



**SHENANDOAH UNIVERSITY HORNETS**  
ATHLETICS BRAND IDENTITY GUIDE

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## INTRODUCTION

In creating a new brand in 2015 for Shenandoah University Athletics, it was our goal to create a unified logo system for our intercollegiate programs that was unmistakably Shenandoah.

We more than met our goal and could not be more pleased as the brand has continued to grow.

This guide updates the family of logos that portrays who we are as a university, an athletics department, and the groups that tie the department to the university.

The primary logo features a dynamic Hornet poised to strike, yet nestled within a stylized mountain range evoking the university's Shenandoah Valley home. The primary and secondary logos, through the use of both positive and negative space, connect to the university's crest. The secondary logos reveal an abstract stinger paired with the mountain/valley image and the athletics department's iconic "SU" abbreviation. All the elements in the logo marks relate directly back to the university's crest, and all lettering is in a custom athletic font.

Our intent continues to be to reflect the university's rich history in the Shenandoah Valley while also building upon well-known university imagery, including its Hornet. The letter design features an unexpected nod to the past — the "S" in "Shenandoah" reflects the "S" used on early 20th century uniforms in a meaningful acknowledgement of our athletic history. These visual cues further strengthen the already abundant Hornet pride among our stellar student-athletes, alumni, and fans.

In creating this single logo system, all graphic elements associated with Shenandoah University Athletics and its affiliated groups, intramurals and club sports, and E-Sports, have a consistent look and feel. Everything you could possibly want to know about our athletic department branding is contained in these pages, from uniform numbers to the colors and images to be used in a wide variety of circumstances and for each of these university populations.

These designs honor the past, embrace the future, and are designed to last multiple generations.



**Dr. Bridget Lyons**  
Director of Athletics

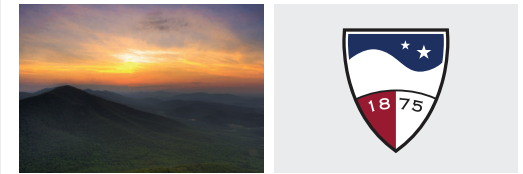


**Scott Musa**  
Associate Athletic Director  
Athletic Communications Director



**Scott Spriggs**  
Vice President for Recruitment  
& Chief Creative Officer

## BRAND NARRATIVE



### HORNETS & THE VALLEY

The entire identity is infused with elements iconic to the University and its home, the Shenandoah Valley. Most notably, the hornet's stinger was designed to connect with an abstract depiction of the Valley. Further, the asymmetrical shield shape framing the marks represents an athletic evolution of the University crest, visually connecting both sides of the institution.



### ARCHED RED BRIDGES

The arched, red lettering in the identity is intended to echo the appearance of the iconic, red bridges on campus while simultaneously implying a sense of upward motion of a hornet in flight.

# SHENANDOAH UNIVERSITY HORNETS IDENTITY OVERVIEW

The Shenandoah University Hornets **Brand Overview** illustrates the proper hierarchy of visual assets within the visual identity.

All visual assets in the brand identity have been officially registered and therefore should never appear with a 'TM' or '®'.



PRIMARY MARK



SECONDARY MARKS



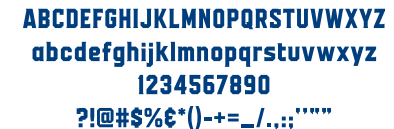
TERTIARY MARKS



WORDMARKS



SPORT-SPECIFIC MARKS



TYPOGRAPHY



GROUPS & ORGANIZATIONS



CLUB SPORTS



## CORE MARKS

# SHENANDOAH UNIVERSITY HORNETS CORE MARKS | PRIMARY MARK

SDS\_SU\_Primary



The **Primary Mark** features a dynamic hornet icon integrated with the Shenandoah Valley and 'Shenandoah University Hornets' rendered in the custom athletic font.

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





SDS\_SU\_SecondaryMark1



**Secondary Mark 1** features a dynamic hornet icon integrated with the Shenandoah Valley.

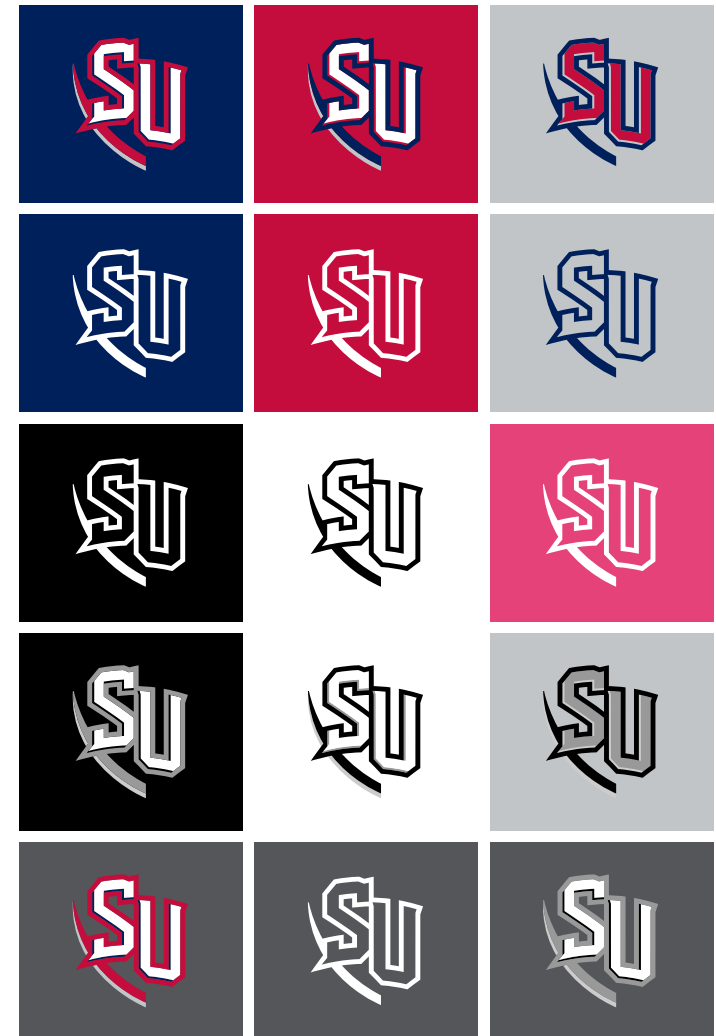
Additional color and background applications are to be applied as demonstrated below.



