



PIONEERS

THE SACRED HEART UNIVERSITY PIONEERS OFFICIAL STYLE GUIDE



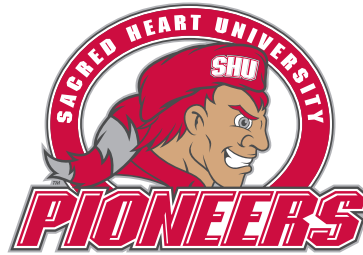
OFFICIAL PRIMARY LOGO MARK PANTONE COLOR VERSION



CMYK VERSION ON DARK BACKGROUND



OFFICIAL ONE COLOR VERSION



OFFICIAL EMBROIDERY VERSION

CORRECT LOGO USAGE: RESPECT A 10% MARGIN OF THE TOTAL LOGO SIZE FOR ALL LOGO MARK APPLICATIONS

• COLOR SPECIFICATION CHART & CONVERSION TABLE •

PANTONE COLORS:	PROCESS COLORS:	RGB COLORS:	HEX/HTML COLORS:	LAB COLORS:
SHU LIGHT TAN C	C-0/M-13/ Y-22/K-9	231 205 175	#E8CDB5	84.28 7.13 18.88
SHU TAN C	C-0/M-26/ Y-45/K-18	190 146 112	#D4A67C	64.40 15.68 25.01
SHU RED	C-0/M-100/ Y-65/K-15	193 38 55	#CE1141	44.60 62.92 33.46
SHU LIGHT GRAY	C-0/M-0/ Y-0/K-35	177 183 179	#B1B3B6	73.89 -1.91 1.00
SHU GRAY	C-0/M-0/ Y-0/K-85	74 78 82	#4D4D4F	32.78 -0.27 -3.20
SHU WHITE	C-0/M-0/ Y-0/K-0	255 255 255	#FFFFFF	100 0 0

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SHU LIGHT TAN C

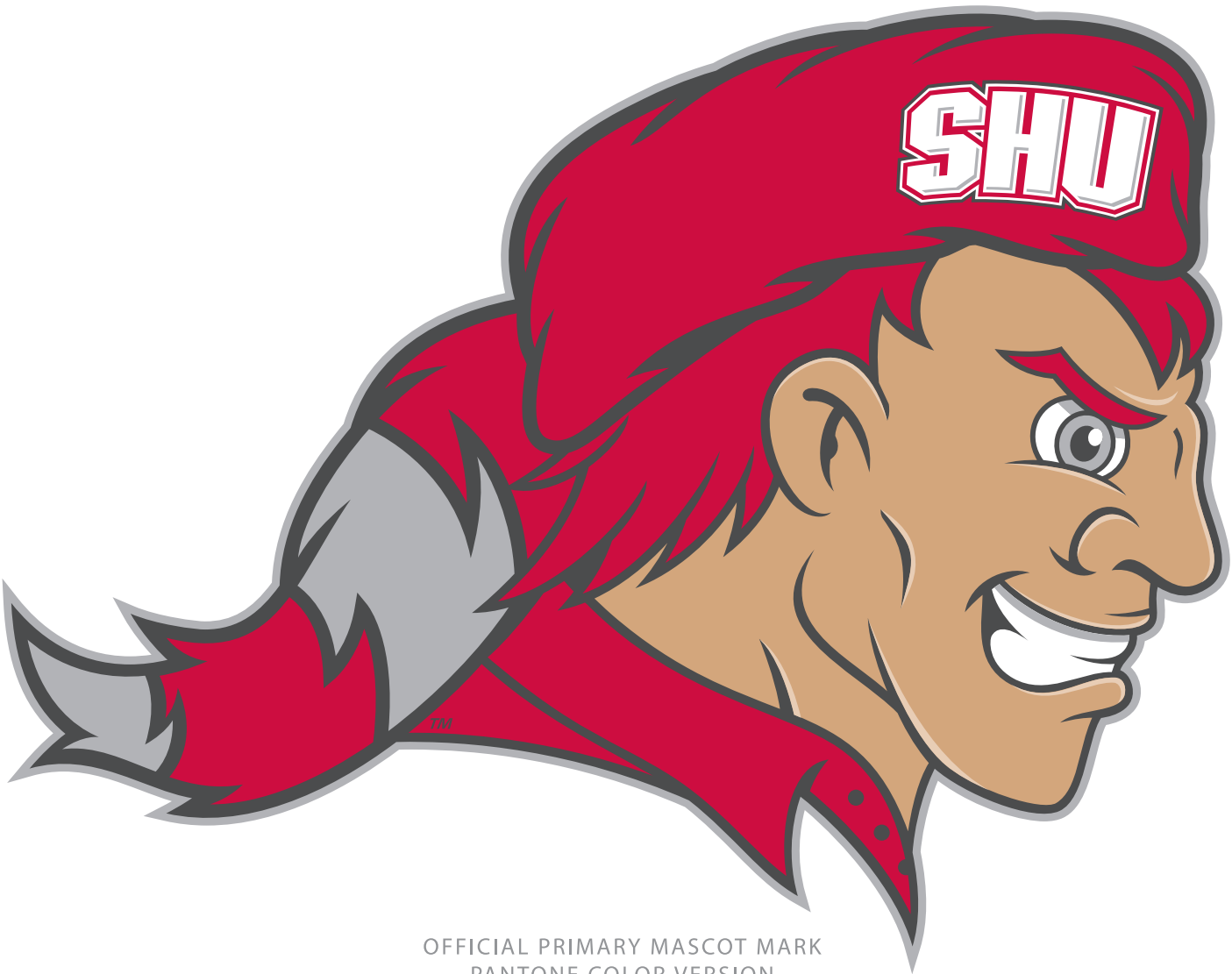
SHU TAN C

SHU RED C

SHU LIGHT GRAY C

SHU GRAY C

SHU WHITE C



OFFICIAL PRIMARY MASCOT MARK
PANTONE COLOR VERSION



CMYK VERSION ON DARK BACKGROUND



OFFICIAL ONE COLOR VERSION



OFFICIAL EMBROIDERY VERSION

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OFFICIAL PRIMARY LETTER MARK
PANTONE COLOR VERSION



CMYK VERSION ON DARK BACKGROUND



OFFICIAL ONE COLOR VERSION



OFFICIAL EMBROIDERY VERSION

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OFFICIAL PRIMARY LETTER MARK
ALTERNATE COLORWAY
PANTONE COLOR VERSION



CMYK VERSION ON DARK BACKGROUND



OFFICIAL ONE COLOR VERSION



OFFICIAL EMBROIDERY VERSION

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SHU LIGHT TAN C

SHU TAN C

SHU RED C

SHU LIGHT GRAY C

SHU GRAY C

SHU WHITE C



OFFICIAL SECONDARY LETTER MARK
PANTONE COLOR VERSION



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SHU LIGHT TAN C	SHU TAN C	SHU RED C	SHU LIGHT GRAY C	SHU GRAY C	SHU WHITE C
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OFFICIAL TERTIARY LETTER MARK
PANTONE COLOR VERSION



