# Bates Bobcats Table of Contents

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2
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.

1. 
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12.
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.
**BATES BOBCATS WORDMARK 1**

Wordmark 1 features a straight orientation of ‘Bates’.
Additional color and background applications are to be applied as demonstrated below.
**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.
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.
**General Wordmark 6** features the straight ‘Bates’ athletic wordmark with ‘Athletics’ subhead.

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

PMS 201 BLACK
PMS 421
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.
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.

PMS 201 BLACK

PMS 421
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.
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.
The Bates 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.
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.
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.

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.
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.
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.

PMS 201 \ BLACK
PMS 421
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.
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.

![Bobcat Icon](image)

![Additional Color and Background Applications](image)
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.

PMS 201 BLACK

PMS 421
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.
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.
**Bates Bobcats Lacrosse Mark 1**

*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 Bobcats Lacrosse Mark 2**

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.

- **PMS 201 Black**
- **PMS 421**
- **PMS 421**
- **PMS 201 Black**
- **PMS 421**
- **PMS 421**
- **PMS 421**
- **PMS 421**
- **PMS 421**
- **PMS 421**
- **PMS 421**
- **PMS 421**

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**PMS 201 Black**

**PMS 421**

**PMS 421**
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.
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.
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.
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.

PMS 201 BLACK

PMS 421
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.

![Bates Rowing Mark 2 applications](image-url)
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.
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.

![Bates Men's Rowing Mark 2 Examples]

- Case study number: [Bates Men's Rowing Mark 2]
- Color swatches: [PMS 201 BLACK, PMS 421]
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.

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**PMS 201** BLACK

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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.
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.
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.
BATES BOBCATS MEN’S SOCCER WORDMARK

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.
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.
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.
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.
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.
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.

<table>
<thead>
<tr>
<th>PMS 201</th>
<th>BLACK</th>
<th>PMS 421</th>
</tr>
</thead>
</table>

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

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PMS 201   BLACK   PMS 421
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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.
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.
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.
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.
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.
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.

![Bates Men's Track & Field Mark 2](image)

| PMS 201 | BLACK | PMS 421 |
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.
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.
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
abcdefgijklmnopqrstuvwxyz
1234567890
?!@#$%&*()-=/_.,;"'

ABCDEFGHijklmnopqrstuvwxyz
abcdefgijklmnopqrstuvwxyz
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.
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.

**BATES GARNET**

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

**BATES BLACK**

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

**BATES ATHLETIC GRAY**

PANTONE 421 C  
Thread: MD 1011 or RA 2540  
RGB: 196, 198, 200  
CMYK: 00, 00, 00, 26
BRAND GUIDELINES
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 - 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.
CONTACT INFORMATION