

# EDINBORO FIGHTING SCOTS

## ATHLETICS BRAND STYLE GUIDE





## EDINBORO ATHLETICS

Established: **1857**

Location: **Edinboro, Pa.**

Nickname: **Fighting Scots**

Conference: **Pennsylvania State Athletic Conference**

Approved Verbiage:

- **Edinboro**
- **Fighting Scots**
- **Boro**
- **The Boro**

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# PRIMARY MARK



CMYK



PANTONE 7621 RED



BLACK



WHITE

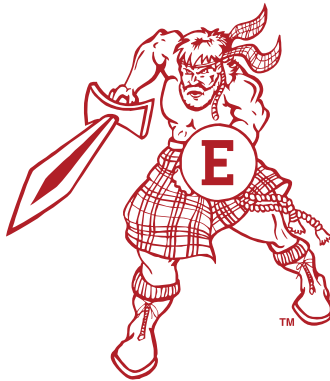
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# SECONDARY MARK

FULL FIGHTING SCOT



CMYK



PANTONE 7621 RED



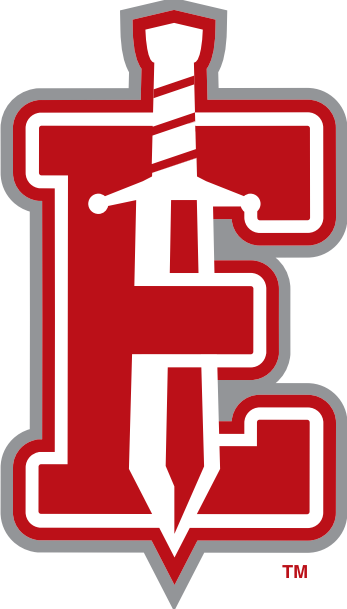
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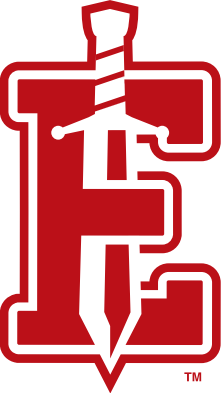
WHITE

# ALTERNATE MARK

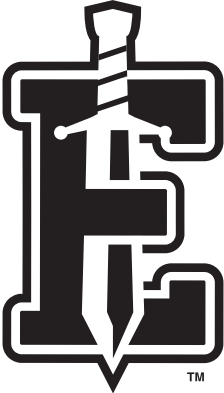
## E SWORD



CMYK



PANTONE 7621 RED



BLACK



TARTAN FILL



WHITE

# ALTERNATE MARK

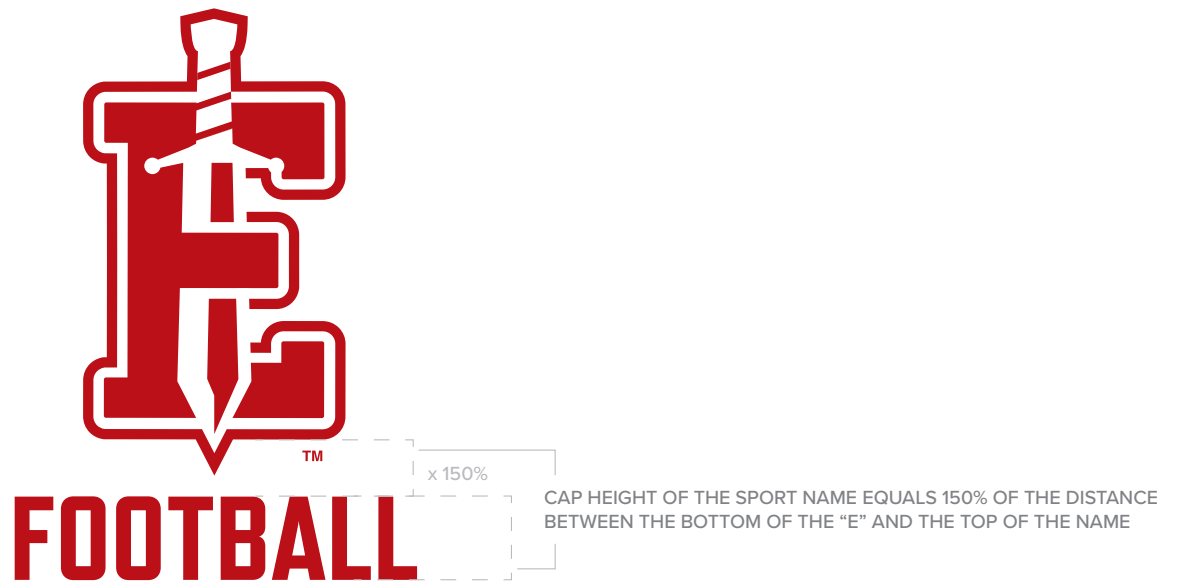
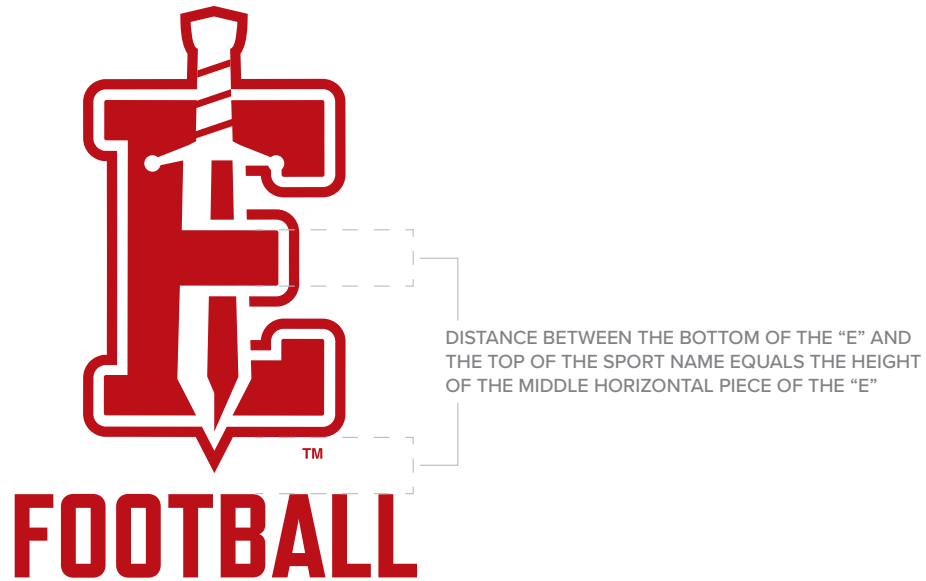
## E SWORD

