



FAYETTEVILLE

ATHLETICS

BRANDING GUIDE

THE FAYETTEVILLE BULLDOG BRAND

What are the elements that make up our Brand Identity? The words you choose. The font you use. The colors, graphics and imagery you use to communicate. The way you use the logo. These are the key building blocks that help tell the Fayetteville Bulldogs story and shape people's perception of Fayetteville Athletics.

Perfection is in the details. Underlying all Fayetteville brand expressions is a detailed, well-ordered system of treatments. This unified system is a visual expression of the values associated with the Fayetteville experience. Use accents and effects as complementary devices to elevate the ordinary or to accentuate form and function. For best results, keep it clean and simple.

WHERE TO BEGIN

Within the framework of this book are the elements you need to articulate the Fayetteville Bulldogs Brand. While consistency is important, you won't find a rubber stamp. Instead, you will discover all of the tools you need to deliver a range of visual expressions. As you determine which story to tell and how you want to tell it, you can rely on the components of this book to empower inspiration.

BRAND ATTRIBUTES

Brand Attributes are a set of characteristics that represent the essence of the Fayetteville brand. These attributes identify personality traits and help create our brand identity. We want our brand to reflect our mission statement. Our goal is to set a standard where excellence is the expectation, and to ensure all students are successful in a highly competitive environment.

BRAND OVERVIEW

We have created the building blocks for communicating the Fayetteville Brand Identity in a unified, consistent way. Comprised of core elements including logo, color and font, as well as extended expressions including treatments and textures, this wide range of tools is designed to be flexible and expandable—so you can use your creativity to innovate across all media. To effectively define the Fayetteville Bulldogs brand experience, these core elements must be aligned across every touch point.

The following sections provide creative guidance on how to use the palette of visual assets and build equity in the brand identity.

With a shared design sensibility we can use each element to elevate the Fayetteville Brand in a way that is distinctive and at once immediately recognizable as Fayetteville High School. The brand identity reinforces Fayetteville's commitment to serve its student-athletes by creating an environment that fosters the achievement of each individual's potential in the classroom and upon the field of competition.

COLOR PALETTE

When it comes to communicating the Fayetteville Bulldogs brand, color is quintessential. The following color configurations show how Fayetteville's colors can be expanded analogously to build harmonious color palettes and complementary pairings.

Color provides a strong visual link to Fayetteville's brand identity across a wide range of applications. At times, an opportunity arises to utilize an expanded color palette or colors outside of the core palette. This is typically seen in the occasional use of a unique uniform, like those that support special initiatives such as breast cancer or honoring U.S. military service members.

Though acceptable for special occasions, utilizing colors outside of the primary color palette is not intended for long-term use.

PRIMARY

PURPLE

Pantone: 268 C
C85 M99 Y14 K3
R80 G45 B127
#3A0273

WHITE

Pantone White
C0 M0 Y0 K0
R255 G255 B255
#FFFFFF

Purple and White serve as the primary colors for the Bulldogs. These have been the primary colors for Fayetteville High School since the school opened in 1908.

Purple represents nobility, luxury, power, and ambition. It is the color of good judgement, and it believed to be the ideal color.

White signifies confidence and honesty.

SECONDARY

GRAY

Pantone: 423 C
C47 M37 Y39 K3
R142 G144 B143
#8E908F

BLACK

Pantone Black
C67 M64 Y67 K70
R42 G39 B35
#2A2723

Gray and Black serve as the secondary colors for the Bulldogs.

Gray is conventional, reliable and practical. It is a mature and responsible color, often associated with wisdom.

Black is sophisticated, intimidating, implies self-control and discipline, independence and a strong will, and giving an impression of authority and power.