SDS\_SU\_SecondaryMark2

**Secondary Mark 2** features a dynamic 'SU' monogram rendered with an abstract stinger reference.

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



SDS\_SU\_SecondaryMark3



**Secondary Mark 3** features a silver version of the dynamic hornet icon integrated with the Shenandoah Valley. This mark is designated for departmental use only.

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



SDS\_SU\_TertiaryMark1



**Tertiary Mark 1** features 'Shenandoah' rendered in the custom athletic font arched over the dynamic hornet icon.

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





SDS\_SU\_TertiaryMark2



**Tertiary Mark 2** features 'Shenandoah' rendered in the custom athletic font arched over the 'SU' monogram.

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



SDS\_SU\_WM1



**Wordmark 1** features an arched orientation of 'Shenandoah University' rendered in the custom athletic font.

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



SDS\_SU\_WM2



**Wordmark 2** features an arched orientation of 'Shenandoah' rendered in the custom athletic font.

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



SDS\_SU\_WM3



**HORNETS**

**Wordmark 3** features an arched orientation of 'Hornets' rendered in the custom athletic font.

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



SDS\_SU\_WM4



**Wordmark 4** features an arched orientation of 'Shenandoah Hornets' rendered in the custom athletic font.

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



SDS\_SU\_WM5



**Wordmark 5** features a script version of 'Shenandoah' rendered in the custom athletic font. This lettering was designed specifically for uniform application.

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



SDS\_SU\_WM6



**Wordmark 6** features a script version of 'Hornets' rendered in the custom athletic font. This lettering was designed specifically for uniform application.

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





**MARKS WITH SUBTITLES**



# SHENANDOAH UNIVERSITY HORNETS MARKS WITH SUBTITLES | HORNETS

This page is a composite for all **Hornets Marks**. Additional color and background applications are to be applied as demonstrated below.

**HORNETS WORDMARK 1**  
SDS\_SU\_Hornets\_WM1



**HORNETS WORDMARK 2**  
SDS\_SU\_Hornets\_WM2



**HORNETS TERTIARY MARK 1**  
SDS\_SU\_Hornets\_Ter1



**HORNETS TERTIARY MARK 2**  
SDS\_SU\_Hornets\_Ter2



# SHENANDOAH UNIVERSITY HORNETS MARKS WITH SUBTITLES | ATHLETICS

This page is a composite for all **Athletics Marks**. Additional color and background applications are to be applied as demonstrated below.

ATHLETICS WORDMARK 1  
SDS\_SU\_Athletics\_WM1



ATHLETICS WORDMARK 2  
SDS\_SU\_Athletics\_WM2



ATHLETICS TERTIARY MARK 1  
SDS\_SU\_Athletics\_Ter1



ATHLETICS TERTIARY MARK 2  
SDS\_SU\_Athletics\_Ter2



# SHENANDOAH UNIVERSITY HORNETS MARKS WITH SUBTITLES | COMMUNICATIONS

This page is a composite for all **Communications Marks**. Additional color and background applications are to be applied as demonstrated below.

COMMUNICATIONS WORDMARK 1  
SDS\_SU\_Communications\_WM1



COMMUNICATIONS WORDMARK 2  
SDS\_SU\_Communications\_WM2



COMMUNICATIONS TERTIARY MARK 1  
SDS\_SU\_Communications\_Ter1



COMMUNICATIONS TERTIARY MARK 2  
SDS\_SU\_Communications\_Ter2



# SHENANDOAH UNIVERSITY HORNETS MARKS WITH SUBTITLES | GAME OPERATIONS

This page is a composite for all **Game Operations Marks**. Additional color and background applications are to be applied as demonstrated below.

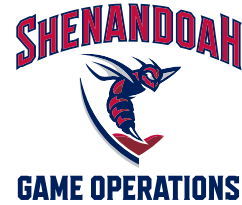
**GAME OPERATIONS WORDMARK 1**  
SDS\_SU\_GameOperations\_WM1



**GAME OPERATIONS WORDMARK 2**  
SDS\_SU\_GameOperations\_WM2



**GAME OPERATIONS TERTIARY MARK 1**  
SDS\_SU\_GameOperations\_Ter1



**GAME OPERATIONS TERTIARY MARK 2**  
SDS\_SU\_GameOperations\_Ter2



# SHENANDOAH UNIVERSITY HORNETS MARKS WITH SUBTITLES | HORNET CLUB

This page is a composite for all **Hornet Club Marks**. Additional color and background applications are to be applied as demonstrated below.