CMYK VERSION ON DARK BACKGROUND



OFFICIAL ONE COLOR VERSION



OFFICIAL EMBROIDERY VERSION

CORRECT LOGO USAGE: RESPECT A 10% MARGIN OF THE TOTAL LOGO SIZE FOR ALL LOGO MARK APPLICATIONS

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SHU LIGHT TAN C	SHU TAN C	SHU RED C	SHU LIGHT GRAY C	SHU GRAY C	SHU WHITE C
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OFFICIAL TERTIARY LETTER MARK
ALTERNATE COLORWAY
PANTONE COLOR VERSION



CORRECT LOGO USAGE: RESPECT A 10% MARGIN OF THE TOTAL LOGO SIZE FOR ALL LOGO MARK APPLICATIONS

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OFFICIAL DIAGONAL LETTER MARK
PANTONE COLOR VERSION



CMYK VERSION ON DARK BACKGROUND

OFFICIAL ONE COLOR VERSION

OFFICIAL EMBROIDERY VERSION

CORRECT LOGO USAGE: RESPECT A 10% MARGIN OF THE TOTAL LOGO SIZE FOR ALL LOGO MARK APPLICATIONS

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SHU LIGHT TAN C	SHU TAN C	SHU RED C	SHU LIGHT GRAY C	SHU GRAY C	SHU WHITE C
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OFFICIAL DIAGONAL LETTER MARK
ALTERNATE COLORWAY
PANTONE COLOR VERSION



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OFFICIAL SECONDARY LOGO MARK
PANTONE COLOR VERSION



CMYK VERSION ON DARK BACKGROUND



OFFICIAL ONE COLOR VERSION



OFFICIAL EMBROIDERY VERSION

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SHU LIGHT TAN C

SHU TAN C

SHU RED C

SHU LIGHT GRAY C

SHU GRAY C

SHU WHITE C



OFFICIAL SECONDARY LOGO MARK
ALTERNATE
PANTONE COLOR VERSION



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OFFICIAL SECONDARY WORD MARK
PANTONE COLOR VERSION



CMYK VERSION ON DARK BACKGROUND



OFFICIAL ONE COLOR VERSION

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SHU LIGHT TAN C	SHU TAN C	SHU RED C	SHU LIGHT GRAY C	SHU GRAY C	SHU WHITE C
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OFFICIAL SECONDARY WORD MARK
PANTONE COLOR VERSION



CMYK VERSION ON DARK BACKGROUND



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OFFICIAL PRIMARY SPIRIT MARK
PANTONE COLOR VERSION



CMYK VERSION ON DARK BACKGROUND



OFFICIAL ONE COLOR VERSION

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SHU RED	C-0/M-100/ Y-65/K-15	193 38 55	#CE1141	44.60 62.92 33.46
SHU LIGHT GRAY	C-0/M-0/ Y-0/K-35	177 183 179	#B1B3B6	73.89 -1.91 1.00
SHU GRAY	C-0/M-0/ Y-0/K-85	74 78 82	#4D4D4F	32.78 -0.27 -3.20
SHU WHITE	C-0/M-0/ Y-0/K-0	255 255 255	#FFFFFF	100 0 0

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OFFICIAL PRIMARY SPIRIT MARK
ALTERNATE COLORWAY
PANTONE COLOR VERSION



CMYK VERSION ON DARK BACKGROUND



OFFICIAL ONE COLOR VERSION

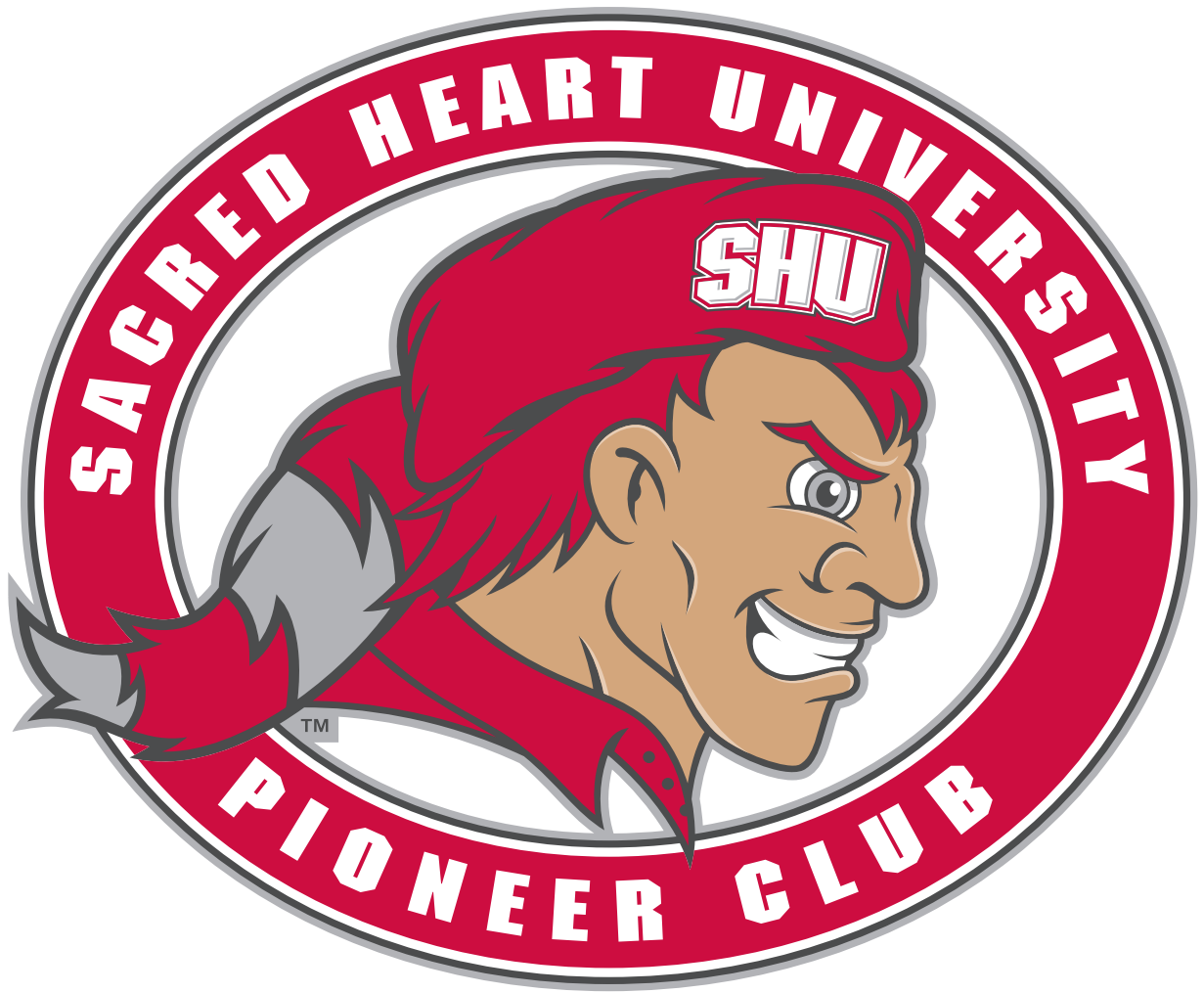
CORRECT LOGO USAGE: RESPECT A 10% MARGIN OF THE TOTAL LOGO SIZE FOR ALL LOGO MARK APPLICATIONS

