Primary Paladin Logo & Colors

- PMS 2765
- PMS 268
- PMS COOL GRAY 6

CMYK
- 100,100,9,57
- 82,98,0,12
- 16,11,11,27

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

Tri-tone Black
- 100%
- 80%
- 40%

1 Color Black
- 100%

1 Color Reversed White

Web
- 201547
- 582C83
- A7A8AA

1 Color Reversed White
- 100%

1 Color Black
- 100%

Tri-tone Black
- 100%
- 80%
- 40%
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

VITESSE BOLD (65pt)

GOTHAM BOLD (63pt)

VITESSE BOLD (italic 65pt)

GOTHAM BOLD (italic 63pt)