**HORNET CLUB WORDMARK 1**  
SDS\_SU\_HornetClub\_WM1



**HORNET CLUB WORDMARK 2**  
SDS\_SU\_HornetClub\_WM2



**HORNET CLUB TERTIARY MARK 1**  
SDS\_SU\_HornetClub\_Ter1



**HORNET CLUB TERTIARY MARK 2**  
SDS\_SU\_HornetClub\_Ter2





# SHENANDOAH UNIVERSITY HORNETS MARKS WITH SUBTITLES | SAAC

This page is a composite for all **SAAC Marks**. Additional color and background applications are to be applied as demonstrated below.

SAAC WORDMARK 1  
SDS\_SU\_SAAC\_WM1



SAAC WORDMARK 2  
SDS\_SU\_SAAC\_WM2



SAAC TERTIARY MARK 1  
SDS\_SU\_SAAC\_Ter1



SAAC TERTIARY MARK 2  
SDS\_SU\_SAAC\_Ter2



# SHENANDOAH UNIVERSITY HORNETS MARKS WITH SUBTITLES | SPORTS MEDICINE

This page is a composite for all **Sports Medicine Marks**. Additional color and background applications are to be applied as demonstrated below.

**SPORTS MEDICINE WORDMARK 1**  
SDS\_SU\_SportsMedicine\_WM1



**SPORTS MEDICINE WORDMARK 2**  
SDS\_SU\_SportsMedicine\_WM2



**SPORTS MEDICINE TERTIARY MARK 1**  
SDS\_SU\_SportsMedicine\_Ter1



**SPORTS MEDICINE TERTIARY MARK 2**  
SDS\_SU\_SportsMedicine\_Ter2



# SHENANDOAH UNIVERSITY HORNETS MARKS WITH SUBTITLES | STRENGTH & CONDITIONING

This page is a composite for all **Strength & Conditioning Marks**. Additional color and background applications are to be applied as demonstrated below.

## S&C WORDMARK 1

SDS\_SU\_StrengthConditioning\_WM1



## S&C WORDMARK 2

SDS\_SU\_StrengthConditioning\_WM2



## S&C TERTIARY MARK 1

SDS\_SU\_StrengthConditioning\_Ter1



## S&C TERTIARY MARK 2

SDS\_SU\_StrengthConditioning\_Ter2







## SPORT-SPECIFIC MARKS

# SHENANDOAH UNIVERSITY HORNETS SPORT-SPECIFIC MARKS | BASEBALL

This page is a composite for all **Baseball Marks**. Additional color and background applications are to be applied as demonstrated below.

**BASEBALL WORDMARK 1**  
SDS\_SU\_Baseball\_WM1



**BASEBALL WORDMARK 2**  
SDS\_SU\_Baseball\_WM2



**BASEBALL TERTIARY MARK 1**  
SDS\_SU\_Baseball\_Ter1



**BASEBALL TERTIARY MARK 2**  
SDS\_SU\_Baseball\_Ter2



# SHENANDOAH UNIVERSITY HORNETS SPORT-SPECIFIC MARKS | BASKETBALL

This page is a composite for all **Basketball Marks**. Additional color and background applications are to be applied as demonstrated below.

**BASKETBALL WORDMARK 1**  
SDS\_SU\_Basketball\_WM1



**BASKETBALL WORDMARK 2**  
SDS\_SU\_Basketball\_WM2



**BASKETBALL TERTIARY MARK 1**  
SDS\_SU\_Basketball\_Ter1



**BASKETBALL TERTIARY MARK 2**  
SDS\_SU\_Basketball\_Ter2



# SHENANDOAH UNIVERSITY HORNETS SPORT-SPECIFIC MARKS | CHEERLEADING

This page is a composite for all **Cheerleading Marks**. Additional color and background applications are to be applied as demonstrated below.

**CHEERLEADING WORDMARK 1**  
SDS\_SU\_Cheerleading\_WM1



**CHEERLEADING WORDMARK 2**  
SDS\_SU\_Cheerleading\_WM2



**CHEERLEADING TERTIARY MARK 1**  
SDS\_SU\_Cheerleading\_Ter1



**CHEERLEADING TERTIARY MARK 2**  
SDS\_SU\_Cheerleading\_Ter2





# SHENANDOAH UNIVERSITY HORNETS SPORT-SPECIFIC MARKS | CROSS COUNTRY

This page is a composite for all **Cross Country Marks**. Additional color and background applications are to be applied as demonstrated below.

**CROSSCOUNTRY WORDMARK 1**  
SDS\_SU\_CrossCountry\_WM1



**CROSSCOUNTRY WORDMARK 2**  
SDS\_SU\_CrossCountry\_WM2



**CROSSCOUNTRY TERTIARY MARK 1**  
SDS\_SU\_CrossCountry\_Ter1



**CROSSCOUNTRY TERTIARY MARK 2**  
SDS\_SU\_CrossCountry\_Ter2



# SHENANDOAH UNIVERSITY HORNETS SPORT-SPECIFIC MARKS | FIELD HOCKEY

This page is a composite for all **Field Hockey Marks**. Additional color and background applications are to be applied as demonstrated below.