COLOR SPECIFICATION CHART & CONVERSION TABLE

PANTONE COLORS:	PROCESS COLORS:	RGB COLORS:	HEX/HTML COLORS:	LAB COLORS:
SHU LIGHT TAN C	C-0/M-13/ Y-22/K-9	231 205 175	#E8CDB5	84.28 7.13 18.88
SHU TAN C	C-0/M-26/ Y-45/K-18	190 146 112	#D4A67C	64.40 15.68 25.01
SHU RED	C-0/M-100/ Y-65/K-15	193 38 55	#CE1141	44.60 62.92 33.46
SHU LIGHT GRAY	C-0/M-0/ Y-0/K-35	177 183 179	#B1B3B6	73.89 -1.91 1.00
SHU GRAY	C-0/M-0/ Y-0/K-85	74 78 82	#4D4D4F	32.78 -0.27 -3.20
SHU WHITE	C-0/M-0/ Y-0/K-0	255 255 255	#FFFFFF	100 0 0

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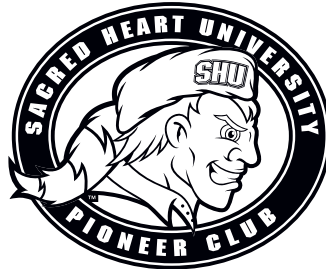
SHU LIGHT TAN C	SHU TAN C	SHU RED C	SHU LIGHT GRAY C	SHU GRAY C	SHU WHITE C
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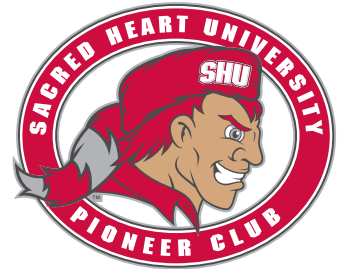
OFFICIAL TERTIARY LOGO MARK
PANTONE COLOR VERSION



CMYK VERSION ON DARK BACKGROUND



OFFICIAL ONE COLOR VERSION



OFFICIAL EMBROIDERY VERSION

CORRECT LOGO USAGE: RESPECT A 10% MARGIN OF THE TOTAL LOGO SIZE FOR ALL LOGO MARK APPLICATIONS

• COLOR SPECIFICATION CHART & CONVERSION TABLE •

PANTONE COLORS:	PROCESS COLORS:	RGB COLORS:	HEX/HTML COLORS:	LAB COLORS:
SHU LIGHT TAN C	C-0/M-13/ Y-22/K-9	231 205 175	#E8CDB5	84.28 7.13 18.88
SHU TAN C	C-0/M-26/ Y-45/K-18	190 146 112	#D4A67C	64.40 15.68 25.01
SHU RED	C-0/M-100/ Y-65/K-15	193 38 55	#CE1141	44.60 62.92 33.46
SHU LIGHT GRAY	C-0/M-0/ Y-0/K-35	177 183 179	#B1B3B6	73.89 -1.91 1.00
SHU GRAY	C-0/M-0/ Y-0/K-85	74 78 82	#4D4D4F	32.78 -0.27 -3.20
SHU WHITE	C-0/M-0/ Y-0/K-0	255 255 255	#FFFFFF	100 0 0

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SHU LIGHT TAN C

SHU TAN C

SHU RED C

SHU LIGHT GRAY C

SHU GRAY C

SHU WHITE C



OFFICIAL TERTIARY LOGO MARK
ALTERNATE
PANTONE COLOR VERSION



CORRECT LOGO USAGE: RESPECT A 10% MARGIN OF THE TOTAL LOGO SIZE FOR ALL LOGO MARK APPLICATIONS

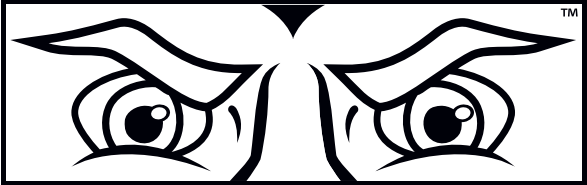
COLOR SPECIFICATION CHART & CONVERSION TABLE

PANTONE COLORS:	PROCESS COLORS:	RGB COLORS:	HEX/HTML COLORS:	LAB COLORS:
SHU LIGHT TAN C	C-0/M-13/ Y-22/K-9	231 205 175	#E8CDB5	84.28 7.13 18.88
SHU TAN C	C-0/M-26/ Y-45/K-18	190 146 112	#D4A67C	64.40 15.68 25.01
SHU RED	C-0/M-100/ Y-65/K-15	193 38 55	#CE1141	44.60 62.92 33.46
SHU LIGHT GRAY	C-0/M-0/ Y-0/K-35	177 183 179	#B1B3B6	73.89 -1.91 1.00
SHU GRAY	C-0/M-0/ Y-0/K-85	74 78 82	#4D4D4F	32.78 -0.27 -3.20
SHU WHITE	C-0/M-0/ Y-0/K-0	255 255 255	#FFFFFF	100 0 0

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OFFICIAL SECONDARY MASCOT MARK
ALTERNATE
PANTONE COLOR VERSION



OFFICIAL ONE COLOR VERSION



OFFICIAL ONE COLOR VERSION

CORRECT LOGO USAGE: RESPECT A 10% MARGIN OF THE TOTAL LOGO SIZE FOR ALL LOGO MARK APPLICATIONS

COLOR SPECIFICATION CHART & CONVERSION TABLE

PANTONE COLORS:	PROCESS COLORS:	RGB COLORS:	HEX/HTML COLORS:	LAB COLORS:
SHU LIGHT TAN C	C-0/M-13/ Y-22/K-9	231 205 175	#E8CDB5	84.28 7.13 18.88
SHU TAN C	C-0/M-26/ Y-45/K-18	190 146 112	#D4A67C	64.40 15.68 25.01
SHU RED	C-0/M-100/ Y-65/K-15	193 38 55	#CE1141	44.60 62.92 33.46
SHU LIGHT GRAY	C-0/M-0/ Y-0/K-35	177 183 179	#B1B3B6	73.89 -1.91 1.00
SHU GRAY	C-0/M-0/ Y-0/K-85	74 78 82	#4D4D4F	32.78 -0.27 -3.20
SHU WHITE	C-0/M-0/ Y-0/K-0	255 255 255	#FFFFFF	100 0 0

