



BATTEN ATHLETICS STYLE GUIDE

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INTRODUCTION

This style guide should be followed to maintain branding consistency. Logos are to be used only as explicitly depicted in this guide. Batten University's athletic branding is essential to maintain a consistent visual identity. These brand guidelines is an important element of the University's overall brand strategy and ensures the full and beneficial impact of both the Marlin brand image and that of the University.

A cohesive brand is integral to the identity of the University so it can be visually referenced and easily recognized. Unique seals, logos or wordmarks may not be used on any team apparel and no new logos may be developed.

When using our athletic logos (for apparel, signage, promotional brochures, equipment, etc.) please refer to the specifications outlined in this guide.

Use of our logos must meet approved standards and be authorized by the Executive Director of Athletics. It is important that the Marlin and all brand assets are used properly on all merchandise, and in a quality manner.

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.

Please contact the Office of Marketing & Communications if you have any questions regarding usage of any logo or brand-related material.

Executive Director for Intercollegiate Athletics, 757-455-3136

Branding and Design Manager, 757-455-3218

PRIMARY IDENTITY

The Marlin logo is Batten University athletics' defining mark.

The marlin illustration and wordmark are the primary identifiers of the University's athletic brand. Reinforcement of this primary identity will build brand recognition.

The full and simple primary marks are our main athletics logos. Use these whenever possible.



PRIMARY/FULL



PRIMARY/SIMPLE

MARLINS WORDMARK

The wordmark MARLINS is bold and graphic and creates a memorable identity. This custom wordmark incorporates unique design elements to the letterforms and cannot be created by typesetting.

Do not substitute any other font for the word MARLINS.



MARLINS TEAM STRIPE

The team stripe can be applied to uniforms and apparel. The line proportions must maintain a consistent ratio as shown in these examples and should not be altered.



SECONDARY IDENTITY MARKS

These secondary logos are approved options for use on team apparel and training gear if the size and format better fits the product.

For example the shield may be better suited on caps. Please use logos as they are without making changes to color, proportion or design.

If your needs are not met by an existing logo, please contact Office of Marketing & Communications for assistance.

BATTEN UNIVERSITY™

LOGOTYPE

BATTEN
UNIVERSITY™



MONOGRAM



ESPORTS



SHIELD



WOMEN'S
SOCCER SHIELD

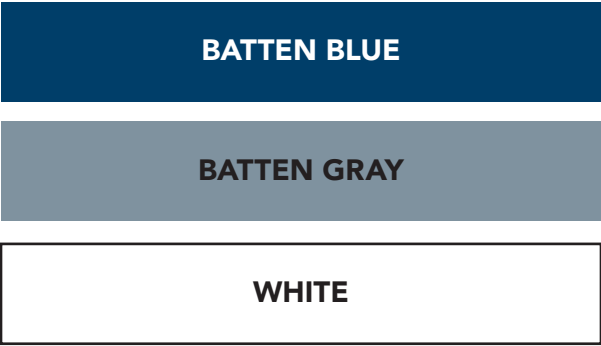
OFFICIAL COLORS

Color is critical to Batten University’s graphic identity. No new colors can be introduced to a logo. These are the official colors of Batten University’s sports brand identity, images, symbols and marks.

While a variety of color options are available for items with limited budgets or production limitations, the full-color version (Batten Blue, Batten Grey and White) should be used whenever possible. These color combinations are available for all logo variations in the branding system.

PRIMARY COLORS

The colors on the right are the official colors of Batten University Athletics. Logos should not be reproduced in any other colors.



PANTONE (PMS)

Batten Blue PMS 2955	Batten Gray PMS 7544	Coastal Blue PMS 3125
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CMYK

Batten Blue 100-55-10-48	Batten Gray 33-14-11-31	Coastal Blue 100-0-10-20
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RGB

Batten Blue 0-60-105	Batten Gray 137-150-160	Coastal Blue 0-145-184
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HEX

Batten Blue #003861	Batten Gray #687681	Coastal Blue #15a7cc
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ACCENT COLOR

Coastal Blue is an accent color only, and should not exceed 20% of total color on intercollegiate uniforms. However Coastal Blue may be used as an optional color for practice/training gear.



SUPPORT COLORS

When the official colors are not available, athletic logos maybe printed in all black or white (whichever offers the best contrast). If printing in white, do not reverse logos.

COLOR OPTIONS FOR PRIMARY LOGO

WHITE BACKGROUND



BLUE BACKGROUND



GREY BACKGROUND



COLOR OPTIONS FOR WORDMARK

WHITE BACKGROUND



BLUE BACKGROUND



GREY BACKGROUND



COLOR OPTIONS FOR WORDMARK



COLOR OPTIONS FOR MARLINS SHIELD



TYPOGRAPHY

Typography is another important element in the branding system as it further sets the tone for the brand.

AVENIR BLACK

(ALL CAPS) is the approved standard font for Athletics. The primary use is on uniforms, warm-ups, banners, posters, and other assets that require minimal use of type. This is the only typeface that is allowed with the wordmark (see adjacent examples).

Do not retype the logos or recreate a logo; use only approved files downloaded from our site or those sent by the Office of Marketing & Communications.

BODY COPY FONT

The Avenir font family is the approved typeface for all other athletic communications including body copy text.

(Univers may be substituted when Avenir is not available).