FIELD HOCKEY WORDMARK 1  
SDS\_SU\_FieldHockey\_WM1



FIELD HOCKEY WORDMARK 2  
SDS\_SU\_FieldHockey\_WM2



FIELD HOCKEY TERTIARY MARK 1  
SDS\_SU\_FieldHockey\_Ter1



FIELD HOCKEY TERTIARY MARK 2  
SDS\_SU\_FieldHockey\_Ter2



# SHENANDOAH UNIVERSITY HORNETS SPORT-SPECIFIC MARKS | FOOTBALL

This page is a composite for all **Football Marks**. Additional color and background applications are to be applied as demonstrated below.

**FOOTBALL WORDMARK 1**  
SDS\_SU\_Football\_WM1



**FOOTBALL WORDMARK 2**  
SDS\_SU\_Football\_WM2



**FOOTBALL TERTIARY MARK 1**  
SDS\_SU\_Football\_Ter1



**FOOTBALL TERTIARY MARK 2**  
SDS\_SU\_Football\_Ter2



# SHENANDOAH UNIVERSITY HORNETS SPORT-SPECIFIC MARKS | GOLF

This page is a composite for all **Golf Marks**. Additional color and background applications are to be applied as demonstrated below.

**GOLF WORDMARK 1**  
SDS\_SU\_Golf\_WM1



**GOLF WORDMARK 2**  
SDS\_SU\_Golf\_WM2



**GOLF TERTIARY MARK 1**  
SDS\_SU\_Golf\_Ter1



**GOLF TERTIARY MARK 2**  
SDS\_SU\_Golf\_Ter2





# SHENANDOAH UNIVERSITY HORNETS SPORT-SPECIFIC MARKS | LACROSSE

This page is a composite for all **Lacrosse Marks**. Additional color and background applications are to be applied as demonstrated below.

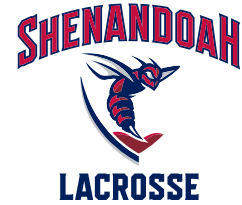
LACROSSE WORDMARK 1  
SDS\_SU\_Lacrosse\_WM1



LACROSSE WORDMARK 2  
SDS\_SU\_Lacrosse\_WM2



LACROSSE TERTIARY MARK 1  
SDS\_SU\_Lacrosse\_Ter1



LACROSSE TERTIARY MARK 2  
SDS\_SU\_Lacrosse\_Ter2



# SHENANDOAH UNIVERSITY HORNETS SPORT-SPECIFIC MARKS | SOCCER

This page is a composite for all **Soccer Marks**. Additional color and background applications are to be applied as demonstrated below.

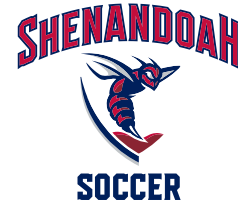
**SOCCER WORDMARK 1**  
SDS\_SU\_Soccer\_WM1



**SOCCER WORDMARK 2**  
SDS\_SU\_Soccer\_WM2



**SOCCER TERTIARY MARK 1**  
SDS\_SU\_Soccer\_Ter1



**SOCCER TERTIARY MARK 2**  
SDS\_SU\_Soccer\_Ter2



# SHENANDOAH UNIVERSITY HORNETS SPORT-SPECIFIC MARKS | SOFTBALL

This page is a composite for all **Softball Marks**. Additional color and background applications are to be applied as demonstrated below.

**SOFTBALL WORDMARK 1**  
SDS\_SU\_Softball\_WM1



**SOFTBALL WORDMARK 2**  
SDS\_SU\_Softball\_WM2



**SOFTBALL TERTIARY MARK 1**  
SDS\_SU\_Softball\_Ter1



**SOFTBALL TERTIARY MARK 2**  
SDS\_SU\_Softball\_Ter2



# SHENANDOAH UNIVERSITY HORNETS SPORT-SPECIFIC MARKS | STUNT

This page is a composite for all **Stunt Marks**. Additional color and background applications are to be applied as demonstrated below.

STUNT WORDMARK 1  
SDS\_SU\_Stunt\_WM1



STUNT WORDMARK 2  
SDS\_SU\_Stunt\_WM2



STUNT TERTIARY MARK 1  
SDS\_SU\_Stunt\_Ter1



STUNT TERTIARY MARK 2  
SDS\_SU\_Stunt\_Ter2



# SHENANDOAH UNIVERSITY HORNETS SPORT-SPECIFIC MARKS | SWIMMING

This page is a composite for all **Swimming Marks**. Additional color and background applications are to be applied as demonstrated below.

**SWIMMING WORDMARK 1**  
SDS\_SU\_Swimming\_WM1



**SWIMMING WORDMARK 2**  
SDS\_SU\_Swimming\_WM2



**SWIMMING TERTIARY MARK 1**  
SDS\_SU\_Swimming\_Ter1



**SWIMMING TERTIARY MARK 2**  
SDS\_SU\_Swimming\_Ter2



# SHENANDOAH UNIVERSITY HORNETS SPORT-SPECIFIC MARKS | TENNIS

This page is a composite for all **Tennis Marks**. Additional color and background applications are to be applied as demonstrated below.

