



**PENN COLLEGE WILDCATS**  
ATHLETICS IDENTITY GUIDE



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Pennsylvania College of Technology's long-standing tradition of bold innovation and institutional pride is reflected in the athletic visual identity displayed and explained in this style guide.

With a move toward full NCAA Division III membership, a growing association with the North Eastern Athletic Conference, and a staff of full-time coaches recruiting student-athletes to the college, 2017 marked an ideal time to build a cohesive brand identity and usher in a new era of Penn College Athletics.

Penn College student-athletes participate in fifteen intercollegiate sports. The college is a member of the North Eastern Athletic Conference. Twelve of the college's 15 intercollegiate athletic teams participate in the NEAC: men's and women's soccer, men's and women's basketball, men's and women's tennis, men's and women's cross country, women's volleyball, men's golf, baseball, and softball. The wrestling team competes at the Division III level as an independent, while the men's and women's archery team has no affiliation with the NCAA and competes in USA Archery.

The purpose of the visual identity and accompanying style guide is to supply Penn College Athletics with the graphic tools necessary to promote its department, as well as establish and articulate specific guidelines for proper usage and application of the identity to ensure consistency across all brand touchpoints.

With an underlying visual narrative that captures the rich essence of Penn College, the visual identity honors its past, is relevant to the present, and is built to stand as a symbol for its future.

Gear Up Wildcats!

## Unity & Consistency

A consistent visual identity is key to effective communications and brand strength and contributes to a powerful and unified expression of the brand.

The following pages contain the appropriate applications for all uses of the visual identity system and a set of rules for the proper implementation of all brand assets, including guidelines for the following:

- **Logo Application (gradient, embroidery, flat)**
- **Typography**
- **Color Information**
- **Uniform Graphics**



**1 - Three Eras Represented**

The three whiskers on the machine wildcat pay homage to the three phases of Penn College's history as an institution - Williamsport Technical Institute, Williamsport Area Community College, and Pennsylvania College of Technology.



**2 - Cog-Inspired Font**

The metal cog from the academic seal inspires details found in the custom font. In addition to being a universal symbol for technology-based programs, the metal cog also carries traits of synergy, power and motion ideal for an athletic identity.



**3 - Metal-Forged, Penn College Students Shine**

The machine wildcat represents the distinct, metallic elements found throughout campus as well as the technology industry while also serving as a fitting metaphor of Penn College student excellence.



**4 - Based in Williamsport, Pennsylvania**

The machine wildcat is standing upon both Bald Eagle Mountain and the West Branch of the Susquehanna River, regional landmarks in Williamsport, Pennsylvania, the home of Penn College.

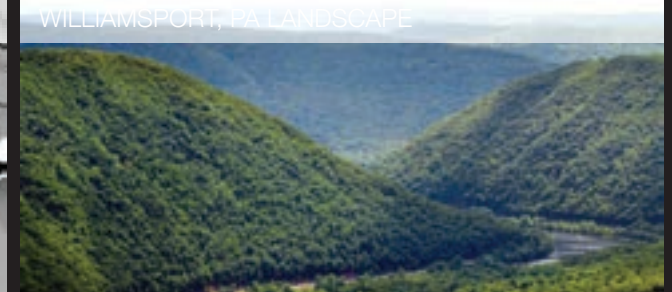
THE WILDCAT



APPLIED TECHNOLOGY



WILLIAMSPORT, PA LANDSCAPE



**PRIMARY MARKS**

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# PENN COLLEGE WILDCATS PRIMARY 1 MARK



METALLIC VERSION (GRADIENT)



EMBROIDERY VERSION (PMS 877)



FLAT VERSION (PMS 421)



The Penn College **Primary 1** Mark features a full body metal-forged, machine wildcat standing upon Bald Eagle Mountain and the West Branch of the Susquehanna River - regional landmarks of Williamsport, Pennsylvania - as well as 'Penn College Wildcats' rendered in the custom, athletic font.

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

METALLIC VERSION (GRADIENT)    EMBROIDERY VERSION (PMS 877)    FLAT VERSION (PMS 421)



ONE-COLOR VERSION



PMS 285

BLACK

CHROME

PMS 877

PMS 421



METALLIC VERSION (GRADIENT)



EMBROIDERY VERSION (PMS 877)



FLAT VERSION (PMS 421)



The Penn College **Primary 2** Mark features the wildcat head icon above an italic orientation of 'Penn College Wildcats' rendered in the custom, athletic font.

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

METALLIC VERSION (GRADIENT)    EMBROIDERY VERSION (PMS 877)    FLAT VERSION (PMS 421)



ONE-COLOR VERSION





METALLIC VERSION (GRADIENT)



EMBROIDERY VERSION (PMS 877)



FLAT VERSION (PMS 421)



The Penn College **Primary 3** Mark features the wildcat head to the left of an italic orientation of 'Penn College Wildcats' rendered in the custom, athletic font.

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

METALLIC VERSION (GRADIENT)    EMBROIDERY VERSION (PMS 877)    FLAT VERSION (PMS 421)



ONE-COLOR VERSION





**SECONDARY MARKS**

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**METALLIC VERSION (GRADIENT)**



**EMBROIDERY VERSION (PMS 877)**



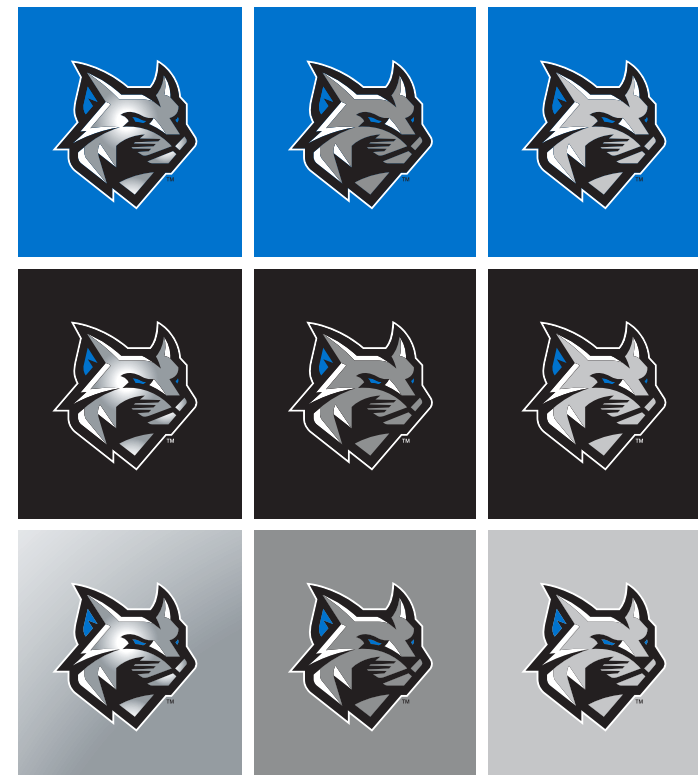
**FLAT VERSION (PMS 421)**



The Penn College **Secondary 1** Mark features a metal-forged, machine wildcat head icon.

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

**METALLIC VERSION (GRADIENT)    EMBROIDERY VERSION (PMS 877)    FLAT VERSION (PMS 421)**



**ONE-COLOR VERSION**





**METALLIC VERSION (GRADIENT)**



**EMBROIDERY VERSION (PMS 877)**



**FLAT VERSION (PMS 421)**



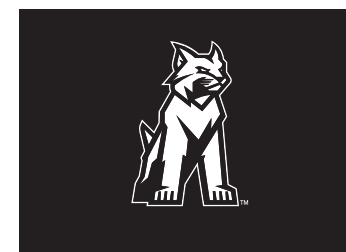
The Penn College **Secondary 2** Mark features a metal-forged, machine wildcat full body icon.

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

**METALLIC VERSION (GRADIENT)**    **EMBROIDERY VERSION (PMS 877)**    **FLAT VERSION (PMS 421)**



**ONE-COLOR VERSION**



**TERTIARY MARKS**

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## METALLIC VERSION (GRADIENT)



## EMBROIDERY VERSION (PMS 877)



## FLAT VERSION (PMS 421)



The Penn College **Tertiary 1** Mark features a machine wildcat paw icon connected by a cog gear.

