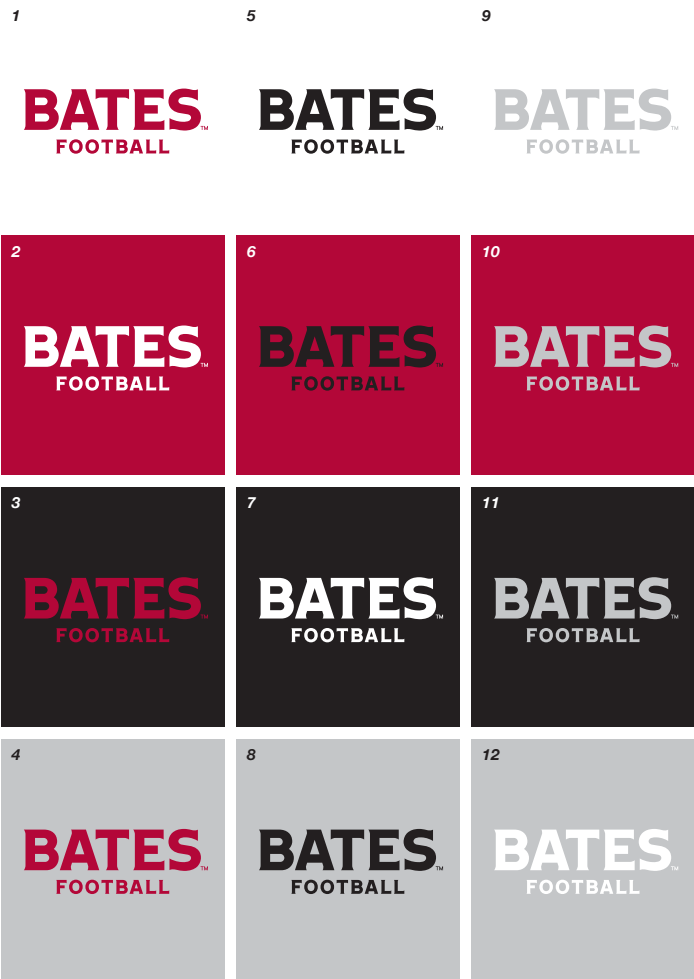




The **Bates Football Wordmark** features the straight 'Bates' athletic wordmark with 'Football' subhead.

Additional color and background applications are to be applied as demonstrated below.

BATESTM
FOOTBALL





Bates Golf Mark 1 features a vertical orientation of the official bobcat icon and straight ‘Bates’ athletic wordmark with ‘Golf’ subhead.

Additional color and background applications are to be applied as demonstrated below.





Bates Golf Mark 2 features a horizontal orientation of the official bobcat icon and straight ‘Bates’ athletic wordmark with ‘Golf’ subhead.

Additional color and background applications are to be applied as demonstrated below.

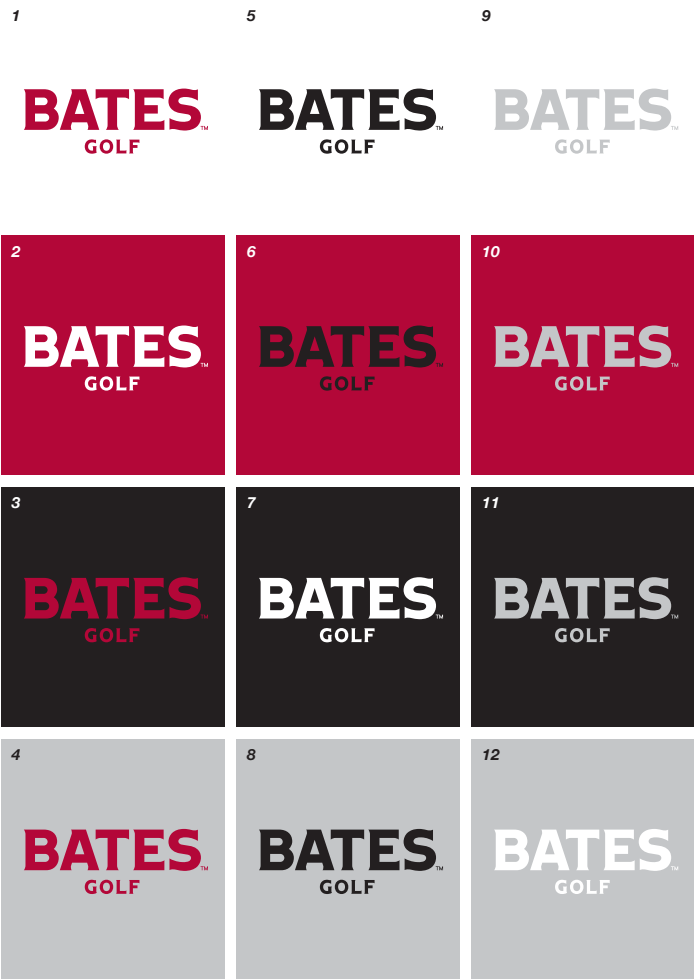




The **Bates Golf Wordmark** features the straight ‘Bates’ athletic wordmark with ‘Golf’ subhead.

Additional color and background applications are to be applied as demonstrated below.

BATESTM
GOLF





Bates Men's Golf Mark 1 features a vertical orientation of the official bobcat icon and straight 'Bates' athletic wordmark with 'Men's Golf' subhead.

Additional color and background applications are to be applied as demonstrated below.





Bates Men's Golf Mark 2 features a horizontal orientation of the official bobcat icon and straight 'Bates' athletic wordmark with 'Men's Golf' subhead.

Additional color and background applications are to be applied as demonstrated below.

