INTRODUCTORY

It is important for Milwaukee Athletics to project an image of excellence and cohesiveness to all of our audiences. This guide establishes consistent visual usage of the official Milwaukee Athletics logo. The logo and official university names have registered trademark protection, and any use of the logo or official university names other than those identified in this guide is prohibited.

The MKE brand guidelines outlines specific rules and standards to be followed by authors and editors. Adhering to these standards will help ensure that communications from every team, department and print distributor speak with a clear and uniform choice that best represents the image and brand of Milwaukee Athletics.

The Milwaukee Athletic Communications Office and Marketing is responsible for producing and approving the use of team-specific logos and produced artwork. Requests for logos should be submitted to steltenp@uwm.edu.

Questions concerning the usage of this guide should be directed to:

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ASSISTANT AD
MARKETING & FAN EXPERIENCE
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E-mail: thyne@uwm.edu
COLOR PALETTE

The Milwaukee colors are key indicators of the Milwaukee Panthers brand design. Black is most often used for typography while gold and gray act as supporting colors that can be used for backgrounds and design elements.

Additionally, the tone of each color can be adjusted to create more depth within design elements and touch points.

GOLD
CMKY: 0, 28, 89, 0
RGB: 255, 184, 28
HEX: #FFB81C

BLACK
CMKY: 100, 100, 100, 100
RGB: 0, 0, 0
HEX: #222222

COOL GRAY 9
CMKY: 0, 0, 0, 62
RGB: 117, 120, 123
HEX: #75787B
TYPOGRAPHY

Typography is a powerful brand tool when used consistently. This set of typefaces best represent the bold and confident feel of the brand and should be used across all print and web applications.

FUTURA CONDENSED BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

FUTURA CONDENSED MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

FUTURA MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

UNITED ITALIC SEMI-CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
PRIMARY MARKS

THE PROTECTED AREA IS AN INVISIBLE GRAPHIC BUFFER TO SEPARATE THE LOGO FROM OTHER ELEMENTS. THE PROTECTED AREA IS BASED ON THE MEASUREMENT “X” WHICH IS DEFINED BY THE HEIGHT OF THE WORD MARK. NO ELEMENTS SUCH AS TYPOGRAPHY, OTHER LOGOS, OR GRAPHICS SHOULD INTRUDE OVER THE SAFE AREA. PHOTOS AND COLORS CAN APPEAR BENEATH THE LOGO SO LONG AS THE LOGO REMAINS EASILY VISIBLE AND RECOGNIZABLE.

X

PRIMARY LOGO - 3 COLOR

ON COLOR

PRIMARY LOGO - 1 COLOR

ON COLOR

PRIMARY LOGO - GRADIENT VERSION

USE WHEN NO LIMIT ON PRINTING INKS OR PRINTING TECHNIQUE ALLOWS FOR USE OF GRADIENTS.
MILWAUKEE ATHLETICS
STYLE GUIDE: THE BRAND

MASCOT
MASCOT LOGO - FULL COLOR / SINGLE COLOR

LETTER MARK
LETTER MARK - FULL COLOR / SINGLE COLOR

ALTERNATE LETTER MARK
MKE LOGO - FULL COLOR / SINGLE COLOR

WORDMARK
WORDMARK - FULL COLOR / SINGLE COLOR
SPORT SPECIFIC ATHLETIC MARKS

MILWAUKEE®

SPORTS MEDICINE

PRIMARY

MILWAUKEE®

SPORTS MEDICINE

PRIMARY REVERSE

1 COLOR

MILWAUKEE®

SPORTS MEDICINE

BLACK AND WHITE

MILWAUKEE®

SPORTS MEDICINE

ALTERNATE GOLD

MILWAUKEE®

SPORTS MEDICINE
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OTHER MARKS

UNITED WE ROAR LOGO

CLAW MARKS GOLD

UNITED WE ROAR STACKED LOGO

CLAW MARKS BLACK

POUNCE’S PALS LOGO

CLAW MARKS WHITE
MILWAUKEE ATHLETICS
STYLE GUIDE: LOGO USAGE

USAGE
The Milwaukee colors are key indicators of the Milwaukee Panthers brand design. Black is most often used for typography while gold and gray act as supporting colors that can be used for backgrounds and design elements.

DO NOT:

- Manipulate colors
- Pull logo
- Invert/reverse logo
- Overlap multiple logos
- Stretch logo
- Use any old logos
- Place logo on busy background