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

METALLIC VERSION (GRADIENT)    EMBROIDERY VERSION (PMS 877)    FLAT VERSION (PMS 421)



ONE-COLOR VERSION





**METALLIC VERSION (GRADIENT)**



**EMBROIDERY VERSION (PMS 877)**



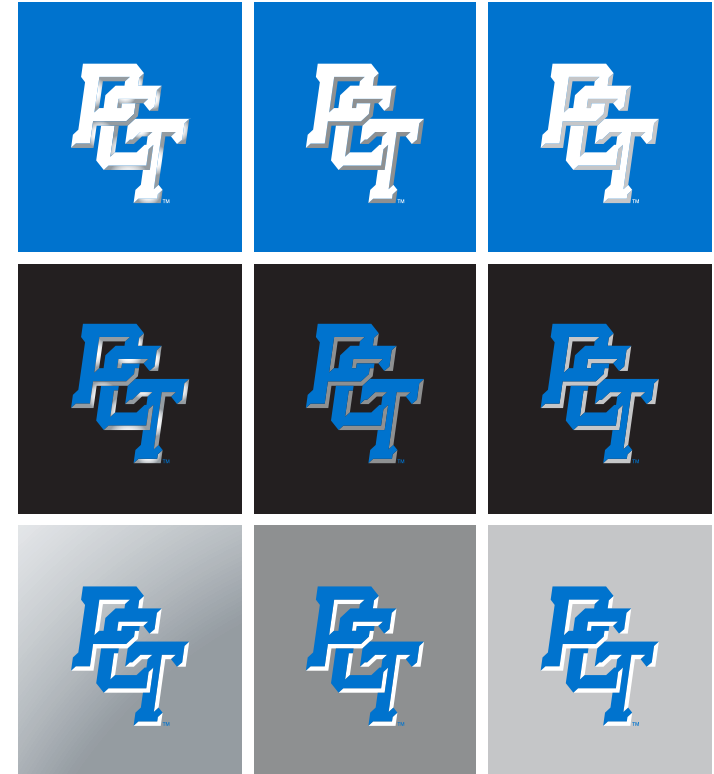
**FLAT VERSION (PMS 421)**



The Penn College **Tertiary 2** Mark features an interlocking 'PCT' monogram rendered in the custom, athletic font.

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

**METALLIC VERSION (GRADIENT)    EMBROIDERY VERSION (PMS 877)    FLAT VERSION (PMS 421)**



**ONE-COLOR VERSION**



**WORDMARKS**

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## METALLIC VERSION (GRADIENT)

***PENN COLLEGE***<sup>TM</sup>

## EMBROIDERY VERSION (PMS 877)

***PENN COLLEGE***<sup>TM</sup>

## FLAT VERSION (PMS 421)

***PENN COLLEGE***<sup>TM</sup>

The Penn College **Wordmark 1** features the an italic orientation of 'Penn College' rendered in the custom, athletic font.

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

METALLIC VERSION (GRADIENT)    EMBROIDERY VERSION (PMS 877)    FLAT VERSION (PMS 421)



ONE-COLOR VERSION

***PENN COLLEGE***

***PENN COLLEGE***





METALLIC VERSION (GRADIENT)

**WILDCATS**

EMBROIDERY VERSION (PMS 877)

**WILDCATS**

FLAT VERSION (PMS 421)

**WILDCATS**

The Penn College **Wordmark 2** features the an italic orientation of 'Wildcats' rendered in the custom, athletic font.

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

METALLIC VERSION (GRADIENT)    EMBROIDERY VERSION (PMS 877)    FLAT VERSION (PMS 421)



ONE-COLOR VERSION

**WILDCATS**

**WILDCATS**



## METALLIC VERSION (GRADIENT)

***PENN COLLEGE***  
**WILDCATS™**

## EMBROIDERY VERSION (PMS 877)

***PENN COLLEGE***  
**WILDCATS™**

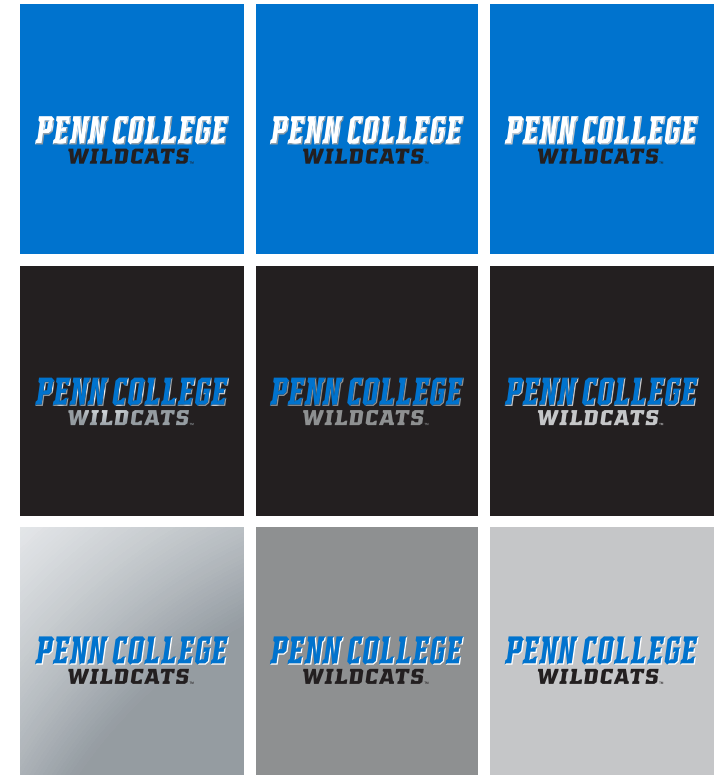
## FLAT VERSION (PMS 421)

***PENN COLLEGE***  
**WILDCATS™**

The Penn College **Wordmark 3** features the an italic orientation of 'Penn College Wildcats' rendered in the custom, athletic font.

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

METALLIC VERSION (GRADIENT)    EMBROIDERY VERSION (PMS 877)    FLAT VERSION (PMS 421)



ONE-COLOR VERSION

***PENN COLLEGE***  
**WILDCATS™**

***PENN COLLEGE***  
**WILDCATS™**

# SPORT-SPECIFIC MARKS

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METALLIC VERSION (GRADIENT)



EMBROIDERY VERSION (PMS 877)



FLAT VERSION (PMS 421)



The Penn College **Athletics Enclosed Mark** features a full body metal-forged, machine wildcat standing upon Bald Eagle Mountain and the West Branch of the Susquehanna River, as well as 'Penn College Athletics' rendered in the custom, athletic font.

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

METALLIC VERSION (GRADIENT)    EMBROIDERY VERSION (PMS 877)    FLAT VERSION (PMS 421)



ONE-COLOR VERSION





METALLIC VERSION (GRADIENT)



EMBROIDERY VERSION (PMS 877)



FLAT VERSION (PMS 421)



The Penn College **Athletics Stacked 1 Mark** features the wildcat head icon above an italic orientation of 'Penn College Athletics' rendered in the custom, athletic font.

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

METALLIC VERSION (GRADIENT)    EMBROIDERY VERSION (PMS 877)    FLAT VERSION (PMS 421)



ONE-COLOR VERSION





METALLIC VERSION (GRADIENT)



EMBROIDERY VERSION (PMS 877)



FLAT VERSION (PMS 421)



The Penn College **Athletics Extended 1 Mark** features the wildcat head icon to the left of an italic orientation of 'Penn College Athletics' rendered in the custom, athletic font.

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

METALLIC VERSION (GRADIENT)    EMBROIDERY VERSION (PMS 877)    FLAT VERSION (PMS 421)



ONE-COLOR VERSION





METALLIC VERSION (GRADIENT)



EMBROIDERY VERSION (PMS 877)



FLAT VERSION (PMS 421)



The Penn College **Athletics Wordmark 1** features the an italic orientation of 'Penn College Athletics' rendered in the custom, athletic font.