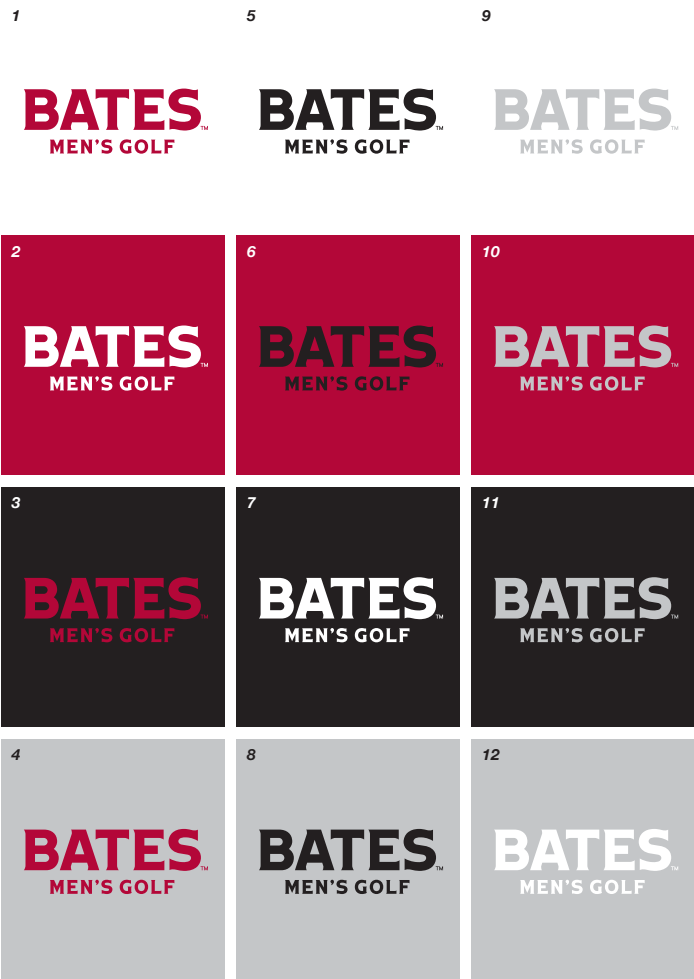




The **Bates Men's Golf Wordmark** features the straight 'Bates' athletic wordmark with 'Men's Golf' subhead.

Additional color and background applications are to be applied as demonstrated below.

BATESTM
MEN'S GOLF





Bates Women's Golf Mark 1 features a vertical orientation of the official bobcat icon and straight 'Bates' athletic wordmark with 'Women's Golf' subhead.

Additional color and background applications are to be applied as demonstrated below.





Bates Women's Golf Mark 2 features a horizontal orientation of the official bobcat icon and straight 'Bates' athletic wordmark with 'Women's Golf' subhead.

Additional color and background applications are to be applied as demonstrated below.





The **Bates Women's Golf Wordmark** features the straight 'Bates' athletic wordmark with 'Women's Golf' subhead.

Additional color and background applications are to be applied as demonstrated below.

BATESTM
WOMEN'S GOLF





Bates Lacrosse Mark 1 features a vertical orientation of the official bobcat icon and straight 'Bates' athletic wordmark with 'Lacrosse' subhead.

Additional color and background applications are to be applied as demonstrated below.





Bates Lacrosse Mark 2 features a horizontal orientation of the official bobcat icon and straight 'Bates' athletic wordmark with 'Lacrosse' subhead.

Additional color and background applications are to be applied as demonstrated below.

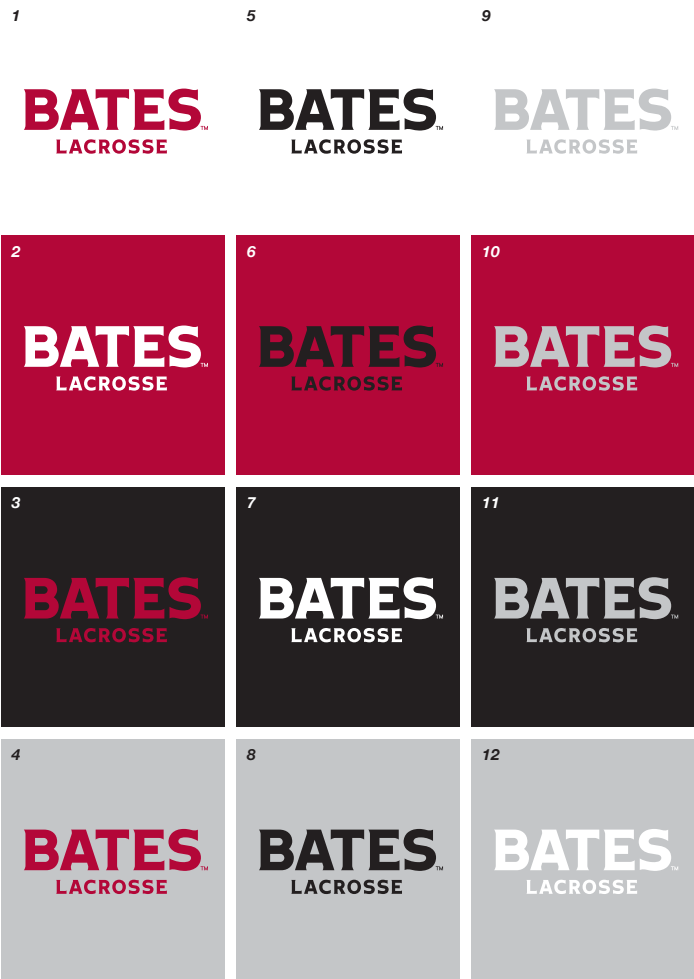




The **Bates Lacrosse Wordmark** features the straight ‘Bates’ athletic wordmark with ‘Lacrosse’ subhead.

Additional color and background applications are to be applied as demonstrated below.

