



WOFFORD
TERRIERS

WOFFORD ATHLETICS
A GUIDE TO THE BRAND

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VERSION	v1.2

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OUR
MESSAGE



**A century ago Wofford College
athletics teams chose the
Boston Terrier as their mascot.**

The small but tenacious and fierce dog is full of intelligence and energy making it an ideal mascot for the 1,690 undergraduates who call Wofford home.

Wofford offers a distinctive blend of competitive NCAA Division I athletics and a rigorous academic experience that prepares student-athletes for meaningful lives as citizens, leaders and scholars. Wofford athletics teams have some of the highest Graduation Success Rates in the nation.

One in five Wofford students is a student-athlete. Wofford student-athletes are students first. We always use the term student-athlete, and the term is always hyphenated.

The Wofford Terriers field 20 NCAA Division I athletics teams and are a competitive member of the Southern Conference.

OUR
IMAGE

CLASSY, INTELLIGENT, FIERCE, DETERMINED.



EXCELLENCE IN THE CLASSROOM, IN THE COMMUNITY AND IN COMPETITION.



OUR LOGOS



PRIMARY LOGO

Wofford's main logo is a W with the word WOFFORD and an underline. The Office of Marketing and Communications has the logo available in multiple forms for a range of uses.



MINIMUM SIZE & SPACING

The smallest the logo should be represented is .5 inches high.

There should be at least a quarter of an inch of space around the logo.



SECONDARY LOGO

Sometimes only the college name will do. The wordmark is an excellent mark for smaller placement or if a different shape is needed. The wordmark is offered as a stacked or horizontal orientation.



STACKED



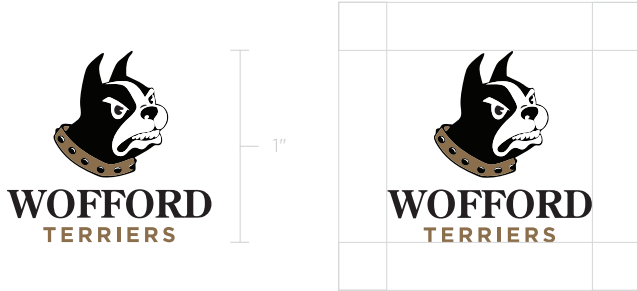
HORIZONTAL

ATHLETICS
PRIMARY
LOGOS



ATHLETICS PRIMARY LOGO

The Office of Marketing and Communications has the logo available in multiple forms for a range of uses.



MINIMUM SIZE & SPACING

The smallest the logo should be represented is 1 inch high.

There should be at least a quarter of an inch of space around the logo.



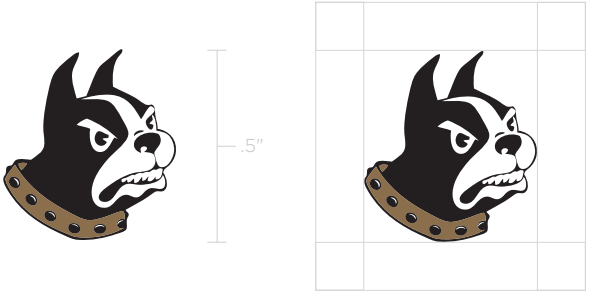
ALTERNATE LOGOS

These sublogos are approved for use and may fit a particular design/space better.



TERRIER HEAD LOGO

The Terrier head may be used without a word mark on apparel, team gear and when the context is clearly related to Wofford College athletics.



MINIMUM SIZE & SPACING

The smallest the logo should be represented is .5 inches high.

There should be at least a quarter of an inch of space around the logo.

TERRIER-
THEMED
GRAPHICS



GRAPHIC ELEMENTS

Wofford often uses Terriers as graphic or design elements. These Terriers should always be paired with the official W or Terrier logos.

ATHLETICS
WORDMARKS
& TAGLINES

WOFFORD

CONQUER AND PREVAIL

WORDMARK

“WOFFORD” without “COLLEGE” is only to be used in athletics marketing and branding.

The athletics wordmark uses the typeface Century Old Style Bold, unlike the college wordmark, which uses the typeface Baskerville Classico.

The Wofford wordmark has custom kerning, please contact the OMC for the appropriate file.

CONQUER AND PREVAIL

The phrase “conquer and prevail” comes from the college alma mater and has been adopted by Wofford’s athletics teams.