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

METALLIC VERSION (GRADIENT)    EMBROIDERY VERSION (PMS 877)    FLAT VERSION (PMS 421)



ONE-COLOR VERSION





METALLIC VERSION (GRADIENT)



EMBROIDERY VERSION (PMS 877)



FLAT VERSION (PMS 421)



The Penn College **Athletics Stacked 2 Mark** features the wildcat head icon above an italic orientation of 'Wildcat Athletics' rendered in the custom, athletic font.

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

METALLIC VERSION (GRADIENT)    EMBROIDERY VERSION (PMS 877)    FLAT VERSION (PMS 421)



ONE-COLOR VERSION







METALLIC VERSION (GRADIENT)



EMBROIDERY VERSION (PMS 877)



FLAT VERSION (PMS 421)



The Penn College **Athletics Extended 2 Mark** features the wildcat head icon to the left of an italic orientation of 'Wildcat Athletics' rendered in the custom, athletic font.

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

METALLIC VERSION (GRADIENT)    EMBROIDERY VERSION (PMS 877)    FLAT VERSION (PMS 421)



ONE-COLOR VERSION





METALLIC VERSION (GRADIENT)



EMBROIDERY VERSION (PMS 877)



FLAT VERSION (PMS 421)



The Penn College **Athletics Wordmark 2** features the an italic orientation of 'Wildcat Athletics' rendered in the custom, athletic font.

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

METALLIC VERSION (GRADIENT)    EMBROIDERY VERSION (PMS 877)    FLAT VERSION (PMS 421)



ONE-COLOR VERSION





METALLIC VERSION (GRADIENT)



EMBROIDERY VERSION (PMS 877)



FLAT VERSION (PMS 421)



The Penn College **Archery Enclosed Mark** features a full body metal-forged, machine wildcat standing upon Bald Eagle Mountain and the West Branch of the Susquehanna River, as well as 'Penn College Archery' rendered in the custom, athletic font.

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

METALLIC VERSION (GRADIENT)    EMBROIDERY VERSION (PMS 877)    FLAT VERSION (PMS 421)



ONE-COLOR VERSION





METALLIC VERSION (GRADIENT)



EMBROIDERY VERSION (PMS 877)



FLAT VERSION (PMS 421)



The Penn College **Archery Stacked 1 Mark** features the wildcat head icon above an italic orientation of 'Penn College Archery' rendered in the custom, athletic font.

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

METALLIC VERSION (GRADIENT)    EMBROIDERY VERSION (PMS 877)    FLAT VERSION (PMS 421)



ONE-COLOR VERSION





METALLIC VERSION (GRADIENT)



EMBROIDERY VERSION (PMS 877)



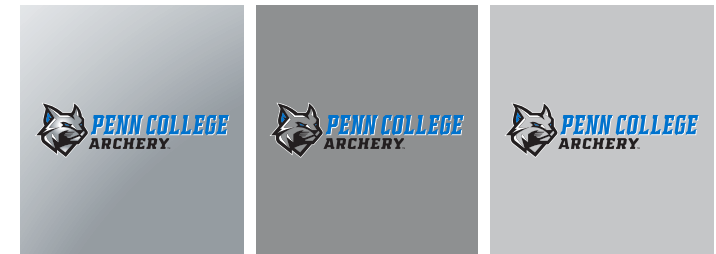
FLAT VERSION (PMS 421)



The Penn College **Archery Extended 1 Mark** features the wildcat head icon to the left of an italic orientation of 'Penn College Archery' rendered in the custom, athletic font.

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

METALLIC VERSION (GRADIENT)    EMBROIDERY VERSION (PMS 877)    FLAT VERSION (PMS 421)



ONE-COLOR VERSION





## METALLIC VERSION (GRADIENT)

***PENN COLLEGE***  
**ARCHERY™**

## EMBROIDERY VERSION (PMS 877)

***PENN COLLEGE***  
**ARCHERY™**

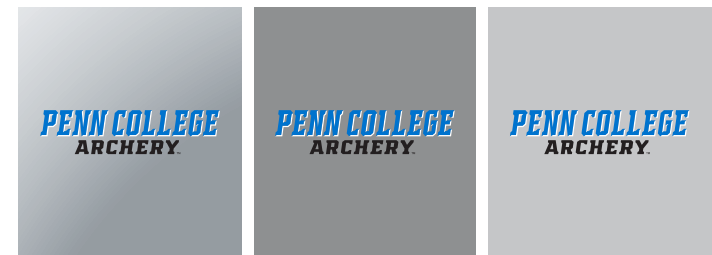
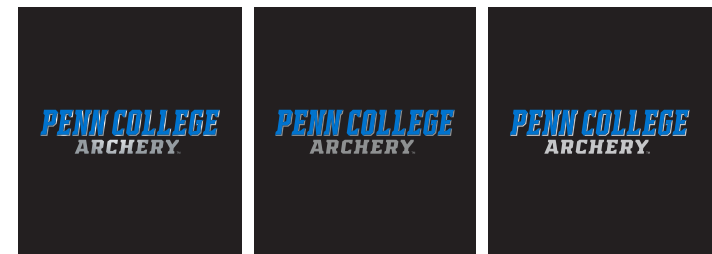
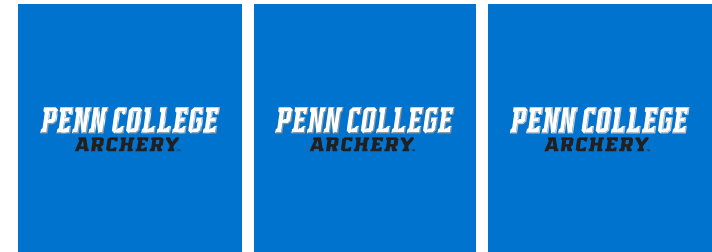
## FLAT VERSION (PMS 421)

***PENN COLLEGE***  
**ARCHERY™**

The Penn College **Archery Wordmark 1** features the an italic orientation of 'Penn College Archery' rendered in the custom, athletic font.

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

METALLIC VERSION (GRADIENT)    EMBROIDERY VERSION (PMS 877)    FLAT VERSION (PMS 421)



ONE-COLOR VERSION

***PENN COLLEGE***  
**ARCHERY™**

***PENN COLLEGE***  
**ARCHERY™**



METALLIC VERSION (GRADIENT)



EMBROIDERY VERSION (PMS 877)



FLAT VERSION (PMS 421)



The Penn College **Archery Stacked 2 Mark** features the wildcat head icon above an italic orientation of 'Wildcat Archery' rendered in the custom, athletic font.

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

METALLIC VERSION (GRADIENT)    EMBROIDERY VERSION (PMS 877)    FLAT VERSION (PMS 421)



ONE-COLOR VERSION





METALLIC VERSION (GRADIENT)



EMBROIDERY VERSION (PMS 877)



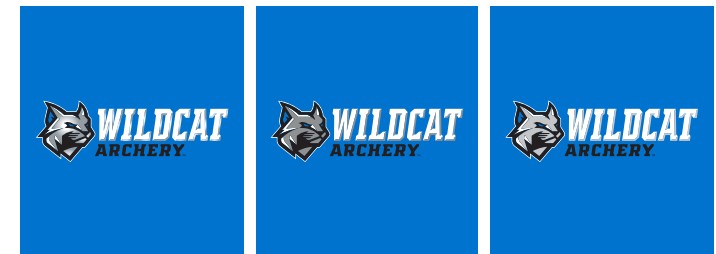
FLAT VERSION (PMS 421)



The Penn College **Archery Extended 2 Mark** features the wildcat head icon to the left of an italic orientation of 'Wildcat Archery' rendered in the custom, athletic font.

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

METALLIC VERSION (GRADIENT)    EMBROIDERY VERSION (PMS 877)    FLAT VERSION (PMS 421)



ONE-COLOR VERSION







METALLIC VERSION (GRADIENT)



EMBROIDERY VERSION (PMS 877)



FLAT VERSION (PMS 421)



The Penn College **Archery Wordmark 2** features the an italic orientation of 'Wildcat Archery' rendered in the custom, athletic font.