BATESTM
LACROSSE





Bates Men's Lacrosse Mark 1 features a vertical orientation of the official bobcat icon and straight 'Bates' athletic wordmark with 'Men's Lacrosse' subhead.

Additional color and background applications are to be applied as demonstrated below.





Bates Men's Lacrosse Mark 2 features a horizontal orientation of the official bobcat icon and straight 'Bates' athletic wordmark with 'Men's Lacrosse' subhead.

Additional color and background applications are to be applied as demonstrated below.





The **Bates Men's Lacrosse Wordmark** features the straight 'Bates' athletic wordmark with 'Men's Lacrosse' subhead.

Additional color and background applications are to be applied as demonstrated below.

BATESTM
MEN'S LACROSSE

1	5	9
2	6	10
3	7	11
4	8	12



Bates Women's Lacrosse Mark 1 features a vertical orientation of the official bobcat icon and straight 'Bates' athletic wordmark with 'Women's Lacrosse' subhead.

Additional color and background applications are to be applied as demonstrated below.





Bates Women's Lacrosse Mark 2 features a horizontal orientation of the official bobcat icon and straight 'Bates' athletic wordmark with 'Women's Lacrosse' subhead.

Additional color and background applications are to be applied as demonstrated below.





The **Bates Women's Lacrosse Wordmark** features the straight 'Bates' athletic wordmark with 'Women's Lacrosse' subhead.

Additional color and background applications are to be applied as demonstrated below.

BATESTM
WOMEN'S LACROSSE





Bates Nordic Skiing Mark 1 features a vertical orientation of the official bobcat icon and straight 'Bates' athletic wordmark with 'Nordic Skiing' subhead.

Additional color and background applications are to be applied as demonstrated below.





Bates Nordic Skiing Mark 2 features a horizontal orientation of the official bobcat icon and straight ‘Bates’ athletic wordmark with ‘Nordic Skiing’ subhead.

Additional color and background applications are to be applied as demonstrated below.





The **Bates Nordic Skiing Wordmark** features the straight ‘Bates’ athletic wordmark with ‘Nordic Skiing’ subhead.

Additional color and background applications are to be applied as demonstrated below.

BATESTM
NORDIC SKIING





Bates Rowing Mark 1 features a vertical orientation of the official bobcat icon and straight 'Bates' athletic wordmark with 'Rowing' subhead.

Additional color and background applications are to be applied as demonstrated below.





Bates Rowing Mark 2 features a horizontal orientation of the official bobcat icon and straight 'Bates' athletic wordmark with 'Rowing' subhead.

Additional color and background applications are to be applied as demonstrated below.

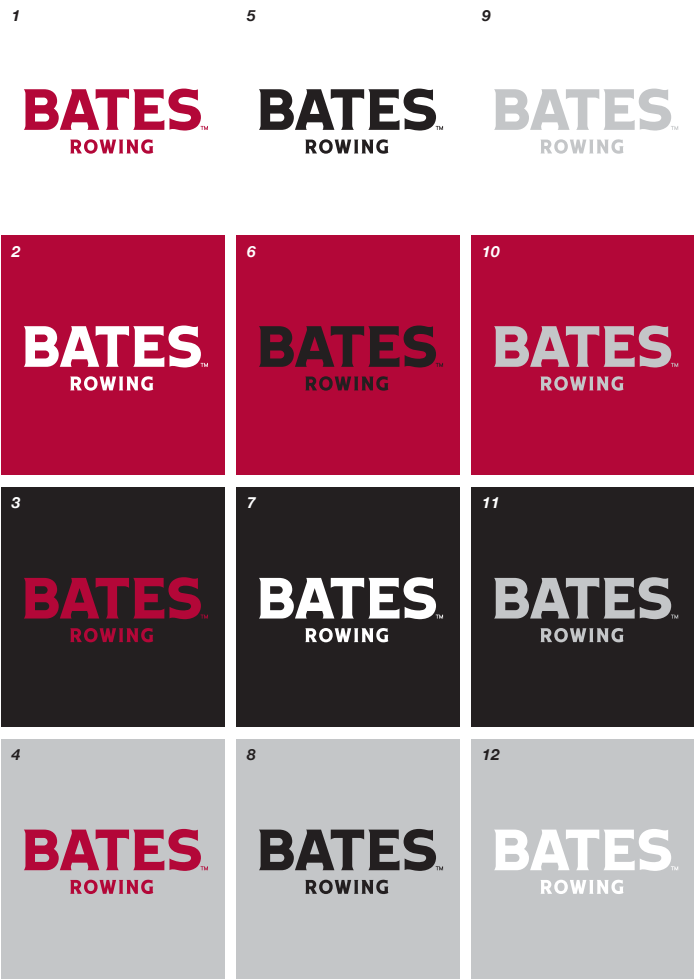




The **Bates Rowing Wordmark** features the straight 'Bates' athletic wordmark with 'Rowing' subhead.

Additional color and background applications are to be applied as demonstrated below.

BATESTM
ROWING





Bates Men's Rowing Mark 1 features a vertical orientation of the official bobcat icon and straight 'Bates' athletic wordmark with 'Men's Rowing' subhead.