PRIMARY IDENTITY - PURPLE BULLDOG HEAD

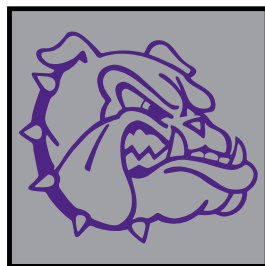
The Purple Dog Head logo is the primary representation of the brand and is used as the main identifying device for athletics. Reinforcement of the primary identity will build equity in Fayetteville Athletics. In primary or secondary colors, the Purple Dog Head logo works across all media. It signals a consistent foundation-maintaining brand equity while reinforcing brand leadership, confidence, and reliability.

This logo represents the past, present, and future of Fayetteville Bulldogs Athletics.

While there have been many variations of a bulldog used in the past, this logo will now serve as the one and only primary mark of the Fayetteville Bulldogs.



COLOR VARIATION



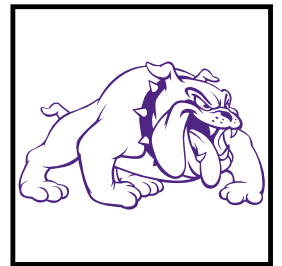
SECONDARY IDENTITY - STANDING PURPLE DOG

To complement the primary mark, the Standing Purple Dog is to be used as a secondary mark for the entire Fayetteville program. The logo is valiant and intimidating, and serves as a full-body version of the Purple Dog Head.

A secondary mark should be subordinate to the primary mark.



COLOR VARIATION



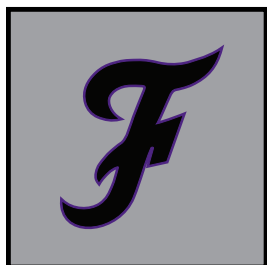
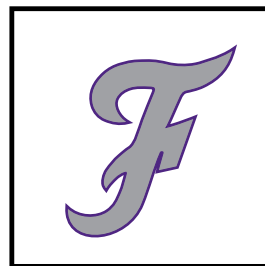
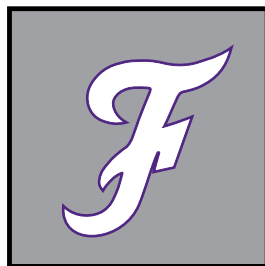
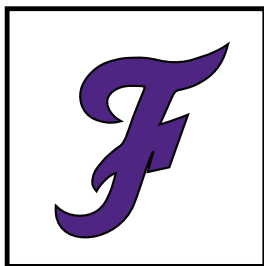
TERTIARY IDENTITY - SCRIPT F

The Script F logo is the tertiary identity of the Fayetteville Bulldogs. This logo is primarily used for our baseball and softball programs, but can also be used across other sports as well.

This logo has a timeless, classic feel to it that gives Fayetteville one “F” mark that can be easily identified as the “Fayetteville Bulldogs Script F”.



COLOR VARIATION



FONTS

Font tells a story. The right font, used consistently, builds character. To assist in creating a consistent look for a wide variety of athletics communications, a font and custom wordmarks have been designed to enhance the overall brand. The official font for Fayetteville Athletics is “UA Lubbock”.

Representations of the words Fayetteville Bulldogs have become visual symbols of the Fayetteville Athletics. These custom wordmarks incorporate unique design elements in the body of the letterforms to visually differentiate the school’s name and mascot from other schools. Used in isolation or alongside other marks, they create a powerful, exclusive look that works in support of the primary identity.

UA LUBBOCK | LETTERING

**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**

NCAA MICHIGAN STATE | NUMBERS

0 1 2 3 4 5 6 7 8 9

***Do not use “UA Lubbock” when applying numbers.
Do not use “NCAA Michigan State” when applying lettering.

WORDMARKS

Wordmark 1

FAYETTEVILLE

Wordmark 6

PURPLEDOGS

Wordmark 2

FAYETTEVILLE
BULLDOGS

Wordmark 7



FAYETTEVILLE

Wordmark 3

FAYETTEVILLE
ATHLETICS

Sport-Specific Wordmark

FAYETTEVILLE
FOOTBALL

Wordmark 4

FAYETTEVILLE
BULLDOGS





Wordmark 5

BULLDOGS

WORDMARK COLOR VARIATIONS

When it comes to developing a brand, consistency is key. That doesn't mean everything has to look the same. Using the brand identity system in a consistent manner will build credibility for the brand, speed recognition and differentiate Fayetteville from the competition. As you evolve the design elements of current design systems, remember that one of the cornerstones of a memorable brand experience is continued, consistent expression of that brand.