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

OFFICIAL SHU FONT SET
PANTONE COLOR VERSION

SHU FONT SET

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

CMYK VERSION ON DARK BACKGROUND

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

OFFICIAL ONE COLOR VERSION

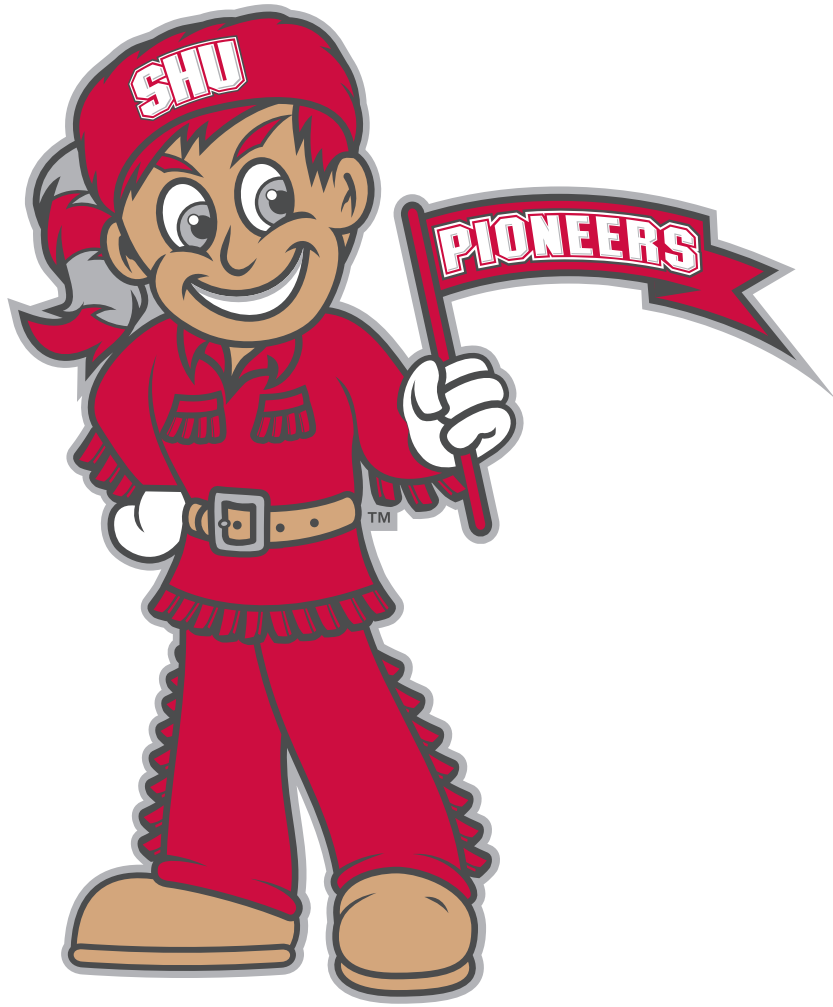
CORRECT LOGO USAGE: RESPECT A 10% MARGIN OF THE TOTAL LOGO SIZE FOR ALL LOGO MARK APPLICATIONS

COLOR SPECIFICATION CHART & CONVERSION TABLE

PANTONE COLORS:	PROCESS COLORS:	RGB COLORS:	HEX/HTML COLORS:	LAB COLORS:
SHU LIGHT TAN C	C-0/M-13/ Y-22/K-9	231 205 175	#E8CDB5	84.28 7.13 18.88
SHU TAN C	C-0/M-26/ Y-45/K-18	190 146 112	#D4A67C	64.40 15.68 25.01
SHU RED	C-0/M-100/ Y-65/K-15	193 38 55	#CE1141	44.60 62.92 33.46
SHU LIGHT GRAY	C-0/M-0/ Y-0/K-35	177 183 179	#B1B3B6	73.89 -1.91 1.00
SHU GRAY	C-0/M-0/ Y-0/K-85	74 78 82	#4D4D4F	32.78 -0.27 -3.20
SHU WHITE	C-0/M-0/ Y-0/K-0	255 255 255	#FFFFFF	100 0 0

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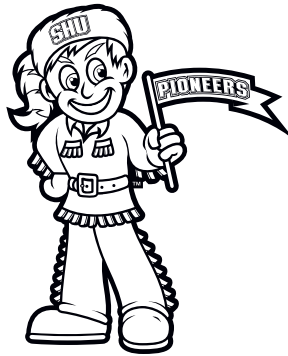
SACRED HEART UNIVERSITY PIONEERS OFFICIAL LOGO ART



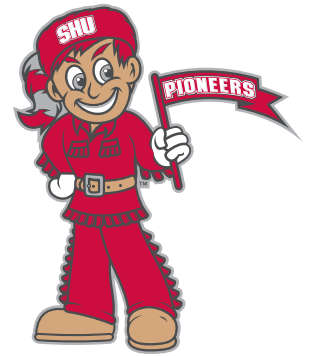
OFFICIAL PRIMARY YOUTH MARK
PANTONE COLOR VERSION



CMYK VERSION ON DARK BACKGROUND



OFFICIAL ONE COLOR VERSION



OFFICIAL EMBROIDERY VERSION

CORRECT LOGO USAGE: RESPECT A 10% MARGIN OF THE TOTAL LOGO SIZE FOR ALL LOGO MARK APPLICATIONS

• COLOR SPECIFICATION CHART & CONVERSION TABLE •

PANTONE COLORS:	PROCESS COLORS:	RGB COLORS:	HEX/HTML COLORS:	LAB COLORS:
SHU LIGHT TAN C	C-0/M-13/ Y-22/K-9	231 205 175	#E8CDB5	84.28 7.13 18.88
SHU TAN C	C-0/M-26/ Y-45/K-18	190 146 112	#D4A67C	64.40 15.68 25.01
SHU RED	C-0/M-100/ Y-65/K-15	193 38 55	#CE1141	44.60 62.92 33.46
SHU LIGHT GRAY	C-0/M-0/ Y-0/K-35	177 183 179	#B1B3B6	73.89 -1.91 1.00
SHU GRAY	C-0/M-0/ Y-0/K-85	74 78 82	#4D4D4F	32.78 -0.27 -3.20
SHU WHITE	C-0/M-0/ Y-0/K-0	255 255 255	#FFFFFF	100 0 0