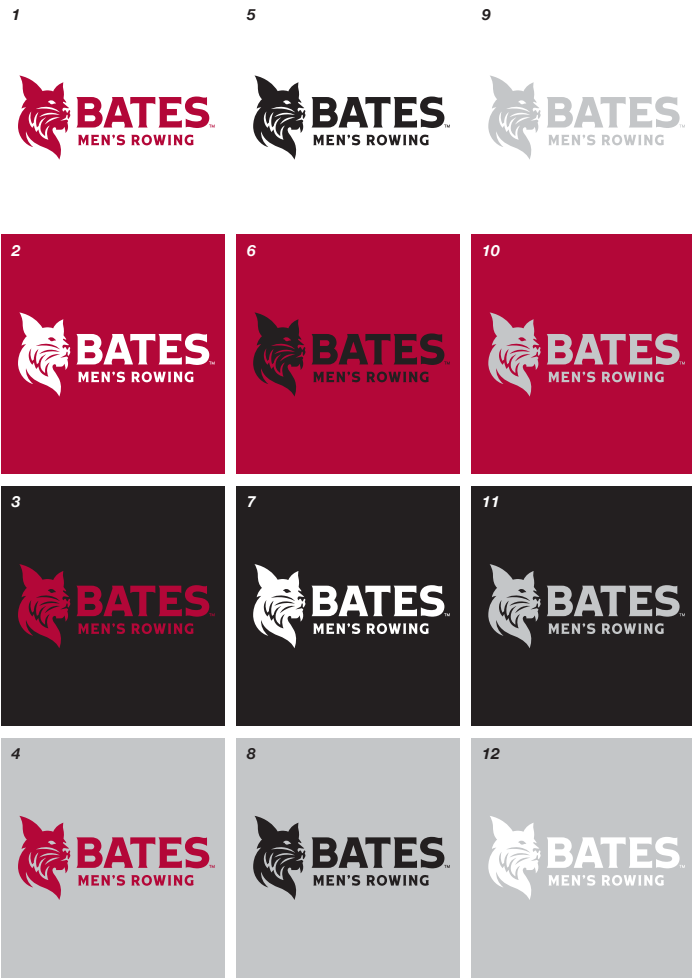
Additional color and background applications are to be applied as demonstrated below.





Bates Men's Rowing Mark 2 features a horizontal orientation of the official bobcat icon and straight 'Bates' athletic wordmark with 'Men's Rowing' subhead.

Additional color and background applications are to be applied as demonstrated below.





The **Bates Men's Rowing Wordmark** features the straight 'Bates' athletic wordmark with 'Men's Rowing' subhead.

Additional color and background applications are to be applied as demonstrated below.

BATESTM
MEN'S ROWING





Bates Women's Rowing Mark 1 features a vertical orientation of the official bobcat icon and straight 'Bates' athletic wordmark with 'Women's Rowing' subhead.

Additional color and background applications are to be applied as demonstrated below.





Bates Women's Rowing Mark 2 features a horizontal orientation of the official bobcat icon and straight 'Bates' athletic wordmark with 'Women's Rowing' subhead.

Additional color and background applications are to be applied as demonstrated below.





The **Bates Women's Rowing Wordmark** features the straight 'Bates' athletic wordmark with 'Women's Rowing' subhead.

Additional color and background applications are to be applied as demonstrated below.

BATESTM
WOMEN'S ROWING





Bates Soccer Mark 1 features a vertical orientation of the official bobcat icon and straight 'Bates' athletic wordmark with 'Soccer' subhead.

Additional color and background applications are to be applied as demonstrated below.





Bates Soccer Mark 2 features a horizontal orientation of the official bobcat icon and straight 'Bates' athletic wordmark with 'Soccer' subhead.

Additional color and background applications are to be applied as demonstrated below.

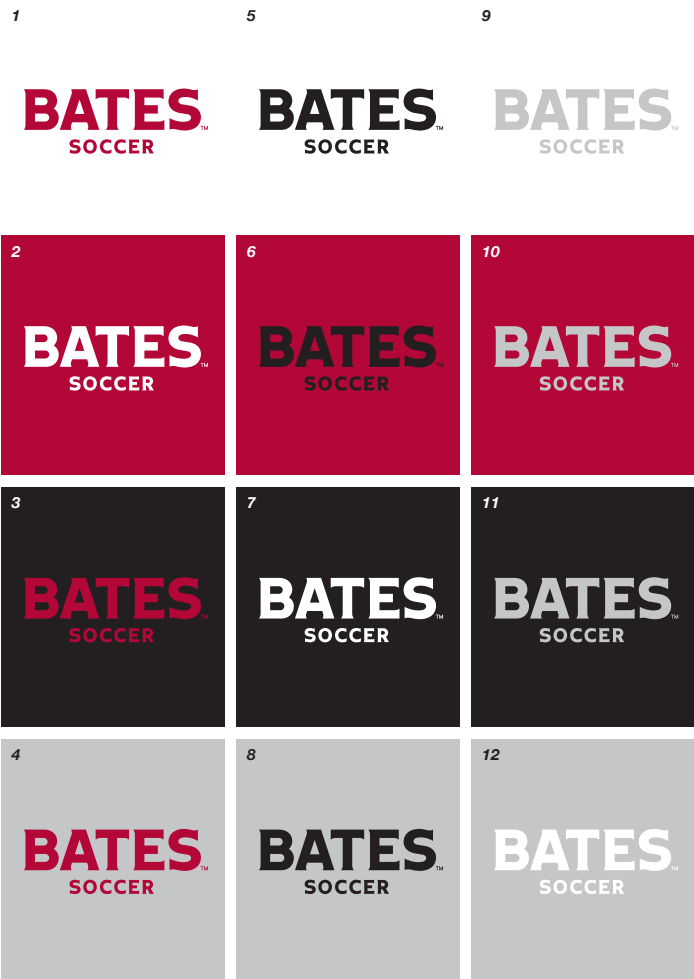




The **Bates Soccer Wordmark** features the straight ‘Bates’ athletic wordmark with ‘Soccer’ subhead.

Additional color and background applications are to be applied as demonstrated below.

BATESTM
SOCCER





Bates Men's Soccer Mark 1 features a vertical orientation of the official bobcat icon and straight 'Bates' athletic wordmark with 'Men's Soccer' subhead.

Additional color and background applications are to be applied as demonstrated below.