Avenir Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz

1234567890

Avenir Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz

1234567890

Avenir Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz

1234567890

Avenir Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz

1234567890

STANDARD FONT USAGE

Font style, size and placement in relation to the logo/wordmark is critical in maintaining a consistent identity.

PLEASE DO NOT CREATE YOURSELF OR SUBSTITUTE FOR ANOTHER FONT.

Request any university or sport title logos direct from the Office of Marketing & Communications.

EXAMPLES OF SECONDARY FONT USAGE



SPORT-SPECIFIC LOGOS

Combination marks incorporate the Marlin with text to more clearly define the University and its athletics program. Only the designated Batten University/ Marlin logos and logotypes can be combined with a sports "title." The "sports" name should always be placed underneath the designated logo and logotype and should not be combined with any other font, logotype or logos.

The "sports" font should always be **Avenir Black**.

Sub-branding options are available with the "Marlin," "Batten" and "B" combination marks to provide an identity for each of the university's athletic programs.

The official sport specific branding are for Batten University uniform and team apparel use only. To maintain the significance of the official intercollegiate athletics teams this option may not be used to highlight other on- or off-campus entities.

These sport-specific options are available for all Batten University athletic programs.

BATTEN UNIVERSITY

FIELD HOCKEY

BATTEN UNIVERSITY

LACROSSE

BATTEN UNIVERSITY

FLAG FOOTBALL

BATTEN UNIVERSITY

SOCCER

BATTEN UNIVERSITY

BASEBALL

BATTEN UNIVERSITY

SWIMMING

BATTEN UNIVERSITY

BASKETBALL

BATTEN UNIVERSITY

TENNIS

BATTEN UNIVERSITY

CHEER

BATTEN UNIVERSITY

TRACK & FIELD

BATTEN UNIVERSITY

CROSS COUNTRY

BATTEN UNIVERSITY

ESPORTS

BATTEN UNIVERSITY

GOLF

BATTEN UNIVERSITY

VOLLEYBALL

BATTEN UNIVERSITY

SOFTBALL



FIELD HOCKEY



CHEER



LACROSSE



TENNIS



FLAG FOOTBALL



CROSS COUNTRY



SOCCER



TRACK & FIELD



BASEBALL



GOLF



SWIMMING



ESPORTS



BASKETBALL



VOLLEYBALL



SOFTBALL



FIELD HOCKEY



CHEER



SWIMMING



FLAG FOOTBALL



CROSS COUNTRY



TENNIS



BASEBALL



GOLF



TRACK & FIELD



BASKETBALL



LACROSSE



ESPORTS



SOCCER



VOLLEYBALL



SOFTBALL

**BATTEN
UNIVERSITY™**

FIELD HOCKEY

**BATTEN
UNIVERSITY™**

CHEER

**BATTEN
UNIVERSITY™**

SWIMMING

**BATTEN
UNIVERSITY™**

FLAG FOOTBALL

**BATTEN
UNIVERSITY™**

CROSS COUNTRY

**BATTEN
UNIVERSITY™**

TENNIS

**BATTEN
UNIVERSITY™**

BASEBALL

**BATTEN
UNIVERSITY™**

GOLF

**BATTEN
UNIVERSITY™**

TRACK & FIELD

**BATTEN
UNIVERSITY™**

BASKETBALL

**BATTEN
UNIVERSITY™**

LACROSSE

**BATTEN
UNIVERSITY™**

ESPORTS

**BATTEN
UNIVERSITY™**

SOCCER

**BATTEN
UNIVERSITY™**

VOLLEYBALL

**BATTEN
UNIVERSITY™**

SOFTBALL



FIELD HOCKEY



FLAG FOOTBALL



BASEBALL



BASKETBALL



SOFTBALL



CHEER



CROSS COUNTRY



GOLF



LACROSSE



SOCCER



SWIMMING



TENNIS



TRACK & FIELD



ESPORTS



VOLLEYBALL



LOGO RESTRICTIONS

Maintaining the integrity of the University's branding is crucial. Correct usage of all logos in the Marlin Athletics branding system is critical to its success in building brand recognition for the University and its athletic programs.

The official logo may not be redrawn, reproportioned or modified in any way.

TYPICAL MISTAKES TO AVOID

DO NOT USE ALTERNATE FONT FOR MARLINS



DO NOT DISTORT/STRETCH ORIGINAL PROPORTION



DO NOT REVERSE LOGO



DO NOT COMBINE LOGOS



DO NOT USE ALTERNATE FONT FOR SPORT TITLE



DO NOT FLIP THE MARLIN



DO NOT SUBSTITUTE OTHER COLORS



DO NOT WARP WORDMARK



IDENTITY STANDARDS

Specific usage guidelines have been established for brand recognition to ensure that each individual component is used correctly. These standards should be adhered to in order to maintain the integrity of the brand.

The logos and wordmarks in this guide are trademarks owned by Batten University and must include the designated TM or ® whenever they are used.

FILE RECOMMENDATIONS

Use of high resolution or vector files should always be used when applying the logo.

The Office of Communications and Marketing recommends the use of EPS and PNG formatted files for logo application.

- EPS or Adobe Illustrator (vector) files are recommended for most vendors.
- PNG files are recommended for Microsoft Office and web applications.

For approval to use any brand specific mark, other university marks please contact:

**Office of Marketing
Communications:
(757) 455-3218
communications@vwu.edu**



BATTEN UNIVERSITY