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

METALLIC VERSION (GRADIENT) EMBROIDERY VERSION (PMS 877) FLAT VERSION (PMS 421)



ONE-COLOR VERSION





METALLIC VERSION (GRADIENT)



EMBROIDERY VERSION (PMS 877)



FLAT VERSION (PMS 421)



The Penn College **Baseball Enclosed Mark** features a full body metal-forged, machine wildcat standing upon Bald Eagle Mountain and the West Branch of the Susquehanna River, as well as 'Penn College Baseball' rendered in the custom, athletic font.

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

METALLIC VERSION (GRADIENT)    EMBROIDERY VERSION (PMS 877)    FLAT VERSION (PMS 421)



ONE-COLOR VERSION





METALLIC VERSION (GRADIENT)



EMBROIDERY VERSION (PMS 877)



FLAT VERSION (PMS 421)



The Penn College **Baseball Stacked 1 Mark** features the wildcat head icon above an italic orientation of 'Penn College Baseball' rendered in the custom, athletic font.

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

METALLIC VERSION (GRADIENT)    EMBROIDERY VERSION (PMS 877)    FLAT VERSION (PMS 421)



ONE-COLOR VERSION





METALLIC VERSION (GRADIENT)



EMBROIDERY VERSION (PMS 877)



FLAT VERSION (PMS 421)



The Penn College **Baseball Extended 1 Mark** features the wildcat head icon to the left of an italic orientation of 'Penn College Baseball' rendered in the custom, athletic font.

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

METALLIC VERSION (GRADIENT)    EMBROIDERY VERSION (PMS 877)    FLAT VERSION (PMS 421)



ONE-COLOR VERSION





METALLIC VERSION (GRADIENT)

***PENN COLLEGE***  
**BASEBALL™**

EMBROIDERY VERSION (PMS 877)

***PENN COLLEGE***  
**BASEBALL™**

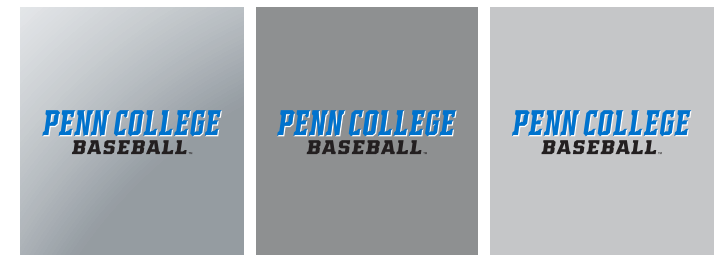
FLAT VERSION (PMS 421)

***PENN COLLEGE***  
**BASEBALL™**

The Penn College **Baseball Wordmark 1** features the an italic orientation of 'Penn College Baseball' rendered in the custom, athletic font.

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

METALLIC VERSION (GRADIENT)    EMBROIDERY VERSION (PMS 877)    FLAT VERSION (PMS 421)



ONE-COLOR VERSION

***PENN COLLEGE***  
**BASEBALL™**

***PENN COLLEGE***  
**BASEBALL™**



METALLIC VERSION (GRADIENT)



EMBROIDERY VERSION (PMS 877)



FLAT VERSION (PMS 421)



The Penn College **Baseball Stacked 2 Mark** features the wildcat head icon above an italic orientation of 'Wildcat Baseball' rendered in the custom, athletic font.

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

METALLIC VERSION (GRADIENT)    EMBROIDERY VERSION (PMS 877)    FLAT VERSION (PMS 421)



ONE-COLOR VERSION





METALLIC VERSION (GRADIENT)



EMBROIDERY VERSION (PMS 877)



FLAT VERSION (PMS 421)



The Penn College **Baseball Extended 2 Mark** features the wildcat head icon to the left of an italic orientation of 'Wildcat Baseball' rendered in the custom, athletic font.

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

METALLIC VERSION (GRADIENT)    EMBROIDERY VERSION (PMS 877)    FLAT VERSION (PMS 421)



ONE-COLOR VERSION





METALLIC VERSION (GRADIENT)



EMBROIDERY VERSION (PMS 877)



FLAT VERSION (PMS 421)



The Penn College **Baseball Wordmark 2** features the an italic orientation of 'Wildcat Baseball' rendered in the custom, athletic font.

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

METALLIC VERSION (GRADIENT)    EMBROIDERY VERSION (PMS 877)    FLAT VERSION (PMS 421)



ONE-COLOR VERSION







METALLIC VERSION (GRADIENT)



EMBROIDERY VERSION (PMS 877)



FLAT VERSION (PMS 421)



The Penn College **Basketball Enclosed Mark** features a full body metal-forged, machine wildcat standing upon Bald Eagle Mountain and the West Branch of the Susquehanna River, as well as 'Penn College Basketball' rendered in the custom, athletic font.

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

METALLIC VERSION (GRADIENT)    EMBROIDERY VERSION (PMS 877)    FLAT VERSION (PMS 421)



ONE-COLOR VERSION





METALLIC VERSION (GRADIENT)



EMBROIDERY VERSION (PMS 877)



FLAT VERSION (PMS 421)



The Penn College **Basketball Stacked 1 Mark** features the wildcat head icon above an italic orientation of 'Penn College Basketball' rendered in the custom, athletic font.

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

METALLIC VERSION (GRADIENT)    EMBROIDERY VERSION (PMS 877)    FLAT VERSION (PMS 421)



ONE-COLOR VERSION





METALLIC VERSION (GRADIENT)



EMBROIDERY VERSION (PMS 877)



FLAT VERSION (PMS 421)



The Penn College **Basketball Extended 1 Mark** features the wildcat head icon to the left of an italic orientation of 'Penn College Basketball' rendered in the custom, athletic font.

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

METALLIC VERSION (GRADIENT)    EMBROIDERY VERSION (PMS 877)    FLAT VERSION (PMS 421)



ONE-COLOR VERSION





METALLIC VERSION (GRADIENT)

***PENN COLLEGE***  
**BASKETBALL™**

EMBROIDERY VERSION (PMS 877)

***PENN COLLEGE***  
**BASKETBALL™**

FLAT VERSION (PMS 421)

***PENN COLLEGE***  
**BASKETBALL™**

The Penn College **Basketball Wordmark 1** features the an italic orientation of 'Penn College Basketball' rendered in the custom, athletic font.

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

METALLIC VERSION (GRADIENT)    EMBROIDERY VERSION (PMS 877)    FLAT VERSION (PMS 421)



ONE-COLOR VERSION

***PENN COLLEGE***  
**BASKETBALL™**

***PENN COLLEGE***  
**BASKETBALL™**



METALLIC VERSION (GRADIENT)



EMBROIDERY VERSION (PMS 877)



FLAT VERSION (PMS 421)



The Penn College **Basketball Stacked 2 Mark** features the wildcat head icon above an italic orientation of 'Wildcat Basketball' rendered in the custom, athletic font.

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

METALLIC VERSION (GRADIENT)    EMBROIDERY VERSION (PMS 877)    FLAT VERSION (PMS 421)



ONE-COLOR VERSION





METALLIC VERSION (GRADIENT)



EMBROIDERY VERSION (PMS 877)



FLAT VERSION (PMS 421)



The Penn College **Basketball Extended 2 Mark** features the wildcat head icon to the left of an italic orientation of 'Wildcat Basketball' rendered in the custom, athletic font.

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

METALLIC VERSION (GRADIENT)    EMBROIDERY VERSION (PMS 877)    FLAT VERSION (PMS 421)



ONE-COLOR VERSION





METALLIC VERSION (GRADIENT)



EMBROIDERY VERSION (PMS 877)



FLAT VERSION (PMS 421)



The Penn College **Basketball Wordmark 2** features the an italic orientation of 'Wildcat Basketball' rendered in the custom, athletic font.

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

METALLIC VERSION (GRADIENT)    EMBROIDERY VERSION (PMS 877)    FLAT VERSION (PMS 421)



ONE-COLOR VERSION





METALLIC VERSION (GRADIENT)



EMBROIDERY VERSION (PMS 877)



FLAT VERSION (PMS 421)



The Penn College **Cross Country Enclosed Mark** features a full body metal-forged, machine wildcat standing upon Bald Eagle Mountain and the West Branch of the Susquehanna River, as well as 'Penn College Cross Country' rendered in the custom, athletic font.