The Fayetteville Bulldogs Athletics Brand Identity System is designed to support a range of creative expression, from the calm to the dynamic. You can now infuse any expression with precisely the right tone to support the right marketing message for your audience. No matter what expression you choose — your communications will be supported by a foundation built on design integrity and quality.

FAYETTEVILLE	FAYETTEVILLE	FAYETTEVILLE	FAYETTEVILLE
FAYETTEVILLE	FAYETTEVILLE	FAYETTEVILLE	FAYETTEVILLE
FAYETTEVILLE BULLDOGS	FAYETTEVILLE BULLDOGS	FAYETTEVILLE BULLDOGS	FAYETTEVILLE BULLDOGS
FAYETTEVILLE ATHLETICS	FAYETTEVILLE FOOTBALL	FAYETTEVILLE SOFTBALL	FAYETTEVILLE BASKETBALL
FAYETTEVILLE BULLDOGS	FAYETTEVILLE BULLDOGS	FAYETTEVILLE BULLDOGS	FAYETTEVILLE BULLDOGS
 FAYETTEVILLE	 FAYETTEVILLE	 FAYETTEVILLE	 FAYETTEVILLE
PURPLEDOGS	PURPLEDOGS	PURPLEDOGS	PURPLEDOGS

EXAMPLES OF MISUSE

The examples below illustrate some of the most common application errors. Do not alter our designs or font as seen below.

(1)



(2)

FAYETTEVILLE

(3)



(4)



(5)



(6)

FAYETTEVILLE

[1] Do not place an additional outline on the Purple Dog Head when outline color matches canvas.

[2] Do not italicize official font or wordmarks.

[3] Do not display the Purple Dog Head or Standing Purple Dog facing left.

The only time a logo should face left is on the side of uniforms, the logo should always face to the front.

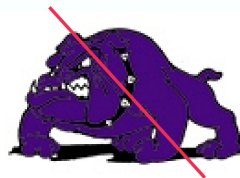
[4] Do not display the logos in colors outside of the brand identity guidelines.

[5] Do not stretch, skew, fold, bevel, or otherwise alter the shape of the logos.

[6] Do not place anything over the logos.

EXAMPLE OF INCORRECT MARKS

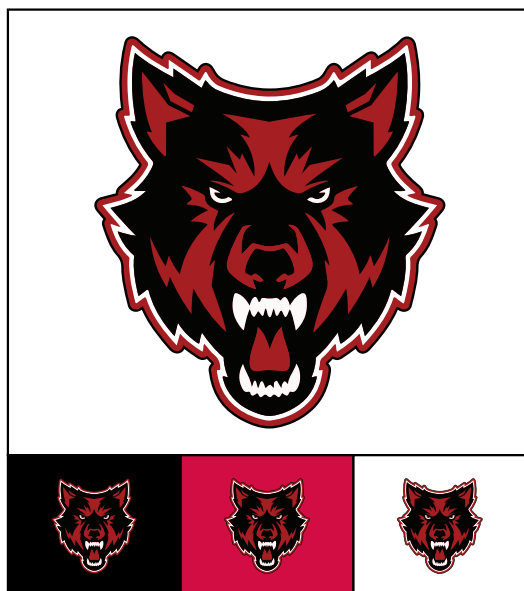
The examples below illustrate some of the most common incorrect marks used to represent Fayetteville



FAYETTEVILLE JUNIOR HIGH SCHOOLS

These are the guidelines to be followed for the Ramay Red Wolves and Woodland Colts.