Bates Men's Soccer Mark 2 features a horizontal orientation of the official bobcat icon and straight 'Bates' athletic wordmark with 'Men's Soccer' subhead.

Additional color and background applications are to be applied as demonstrated below.





The **Bates Men's Soccer Wordmark** features the straight 'Bates' athletic wordmark with 'Men's Soccer' subhead.

Additional color and background applications are to be applied as demonstrated below.

BATESTM
MEN'S SOCCER





Bates Men's Women's Soccer Mark 1 features a vertical orientation of the official bobcat icon and straight 'Bates' athletic wordmark with 'Women's Soccer' subhead.

Additional color and background applications are to be applied as demonstrated below.





Bates Women's Soccer Mark 2 features a horizontal orientation of the official bobcat icon and straight 'Bates' athletic wordmark with 'Women's Soccer' subhead.

Additional color and background applications are to be applied as demonstrated below.





The **Bates Women's Soccer Wordmark** features the straight 'Bates' athletic wordmark with 'Women's Soccer' subhead.

Additional color and background applications are to be applied as demonstrated below.

BATESTM
WOMEN'S SOCCER





Bates Softball Mark 1 features a vertical orientation of the official bobcat icon and straight 'Bates' athletic wordmark with 'Softball' subhead.

Additional color and background applications are to be applied as demonstrated below.





Bates Softball Mark 2 features a horizontal orientation of the official bobcat icon and straight ‘Bates’ athletic wordmark with ‘Softball’ subhead.

Additional color and background applications are to be applied as demonstrated below.

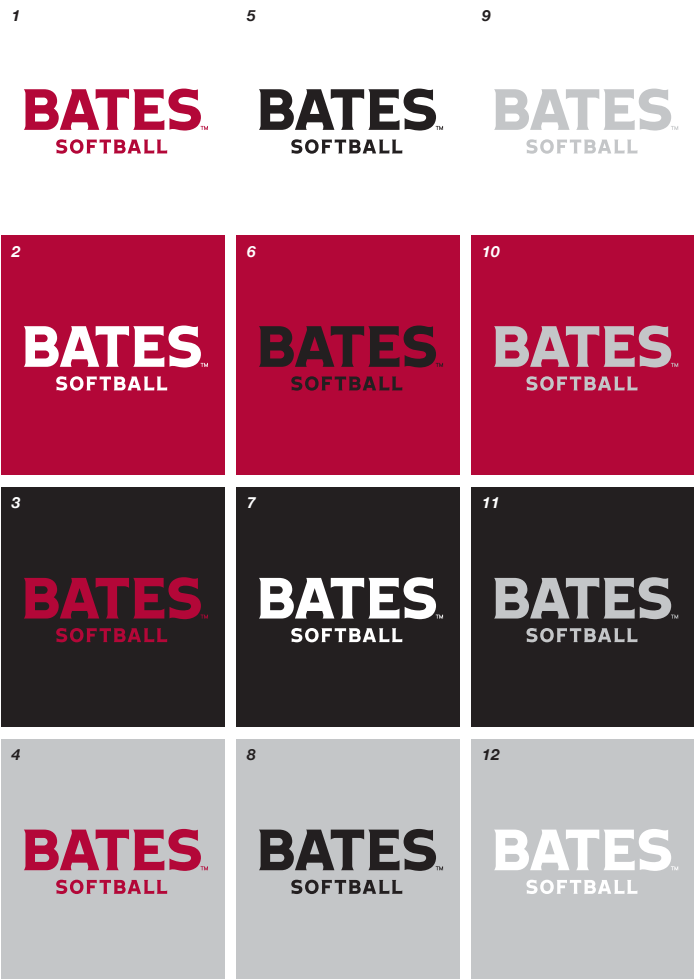




The **Bates Softball Wordmark** features the straight 'Bates' athletic wordmark with 'Softball' subhead.

Additional color and background applications are to be applied as demonstrated below.

BATESTM
SOFTBALL





Bates Squash Mark 1 features a vertical orientation of the official bobcat icon and straight 'Bates' athletic wordmark with 'Squash' subhead.

Additional color and background applications are to be applied as demonstrated below.





Bates Squash Mark 2 features a horizontal orientation of the official bobcat icon and straight 'Bates' athletic wordmark with 'Squash' subhead.

Additional color and background applications are to be applied as demonstrated below.





The **Bates Squash Wordmark** features the straight ‘Bates’ athletic wordmark with ‘Squash’ subhead.

Additional color and background applications are to be applied as demonstrated below.

BATESTM
SQUASH





Bates Men's Squash Mark 1 features a vertical orientation of the official bobcat icon and straight 'Bates' athletic wordmark with 'Men's Squash' subhead.

Additional color and background applications are to be applied as demonstrated below.





Bates Men's Squash Mark 2 features a horizontal orientation of the official bobcat icon and straight 'Bates' athletic wordmark with 'Men's Squash' subhead.

Additional color and background applications are to be applied as demonstrated below.





The **Bates Men's Squash Wordmark** features the straight 'Bates' athletic wordmark with 'Men's Squash' subhead.

Additional color and background applications are to be applied as demonstrated below.

BATESTM
MEN'S SQUASH





Bates Women's Squash Mark 1 features a vertical orientation of the official bobcat icon and straight 'Bates' athletic wordmark with 'Women's Squash' subhead.

Additional color and background applications are to be applied as demonstrated below.





Bates Women's Squash Mark 2 features a horizontal orientation of the official bobcat icon and straight 'Bates' athletic wordmark with 'Women's Squash' subhead.

Additional color and background applications are to be applied as demonstrated below.





The **Bates Women's Squash Wordmark** features the straight 'Bates' athletic wordmark with 'Women's Squash' subhead.

Additional color and background applications are to be applied as demonstrated below.