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

METALLIC VERSION (GRADIENT)    EMBROIDERY VERSION (PMS 877)    FLAT VERSION (PMS 421)



ONE-COLOR VERSION







METALLIC VERSION (GRADIENT)



EMBROIDERY VERSION (PMS 877)



FLAT VERSION (PMS 421)



The Penn College **Cross Country Stacked 1 Mark** features the wildcat head icon above an italic orientation of 'Penn College Cross Country' rendered in the custom, athletic font.

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

METALLIC VERSION (GRADIENT)    EMBROIDERY VERSION (PMS 877)    FLAT VERSION (PMS 421)



ONE-COLOR VERSION





METALLIC VERSION (GRADIENT)



EMBROIDERY VERSION (PMS 877)



FLAT VERSION (PMS 421)



The Penn College **Cross Country Extended 1 Mark** features the wildcat head icon to the left of an italic orientation of 'Penn College Cross Country' rendered in the custom, athletic font.

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

METALLIC VERSION (GRADIENT)    EMBROIDERY VERSION (PMS 877)    FLAT VERSION (PMS 421)



ONE-COLOR VERSION





METALLIC VERSION (GRADIENT)

***PENN COLLEGE***  
**CROSS COUNTRY™**

EMBROIDERY VERSION (PMS 877)

***PENN COLLEGE***  
**CROSS COUNTRY™**

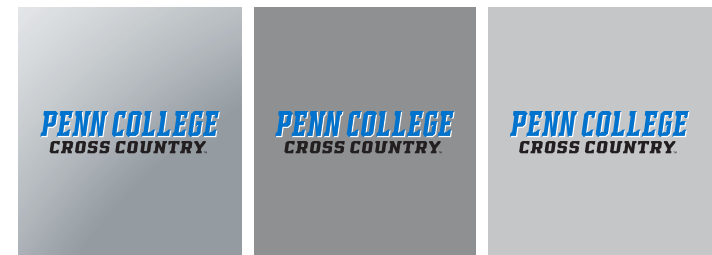
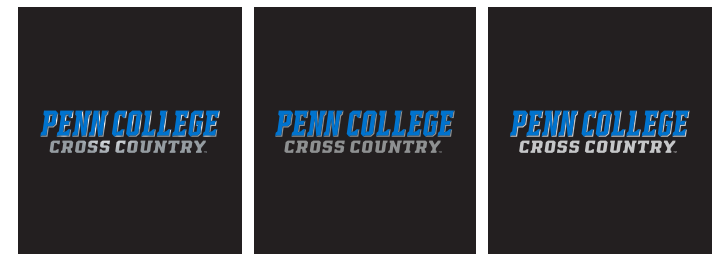
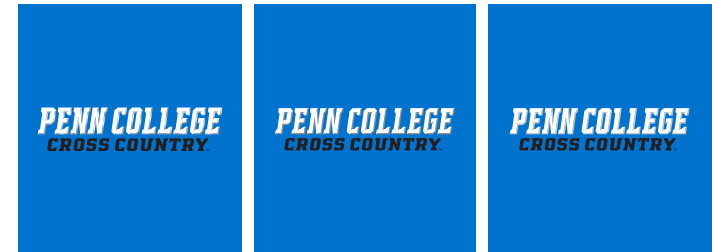
FLAT VERSION (PMS 421)

***PENN COLLEGE***  
**CROSS COUNTRY™**

The Penn College **Cross Country Wordmark 1** features the an italic orientation of 'Penn College Cross Country' rendered in the custom, athletic font.

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

METALLIC VERSION (GRADIENT)    EMBROIDERY VERSION (PMS 877)    FLAT VERSION (PMS 421)



ONE-COLOR VERSION

***PENN COLLEGE***  
**CROSS COUNTRY™**

***PENN COLLEGE***  
**CROSS COUNTRY™**



METALLIC VERSION (GRADIENT)



EMBROIDERY VERSION (PMS 877)



FLAT VERSION (PMS 421)



The Penn College **Cross Country Stacked 2 Mark** features the wildcat head icon above an italic orientation of 'Wildcat Cross Country' rendered in the custom, athletic font.

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

METALLIC VERSION (GRADIENT)    EMBROIDERY VERSION (PMS 877)    FLAT VERSION (PMS 421)



ONE-COLOR VERSION





METALLIC VERSION (GRADIENT)



EMBROIDERY VERSION (PMS 877)



FLAT VERSION (PMS 421)



The Penn College **Cross Country Extended 2 Mark** features the wildcat head icon to the left of an italic orientation of 'Wildcat Cross Country' rendered in the custom, athletic font.

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

METALLIC VERSION (GRADIENT)    EMBROIDERY VERSION (PMS 877)    FLAT VERSION (PMS 421)



ONE-COLOR VERSION





METALLIC VERSION (GRADIENT)



EMBROIDERY VERSION (PMS 877)



FLAT VERSION (PMS 421)



The Penn College **Cross Country Wordmark 2** features the an italic orientation of 'Wildcat Cross Country' rendered in the custom, athletic font.

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

METALLIC VERSION (GRADIENT)    EMBROIDERY VERSION (PMS 877)    FLAT VERSION (PMS 421)



ONE-COLOR VERSION





METALLIC VERSION (GRADIENT)



EMBROIDERY VERSION (PMS 877)



FLAT VERSION (PMS 421)



The Penn College **Golf Enclosed Mark** features a full body metal-forged, machine wildcat standing upon Bald Eagle Mountain and the West Branch of the Susquehanna River, as well as 'Penn College Golf' rendered in the custom, athletic font.

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

METALLIC VERSION (GRADIENT)    EMBROIDERY VERSION (PMS 877)    FLAT VERSION (PMS 421)



ONE-COLOR VERSION





METALLIC VERSION (GRADIENT)



EMBROIDERY VERSION (PMS 877)



FLAT VERSION (PMS 421)



The Penn College **Golf Stacked 1 Mark** features the wildcat head icon above an italic orientation of 'Penn College Golf' rendered in the custom, athletic font.

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

METALLIC VERSION (GRADIENT)    EMBROIDERY VERSION (PMS 877)    FLAT VERSION (PMS 421)



ONE-COLOR VERSION







METALLIC VERSION (GRADIENT)



EMBROIDERY VERSION (PMS 877)



FLAT VERSION (PMS 421)



The Penn College **Golf Extended 1 Mark** features the wildcat head icon to the left of an italic orientation of 'Penn College Golf' rendered in the custom, athletic font.

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

METALLIC VERSION (GRADIENT)    EMBROIDERY VERSION (PMS 877)    FLAT VERSION (PMS 421)



ONE-COLOR VERSION





METALLIC VERSION (GRADIENT)

***PENN COLLEGE***  
**GOLF™**

EMBROIDERY VERSION (PMS 877)

***PENN COLLEGE***  
**GOLF™**

FLAT VERSION (PMS 421)

***PENN COLLEGE***  
**GOLF™**

The Penn College **Golf Wordmark 1** features the an italic orientation of 'Penn College Golf' rendered in the custom, athletic font.

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

METALLIC VERSION (GRADIENT)    EMBROIDERY VERSION (PMS 877)    FLAT VERSION (PMS 421)



ONE-COLOR VERSION

***PENN COLLEGE***  
**GOLF™**

***PENN COLLEGE***  
**GOLF™**



METALLIC VERSION (GRADIENT)



EMBROIDERY VERSION (PMS 877)



FLAT VERSION (PMS 421)



The Penn College **Golf Stacked 2 Mark** features the wildcat head icon above an italic orientation of 'Wildcat Golf' rendered in the custom, athletic font.

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

METALLIC VERSION (GRADIENT)    EMBROIDERY VERSION (PMS 877)    FLAT VERSION (PMS 421)



ONE-COLOR VERSION





METALLIC VERSION (GRADIENT)



EMBROIDERY VERSION (PMS 877)



FLAT VERSION (PMS 421)



The Penn College **Golf Extended 2 Mark** features the wildcat head icon to the left of an italic orientation of 'Wildcat Golf' rendered in the custom, athletic font.