**TENNIS WORDMARK 1**  
SDS\_SU\_Tennis\_WM1



**TENNIS WORDMARK 2**  
SDS\_SU\_Tennis\_WM2



**TENNIS TERTIARY MARK 1**  
SDS\_SU\_Tennis\_Ter1



**TENNIS TERTIARY MARK 2**  
SDS\_SU\_Tennis\_Ter2





# SHENANDOAH UNIVERSITY HORNETS SPORT-SPECIFIC MARKS | TRACK & FIELD

This page is a composite for all **Track & Field Marks**. Additional color and background applications are to be applied as demonstrated below.

TRACK & FIELD WORDMARK 1  
SDS\_SU\_TrackField\_WM1



TRACK & FIELD WORDMARK 2  
SDS\_SU\_TrackField\_WM2



TRACK & FIELD TERTIARY MARK 1  
SDS\_SU\_TrackField\_Ter1



TRACK & FIELD TERTIARY MARK 2  
SDS\_SU\_TrackField\_Ter2





# SHENANDOAH UNIVERSITY HORNETS SPORT-SPECIFIC MARKS | TRIATHLON

This page is a composite for all **Triathlon Marks**. Additional color and background applications are to be applied as demonstrated below.

**TRIATHLON WORDMARK 1**  
SDS\_SU\_Triathlon\_WM1



**TRIATHLON WORDMARK 2**  
SDS\_SU\_Triathlon\_WM2



**TRIATHLON TERTIARY MARK 1**  
SDS\_SU\_Triathlon\_Ter1



**TRIATHLON TERTIARY MARK 2**  
SDS\_SU\_Triathlon\_Ter2



# SHENANDOAH UNIVERSITY HORNETS SPORT-SPECIFIC MARKS | VOLLEYBALL

This page is a composite for all **Volleyball Marks**. Additional color and background applications are to be applied as demonstrated below.

**VOLLEYBALL WORDMARK 1**  
SDS\_SU\_Volleyball\_WM1



**VOLLEYBALL WORDMARK 2**  
SDS\_SU\_Volleyball\_WM2



**VOLLEYBALL TERTIARY MARK 1**  
SDS\_SU\_Volleyball\_Ter1



**VOLLEYBALL TERTIARY MARK 2**  
SDS\_SU\_Volleyball\_Ter2



# SHENANDOAH UNIVERSITY HORNETS SPORT-SPECIFIC MARKS | WRESTLING

This page is a composite for all **Wrestling Marks**. Additional color and background applications are to be applied as demonstrated below.

**WRESTLING WORDMARK 1**  
SDS\_SU\_Wrestling\_WM1



**WRESTLING WORDMARK 2**  
SDS\_SU\_Wrestling\_WM2



**WRESTLING TERTIARY MARK 1**  
SDS\_SU\_Wrestling\_Ter1



**WRESTLING TERTIARY MARK 2**  
SDS\_SU\_Wrestling\_Ter2



This page represents a composite of a sport-specific family of brand assets. These four mark variations will be created for all future sports that join the department.