BATESTM
WOMEN'S SQUASH





Bates Swimming & Diving Mark 1 features a vertical orientation of the official bobcat icon and straight 'Bates' athletic wordmark with 'Swimming & Diving' subhead.

Additional color and background applications are to be applied as demonstrated below.





Bates Swimming & Diving Mark 2 features a horizontal orientation of the official bobcat icon and straight 'Bates' athletic wordmark with 'Swimming & Diving' subhead.

Additional color and background applications are to be applied as demonstrated below.





The **Bates Swimming & Diving Wordmark** features the straight 'Bates' athletic wordmark with 'Swimming & Diving' subhead.

Additional color and background applications are to be applied as demonstrated below.

BATESTM
SWIMMING & DIVING





Bates Men's Swimming & Diving Mark 1 features a vertical orientation of the official bobcat icon and straight 'Bates' athletic wordmark with 'Men's Swimming & Diving' subhead.

Additional color and background applications are to be applied as demonstrated below.





Bates Men's Swimming & Diving Mark 2 features a horizontal orientation of the official bobcat icon and straight 'Bates' athletic wordmark with 'Men's Swimming & Diving' subhead.

Additional color and background applications are to be applied as demonstrated below.





The **Bates Men's Swimming & Diving Wordmark** features the straight 'Bates' athletic wordmark with 'Men's Swimming & Diving' subhead.

Additional color and background applications are to be applied as demonstrated below.

BATESTM
MEN'S SWIMMING & DIVING





Bates Women's Swimming & Diving Mark 1 features a vertical orientation of the official bobcat icon and straight 'Bates' athletic wordmark with 'Women's Swimming & Diving' subhead.

Additional color and background applications are to be applied as demonstrated below.





Bates Women's Swimming & Diving Mark 2 features a horizontal orientation of the official bobcat icon and straight 'Bates' athletic wordmark with 'Women's Swimming & Diving' subhead.

Additional color and background applications are to be applied as demonstrated below.





The **Bates Women's Swimming & Diving Wordmark** features the straight 'Bates' athletic wordmark with 'Women's Swimming & Diving' subhead.

Additional color and background applications are to be applied as demonstrated below.





Bates Tennis Mark 1 features a vertical orientation of the official bobcat icon and straight 'Bates' athletic wordmark with 'Tennis' subhead.

Additional color and background applications are to be applied as demonstrated below.





Bates Tennis Mark 2 features a horizontal orientation of the official bobcat icon and straight 'Bates' athletic wordmark with 'Tennis' subhead.

Additional color and background applications are to be applied as demonstrated below.

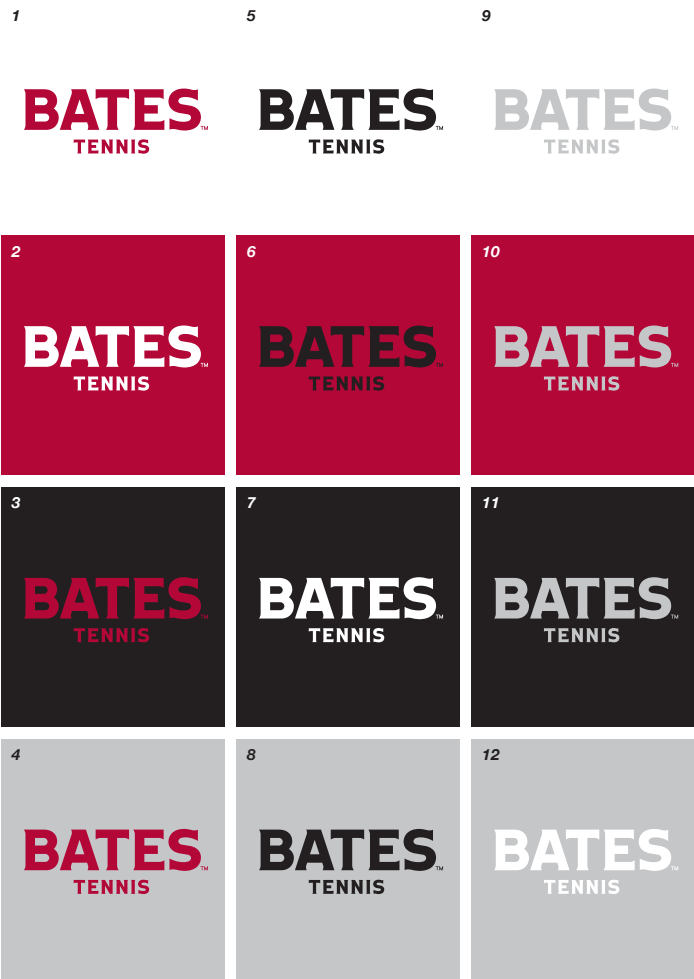




The **Bates Tennis Wordmark** features the straight ‘Bates’ athletic wordmark with ‘Tennis’ subhead.

Additional color and background applications are to be applied as demonstrated below.

BATESTM
TENNIS





Bates Men's Tennis Mark 1 features a vertical orientation of the official bobcat icon and straight 'Bates' athletic wordmark with 'Men's Tennis' subhead.

Additional color and background applications are to be applied as demonstrated below.





Bates Men's Tennis Mark 2 features a horizontal orientation of the official bobcat icon and straight 'Bates' athletic wordmark with 'Men's Tennis' subhead.

Additional color and background applications are to be applied as demonstrated below.