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SHU LIGHT TAN C

SHU TAN C

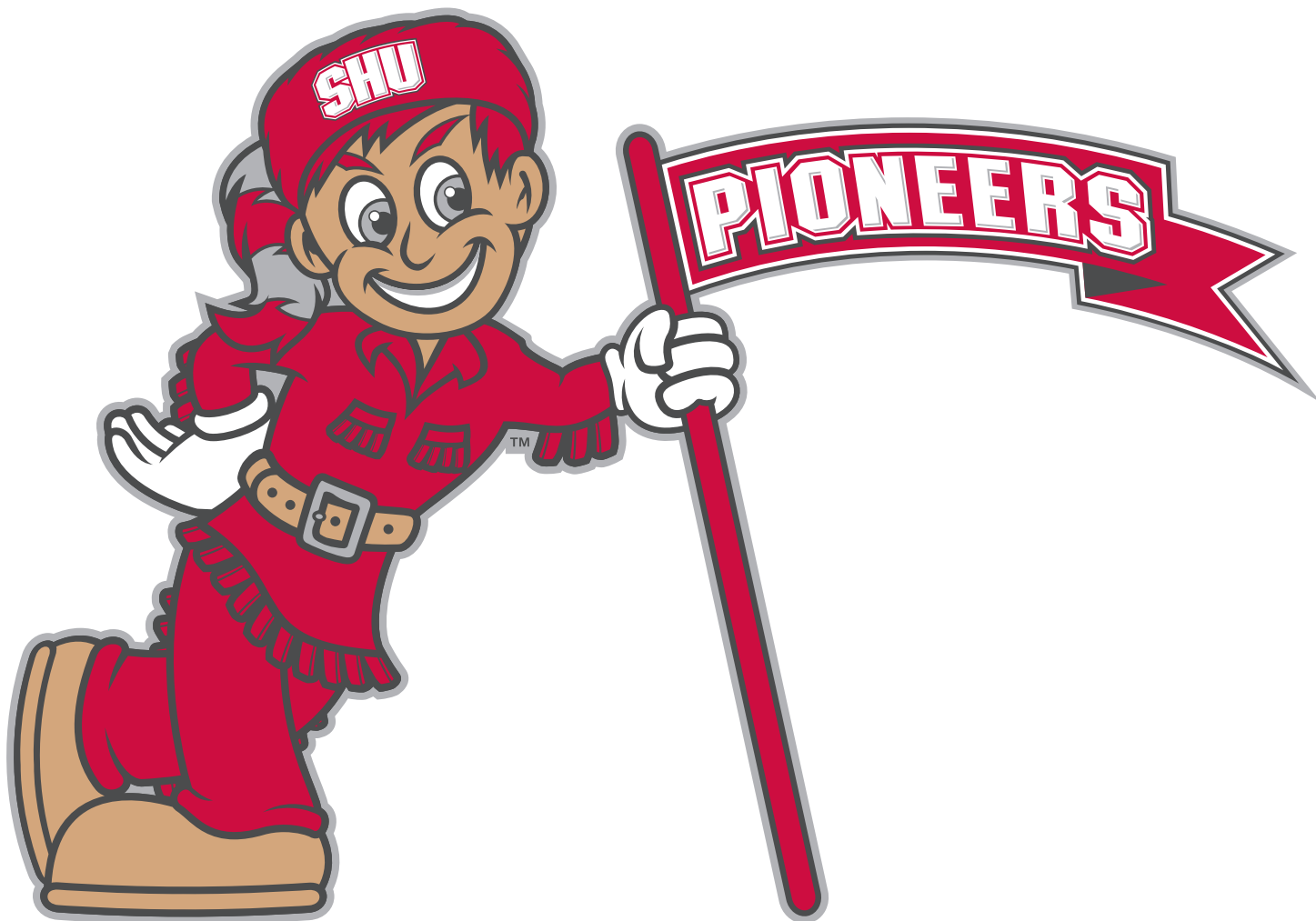
SHU RED C

SHU LIGHT GRAY C

SHU GRAY C

SHU WHITE C

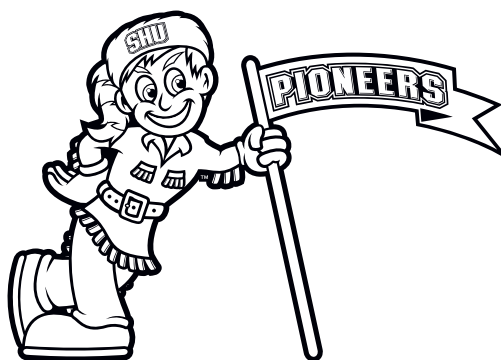
SACRED HEART UNIVERSITY PIONEERS OFFICIAL LOGO ART



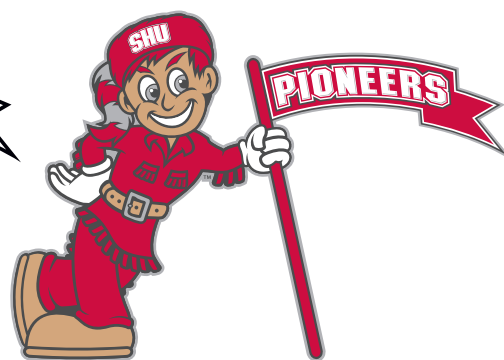
OFFICIAL PRIMARY YOUTH MARK
ALTERNATE
PANTONE COLOR VERSION



CMYK VERSION ON DARK BACKGROUND



OFFICIAL ONE COLOR VERSION



OFFICIAL EMBROIDERY VERSION

CORRECT LOGO USAGE: RESPECT A 10% MARGIN OF THE TOTAL LOGO SIZE FOR ALL LOGO MARK APPLICATIONS

• COLOR SPECIFICATION CHART & CONVERSION TABLE •

PANTONE COLORS:	PROCESS COLORS:	RGB COLORS:	HEX/HTML COLORS:	LAB COLORS:
SHU LIGHT TAN C	C-0/M-13/ Y-22/K-9	231 205 175	#E8CDB5	84.28 7.13 18.88
SHU TAN C	C-0/M-26/ Y-45/K-18	190 146 112	#D4A67C	64.40 15.68 25.01
SHU RED	C-0/M-100/ Y-65/K-15	193 38 55	#CE1141	44.60 62.92 33.46
SHU LIGHT GRAY	C-0/M-0/ Y-0/K-35	177 183 179	#B1B3B6	73.89 -1.91 1.00
SHU GRAY	C-0/M-0/ Y-0/K-85	74 78 82	#4D4D4F	32.78 -0.27 -3.20
SHU WHITE	C-0/M-0/ Y-0/K-0	255 255 255	#FFFFFF	100 0 0