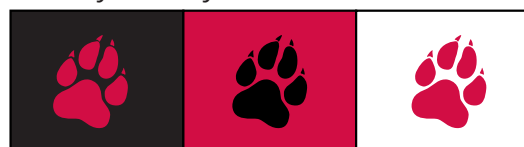
Primary Identity



Secondary Identity



Tertiary Identity



Ramay Font - UNCONQUERED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Primary Identity



Secondary Identity



Tertiary Identity



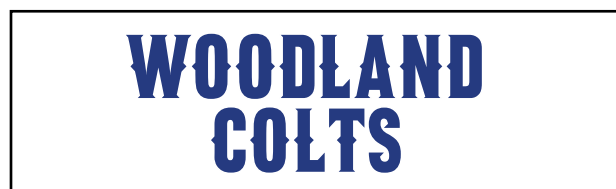
Woodland Font - RISK EVERYTHING

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Wordmark



Wordmark



FAYETTEVILLE JUNIOR HIGH SCHOOLS

The examples below illustrate some of the most common application errors. Do not alter our designs or font as seen below.

Stacked Logo



Horizontal Logo



RED
Pantone 200 C
C16 M100 Y100 K12
R170 G0 B13
#AA000D
Robison-Anton:
2219

BLACK
Pantone Black
C74 M65 Y69 K87
R0 G0 B0
#000000
Robison-Anton:
Black

GRAY
Pantone: 423 C
C47 M37 Y39 K3
R142 G144 B143
#8E908F

WHITE
Pantone White
C0 M0 Y0 K0
R255 G255 B255
#FFFFFF
Robison-Anton:
White

Stacked Logo



Horizontal Logo



BLUE
Pantone 287 C
C100 M88 Y15 K11
R0 G48 B135
#003087
Robison-Anton:
2436

WHITE
Pantone White
C0 M0 Y0 K0
R255 G255 B255
#FFFFFF
Robison-Anton:
White

GRAY
Pantone: 423 C
C47 M37 Y39 K3
R142 G144 B143
#8E908F

BLACK
Pantone Black
C74 M65 Y69 K87
R0 G0 B0
#000000
Robison-Anton:
Black

OTHER MEDIA EXAMPLES

Yard Signs



Stickers



Apparel



CONTACT INFORMATION

For any questions or to request any of the items detailed in the Fayetteville Bulldogs Brand Identity Guide, please contact the following:

Fayetteville High School
994 MLK Jr. Blvd.
Fayetteville, AR 72701

FHSBulldogs.com
Office: (479) 973-8683
Fax: (479) 973-8618
Email: Angela.Phillips@g.FayAr.net

Brand Identity Guide created by:

Mascot Media

mascotmedia.net
Email: marketing@mascotmedia.net

RAMAY

BRAND IDENTITY SHEET

PRIMARY IDENTITY

RED WOLF HEAD



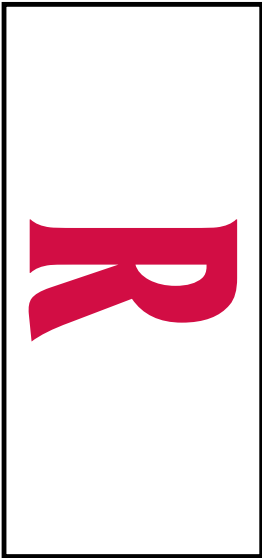
SECONDARY IDENTITY

WORDMARKS



SECONDARY IDENTITY

RAMAY R



TERTIARY IDENTITY

RED WOLF PAW



Official Font

'UNCONQUERED'

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

0 1 2 3 4 5 6 7 8 9

R A M A Y

Colors	Pantone	CMYK	RGB Hex #	Robison Anton
Red	200 C	16/100/100/12	170/0/13 #AA000D	2219
White	White	0/0/0/0	255/255/255 #FFFFFF	White
Black	Black	74/65/69/87	0/0/0 #000000	Black
Gray	423 C	47/36/42/3	157/155/161 #9D9BA1	9110