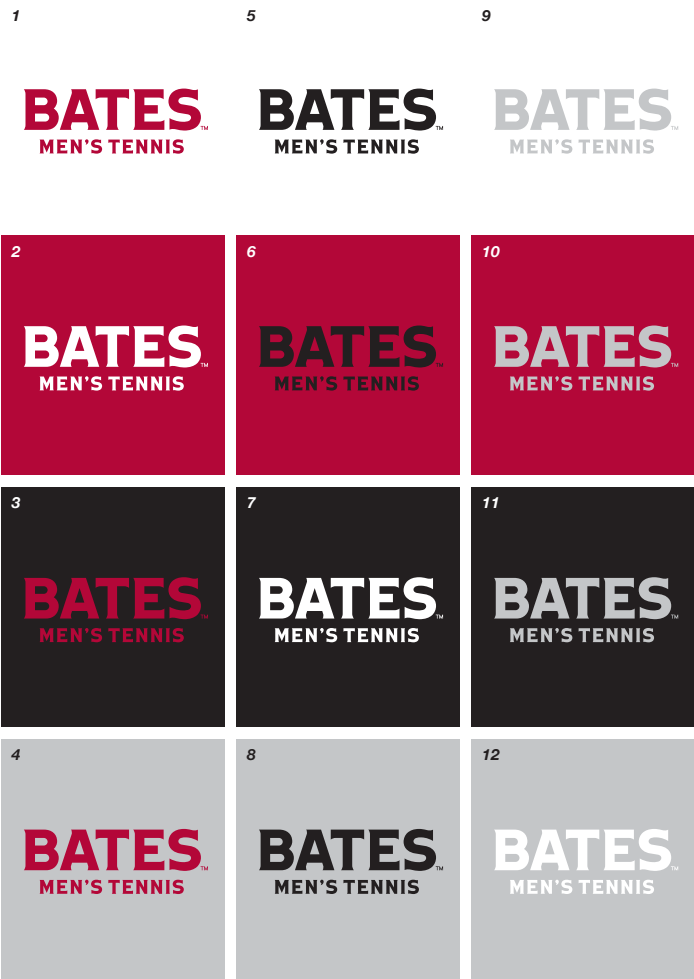


The **Bates Men's Tennis Wordmark** features the straight 'Bates' athletic wordmark with 'Men's Tennis' subhead.

Additional color and background applications are to be applied as demonstrated below.

BATESTM

MEN'S TENNIS





Bates Women's Tennis Mark 1 features a vertical orientation of the official bobcat icon and straight 'Bates' athletic wordmark with 'Women's Tennis' subhead.

Additional color and background applications are to be applied as demonstrated below.





Bates Women's Tennis Mark 2 features a horizontal orientation of the official bobcat icon and straight 'Bates' athletic wordmark with 'Women's Tennis' subhead.

Additional color and background applications are to be applied as demonstrated below.





The **Bates Women's Tennis Wordmark** features the straight 'Bates' athletic wordmark with 'Women's Tennis' subhead.

Additional color and background applications are to be applied as demonstrated below.

BATESTM
WOMEN'S TENNIS





Bates Track & Field Mark 1 features a vertical orientation of the official bobcat icon and straight 'Bates' athletic wordmark with 'Track & Field' subhead.

Additional color and background applications are to be applied as demonstrated below.





Bates Track & Field Mark 2 features a horizontal orientation of the official bobcat icon and straight 'Bates' athletic wordmark with 'Track & Field' subhead.

Additional color and background applications are to be applied as demonstrated below.





The **Bates Track & Field Wordmark** features the straight ‘Bates’ athletic wordmark with ‘Track & Field’ subhead.

Additional color and background applications are to be applied as demonstrated below.

BATESTM
TRACK & FIELD





Bates Men's Track & Field Mark 1 features a vertical orientation of the official bobcat icon and straight 'Bates' athletic wordmark with 'Men's Track & Field' subhead.

Additional color and background applications are to be applied as demonstrated below.





Bates Men's Track & Field Mark 2 features a horizontal orientation of the official bobcat icon and straight 'Bates' athletic wordmark with 'Men's Track & Field' subhead.

Additional color and background applications are to be applied as demonstrated below.

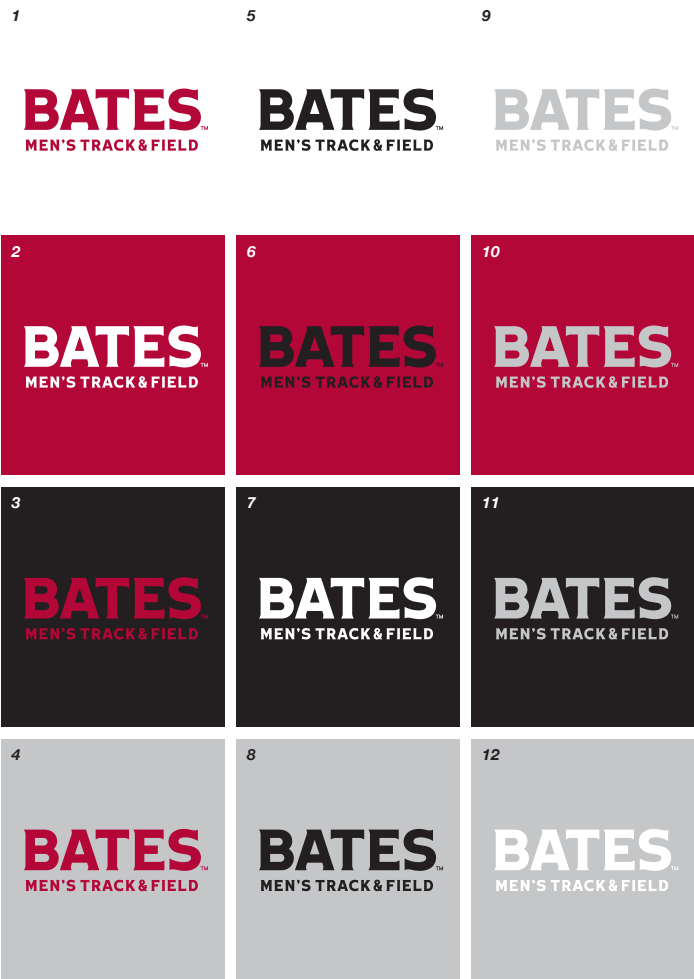




The **Bates Men's Track & Field Wordmark** features the straight 'Bates' athletic wordmark with 'Men's Track & Field' subhead.