**SPORT TITLE WORDMARK 1**  
SDS\_SU\_SportTitle\_WM1



**SPORT TITLE WORDMARK 2**  
SDS\_SU\_SportTitle\_WM2

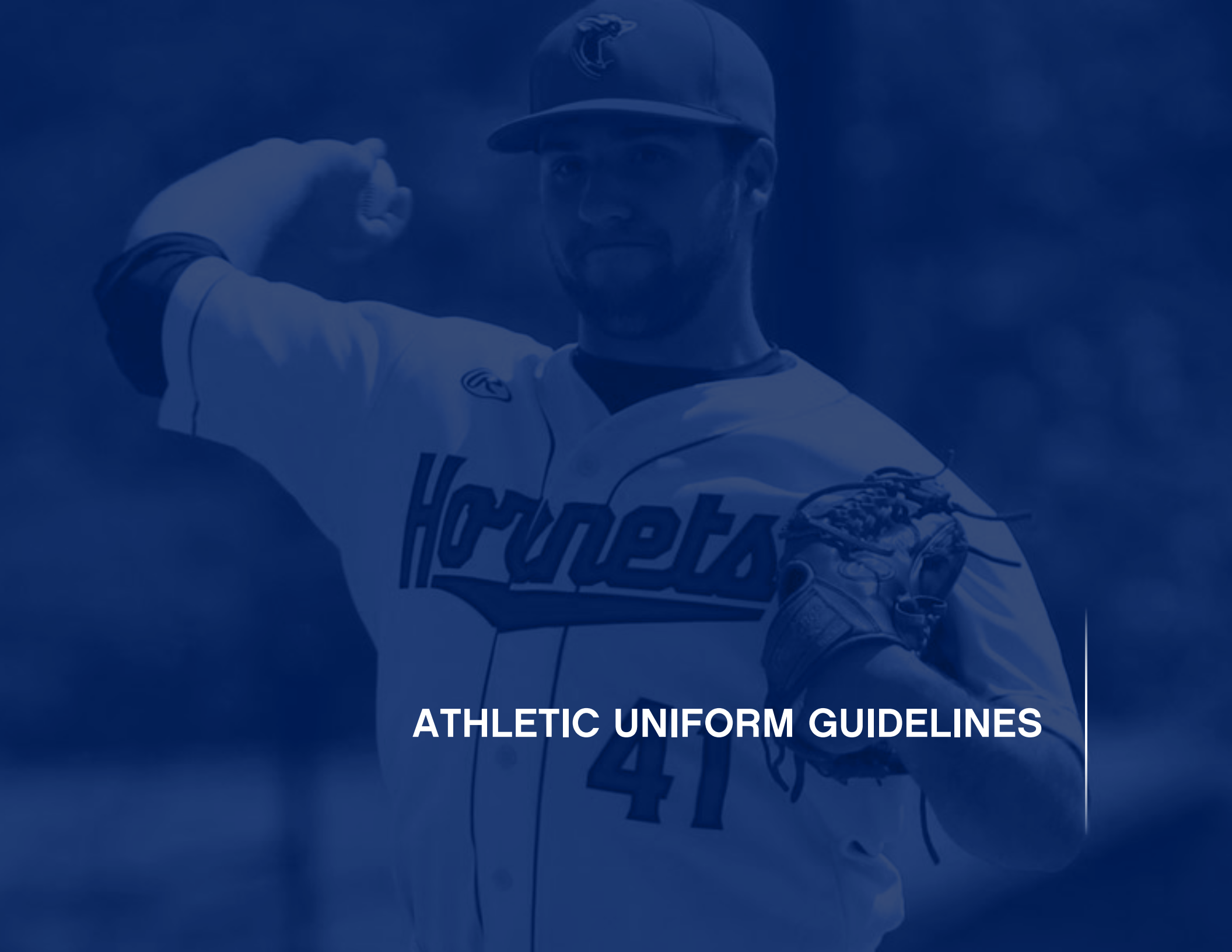


**SPORT TITLE TERTIARY MARK 1**  
SDS\_SU\_SportTitle\_Ter1



**SPORT TITLE TERTIARY MARK 2**  
SDS\_SU\_SportTitle\_Ter2





# ATHLETIC UNIFORM GUIDELINES



# SHENANDOAH UNIVERSITY HORNETS UNIFORM GUIDELINES



The **Uniform Guidelines** page contains all uniform-related graphics within the Shenandoah athletic brand identity.

All sizing, color, and background applications are to be applied as demonstrated below.



SHENANDOAH

HORNETS

Shenandoah

Hornets



01234  
56789

01234  
56789

01234  
56789



# SHENANDOAH UNIVERSITY HORNETS UNIFORM NUMERALS

SDS\_SU\_UniNumerals

Shenandoah University's **Uniform Numerals** are to be used for all uniform applications. Additional color and background applications are to be applied as demonstrated below.

Reference the Custom Font page for the entire font set.





## TYPOGRAPHY & COLOR



SDS\_SU\_CustomFont

**A B C D E F G H I J K L M**  
**N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m**  
**n o p q r s t u v w x y z**  
**1 2 3 4 5 6 7 8 9 0**  
**! @ # \$ % & \* ( ) - \_ + =**  
**- [ ] | / ; : ' " , . / ?**

The **Custom Font** features outlined and solid versions of all upper case and numeric characters.

In addition to the vector characters pictured below, the official full installable font pictured at left named ShenandoahAthletic.ttf includes upper case, lower case, special, and punctuation characters. It is enclosed in the Typography folder of the final assets.

**A B C C D E F G H I J K L M**  
**N O P Q R S T U V W X Y Z**  
**0 1 2 3 4 5 6 7 8 9**

**A B C C D E F G H I J K L M**  
**N O P Q R S T U V W X Y Z**  
**0 1 2 3 4 5 6 7 8 9**

**A B C C D E F G H I J K L M**  
**N O P Q R S T U V W X Y Z**  
**0 1 2 3 4 5 6 7 8 9**

**A B C C D E F G H I J K L M**  
**N O P Q R S T U V W X Y Z**  
**0 1 2 3 4 5 6 7 8 9**

# SHENANDOAH UNIVERSITY HORNETS COLOR INFORMATION



## SHENANDOAH BLUE

PANTONE 281 C

Thread: MD 1243 or RA 2613 **\*Note: Use navy thread**

RGB: 00, 62, 126

CMYK: 100, 72, 00, 32

HEX: 003E7E



## SHENANDOAH RED

PANTONE 193

Thread: MD 1147 or RA 2266

RGB: 209, 18, 66

CMYK: 00, 100, 66, 13

HEX: D11242



## SHENANDOAH MAROON

PANTONE 202 C

Thread: MD 1384 or RA 2268

RGB: 152, 00, 46

CMYK: 00, 100, 61, 43

HEX: 98002E



## SHENANDOAH GRAY

PANTONE 428 C

Thread: MD 1212 or RA 2592

RGB: 207, 212, 216

CMYK: 02, 00, 00, 18

HEX: CFD4D8

All colors used in each Shenandoah athletic brand trademark must adhere to the official **Color Information** listed at left.

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



## GROUPS & ORGANIZATIONS

# SHENANDOAH UNIVERSITY HORNETS GROUPS & ORGANIZATIONS | ATHLETIC TRAINING

This page is a composite for all **Athletic Training Marks**. Additional color and background applications are to be applied as demonstrated below.

ATHLETIC TRAINING WORDMARK 1  
SDS\_SU\_AthleticTraining\_WM1



ATHLETIC TRAINING WORDMARK 2  
SDS\_SU\_AthleticTraining\_WM2



ATHLETIC TRAINING TERTIARY MARK 1  
SDS\_SU\_AthleticTraining\_Ter1



ATHLETIC TRAINING TERTIARY MARK 2  
SDS\_SU\_AthleticTraining\_Ter2





# SHENANDOAH UNIVERSITY HORNETS GROUPS & ORGANIZATIONS | ESPORTS

This page is a composite for all **Esports Marks**. Additional color and background applications are to be applied as demonstrated below.