There should be at least a quarter of an inch of space around the logo.

ATHLETICS
SECONDARY
LOGOS

Sublogos also are available in white/gold for use on dark backgrounds. If you need a sublogo for use on a dark background, contact the Office of Marketing and Communications.

ATHLETIC TRAINING



WOFFORD
ATHLETIC TRAINING

ATHLETICS



WOFFORD
ATHLETICS

BAND



WOFFORD
BAND

SECONDARY
LOGOS

Sublogos also are available in white/gold for use on dark backgrounds. If you need a sublogo for use on a dark background, contact the Office of Marketing and Communications.

BASEBALL



WOFFORD
BASEBALL

BASKETBALL



WOFFORD
BASKETBALL

CHEERLEADING



WOFFORD
CHEERLEADING

SECONDARY LOGOS

Sublogos also are available in white/gold for use on dark backgrounds. If you need a sublogo for use on a dark background, contact the Office of Marketing and Communications.

CROSS COUNTRY



CROSS COUNTRY / TRACK & FIELD



DANCE TEAM



SECONDARY LOGOS

Sublogos also are available in white/gold for use on dark backgrounds. If you need a sublogo for use on a dark background, contact the Office of Marketing and Communications.

FOOTBALL



GOLF



LACROSSE



SECONDARY LOGOS

Sublogos also are available in white/gold for use on dark backgrounds. If you need a sublogo for use on a dark background, contact the Office of Marketing and Communications.

RIFLE



SOCCER



SOFTBALL



SECONDARY LOGOS

Sublogos also are available in white/gold for use on dark backgrounds. If you need a sublogo for use on a dark background, contact the Office of Marketing and Communications.

STRENGTH & CONDITIONING



TENNIS



TERRIER CLUB



SECONDARY LOGOS

Sublogos also are available in white/gold for use on dark backgrounds. If you need a sublogo for use on a dark background, contact the Office of Marketing and Communications.

TRACK & FIELD



VOLLEYBALL



OTHER APPROVED MARKS



BASEBALL AND SOFTBALL SCRIPT

Script design is to be used for baseball and softball only.



REGISTERED
MARKS

As of Aug. 13, 2019,
the United States
Patent and Trademark
Office has granted both
the Wofford W and the
Terrier Head official
circle-R registration.

Using the circle-R shows that both
logos are federally registered and
protected. The circle-R should replace
the TM in all instances. Logos with the
circle-R registration should be used
whenever practical.



W LOGO
The circle-R registration mark should always be placed
in the top right corner of the W logo. The Office of
Marketing and Communications has the logo available
in multiple forms for a range of uses.

MINIMUM SIZE & SPACING
The smallest the logo should be
represented is .5 inches high.



TERRIER HEAD
The circle-R registration mark should always be
placed in the bottom right corner of the Terrier
head, beside the collar. The Office of Marketing and
Communications has the logo available in multiple
forms for a range of uses.

MINIMUM SIZE & SPACING
The smallest the logo should be
represented is .5 inches high.

THIS IS NOT WOFFORD

To maintain the integrity of the Wofford brand, we only use the unaltered logo in an acceptable color (black, gold or white).

The college is not represented at its best if we screen, skew, stretch, rotate, rearrange, crop, watermark, tint or add backgrounds or extra elements to the logos.

When in doubt, contact the OMC.

THIS IS NOT WOFFORD

THIS IS NOT WOFFORD

 WOFFORD TERRIERS	 WOFFORD TERRIERS	 WOFFORD TERRIERS	WOFFORD TERRIERS 	 WOFFORD TERRIERS	 WOFFORD TERRIERS
					
 WOFFORD TERRIERS		 WOFFORD TERRIERS		 WOFFORD TERRIERS	
LOVE				 Wofford Terriers	

THIS
IS NOT
WOFFORD

DISCONTINUED LOGOS



THE
RIGHT
TYPE

Typography is a
powerful brand tool
when used consistently.

These typefaces represent
Wofford College's clean, classic brand.

GOTHAM

Strong contender for online
materials because it aids
readability on screen.

Modern, informal, and friendly,
its clean lines make this font a
strong choice.

RIFT

Excellent choice for headings
and instances when text needs
to stand alone and stand out.

Eye catching, strong and simple,
this font has a more playful vibe
that still retains its earnestness.

