Paladin Graphic Standards

Primary Paladin Logo & Colors

- PMS 2765 C
- PMS 268 C
- PMS COOL GRAY 6 C

100% BLACK
70% BLACK
20% BLACK

30% PMS 2765 C

100% PMS 2765 C
70% PMS 2765 C
20% PMS 2765 C

100% BLACK

Logo Guidelines

- Logo to be used in these color configurations only
- Under no circumstances is PMS 268 to appear at any tint less than 100%
- Can be reversed white
- The word Paladins cannot be changed. The only exceptions are approved, sport-specific, greek or student government
- Logo to be used in these configurations only
- Head-only marks are not to be paired with typography as a single unit
Type Guidelines

- Vitesse usage to be all caps and limited only to address official Furman titles. For example:
  - Furman
  - Furman University
  - Furman “sport”
  - Furman Athletics
- Gotham to be used for a variety of purposes, in any available weight.
  - Headlines
  - Subheads
  - Body Copy

The quick brown fox jumped over the lazy dog

*The quick brown fox jumped over the lazy dog* (light 12pt)

*The quick brown fox jumped over the lazy dog* (light italic 12pt)

*The quick brown fox jumped over the lazy dog* (book italic 12pt)

*The quick brown fox jumped over the lazy dog* (medium 12pt)

*The quick brown fox jumped over the lazy dog* (medium italic 12pt)