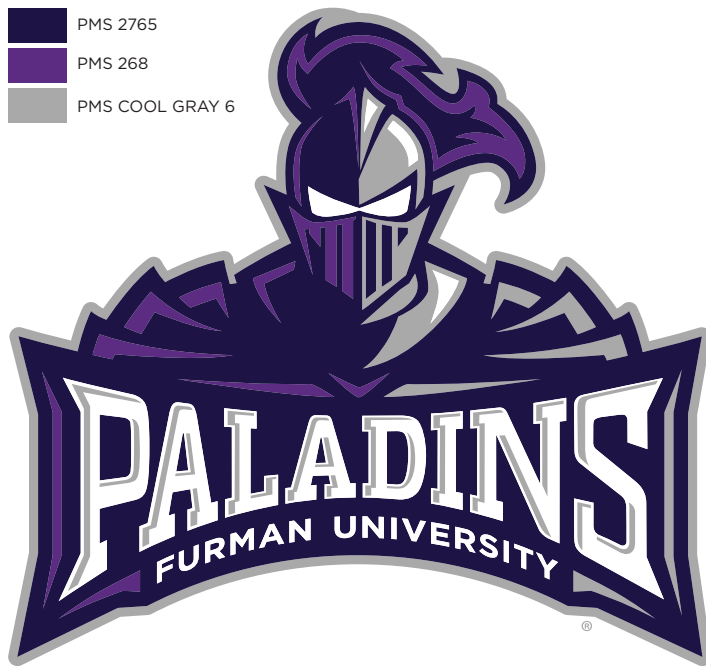
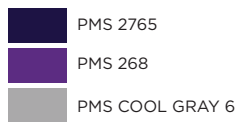
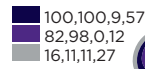


Paladin Graphic Standards

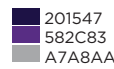
Primary Paladin Logo & Colors



CMYK



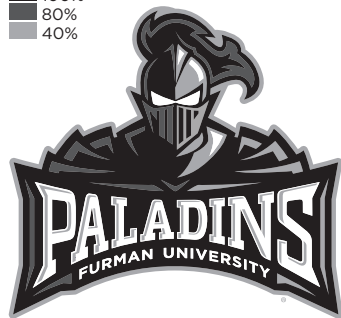
Web



Logo Guidelines

- Logo to be used only in these color and layout configurations
- Under no circumstances is PMS 268 to appear at any tint less than 100%
- The word "Paladins" may not be changed. The only exceptions are approved, sport-specific, greek or student government
- Head-only marks are not to be paired with typography as a single unit

Tri-tone Black



1 Color Black



1 Color Reversed White



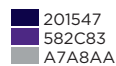
PMS



CMYK



Web



Tri-tone Black



1 Color Black



1 Color Reversed White

Paladin Graphic Standards

VITESSE BOLD
(65pt)

VITESSE BOLD
(italic 65pt)

Type Guidelines

- Vitesse usage to be all caps and limited only to address official Furman titles.

For example:

- Furman
- Furman University
- Furman [Sport]
- Furman Athletics
- Gotham to be used for a variety of purposes, in any available weight.
 - Headlines
 - Subheads
 - Body Copy

GOTHAM BOLD
(63pt)

GOTHAM BOLD
(italic 63pt)

**The quick brown
fox jumped over
the lazy dog**
(56pt)

The quick brown fox
jumped over the lazy
dog
(light 12pt)

*The quick brown fox
jumped over the lazy
dog*
(light italic 12pt)

The quick brown fox
jumped over the lazy
dog
(book 12pt)

*The quick brown fox
jumped over the lazy
dog*
(book italic 12pt)

**The quick brown
fox jumped over the
lazy dog**
(medium 12pt)

***The quick brown
fox jumped over the
lazy dog***
(medium italic 12pt)