GOTHAM

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

1 2 3 4 5 6 7 8 9 0

RIFT

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

1 2 3 4 5 6 7 8 9 0

OUR
COLORS

Old gold and black
synonymous with
Wofford College.

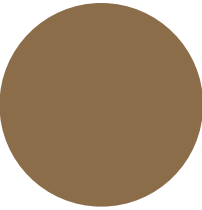
Consistent use of the college’s color palette reinforces the cohesiveness of the brand. Wofford’s classic colors are metallic old gold (PMS 873) and black. Other neutrals in the gold, black and white families pair well. Use these swatches for the best color match and representation on all marketing materials.

WHERE YOU’LL FIND
OLD GOLD AND BLACK:

- + wofford.edu
- + myWofford
- + Wofford Today
- + Printed advertising
- + Event collateral
- + Brochures
- + Wofford gear
- + Wofford signs

Khaki should **ONLY** be used by Athletics in appropriate instances. Traditionally, Khaki is used for printing on dark surfaces when neither Pantone® nor metallic printing are available. Khaki should not be used as a substitute for Old Gold.

When matching thread to Khaki, the college requests Madeira 1128 Classic Rayon.



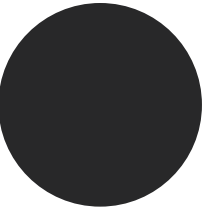
CMYK 40 - 51 - 75 - 19
RGB 138 - 110 - 75
WEB #8A6E4B
PANTONE PMS 873



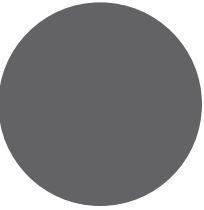
CMYK 40 - 40 - 60 - 10
RGB 149 - 134 - 106
WEB #95866A



CMYK 7 - 7 - 9 - 0
RGB 233 - 230 - 225
WEB #E9E6E1



CMYK 71 - 65 - 53 - 67
RGB 40 - 40 - 41
WEB #282829



CMYK 61 - 52 - 50 - 21
RGB 99 - 100 - 102
WEB #636466



CMYK 15 - 11 - 11 - 0
RGB 214 - 215 - 216
WEB #D6D7D8



CMYK 12 - 22 - 43 - 0
RGB 199 - 179 - 127
WEB #C7B37F
PANTONE PMS 466C

PRINT
MATERIALS

Business cards,
letterhead and
envelopes

Contact the Office of Marketing and Communications at 864-597-4184 for information about ordering cohesive materials for your department.

OMC also can assist with brochures, flyers, posters and other specialty print publications. We are happy to get quotes from approved printers and manage the printing process.

This business card and stationary packet is preferred. To discuss a customization, please contact Brent Williamson.



DIGITAL
COMMUNICATION

EMAIL
SIGNATURES

A clean, classic email signature looks professional and makes contact easy.

This email signature is preferred. To discuss a customized signature, please contact Brent Williamson.



Johnny Bomar
Head Cross Country/Track
and Field Coach
Athletics | Wofford College

- 864-597-4109 | 864-597-4090
- bomarjc@wofford.edu
- woffordterriers.com
- 429 North Church Street, Spartanburg, S.C. 29303

SOCIAL
MEDIA

The same brand standards that apply to print, email and the website also apply to social media. When in doubt, contact the OMC.



WORTH
NOTING

NONDISCRIMINATION CLAUSE

Wofford College does not discriminate on the basis of race, color, creed, religion, sex, age, national origin, disability, veteran status, sexual orientation or any legally protected status. (Adopted 2012, Wofford College Board of Trustees)

Federal law requires the college to include this statement in any “bulletins, announcements, publications, catalogs, application forms or other recruitment materials that are available to participants, students, applicants or employees.”

This includes printed, electronic or online materials or documents. The nondiscrimination statement is embedded within the footer of all Wofford College website pages, so a nondiscrimination statement is not required on individual departmental website pages.

GET IN
TOUCH

HAVE QUESTIONS
ABOUT OUR BRAND?
LET US KNOW!

- + wofford.edu/omc
- + marketing@wofford.edu
- + 864-597-4184
- + 121 College Street
Spartanburg, S.C. 29303

HAVE QUESTIONS ABOUT
MEDIA RELATIONS?
GET IN TOUCH!

Brent Williamson
Associate Athletics Director
for Media Relations

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- + 864-597-4093