

# USCB ATHLETIC MARKS

The USCB Athletic Mark Suite gives a visual image to the university mascot. The Sand Shark spirit symbols represent the athletic programs, the university's tie to the Lowcountry, and its developing identity as a distinct baccalaureate degree granting institution. This logo suite is an important tool for building campus and community spirit.

The USCB Athletic Marks are designed to create a consistent brand for the USCB Sand Sharks. At the same time, there are many variations from which to choose. Thus, there should be a design compatible with any application. The preferred logo is the primary

In an effort to maintain the integrity and consistency of the spirit symbols, final approval for usage of the logos must be obtained by the Graphics Manager for all applications involving the athletic mark. Authorization and approval for use of the logos can be made through the Graphics Manager at 843.208.8237 or [devinetf@uscb.edu](mailto:devinetf@uscb.edu).



USCB Primary Mark

# USCB ATHLETIC MARKS



USCB Primary Mark 2



USCB Primary Mark 3



USCB Primary Mark 1-color



USCB Wordmark



USCB Wordmark Finwave



USCB Wordmark 2



USCB Wordmark Finwave2



USCB Wavefin



USCB Circle



USCB Sand Shark Club

# USCB ATHLETIC MARKS

## OFFICIAL COLORS

USCB Navy, Sand, and Intracoastal Blue are the official colors of the USCB Sand Shark identity system. USCB's primary color is Navy (PMS 282 C); the secondary color is Sand (PMS 466 C), and the tertiary color is Intracoastal Blue (PMS 631 C - at 90% value). It is extremely important to match the USCB colors faithfully. The USCB Intracoastal Blue may be especially challenging to replicate, but it is critical that it be matched as closely as possible.



USCB Navy  
PMS 282 C

### Pantone Matching System PMS 282 C - Navy

Process Equivalent	RGB
100% cyan (C)	R/0
68% magenta (M)	G/45
0% yellow (Y)	B/98
54% black (K)	



USCB Sand  
PMS 466 C

### Pantone Matching System PMS 466 C - Sand

Process Equivalent	RGB
12% cyan (C)	R/224
22% magenta (M)	G/194
43% yellow (Y)	B/152
0% black (K)	



USCB Intracoastal Blue  
PMS 631 C - 90% value

### Pantone Matching System PMS 631 C (90% value) - Intracoastal Blue

Process Equivalent	RGB
63% cyan (C)	R/81
8% magenta (M)	G/183
16% yellow (Y)	B/205
0% black (K)	

# USCB ATHLETIC MARKS

## SAFE ZONES

Each of the USCB Sand Shark logos has an established safe zone. This safe zone is intended to maintain the logo's integrity and to avoid visual confusion. No other type or graphic element (including folds, trims, or edges) should fall within the safe zone shown. The safe zone for most horizontal USCB Sand Shark logos is equal to one fifth of the height of the logo (A).

The safe zone for the more square USCB Sand Shark logos is equal to one eighth of the height of the logo (B). This safe zone spacing is uniform on all sides of the logo.

See the examples for each Sand Shark logo's specific safe zone below.

### 1/5 the height of the logo or "A"



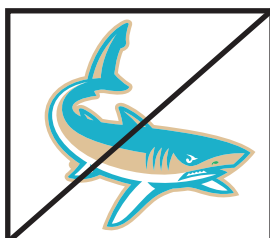
### 1/8 the height of the logo or "B"



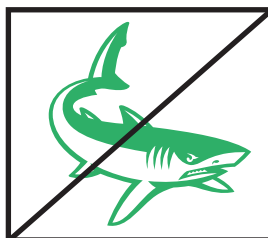
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## LOGO VIOLATIONS

To maintain the design integrity of the USCB brand and to maximize each logo's effectiveness as an identifier, all logos **must** be applied as indicated in this guide without modification. The logos are not to be altered in any way. Shown below are unacceptable uses of the USCB Sand Shark logos.



Never switch colors on any USCB Sand Shark logo



Never use USCB Sand Shark logos in non USCB colors



Never change the orientation in any USCB Sand Shark logo



Never re-size any element in any USCB Sand Shark logo



Never repropotion any USCB Sand Shark logo



Never change the tagline typeface in any USCB Sand Shark logo



Never angle or rotate any USCB Sand Shark logo



Never present or write the "Sand Shark" identity as one word. The USCB mascot name is always two words with both words capitalized.



Never reposition any elements in the USCB Sand Shark logo