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SHU LIGHT TAN C

SHU TAN C

SHU RED C

SHU LIGHT GRAY C

SHU GRAY C

SHU WHITE C



OFFICIAL SECONDARY YOUTH MARK
ALTERNATE
PANTONE COLOR VERSION



CMYK VERSION ON DARK BACKGROUND



OFFICIAL ONE COLOR VERSION



OFFICIAL EMBROIDERY VERSION

CORRECT LOGO USAGE: RESPECT A 10% MARGIN OF THE TOTAL LOGO SIZE FOR ALL LOGO MARK APPLICATIONS

• COLOR SPECIFICATION CHART & CONVERSION TABLE •

PANTONE COLORS:	PROCESS COLORS:	RGB COLORS:	HEX/HTML COLORS:	LAB COLORS:
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SHU TAN C	C-0/M-26/ Y-45/K-18	190 146 112	#D4A67C	64.40 15.68 25.01
SHU RED	C-0/M-100/ Y-65/K-15	193 38 55	#CE1141	44.60 62.92 33.46
SHU LIGHT GRAY	C-0/M-0/ Y-0/K-35	177 183 179	#B1B3B6	73.89 -1.91 1.00
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SHU WHITE	C-0/M-0/ Y-0/K-0	255 255 255	#FFFFFF	100 0 0

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SHU LIGHT TAN C	SHU TAN C	SHU RED C	SHU LIGHT GRAY C	SHU GRAY C	SHU WHITE C
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OFFICIAL SPORT SPECIFIC LOGO MARK
PANTONE COLOR VERSION



CMYK VERSION ON DARK BACKGROUND



OFFICIAL ONE COLOR VERSION

CORRECT LOGO USAGE: RESPECT A 10% MARGIN OF THE TOTAL LOGO SIZE FOR ALL LOGO MARK APPLICATIONS

COLOR SPECIFICATION CHART & CONVERSION TABLE

PANTONE COLORS:	PROCESS COLORS:	RGB COLORS:	HEX/HTML COLORS:	LAB COLORS:
SHU LIGHT TAN C	C-0/M-13/ Y-22/K-9	231 205 175	#E8CDB5	84.28 7.13 18.88
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SHU RED	C-0/M-100/ Y-65/K-15	193 38 55	#CE1141	44.60 62.92 33.46
SHU LIGHT GRAY	C-0/M-0/ Y-0/K-35	177 183 179	#B1B3B6	73.89 -1.91 1.00
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SHU WHITE	C-0/M-0/ Y-0/K-0	255 255 255	#FFFFFF	100 0 0

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SHU LIGHT TAN C	SHU TAN C	SHU RED C	SHU LIGHT GRAY C	SHU GRAY C	SHU WHITE C
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OFFICIAL SPORT SPECIFIC LOGO MARK
PANTONE COLOR VERSION



OFFICIAL ONE COLOR VERSION

CORRECT LOGO USAGE: RESPECT A 10% MARGIN OF THE TOTAL LOGO SIZE FOR ALL LOGO MARK APPLICATIONS

COLOR SPECIFICATION CHART & CONVERSION TABLE

PANTONE COLORS:	PROCESS COLORS:	RGB COLORS:	HEX/HTML COLORS:	LAB COLORS:
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SHU LIGHT GRAY	C-0/M-0/ Y-0/K-35	177 183 179	#B1B3B6	73.89 -1.91 1.00
SHU GRAY	C-0/M-0/ Y-0/K-85	74 78 82	#4D4D4F	32.78 -0.27 -3.20
SHU WHITE	C-0/M-0/ Y-0/K-0	255 255 255	#FFFFFF	100 0 0

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OFFICIAL SPORT SPECIFIC LOGO MARK
PANTONE COLOR VERSION



CMYK VERSION ON DARK BACKGROUND



OFFICIAL ONE COLOR VERSION

CORRECT LOGO USAGE: RESPECT A 10% MARGIN OF THE TOTAL LOGO SIZE FOR ALL LOGO MARK APPLICATIONS

COLOR SPECIFICATION CHART & CONVERSION TABLE

PANTONE COLORS:	PROCESS COLORS:	RGB COLORS:	HEX/HTML COLORS:	LAB COLORS:
SHU LIGHT TAN C	C-0/M-13/ Y-22/K-9	231 205 175	#E8CDB5	84.28 7.13 18.88
SHU TAN C	C-0/M-26/ Y-45/K-18	190 146 112	#D4A67C	64.40 15.68 25.01
SHU RED	C-0/M-100/ Y-65/K-15	193 38 55	#CE1141	44.60 62.92 33.46
SHU LIGHT GRAY	C-0/M-0/ Y-0/K-35	177 183 179	#B1B3B6	73.89 -1.91 1.00
SHU GRAY	C-0/M-0/ Y-0/K-85	74 78 82	#4D4D4F	32.78 -0.27 -3.20
SHU WHITE	C-0/M-0/ Y-0/K-0	255 255 255	#FFFFFF	100 0 0

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SHU LIGHT TAN C	SHU TAN C	SHU RED C	SHU LIGHT GRAY C	SHU GRAY C	SHU WHITE C
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OFFICIAL SPORT SPECIFIC LOGO MARK
PANTONE COLOR VERSION



CMYK VERSION ON DARK BACKGROUND



OFFICIAL ONE COLOR VERSION

CORRECT LOGO USAGE: RESPECT A 10% MARGIN OF THE TOTAL LOGO SIZE FOR ALL LOGO MARK APPLICATIONS

COLOR SPECIFICATION CHART & CONVERSION TABLE

PANTONE COLORS:	PROCESS COLORS:	RGB COLORS:	HEX/HTML COLORS:	LAB COLORS:
SHU LIGHT TAN C	C-0/M-13/ Y-22/K-9	231 205 175	#E8CDB5	84.28 7.13 18.88
SHU TAN C	C-0/M-26/ Y-45/K-18	190 146 112	#D4A67C	64.40 15.68 25.01
SHU RED	C-0/M-100/ Y-65/K-15	193 38 55	#CE1141	44.60 62.92 33.46
SHU LIGHT GRAY	C-0/M-0/ Y-0/K-35	177 183 179	#B1B3B6	73.89 -1.91 1.00
SHU GRAY	C-0/M-0/ Y-0/K-85	74 78 82	#4D4D4F	32.78 -0.27 -3.20
SHU WHITE	C-0/M-0/ Y-0/K-0	255 255 255	#FFFFFF	100 0 0

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OFFICIAL SPORT SPECIFIC LOGO MARK
PANTONE COLOR VERSION



CMYK VERSION ON DARK BACKGROUND



OFFICIAL ONE COLOR VERSION

CORRECT LOGO USAGE: RESPECT A 10% MARGIN OF THE TOTAL LOGO SIZE FOR ALL LOGO MARK APPLICATIONS

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SHU LIGHT TAN C

SHU TAN C

SHU RED C

SHU LIGHT GRAY C

SHU GRAY C

SHU WHITE C



WOMEN'S BASKETBALL

OFFICIAL SPORT SPECIFIC LOGO MARK
PANTONE COLOR VERSION



OFFICIAL ONE COLOR VERSION

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SHU LIGHT TAN C	SHU TAN C	SHU RED C	SHU LIGHT GRAY C	SHU GRAY C	SHU WHITE C
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OFFICIAL SPORT SPECIFIC LOGO MARK
PANTONE COLOR VERSION



