MILLIGAN ATHLETIC LOGO POLICY

Logo

Standards

1. Permission. Permission for the external use of the Milligan College name and athletic logo must be granted by the Public Relations Office, provided there is compliance with the college’s Standards and Publication Policy. The Public Relations Office can address specific questions and requests for use.

2. Reproduction. The Milligan College athletic logo should be reproduced only from authorized original illustrations, available in digital format from the Public Relations Office. Never reproduce the Milligan College logo by hand or substitute it with another typeface. Do not alter the letters or logo, redraw it or re-space the elements.

3. Alteration. Do not distort the athletic logo in any way. The Milligan athletic logo may not be altered, distorted or reproduced in any form other than the official design. It is a design element.

4. Resizing. The Milligan College logo must be treated as a complete element and resized proportionally. If enlarged or reduced in size, the relative proportions of each component of the design must remain unchanged.

5. Elements. Do not use elements of the logo separately and do not add other words or visual elements to the logo. The Milligan College athletic logo is proprietary and is comprised of three unique elements: (1) the block “M” (2) the college name, “Milligan” and (3) mascot name, “Buffaloes.” The logo may be used without the mascot name (option 1) with permission from the Public Relations Office.

6. Alternate Logo Options. Alternate logos at left may be used with permission from the Public Relations Office. Sport specific logo options (#4) are available upon request from the Public Relations Office. The Buffalo Mascot (option 3) may only be used on items which also include the college’s name. Stacking option 2a or 2b with option 3 is preferred.

7. Color. Do not use color options other than those shown in these guidelines. Whenever possible, the logo should appear in color: black, orange (Pantone #158), and gray (Pantone #424). Where the logo can only be printed in one color, it should appear in black. The logo may be reversed on a dark background or photograph. Reverse image options are available upon request from the Public Relations Office.

8. Proofing. All order proofs must be reviewed and approved by the Public Relations Office.

Contact

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