

SEATTLE UNIVERSITY ATHLETICS BRAND GUIDE ONE SHEETER

COLOR SCHEME

Our primary color is our most significant identifier. It must be present throughout all brand collateral. Utilize SU Red to help visually tie back to Seattle University as a brand.

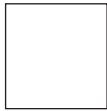
SU RED

CMYK: 3-100-70-12 / RGB: 170-0-0 / HEX: #AA0000



WHITE

CMYK: 0-0-0-0 / HEX: FFFFFFFF



BLACK

CMYK: 0-0-0-100 / HEX: 000000



GREY

75% Black/ 50% Black / 25% Black



BRAND MARKS

PRIMARY LOGOS

SEATTLEU®



SECONDARY LOGOS

REDHAWKS®

REDHAWKS®

REDHAWKS®



BRAND LINGO

Primary Brand: Seattle University

Short Name: Seattle U

Initials: SU

Mascot: Redhawks