CMYK VERSION ON DARK BACKGROUND



OFFICIAL ONE COLOR VERSION

CORRECT LOGO USAGE: RESPECT A 10% MARGIN OF THE TOTAL LOGO SIZE FOR ALL LOGO MARK APPLICATIONS

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SHU LIGHT TAN C	SHU TAN C	SHU RED C	SHU LIGHT GRAY C	SHU GRAY C	SHU WHITE C
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OFFICIAL SPORT SPECIFIC LOGO MARK
PANTONE COLOR VERSION



CMYK VERSION ON DARK BACKGROUND



OFFICIAL ONE COLOR VERSION

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SHU LIGHT TAN C

SHU TAN C

SHU RED C

SHU LIGHT GRAY C

SHU GRAY C

SHU WHITE C



OFFICIAL SPORT SPECIFIC LOGO MARK
PANTONE COLOR VERSION



CMYK VERSION ON DARK BACKGROUND



OFFICIAL ONE COLOR VERSION

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SHU LIGHT TAN C	SHU TAN C	SHU RED C	SHU LIGHT GRAY C	SHU GRAY C	SHU WHITE C
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OFFICIAL SPORT SPECIFIC LOGO MARK
PANTONE COLOR VERSION



CMYK VERSION ON DARK BACKGROUND



OFFICIAL ONE COLOR VERSION

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SHU LIGHT TAN C	SHU TAN C	SHU RED C	SHU LIGHT GRAY C	SHU GRAY C	SHU WHITE C
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OFFICIAL SPORT SPECIFIC LOGO MARK
PANTONE COLOR VERSION



CMYK VERSION ON DARK BACKGROUND



OFFICIAL ONE COLOR VERSION

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SHU LIGHT TAN C

SHU TAN C

SHU RED C

SHU LIGHT GRAY C

SHU GRAY C

SHU WHITE C



OFFICIAL SPORT SPECIFIC LOGO MARK
PANTONE COLOR VERSION



CMYK VERSION ON DARK BACKGROUND



OFFICIAL ONE COLOR VERSION

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SHU LIGHT TAN C

SHU TAN C

SHU RED C

SHU LIGHT GRAY C

SHU GRAY C

SHU WHITE C



OFFICIAL SPORT SPECIFIC LOGO MARK
PANTONE COLOR VERSION



CMYK VERSION ON DARK BACKGROUND



OFFICIAL ONE COLOR VERSION

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SHU LIGHT TAN C	SHU TAN C	SHU RED C	SHU LIGHT GRAY C	SHU GRAY C	SHU WHITE C
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OFFICIAL SPORT SPECIFIC LOGO MARK
PANTONE COLOR VERSION



CMYK VERSION ON DARK BACKGROUND



OFFICIAL ONE COLOR VERSION

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SHU LIGHT TAN C

SHU TAN C

SHU RED C

SHU LIGHT GRAY C

SHU GRAY C

SHU WHITE C



OFFICIAL SPORT SPECIFIC LOGO MARK
PANTONE COLOR VERSION



CMYK VERSION ON DARK BACKGROUND



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SHU LIGHT TAN C	SHU TAN C	SHU RED C	SHU LIGHT GRAY C	SHU GRAY C	SHU WHITE C
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OFFICIAL SPORT SPECIFIC LOGO MARK
PANTONE COLOR VERSION



CMYK VERSION ON DARK BACKGROUND



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SHU GRAY	C-0/M-0/ Y-0/K-85	74 78 82	#4D4D4F	32.78 -0.27 -3.20
SHU WHITE	C-0/M-0/ Y-0/K-0	255 255 255	#FFFFFF	100 0 0

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SHU LIGHT TAN C

SHU TAN C

SHU RED C

SHU LIGHT GRAY C

SHU GRAY C

SHU WHITE C



OFFICIAL SPORT SPECIFIC LOGO MARK
PANTONE COLOR VERSION



CMYK VERSION ON DARK BACKGROUND



OFFICIAL ONE COLOR VERSION

CORRECT LOGO USAGE: RESPECT A 10% MARGIN OF THE TOTAL LOGO SIZE FOR ALL LOGO MARK APPLICATIONS

• COLOR SPECIFICATION CHART & CONVERSION TABLE •

PANTONE COLORS:	PROCESS COLORS:	RGB COLORS:	HEX/HTML COLORS:	LAB COLORS:
SHU LIGHT TAN C	C-0/M-13/ Y-22/K-9	231 205 175	#E8CDB5	84.28 7.13 18.88
SHU TAN C	C-0/M-26/ Y-45/K-18	190 146 112	#D4A67C	64.40 15.68 25.01
SHU RED	C-0/M-100/ Y-65/K-15	193 38 55	#CE1141	44.60 62.92 33.46
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SHU LIGHT TAN C

SHU TAN C

SHU RED C

SHU LIGHT GRAY C

SHU GRAY C

SHU WHITE C



OFFICIAL SPORT SPECIFIC LOGO MARK
PANTONE COLOR VERSION



CMYK VERSION ON DARK BACKGROUND



OFFICIAL ONE COLOR VERSION

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SHU LIGHT TAN C	SHU TAN C	SHU RED C	SHU LIGHT GRAY C	SHU GRAY C	SHU WHITE C
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OFFICIAL SPORT SPECIFIC LOGO MARK
PANTONE COLOR VERSION



CMYK VERSION ON DARK BACKGROUND



OFFICIAL ONE COLOR VERSION

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SHU LIGHT TAN C

SHU TAN C

SHU RED C

SHU LIGHT GRAY C

SHU GRAY C

SHU WHITE C



OFFICIAL SPORT SPECIFIC LOGO MARK
PANTONE COLOR VERSION



CMYK VERSION ON DARK BACKGROUND



OFFICIAL ONE COLOR VERSION

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SHU LIGHT TAN C	SHU TAN C	SHU RED C	SHU LIGHT GRAY C	SHU GRAY C	SHU WHITE C
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OFFICIAL SPORT SPECIFIC LOGO MARK
PANTONE COLOR VERSION



CMYK VERSION ON DARK BACKGROUND



OFFICIAL ONE COLOR VERSION

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SHU LIGHT TAN C	SHU TAN C	SHU RED C	SHU LIGHT GRAY C	SHU GRAY C	SHU WHITE C
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OFFICIAL SPORT SPECIFIC LOGO MARK
PANTONE COLOR VERSION