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

METALLIC VERSION (GRADIENT)    EMBROIDERY VERSION (PMS 877)    FLAT VERSION (PMS 421)



ONE-COLOR VERSION





METALLIC VERSION (GRADIENT)



EMBROIDERY VERSION (PMS 877)



FLAT VERSION (PMS 421)



The Penn College **Golf Wordmark 2** features the an italic orientation of 'Wildcat Golf' rendered in the custom, athletic font.

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

METALLIC VERSION (GRADIENT)    EMBROIDERY VERSION (PMS 877)    FLAT VERSION (PMS 421)



ONE-COLOR VERSION





METALLIC VERSION (GRADIENT)



EMBROIDERY VERSION (PMS 877)



FLAT VERSION (PMS 421)



The Penn College **Soccer Enclosed Mark** features a full body metal-forged, machine wildcat standing upon Bald Eagle Mountain and the West Branch of the Susquehanna River, as well as 'Penn College Soccer' rendered in the custom, athletic font.

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

METALLIC VERSION (GRADIENT)    EMBROIDERY VERSION (PMS 877)    FLAT VERSION (PMS 421)



ONE-COLOR VERSION





METALLIC VERSION (GRADIENT)



EMBROIDERY VERSION (PMS 877)



FLAT VERSION (PMS 421)



The Penn College **Soccer Stacked 1 Mark** features the wildcat head icon above an italic orientation of 'Penn College Soccer' rendered in the custom, athletic font.

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

METALLIC VERSION (GRADIENT)    EMBROIDERY VERSION (PMS 877)    FLAT VERSION (PMS 421)



ONE-COLOR VERSION





METALLIC VERSION (GRADIENT)



EMBROIDERY VERSION (PMS 877)



FLAT VERSION (PMS 421)



The Penn College **Soccer Extended 1 Mark** features the wildcat head icon to the left of an italic orientation of 'Penn College Soccer' rendered in the custom, athletic font.

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

METALLIC VERSION (GRADIENT)    EMBROIDERY VERSION (PMS 877)    FLAT VERSION (PMS 421)



ONE-COLOR VERSION







METALLIC VERSION (GRADIENT)



EMBROIDERY VERSION (PMS 877)



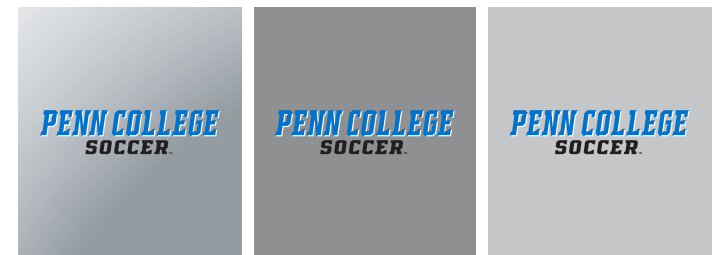
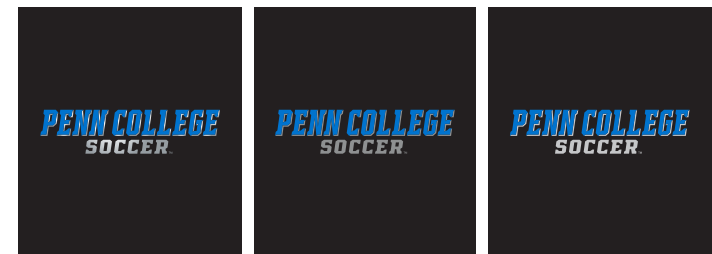
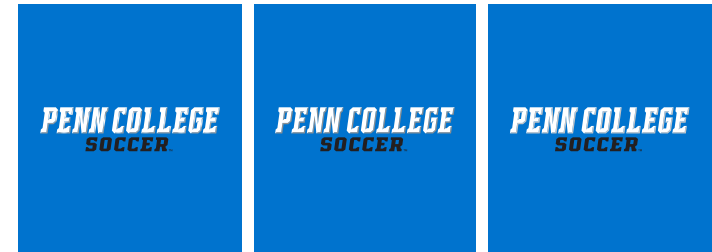
FLAT VERSION (PMS 421)



The Penn College **Soccer Wordmark 1** features the an italic orientation of 'Penn College Soccer' rendered in the custom, athletic font.

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

METALLIC VERSION (GRADIENT)    EMBROIDERY VERSION (PMS 877)    FLAT VERSION (PMS 421)



ONE-COLOR VERSION





METALLIC VERSION (GRADIENT)



EMBROIDERY VERSION (PMS 877)



FLAT VERSION (PMS 421)



The Penn College **Soccer Stacked 2 Mark** features the wildcat head icon above an italic orientation of 'Wildcat Soccer' rendered in the custom, athletic font.

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

METALLIC VERSION (GRADIENT)    EMBROIDERY VERSION (PMS 877)    FLAT VERSION (PMS 421)



ONE-COLOR VERSION





METALLIC VERSION (GRADIENT)



EMBROIDERY VERSION (PMS 877)



FLAT VERSION (PMS 421)



The Penn College **Soccer Extended 2 Mark** features the wildcat head icon to the left of an italic orientation of 'Wildcat Soccer' rendered in the custom, athletic font.

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

METALLIC VERSION (GRADIENT)    EMBROIDERY VERSION (PMS 877)    FLAT VERSION (PMS 421)



ONE-COLOR VERSION





METALLIC VERSION (GRADIENT)



EMBROIDERY VERSION (PMS 877)



FLAT VERSION (PMS 421)



The Penn College **Soccer Wordmark 2** features the an italic orientation of 'Wildcat Soccer' rendered in the custom, athletic font.

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

METALLIC VERSION (GRADIENT)    EMBROIDERY VERSION (PMS 877)    FLAT VERSION (PMS 421)



ONE-COLOR VERSION



# PENN COLLEGE WILDCATS SOFTBALL ENCLOSED MARK



METALLIC VERSION (GRADIENT)



EMBROIDERY VERSION (PMS 877)



FLAT VERSION (PMS 421)



The Penn College **Softball Enclosed Mark** features a full body metal-forged, machine wildcat standing upon Bald Eagle Mountain and the West Branch of the Susquehanna River, as well as 'Penn College Softball' rendered in the custom, athletic font.

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

METALLIC VERSION (GRADIENT)    EMBROIDERY VERSION (PMS 877)    FLAT VERSION (PMS 421)



ONE-COLOR VERSION



PMS 285

BLACK

CHROME

PMS 877

PMS 421



METALLIC VERSION (GRADIENT)



EMBROIDERY VERSION (PMS 877)



FLAT VERSION (PMS 421)



The Penn College **Softball Stacked 1 Mark** features the wildcat head icon above an italic orientation of 'Penn College Softball' rendered in the custom, athletic font.

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

METALLIC VERSION (GRADIENT)    EMBROIDERY VERSION (PMS 877)    FLAT VERSION (PMS 421)



ONE-COLOR VERSION





METALLIC VERSION (GRADIENT)



EMBROIDERY VERSION (PMS 877)



FLAT VERSION (PMS 421)



The Penn College **Softball Extended 1 Mark** features the wildcat head icon to the left of an italic orientation of 'Penn College Softball' rendered in the custom, athletic font.

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

METALLIC VERSION (GRADIENT)    EMBROIDERY VERSION (PMS 877)    FLAT VERSION (PMS 421)



ONE-COLOR VERSION





METALLIC VERSION (GRADIENT)

***PENN COLLEGE***  
**SOFTBALL™**

EMBROIDERY VERSION (PMS 877)

***PENN COLLEGE***  
**SOFTBALL™**

FLAT VERSION (PMS 421)

***PENN COLLEGE***  
**SOFTBALL™**

The Penn College **Softball Wordmark 1** features the an italic orientation of 'Penn College Softball' rendered in the custom, athletic font.

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

METALLIC VERSION (GRADIENT)    EMBROIDERY VERSION (PMS 877)    FLAT VERSION (PMS 421)



ONE-COLOR VERSION

***PENN COLLEGE***  
**SOFTBALL™**

***PENN COLLEGE***  
**SOFTBALL™**





METALLIC VERSION (GRADIENT)



EMBROIDERY VERSION (PMS 877)



FLAT VERSION (PMS 421)



The Penn College **Softball Stacked 2 Mark** features the wildcat head icon above an italic orientation of 'Wildcat Softball' rendered in the custom, athletic font.

