Whitworth Pirates
Logo Standards
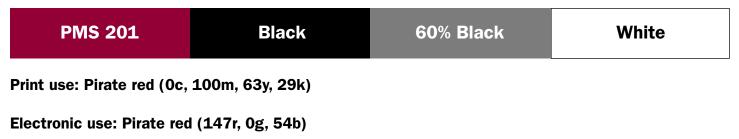
Whitworth College Pirates Visual Identity

The "Pirates" logotype and flag graphic are the visual identity for the Whitworth College intercollegiate athletics program. These identity elements, as described in this manual, should be used in all materials representing the intercollegiate athletics program as well as individual sports.

The visual identity has been created using specialized design software and expertise; no attempt should be made to re-produce any of the identity elements independently. The Office of College Communications or the Sports Information Director will produce any publications using the Pirates logo or, when necessary, will work with outside vendors to create materials using the logo.

The official Pirates visual identity consists of a waving black flag bearing a red, collegiate block "W" outlined in white, the word "Whitworth" in red, all-caps, sans-serif type with customized kerning, a black, highly stylized "Pirates" logotype and a red underline swoosh. While it is acceptable to use some of the identity elements independently or in different combinations and variations, as outlined in this manual, the official Pirates athletic identity is the two-color version described above that includes all of these elements. In addition, there is an option of adding, underneath the logo, a gray banner identifying a specific sport. The preferred color for the banner is gray (00% screen). Solid black is acceptable. No other graphic or text elements should be added to the Pirates identity.

Pirate colors:

PMS 201	Black	60% Black	White

Print use: Pirate red (0c, 100m, 63y, 29k)

Electronic use: Pirate red (147r, 0g, 54b)

The PRIMARY MARK is shown below. This 2-color version of the logo should be the first and most prominent identity element used.

The Pirate logo and flag should never be used smaller than what is shown below.

1.5"

.5"

Two-color logo usage on light backgrounds
P R E F E R R E D

Primary use of preferred two-color logo

Primary use of preferred two-color logo with sport designation

Secondary use of preferred two-color logo

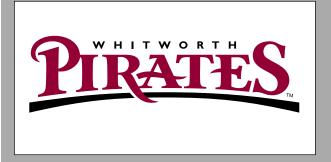**Secondary use of preferred two-color logo with sport designation**

Tertiary use of preferred two-color logo

Two-color logo usage on light backgrounds
A L T E R N A T I V E

Primary use of alternative two-color logo

Primary use of alternative two-color logo with sport designation

Secondary use of alternative two-color logo

Secondary use of alternative two-color logo with sport designation

Tertiary use of alternative two-color logo

Two-color logo usage
RED BACKGROUNDS

Primary use of two-color logo on red backgrounds

Primary use of two-color logo with sport designation on red backgrounds

Secondary use of two-color logo on red backgrounds

Secondary use of two-color logo with sport designation on red backgrounds

Tertiary use of two-color logo on red backgrounds

Two-color logo usage
BLACK or DARK BACKGROUNDS

Primary use of two-color logo on black or dark backgrounds

Primary use of two-color logo with sport designation on black or dark backgrounds

Secondary use of two-color logo on black or dark backgrounds

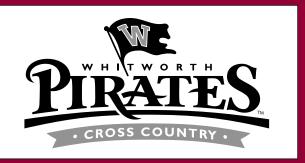**Secondary use of two-color logo with sport designation on black or dark backgrounds**

Tertiary use of two-color logo on black or dark backgrounds

Gray-scale logo usage
PREFERRED ONE-COLOR OPTION

Primary use of gray-scale logo

Primary use of gray-scale logo with sport designation

Secondary use of gray-scale logo

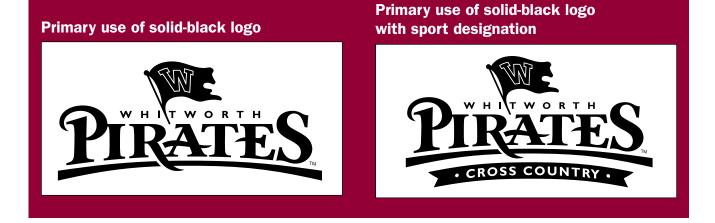**Secondary use of gray-scale logo with sport designation**

Tertiary use of gray-scale logo

Solid-black logo usage

Primary use of solid-black logo

Primary use of solid-black logo with sport designation

Secondary use of solid-black logo

Secondary use of solid-black logo with sport designation

Tertiary use of solid-black logo

Solid-red logo usage

Primary use of solid-red logo

Primary use of solid-red logo with sport designation

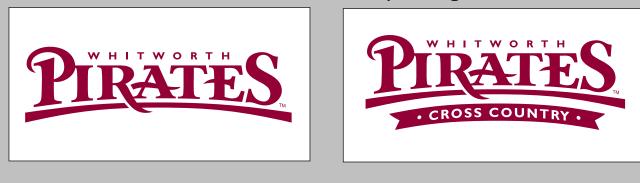**Secondary use of solid-red logo**

Secondary use of solid-red logo with sport designation

Tertiary use of solid-red logo

Reversed logo usage

The logo and logotype may be reversed out (creating a "negative" effect) for use on clothing, notebooks, athletics bags, etc. The reversed logo (white text reversed out of a darker color) may be used with most colors. However, it is recommended that all versions of the Pirates logo, including the reversed version, be used with deep, true colors such as those shown below.

Red/Crimson

Dark green

Olive green

Navy/Royal

Burgundy