Fayetteville High School
994 MLK Jr. Blvd.
Fayetteville, AR 72701

FHSBulldogs.com
Office: (479) 973-8683
Fax: (479) 973-8618
Email: Angela.Phillips@e.FavAr.net

FAYETTEVILLE

BRAND IDENTITY SHEET

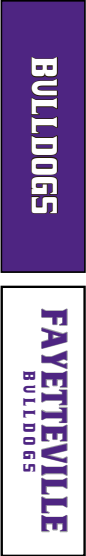
PRIMARY IDENTITY

PURPLE BULLDOG HEAD



SECONDARY IDENTITY

WORDMARKS



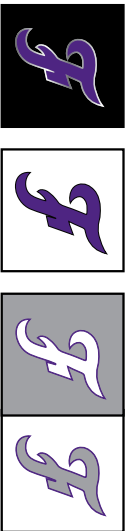
SECONDARY IDENTITY

STANDING PURPLE DOG



TERTIARY IDENTITY

SCRIPT F



Official Font

'UA LUBBOCK'

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

*Note: Font for numbers is

NCAA MICHIGAN STATE

0123456789

FAYETTEVILLE

Colors	Pantone	CMYK	RGB Hex #	Robison Anton
Purple	273 C	88/100/3/26	58/2/115 #3A0273	2742
White	White	0/0/0/0	255/255/255 #FFFFFF	White
Black	Black	74/65/69/87	0/0/0 #000000	Black
Gray	423 C	47/36/42/3	157/155/161 #9D9BA1	9110

Fayetteville High School
994 MLK Jr. Blvd.
Fayetteville, AR 72701

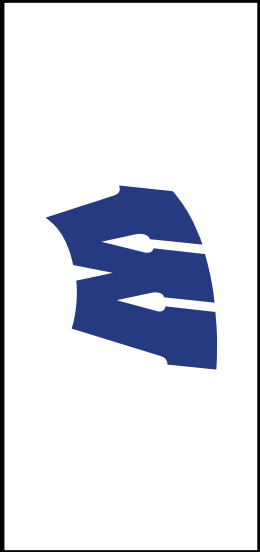
FHSBulldogs.com
Office: (479) 973-8683
Fax: (479) 973-8618
Email: Angela.Phillips@g.FayAr.net

WOODLAND

BRAND IDENTITY SHEET

PRIMARY IDENTITY

WOODLAND W



SECONDARY IDENTITY

WORDMARKS



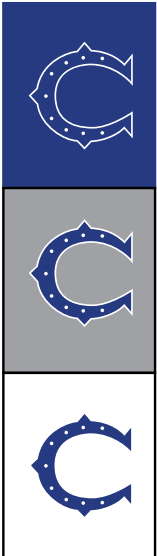
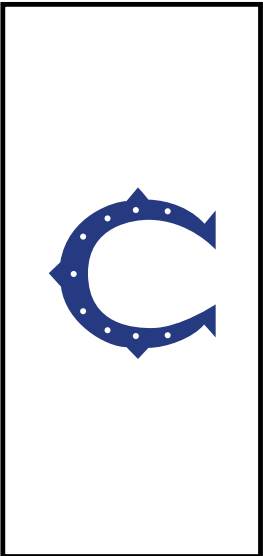
SECONDARY IDENTITY

COLT



TERTIARY IDENTITY

HORSESHOE



Official Font

'RISK EVERYTHING'

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
 0 1 2 3 4 5 6 7 8 9
 WOODLAND

Colors	Pantone	CMYK	RGB Hex #	Robison Anton
Blue	287 C	100/88/15/11	0/48/135 #003087	2436
White	White	0/0/0/0	255/255/255 #FFFFFF	White
Black	Black	74/65/69/87	0/0/0 #000000	Black
Gray	423 C	47/36/42/3	157/155/161 #9D9BA1	9110

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