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

METALLIC VERSION (GRADIENT)    EMBROIDERY VERSION (PMS 877)    FLAT VERSION (PMS 421)



ONE-COLOR VERSION





METALLIC VERSION (GRADIENT)



EMBROIDERY VERSION (PMS 877)



FLAT VERSION (PMS 421)



The Penn College **Softball Extended 2 Mark** features the wildcat head icon to the left of an italic orientation of 'Wildcat Softball' rendered in the custom, athletic font.

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

METALLIC VERSION (GRADIENT)    EMBROIDERY VERSION (PMS 877)    FLAT VERSION (PMS 421)



ONE-COLOR VERSION





METALLIC VERSION (GRADIENT)



EMBROIDERY VERSION (PMS 877)



FLAT VERSION (PMS 421)



The Penn College **Softball Wordmark 2** features the an italic orientation of 'Wildcat Softball' rendered in the custom, athletic font.

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

METALLIC VERSION (GRADIENT)    EMBROIDERY VERSION (PMS 877)    FLAT VERSION (PMS 421)



ONE-COLOR VERSION





METALLIC VERSION (GRADIENT)



EMBROIDERY VERSION (PMS 877)



FLAT VERSION (PMS 421)



The Penn College **Tennis Enclosed Mark** features a full body metal-forged, machine wildcat standing upon Bald Eagle Mountain and the West Branch of the Susquehanna River, as well as 'Penn College Tennis' rendered in the custom, athletic font.

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

METALLIC VERSION (GRADIENT)    EMBROIDERY VERSION (PMS 877)    FLAT VERSION (PMS 421)



ONE-COLOR VERSION





METALLIC VERSION (GRADIENT)



EMBROIDERY VERSION (PMS 877)



FLAT VERSION (PMS 421)



The Penn College **Tennis Stacked 1 Mark** features the wildcat head icon above an italic orientation of 'Penn College Tennis' rendered in the custom, athletic font.

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

METALLIC VERSION (GRADIENT)    EMBROIDERY VERSION (PMS 877)    FLAT VERSION (PMS 421)



ONE-COLOR VERSION





METALLIC VERSION (GRADIENT)



EMBROIDERY VERSION (PMS 877)



FLAT VERSION (PMS 421)



The Penn College **Tennis Extended 1 Mark** features the wildcat head icon to the left of an italic orientation of 'Penn College Tennis' rendered in the custom, athletic font.

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

METALLIC VERSION (GRADIENT)    EMBROIDERY VERSION (PMS 877)    FLAT VERSION (PMS 421)



ONE-COLOR VERSION





METALLIC VERSION (GRADIENT)



EMBROIDERY VERSION (PMS 877)



FLAT VERSION (PMS 421)



The Penn College **Tennis Wordmark 1** features the an italic orientation of 'Penn College Tennis' rendered in the custom, athletic font.

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

METALLIC VERSION (GRADIENT)    EMBROIDERY VERSION (PMS 877)    FLAT VERSION (PMS 421)



ONE-COLOR VERSION





METALLIC VERSION (GRADIENT)



EMBROIDERY VERSION (PMS 877)



FLAT VERSION (PMS 421)



The Penn College **Tennis Stacked 2 Mark** features the wildcat head icon above an italic orientation of 'Wildcat Tennis' rendered in the custom, athletic font.

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

METALLIC VERSION (GRADIENT)    EMBROIDERY VERSION (PMS 877)    FLAT VERSION (PMS 421)



ONE-COLOR VERSION







METALLIC VERSION (GRADIENT)



EMBROIDERY VERSION (PMS 877)



FLAT VERSION (PMS 421)



The Penn College **Tennis Extended 2 Mark** features the wildcat head icon to the left of an italic orientation of 'Wildcat Tennis' rendered in the custom, athletic font.

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

METALLIC VERSION (GRADIENT)    EMBROIDERY VERSION (PMS 877)    FLAT VERSION (PMS 421)



ONE-COLOR VERSION





METALLIC VERSION (GRADIENT)



EMBROIDERY VERSION (PMS 877)



FLAT VERSION (PMS 421)



The Penn College **Tennis Wordmark 2** features the an italic orientation of 'Wildcat Tennis' rendered in the custom, athletic font.

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

METALLIC VERSION (GRADIENT)    EMBROIDERY VERSION (PMS 877)    FLAT VERSION (PMS 421)



ONE-COLOR VERSION





METALLIC VERSION (GRADIENT)



EMBROIDERY VERSION (PMS 877)



FLAT VERSION (PMS 421)



The Penn College **Volleyball Enclosed Mark** features a full body metal-forged, machine wildcat standing upon Bald Eagle Mountain and the West Branch of the Susquehanna River, as well as 'Penn College Volleyball' rendered in the custom, athletic font.

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

METALLIC VERSION (GRADIENT)    EMBROIDERY VERSION (PMS 877)    FLAT VERSION (PMS 421)



ONE-COLOR VERSION





METALLIC VERSION (GRADIENT)



EMBROIDERY VERSION (PMS 877)



FLAT VERSION (PMS 421)



The Penn College **Volleyball Stacked 1 Mark** features the wildcat head icon above an italic orientation of 'Penn College Volleyball' rendered in the custom, athletic font.

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

METALLIC VERSION (GRADIENT)    EMBROIDERY VERSION (PMS 877)    FLAT VERSION (PMS 421)



ONE-COLOR VERSION





METALLIC VERSION (GRADIENT)



EMBROIDERY VERSION (PMS 877)



FLAT VERSION (PMS 421)



The Penn College **Volleyball Extended 1 Mark** features the wildcat head icon to the left of an italic orientation of 'Penn College Volleyball' rendered in the custom, athletic font.

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

METALLIC VERSION (GRADIENT)    EMBROIDERY VERSION (PMS 877)    FLAT VERSION (PMS 421)



ONE-COLOR VERSION





METALLIC VERSION (GRADIENT)



EMBROIDERY VERSION (PMS 877)



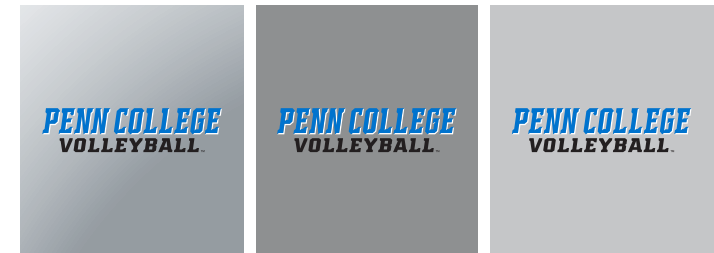
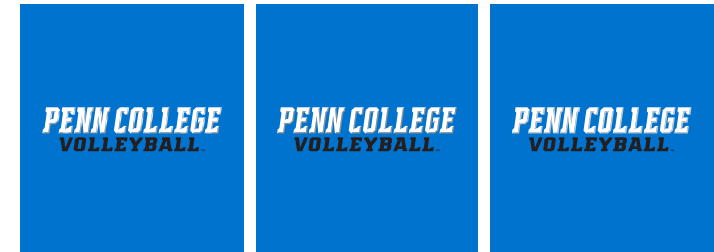
FLAT VERSION (PMS 421)



The Penn College **Volleyball Wordmark 1** features the an italic orientation of 'Penn College Volleyball' rendered in the custom, athletic font.

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

METALLIC VERSION (GRADIENT)    EMBROIDERY VERSION (PMS 877)    FLAT VERSION (PMS 421)



ONE-COLOR VERSION





METALLIC VERSION (GRADIENT)



EMBROIDERY VERSION (PMS 877)



FLAT VERSION (PMS 421)



The Penn College **Volleyball Stacked 2 Mark** features the wildcat head icon above an italic orientation of 'Wildcat Volleyball' rendered in the custom, athletic font.

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

METALLIC VERSION (GRADIENT)    EMBROIDERY VERSION (PMS 877)    FLAT VERSION (PMS 421)



ONE-COLOR VERSION





METALLIC VERSION (GRADIENT)



EMBROIDERY VERSION (PMS 877)



FLAT VERSION (PMS 421)



The Penn College **Volleyball Extended 2 Mark** features the wildcat head icon to the left of an italic orientation of 'Wildcat Volleyball' rendered in the custom, athletic font.