ESPORTS PRIMARY  
SDS\_SU\_Esports\_Primary



ESPORTS ICON  
SDS\_SU\_Esports\_Icon



ESPORTS WORDMARK  
SDS\_SU\_Esports\_Wordmark



# SHENANDOAH UNIVERSITY HORNETS GROUPS & ORGANIZATIONS | MARCHING BAND

This page is a composite for all **Marching Band Marks**. Additional color and background applications are to be applied as demonstrated below.

**MARCHING BAND WORDMARK 1**  
SDS\_SU\_MarchingBand\_WM1



**MARCHING BAND WORDMARK 2**  
SDS\_SU\_MarchingBand\_WM2



**MARCHING BAND TERTIARY MARK 1**  
SDS\_SU\_MarchingBand\_Ter1



**MARCHING BAND TERTIARY MARK 2**  
SDS\_SU\_MarchingBand\_Ter2



# SHENANDOAH UNIVERSITY HORNETS GROUPS & ORGANIZATIONS | MARCHING BAND

This page is a composite for all **Marching Band Secondary Marks**. Additional color and background applications are to be applied as demonstrated below.

**MARCHING BAND SECONDARY MARK 1**  
SDS\_SU\_MarchingBand\_Sec1



**MARCHING BAND SECONDARY MARK 2**  
SDS\_SU\_MarchingBand\_Sec2



**MARCHING BAND SECONDARY MARK 1 WITH LETTERING**  
SDS\_SU\_MarchingBand\_Sec1\_wLettering

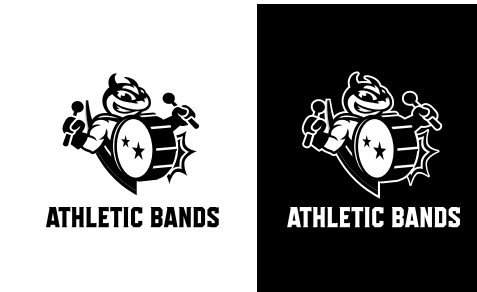
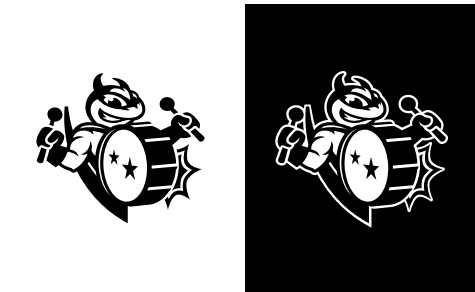


**ATHLETIC BANDS**

**MARCHING BAND SECONDARY MARK 2 WITH LETTERING**  
SDS\_SU\_MarchingBand\_Sec2\_wLettering



**ATHLETIC BANDS**



# SHENANDOAH UNIVERSITY HORNETS GROUPS & ORGANIZATIONS | R.E.D. TEAM

This page is a composite for all **R.E.D. Team Marks**. Additional color and background applications are to be applied as demonstrated below.

**R.E.D. TEAM PRIMARY MARK**  
SDS\_SU\_REDTeam\_Primary



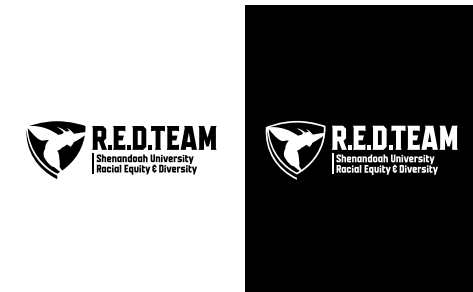
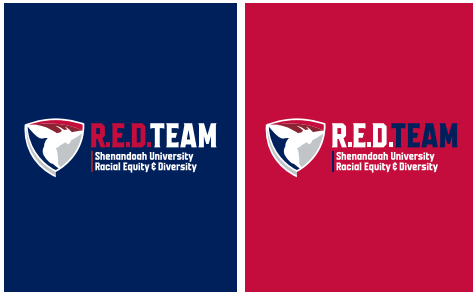
**R.E.D. TEAM ICON**  
SDS\_SU\_REDTeam\_Icon



**R.E.D. TEAM WORDMARK 1 & 2**  
SDS\_SU\_REDTeam\_WM1      SDS\_SU\_REDTeam\_WM2



**R.E.D. TEAM TERTIARY MARKS 1 & 2**  
SDS\_SU\_REDTeam\_Ter1      SDS\_SU\_REDTeam\_Ter2



SDS\_SU\_TheSting

This page is a composite for all **The Sting Marks**. The Sting is a student spirit organization at Shenandoah University.

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







## CLUB SPORTS



SDS\_SU\_Club\_Pri1



The **Club Sports Primary Mark 1** features an alternative depiction of the hornet icon cropped within an enclosed shield shape and 'Club Sports' rendered in the custom font. This mark is to be used exclusively for promotional and branded materials related to Club Sports.

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



SDS\_SU\_Club\_Pri2

The **Club Sports Primary Mark 2** features a simpler version of Primary Mark 1, with the 'Club Sports' text removed. This mark is to be used exclusively for promotional and branded materials related to Club Sports.