THE E SWORD MARK MAY BE USED WITH INDIVIDUAL SPORT NAMES.

THE SPORT NAME SHOULD ALWAYS APPEAR IN **ALL CAPS** USING THE **REFRIGERATOR DELUXE EXTRABOLD** FONT FOUND ON ADOBE FONTS.

THE NAME SHOULD BE CENTERED AND PLACED UNDERNEATH THE E SWORD AT A DISTANCE EQUAL TO THE HEIGHT OF THE MIDDLE HORIZONTAL PIECE OF THE "E."

THE CAP HEIGHT OF THE SPORT NAME SHOULD BE EQUAL TO 150% OF THE SPACE BETWEEN THE BOTTOM OF THE "E" AND THE TOP OF THE NAME.



# ALTERNATE MARK

## EDINBORO

THE EDINBORO MARK IS INTENDED FOR USE WITH INDIVIDUAL SPORT NAMES RATHER THAN AS A STANDALONE MARK.

THE SPORT NAME SHOULD ALWAYS APPEAR IN ALL CAPS USING THE REFRIGERATOR DELUXE EXTRABOLD FONT FOUND ON ADOBE FONTS.

THE CAP HEIGHT OF THE SPORT NAME SHOULD BE EQUAL TO THE HEIGHT OF THE "E" IN THE SHIELD.

THE NAME SHOULD BE CENTERED AND PLACED UNDERNEATH THE EDINBORO MARK AT A DISTANCE EQUAL TO HALF THE CAP HEIGHT OF THE SPORT NAME. FOR THE CMYK VERSION, DO NOT COUNT THE GRAY OUTLINE WHEN DETERMINING THE DISTANCE.



THE CAP HEIGHT OF THE SPORT NAME SHOULD BE EQUAL TO THE HEIGHT OF THE "E" IN THE SHIELD.



PANTONE 7621 RED



BLACK



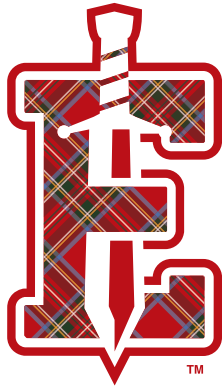
WHITE

THE DISTANCE BETWEEN THE EDINBORO MARK AND THE SPORT NAME IS EQUAL TO HALF THE CAP HEIGHT OF THE SPORT NAME.



FOR THE CMYK VERSION, DO NOT INCLUDE THE GRAY OUTLINE WHEN DETERMINING THE DISTANCE.

# COLORS



Edinboro Red

Pantone: PMS 7621 C  
 CMYK: 0 | 100 | 100 | 25  
 RGB: 187 | 19 | 26  
 Madeira®: 1838 Polyneon 60 / Polyneon 75



Gray

Pantone: Cool Gray 7  
 CMYK: 0 | 0 | 0 | 50  
 RGB: 147 | 149 | 152



Dark Red (For dark areas of kilt only)

Pantone: PMS 1815 C  
 CMYK: 0 | 100 | 100 | 50  
 RGB: 139 | 3 | 4



Brown (For boots only)

Pantone: PMS 132 C  
 CMYK: 32 | 51 | 100 | 13  
 RGB: 162 | 118 | 43



Black

Pantone: Black  
 CMYK: 0 | 0 | 0 | 100



White



Royal Stewart Tartan

(ROYAL STEWART IS THE ONLY ACCEPTABLE TARTAN PATTERN. NO REPLACEMENT PATTERNS MAY BE USED.)



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# WORDMARKS

**FIGHTING  
SCOTS**

CMYK

**FIGHTING  
SCOTS**

PANTONE 7621 RED

**FIGHTING  
SCOTS**

BLACK



WHITE

**FIGHTING SCOTS**

CMYK

**FIGHTING SCOTS**

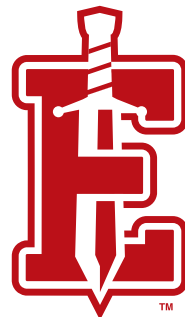
PANTONE 7621 RED

**FIGHTING SCOTS**

BLACK



WHITE



**FIGHTING SCOTS**

THE LONG FIGHTING SCOTS WORDMARK MAY BE COMBINED WITH THE ALTERNATE E SWORD MARK AT THE SIZE RELATIONSHIP SHOWN.

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