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

METALLIC VERSION (GRADIENT)    EMBROIDERY VERSION (PMS 877)    FLAT VERSION (PMS 421)



ONE-COLOR VERSION







METALLIC VERSION (GRADIENT)



EMBROIDERY VERSION (PMS 877)



FLAT VERSION (PMS 421)



The Penn College **Volleyball Wordmark 2** features the an italic orientation of 'Wildcat Volleyball' rendered in the custom, athletic font.

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

METALLIC VERSION (GRADIENT)    EMBROIDERY VERSION (PMS 877)    FLAT VERSION (PMS 421)



ONE-COLOR VERSION





METALLIC VERSION (GRADIENT)



EMBROIDERY VERSION (PMS 877)



FLAT VERSION (PMS 421)



The Penn College **Wrestling Enclosed Mark** features a full body metal-forged, machine wildcat standing upon Bald Eagle Mountain and the West Branch of the Susquehanna River, as well as 'Penn College Wrestling' rendered in the custom, athletic font.

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

METALLIC VERSION (GRADIENT)    EMBROIDERY VERSION (PMS 877)    FLAT VERSION (PMS 421)



ONE-COLOR VERSION





METALLIC VERSION (GRADIENT)



EMBROIDERY VERSION (PMS 877)



FLAT VERSION (PMS 421)



The Penn College **Wrestling Stacked 1 Mark** features the wildcat head icon above an italic orientation of 'Penn College Wrestling' rendered in the custom, athletic font.

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

METALLIC VERSION (GRADIENT)    EMBROIDERY VERSION (PMS 877)    FLAT VERSION (PMS 421)



ONE-COLOR VERSION





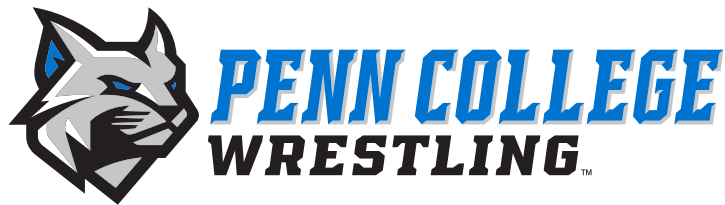
METALLIC VERSION (GRADIENT)



EMBROIDERY VERSION (PMS 877)



FLAT VERSION (PMS 421)



The Penn College **Wrestling Extended 1 Mark** features the wildcat head icon to the left of an italic orientation of 'Penn College Wrestling' rendered in the custom, athletic font.

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

METALLIC VERSION (GRADIENT)    EMBROIDERY VERSION (PMS 877)    FLAT VERSION (PMS 421)



ONE-COLOR VERSION





METALLIC VERSION (GRADIENT)

***PENN COLLEGE***  
**WRESTLING™**

EMBROIDERY VERSION (PMS 877)

***PENN COLLEGE***  
**WRESTLING™**

FLAT VERSION (PMS 421)

***PENN COLLEGE***  
**WRESTLING™**

The Penn College **Wrestling Wordmark 1** features the an italic orientation of 'Penn College Wrestling' rendered in the custom, athletic font.

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

METALLIC VERSION (GRADIENT)    EMBROIDERY VERSION (PMS 877)    FLAT VERSION (PMS 421)



ONE-COLOR VERSION

***PENN COLLEGE***  
**WRESTLING.**

***PENN COLLEGE***  
**WRESTLING.**



METALLIC VERSION (GRADIENT)



EMBROIDERY VERSION (PMS 877)



FLAT VERSION (PMS 421)



The Penn College **Wrestling Stacked 2 Mark** features the wildcat head icon above an italic orientation of 'Wildcat Wrestling' rendered in the custom, athletic font.

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

METALLIC VERSION (GRADIENT)    EMBROIDERY VERSION (PMS 877)    FLAT VERSION (PMS 421)



ONE-COLOR VERSION





METALLIC VERSION (GRADIENT)



EMBROIDERY VERSION (PMS 877)



FLAT VERSION (PMS 421)



The Penn College **Wrestling Extended 2 Mark** features the wildcat head icon to the left of an italic orientation of 'Wildcat Wrestling' rendered in the custom, athletic font.

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

METALLIC VERSION (GRADIENT)    EMBROIDERY VERSION (PMS 877)    FLAT VERSION (PMS 421)



ONE-COLOR VERSION





METALLIC VERSION (GRADIENT)



EMBROIDERY VERSION (PMS 877)



FLAT VERSION (PMS 421)



The Penn College **Wrestling Wordmark 2** features the an italic orientation of 'Wildcat Wrestling' rendered in the custom, athletic font.

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

METALLIC VERSION (GRADIENT)    EMBROIDERY VERSION (PMS 877)    FLAT VERSION (PMS 421)



ONE-COLOR VERSION





# TYPOGRAPHY & COLOR

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The **Custom Font** Penn College Condensed is the official typeface of Penn College Athletics and may be used on all athletic-related collateral and promotional materials.

The accompanying .OTF file is installable for use on all computers.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**1234567890**

**? ! @ # \$ % & \* ( ) - + = \_ / . , : ; ' "**



METALLIC VERSION (GRADIENT)

1234567890

EMBROIDERY VERSION (PMS 877)

1234567890

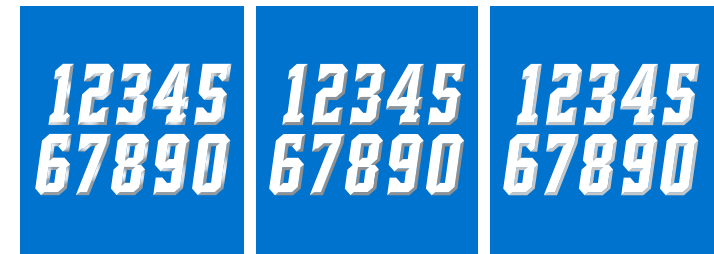
FLAT VERSION (PMS 421)

1234567890

The Penn College **Uniform Numerals** are to be used for all uniform applications.

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

METALLIC VERSION (GRADIENT)    EMBROIDERY VERSION (PMS 877)    FLAT VERSION (PMS 421)



ONE-COLOR VERSION

12345  
67890

12345  
67890



## **BLUE**

*PANTONE 285 C*  
*Thread: MD 1177 or RA 2529*  
*RGB: 00, 113, 206*  
*CMYK: 89, 43, 00, 00*



## **BLACK**

*PROCESS BLACK C*  
*Thread: MD 1000 or RA 2296*  
*RGB: 35,31,32*  
*CMYK: 00, 00, 00, 100*



## **CHROME \*Note: PRIMARY CHROME VALUE**

*PANTONE NA*  
*Thread: NA*



## **CHROME \*Note: EMBROIDERY USE ONLY**

*PANTONE 877 C*  
*Thread: MD Silver 02 or RA J.Aluminum*



## **CHROME \*Note: FLAT USE ONLY**

*PANTONE 421 C*  
*RGB: 178, 179, 178*  
*CMYK: 00, 00, 00, 27*

All colors used in each Penn College brand trademark must adhere to the official **Color Information** standards listed at left.

There are three values for Penn College Chrome and each should be implemented according to the specific application described to its right.

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

# BRAND GUIDELINES

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3



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6



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8



9



10



The Penn College Wildcats brand identity was designed for the exclusive use of its athletic department and varsity teams. Approval by the athletics department is required for all other uses.

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 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 Penn College PANTONE colors may be used
- 9 - Do not add elements to marks
- 10 - Do not make low-quality reproductions of marks



1



## 1 - Safe Zone Information

A protected field the height and width of the 'W' in 'Wildcats' in the Penn College Primary 1 Mark should surround the family of 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 brand identity, please adhere to the measurements shown below 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.

2



HIGH-RESOLUTION PRINT MINIMUM

LOW-RESOLUTION PRINT MINIMUM

**Penn College Athletics**

*Pennsylvania College of Technology  
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Williamsport, Pa 17701*

**Matt Blymier**

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**CONTACT INFORMATION**

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