



ROCKHURST UNIVERSITY ATHLETICS
BRAND GUIDELINES

V1 - SEP 2023

ROCKHURST UNIVERSITY ATHLETICS BRANDING

PURPOSE

The Rockhurst University Athletics brand captures the passion of our student-athletes and the spirit of the Rockhurst Hawks.

Consistent, well-executed visuals help to establish a strong identity and improve brand awareness.

This document provides guidelines for the proper usage of all visual elements to ensure materials are consistent and polished. **By following these guidelines, you are upholding the integrity of Rockhurst Athletics.**

RESPONSIBILITY

All marketing, advertising, promotional items, branding materials, and other athletic areas are required to adhere to these guidelines.

If you have any questions about the guidelines found here, contact the Office of University Marketing and Communications at marketing@rockhurst.edu.

BRAND STATEMENT

MISSION

Rockhurst Athletics exists as an extension of the university and is dedicated to the development of the student-athlete, fostering leadership, and serving as a steward of Jesuit values.

The Jesuit value of “magis” — meaning “more” — is at the core of all athletic endeavors. It’s a commitment to excellence and a call to keep striving.

THROWBACK FOR THE ICONIC HAWK

The refresh pays tribute to vintage hawk imagery used by Rockhurst University more than 70 years ago.

Inspired by the forceful posture of a hawk mid-dive, both the modern rendition and that from the program’s past evoke the same sense of might, intelligence, and agility. Reviving this stance honors the many years, memories, and victories of Rockhurst University and Rockhurst University Athletics.



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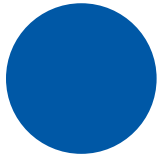
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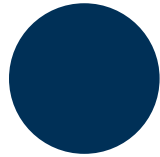
01 COLOR

LOGO COLOR PALETTE



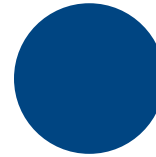
HAWK BLUE

RGB: 0 / 88 / 166
CMYK: 96 / 71 / 2 / 0
HEX: 0058A6
PMS: 2388 C



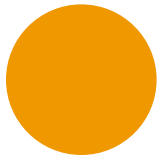
HAWK NAVY

RGB: 0 / 48 / 87
CMYK: 100 / 84 / 39 / 33
HEX: 003057
PMS: 295 C



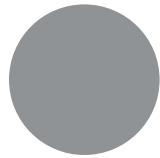
ACCENT BLUE

RGB: 0 / 69 / 134
CMYK: 100 / 82 / 20 / 5
HEX: 004586
PMS: 295 C - 45%



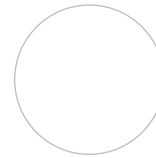
HAWK ORANGE

RGB: 240 / 152 / 0
CMYK: 4 / 46 / 100 / 0
HEX: F09800
PMS: 2011 C



HAWK GRAY

RGB: 143 / 147 / 149
CMYK: 47 / 36 / 36 / 2
HEX: 8F9395
PMS: Cool Gray 8



WHITE

RGB: 255 / 255 / 255
CMYK: 0 / 0 / 0 / 0
HEX: FFFFFFFF

02 LOGO TYPOGRAPHY

CUSTOM LOGOTYPE

The custom typeface utilized in logos and wordmarks should not be emulated elsewhere.

**ROCKHURST
UNIVERSITY**

SECONDARY FONT

Erbaum Regular can be used as a secondary font in logos, wordmarks, and lockups.

Aa

Erbaum Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

.,?!@\${};"[]

03 FULL HAWK LOGO

The Full Hawk Logo offers the fullest amount of information. As a result, it may be used in the widest variety of contexts. If space allows, it should be used in any instances where it seems valuable to communicate the full name and mascot.



GENERAL LOGO USAGE

No Rockhurst University logo should ever be used in place of a Rockhurst University Athletics logo.



Maintain a clear zone on all sides of the Full Hawk Logo equal to the size of the first "R" in "ROCKHURST."

03 HAWK HEAD LOGO

The Hawk Head Logo can be used in any instances where the full Rockhurst University name does not need to be communicated or the Full Hawk Logo does not seem fitting.

This may include, for example, usage within Rockhurst University buildings or internal publications.



Maintain a clear zone on all sides of the Hawk Head Logo equal to the full width of the right side of the “U.”