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



# SHENANDOAH UNIVERSITY HORNETS CLUB SPORTS | CHEERLEADING, CLIMBING, DOAHDOLLS

This page is a composite for **Club Sports Marks**. Additional color and background applications are to be applied as demonstrated below.

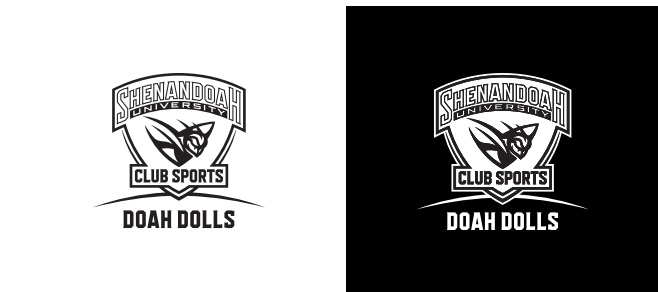
## CLUB CHEERLEADING SDS\_SU\_Cheerleading



## CLUB CLIMBING SDS\_SU\_Climbing



## CLUB DOAHDOLLS SDS\_SU\_DoahDolls



# SHENANDOAH UNIVERSITY HORNETS CLUB SPORTS | HORNETS ON DECK, SWIMMING, ULTIMATE

This page is a composite for **Club Sports Marks**. Additional color and background applications are to be applied as demonstrated below.

## CLUB HORNETS ON DECK SDS\_SU\_HornetsOnDeck



## CLUB SWIMMING SDS\_SU\_Swimming



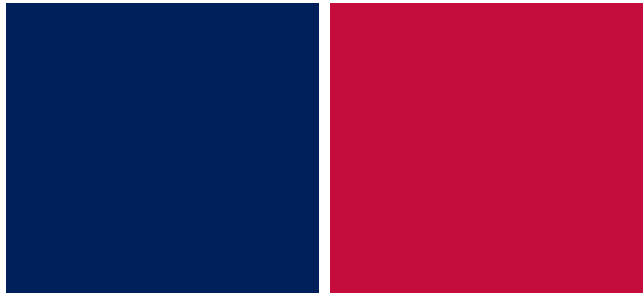
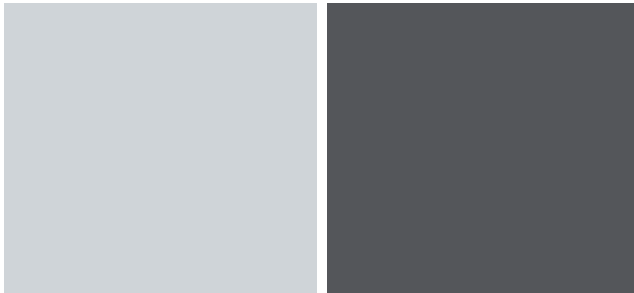
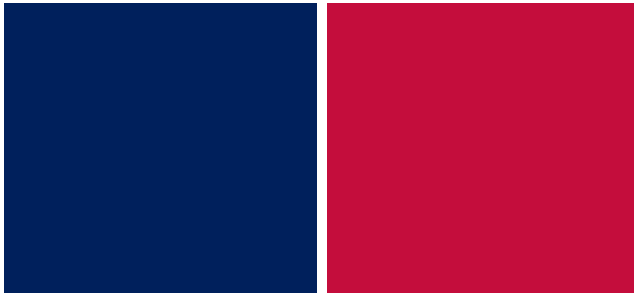
## CLUB ULTIMATE SDS\_SU\_Ultimate



# SHENANDOAH UNIVERSITY HORNETS CLUB SPORTS | WINTER GUARD

This page is a composite for **Club Sports Marks**. Additional color and background applications are to be applied as demonstrated below.

CLUB WINTER GUARD  
SDS\_SU\_WinterGuard







SHENANDOAH

## BRAND GUIDELINES



# SHENANDOAH UNIVERSITY HORNETS VIOLATION INFORMATION

1



2



3



4



5



6



7



8



9



10



The Shenandoah University Athletics brand identity was designed for the exclusive use of its athletic department and varsity teams.

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

The **Violation Information** listed below and shown at left demonstrate unacceptable uses of the marks within the Shenandoah University Athletics 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 officially listed PANTONE colors may be used**

**9 - Do not add elements to marks**

**10 - Do not make low-quality reproductions of marks**

# SHENANDOAH UNIVERSITY HORNETS SAFE ZONE & SIZING INFORMATION

1



## 1 - Safe Zone Information

A protected field the height and width of the 'N' in 'Shenandoah' should surround all wordmarks within Shenandoah University's family of athletic marks at all times.

A protected field the height and width of the head of the hornet icon should surround all other marks within Shenandoah University's family of athletic marks at all times.

These protective fields ensure 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 Shenandoah University athletic brand identity, please adhere to the measurements shown below for the minimum size requirements for high-resolution printed images.

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

2



HIGH-RESOLUTION PRINT MINIMUM

LOW-RESOLUTION PRINT MINIMUM



# BRAND EXTENSION ASSETS

# SHENANDOAH UNIVERSITY HORNETS SOCIAL MEDIA AVATARS

This page is a composite for all sport-specific **Social Media Avatars**.

SDS\_SU\_SportTitle\_Avatar





# SHENANDOAH UNIVERSITY HORNETS 3D LOGO GRAPHICS

The set of 3D Logo Graphics pictured below have been created for the department to feature on digital platforms.

SDS\_SU\_3D\_Logos







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