Additional color and background applications are to be applied as demonstrated below.

BATESTM
MEN'S TRACK & FIELD





Bates Women's Track & Field Mark 1 features a vertical orientation of the official bobcat icon and straight 'Bates' athletic wordmark with 'Women's Track & Field' subhead.

Additional color and background applications are to be applied as demonstrated below.





Bates Women's Track & Field Mark 2 features a horizontal orientation of the official bobcat icon and straight 'Bates' athletic wordmark with 'Women's Track & Field' subhead.

Additional color and background applications are to be applied as demonstrated below.





The **Bates Women's Track & Field Wordmark** features the straight 'Bates' athletic wordmark with 'Women's Track & Field' subhead.

Additional color and background applications are to be applied as demonstrated below.





Bates Volleyball Mark 1 features a vertical orientation of the official bobcat icon and straight 'Bates' athletic wordmark with 'Volleyball' subhead.

Additional color and background applications are to be applied as demonstrated below.





Bates Volleyball Mark 2 features a horizontal orientation of the official bobcat icon and straight 'Bates' athletic wordmark with 'Volleyball' subhead.

Additional color and background applications are to be applied as demonstrated below.





The **Bates Volleyball Wordmark** features the straight ‘Bates’ athletic wordmark with ‘Volleyball’ subhead.

Additional color and background applications are to be applied as demonstrated below.

BATESTM
VOLLEYBALL



TYPOGRAPHY & COLOR



The official custom font **Batesina Athletica** may be used on any collateral and promotional materials for the Bates Athletic Department. The accompanying TrueType file is installable for use on all computers.

BATESINA ATHLETICA

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

? ! @ # \$ % & * () - + = _ / . , : ; ' ' ' ' "

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

? ! @ # \$ % & * () - + = _ / . , : ; ' ' ' ' "



To maintain a consistent brand presence, the set of **Uniform Numerals** are to be used on all uniform designs in conjunction with any official Bates athletic wordmark.

Additional color and background applications are to be applied as demonstrated below.

1 2 3 4 5
6 7 8 9 0

1

1 2 3 4 5 6 7 8 9 0

2

1 2 3 4 5 6 7 8 9 0

3

1 2 3 4 5 6 7 8 9 0

4

1 2 3 4 5 6 7 8 9 0



BATES GARNET

PANTONE 201 C
Thread: MD 1384 or RA 2268
RBG: 179, 08, 56
CMYK: 00, 100, 63, 29



BATES BLACK

PANTONE Process Black
Thread: MD 1000 or RA 2296
RBG: 35, 31, 32
CMYK: 00, 00, 00, 100



BATES ATHLETIC GRAY

PANTONE 421 C
Thread: MD 1011 or RA 2540
RBG: 196, 198, 200
CMYK: 00, 00, 00, 26

All colors used in each Bates athletic brand trademark must adhere to the official color standards listed at left.

PANTONE, CMYK, RGB, and thread color specifications are provided to help guide the application process for all brand touchpoints.

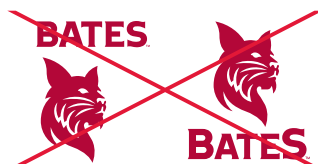
BRAND GUIDELINES



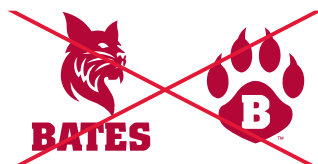
1



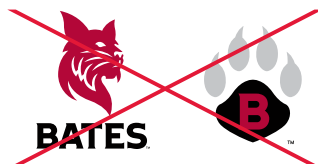
2



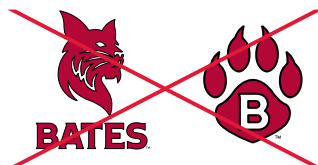
3



4



5



6



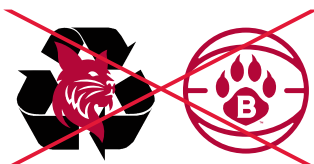
7



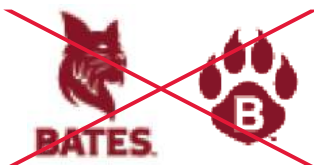
8



9



10



The Bates athletic brand identity was designed for the exclusive use of Bates Athletics.

To ensure its maximum performance, each athletic mark must be displayed properly and may never be altered or modified in any way.

The violation examples listed below and shown at left demonstrate unacceptable uses of the marks within the Bates athletic brand identity:

1 - Do not alter the orientation or proportions of marks

2 - Do not alter, rescale, or reformat elements in marks

3 - Do not change typefaces within marks

4 - Do not alter colors within marks

5 - Do not outline marks

6 - Do not crop marks in any way

7 - Do not place marks on visually distracting grounds

8 - Only official Bates PANTONE colors may be used

9 - Do not add elements to marks

10 - Do not make low-quality reproductions of marks



1



1 - SAFE ZONE INFORMATION

A protected field the height and width of the 'B' in 'Bates' should surround the family of athletic marks at all times. This protective field ensures a clear and prominent presentation of all marks within the brand identity.

2 - SIZING INFORMATION

To ensure proper legibility of the variety of marks within the athletic brand identity, please adhere to the measurements shown at left for the minimum size requirements for high resolution printed images.

For lower resolution items, the minimum size should be increased in order to maintain integrity of the marks.

2



HIGH RESOLUTION PRINT MINIMUM



LOW RESOLUTION PRINT MINIMUM

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