03 WORDMARKS

Wordmarks can be used in any instances where the graphic logos do not seem fitting.

ROCKHURST UNIVERSITY
HAWKS

ROCKHURST
HAWKS
UNIVERSITY

03 SUPPLEMENTAL GRAPHICS

These graphics can be used as additional branding elements. Refer to Permissions on Pages 14-15 to determine where each can be utilized.



HAWK HEAD



TALONS



FULL HAWK



R LETTERMARK



STACKED ROCK U



STACKED ROCK U
+ HAWK HEAD



ROCK-U



RU LETTERMARK

03 TEAM LOCKUPS

Hawk Head and Full Hawk Logo lockups are available for every team.

If a type-only lockup is ever needed, the typography from the Hawk Head lockup should be used.

Teams should not create their own lockups but can request official files from the Office of University Marketing and Communications.



04 COLOR USAGE

Full-color logos should be used whenever possible. The full-color logos were designed to function on a variety of different background colors.

Single-color logos are available for any instances where full-color is not reasonable, with different versions for light and dark background colors.

FULL-COLOR LOGO



SINGLE-COLOR LOGO



Reversed Single-Color Logo

Standard Single-Color Logo

Standard

04 BACKGROUND TREATMENT

This background treatment can be used to add visual interest whenever it seems fitting. The colors can vary, but it's best to avoid placing other elements across where the two colors meet.



04 PERMISSIONS



UNIFORMS	Yes	Yes	Secondary Only	WITH PERMISSION Secondary Only
SOCIAL	Yes	Yes	Yes	Yes
MERCHANDISE	Yes	Yes	Yes	WITH PERMISSION Secondary Only
ADVERTISING	Yes	Yes	WITH PERMISSION Secondary Only	No
COLLATERAL	Yes	Yes	Yes	No

Includes All Full Hawk
Logo Treatments

04 PERMISSIONS



ROCKHURST UNIVERSITY
HAWKS



UNIFORMS	WITH PERMISSION Secondary Only	Yes	Secondary Only	WITH PERMISSION Secondary Only
SOCIAL	WITH PERMISSION Secondary Only	Yes	Yes	Yes
MERCHANDISE	WITH PERMISSION Secondary Only	Yes	Yes	Yes
ADVERTISING	WITH PERMISSION Secondary Only	No	WITH PERMISSION Secondary Only	WITH PERMISSION Secondary Only
COLLATERAL	WITH PERMISSION Secondary Only	No	Secondary Only	WITH PERMISSION Secondary Only

Includes All
Wordmark Treatments

Includes All
Lettermark Treatments

Includes All
ROCK U Treatments

04 DO'S & DON'TS



Do not stretch or distort.



Do not adjust opacity.



Do not adjust colors.



Do not reverse or flip.



Do not rotate.



Never use a low-resolution version.



Do not use a busy background.



Do not combine with other shapes.



Do not add elements.

04 EMAIL SIGNATURE

This email signature is intended for use by Rockhurst University Athletics and coaching staff ONLY. For all other staff members, please use the signature template found [here](#).

The graduation year and pronoun fields are OPTIONAL. If not needed, simply delete from signature.

Coaches have the option of including team accolades in the spot below the social media icons. When creating an email signature, please be sure to update this based on your team's information OR delete the placeholder text.

Template for use can be found [here](#).

FIRST LAST, '21 *(he, him, his)*

Full Title

Rockhurst University Athletics

O ###-###-#### | **C** ###-###-#### | **F** ###-###-####



1100 Rockhurst Road | Kansas City, MO



Rockhurst University Team Name

GLVC 6 Regular Season Titles

GLVC 7 Tournament Titles

NCAA 10 National Tournaments

NCAA 5 Midwest Regional title in 2011, 2013, 2015, 2016 and 2017

NCAA 4 Final Four 2013, 2015, 2016 and 2017

Name: All Caps, 14 pt Arial Bold, #0058A6

Pronouns (optional): 11 pt Arial Italic, #0058A6

Body: 11 pt Arial Regular, Black

O, C, F: 11 pt Arial Bold, #0058A6

Team Name: 10 pt Arial Narrow Bold, #8F9395

Titles: 10 pt Arial Narrow Regular, #8F9395