CMYK VERSION ON DARK BACKGROUND



OFFICIAL ONE COLOR VERSION

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SHU LIGHT TAN C

SHU TAN C

SHU RED C

SHU LIGHT GRAY C

SHU GRAY C

SHU WHITE C



OFFICIAL SPORT SPECIFIC LOGO MARK
PANTONE COLOR VERSION



CMYK VERSION ON DARK BACKGROUND



OFFICIAL ONE COLOR VERSION

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SHU LIGHT TAN C

SHU TAN C

SHU RED C

SHU LIGHT GRAY C

SHU GRAY C

SHU WHITE C



OFFICIAL SPORT SPECIFIC LOGO MARK
PANTONE COLOR VERSION



CMYK VERSION ON DARK BACKGROUND



OFFICIAL ONE COLOR VERSION

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SHU LIGHT TAN C

SHU TAN C

SHU RED C

SHU LIGHT GRAY C

SHU GRAY C

SHU WHITE C



OFFICIAL SPORT SPECIFIC LOGO MARK
PANTONE COLOR VERSION



CMYK VERSION ON DARK BACKGROUND



OFFICIAL ONE COLOR VERSION

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SHU LIGHT TAN C

SHU TAN C

SHU RED C

SHU LIGHT GRAY C

SHU GRAY C

SHU WHITE C



OFFICIAL SPORT SPECIFIC LOGO MARK
PANTONE COLOR VERSION



CMYK VERSION ON DARK BACKGROUND



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SHU LIGHT TAN C

SHU TAN C

SHU RED C

SHU LIGHT GRAY C

SHU GRAY C

SHU WHITE C



OFFICIAL SPORT SPECIFIC LOGO MARK
PANTONE COLOR VERSION



CMYK VERSION ON DARK BACKGROUND



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SHU LIGHT TAN C

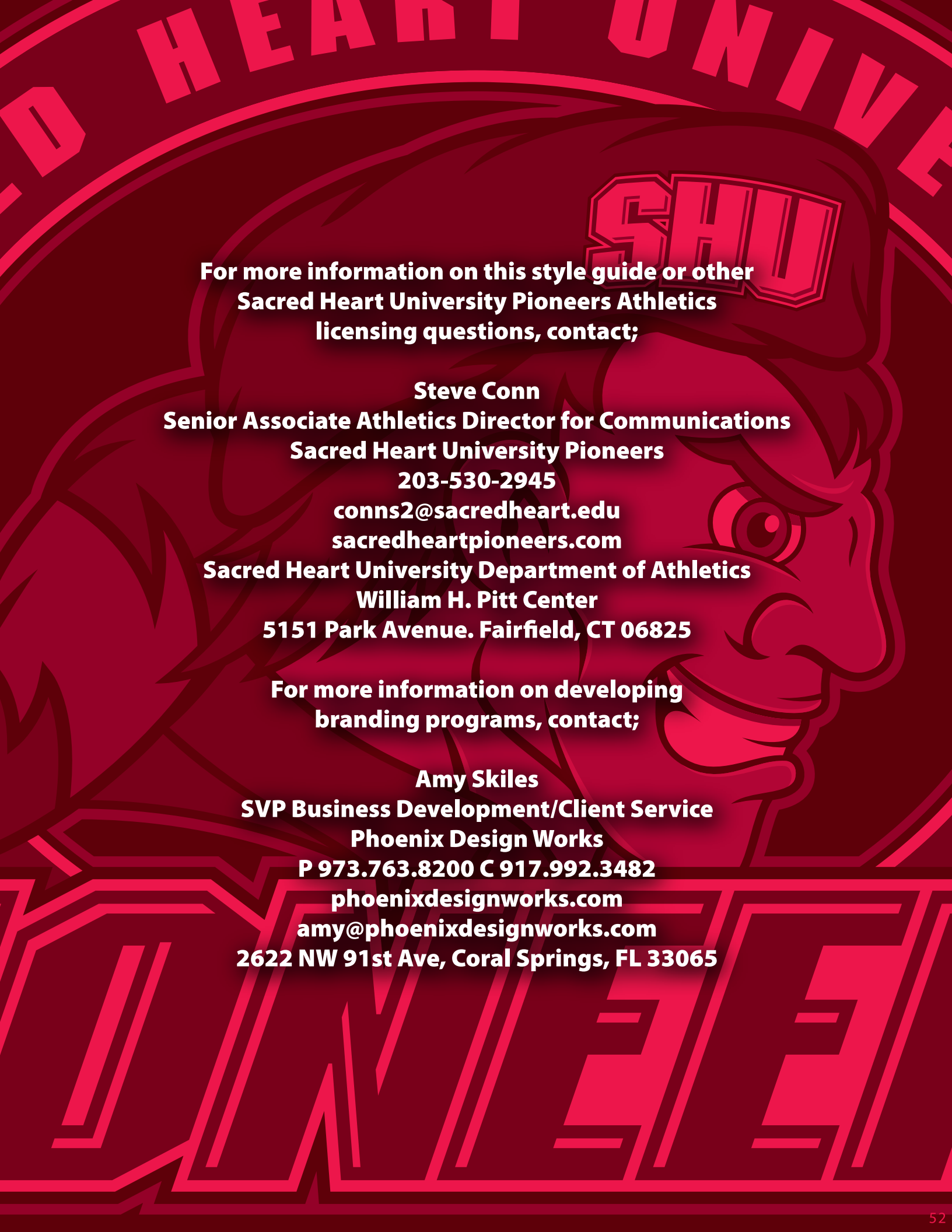
SHU TAN C

SHU RED C

SHU LIGHT GRAY C

SHU GRAY C

SHU WHITE C

The background of the page features a large, stylized logo of the Sacred Heart University Pioneer. The logo is a circular emblem with a red border. Inside the circle, there is a black and white illustration of a woman's face, looking slightly to the right with a gentle smile. The words "SACRED HEART UNIVERSITY" are written in a semi-circle at the top of the emblem, and "PIONEER" is written in a large, stylized font at the bottom. The text "SHU" is also visible in a stylized font near the top right of the face.

**For more information on this style guide or other
Sacred Heart University Pioneers Athletics
licensing questions, contact;**

**Steve Conn
Senior Associate Athletics Director for Communications
Sacred Heart University Pioneers
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conns2@sacredheart.edu
sacredheartpioneers.com
Sacred Heart University Department of Athletics
William H. Pitt Center
5151 Park Avenue, Fairfield, CT 06825**

**For more information on developing
branding programs, contact;**

**Amy Skiles
SVP Business Development/Client Service
Phoenix Design Works
P 973.763.8200 C 917.992.3482
phoenixdesignworks.com
amy@phoenixdesignworks.com
2622 NW 91st Ave, Coral Springs, FL 33065**