



Amherst College

Athletics Visual Identity Toolkit

Introduction

In order to survive and thrive, Mammoths traveled in teams—groups about 20-strong that forged community and competed against the elements. Like great athletic teams, the herd was truly greater than the sum of its parts. The Amherst Mammoths are no exception.

To help you tap that spirit—and look good in the process—we offer this Athletics Visual Identity Toolkit. It provides you the tools with which you can present your team in vivid, dynamic, and dramatic ways using the new Mammoth image and Amherst wordmark in the design of all of your team gear, publications, social media platforms, recruiting materials, and more. And the swag possibilities go from tusk ‘til dawn: Mammoth coffee mugs, water bottles, t-shirts, you name it.

Amherst’s athletics teams have a unique opportunity to showcase the mascot with great volume and visibility. That’s why the Athletics Visual Identity Toolkit just may become your most reliable teammate. Please review the following pages, specifically constructed for Athletics’ usage, and contact us with any questions you have. We look forward to working with you to create designs that help you put the Mammoths’ best foot forward.

1

Athletics and Spirit Marks

1.1 Overview

Below are examples of the approved Amherst athletics and spirit marks. These marks can each be used on their own, or in approved combinations. All artwork is provided as EPS files. Always use approved artwork files.

EPS files are vector-based files and can generally be enlarged and reduced without diminishing image quality. Import EPS files into Word, Excel or InDesign. EPS files can only be opened directly in a vector-based application like Adobe Illustrator.

1.
Mammoth



2.
Mammoth Head



3.
Outlined Monogram



4.
Cropped Mammoth



5.
Amherst

AMHERST

6.
Mammoths

MAMMOTHS

7.
Go Mammoths!

GO MAMMOTHS!

8.
Centered Athletics Wordmark

**AMHERST
MAMMOTHS**

9.
One-Line Team Wordmark

AMHERST FOOTBALL

10.
Two-line Team Wordmark

**AMHERST
FOOTBALL**

11.
Centered Team Wordmark

**AMHERST
FOOTBALL**

12.
Secondary Centered Team Wordmark

**MAMMOTHS
FOOTBALL**

1.2 The Mammoth (Primary mark)

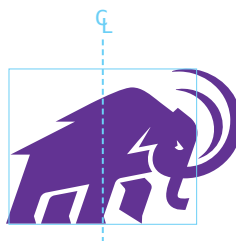
The mammoth has been designed as the mascot for Amherst College. It can be used for academic or athletic applications as a stand-alone graphic and in approved lockups.



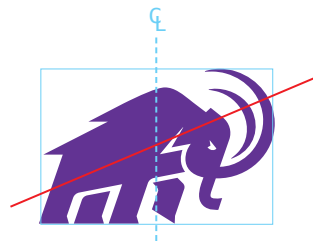
Alternate “Sticker” Mammoth is for athletic applications with black or Mammoth Purple backgrounds.



Cropped Mammoth (Secondary mark)



The mammoth should be **centered** on its body when paired with other elements.



Do not center the mammoth on the width of the entire mark. This will result in the mammoth appearing off-center.



0.5"

No maximum usage restriction. **Minimum usage** is 0.5 inches wide. For smaller sizes, use the **Mammoth Head**, p.76.

1.3 The Mammoth Head (Secondary mark)

The mammoth head can be used for academic or athletic applications as a stand-alone graphic and in approved lockups.



Minimum Use



0.3"

No maximum usage restriction.

Minimum usage is 0.3 inches wide.

Small Use



0.2"

The **Small Use Mammoth Head** should be used for any applications between 0.3 inches and 0.2 inches. The **minimum** size for the Small Use Mammoth Head is 0.2 inches.

1.4 The Monogram

The monogram is the “shorthand” identifier for Amherst. The monogram can be used as a stand-alone graphic element. The monogram has been typeset from a modified version of the official college typeface Tiempos.



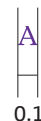
Outlined Monogram



No maximum usage restriction.
Minimum usage for the outlined monogram is 0.3 inches wide.
For uses **smaller** than 0.3 inches, the monogram should be used.



Monogram



No maximum usage restriction.
Minimum use for the monogram is 0.1 inches.

1.5 Athletic Wordmarks

These are typeset in Soho Bold Condensed.

AMHERST

AMHERST

0.75"

No maximum usage restriction.
Minimum usage is .75 inches wide.

MAMMOTHS

MAMMOTHS

0.8"

No maximum usage restriction.
Minimum usage is .8 inches wide.

GO MAMMOTHS!

GO MAMMOTHS!

1.2"

No maximum usage restriction.
Minimum usage is 1.2 inches wide.

AMHERST
MAMMOTHS

AMHERST
MAMMOTHS

0.75"

No maximum usage restriction.
Minimum usage is .75 inches wide.

AMHERST

AMHERST
FOOTBALL

All wordmarks can be set on a **curve**.

1.6 Team Wordmarks

These are typeset in Soho Bold Condensed. Team names can also be set in Setimo Bold.

AMHERST FOOTBALL

AMHERST FOOTBALL

0.75"

No maximum usage restriction.
Minimum usage is .75 inches wide.

**AMHERST
TRACK & FIELD**

**AMHERST
TRACK & FIELD**

0.75"

No maximum usage restriction.
Minimum usage is .75 inches wide at "Amherst."

**AMHERST
FOOTBALL**

**AMHERST
FOOTBALL**

0.75"

No maximum usage restriction.
Minimum usage is .75 inches wide.

**MAMMOTHS
FOOTBALL**

**MAMMOTHS
FOOTBALL**

1"

No maximum usage restriction.
Minimum usage is 1 inch wide.

1.7 Athletics Wordmarks



Primary Athletic Wordmark



Primary Team Wordmark



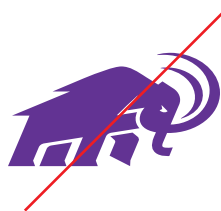
Mammoth Team Wordmark

1.8 Incorrect Usage

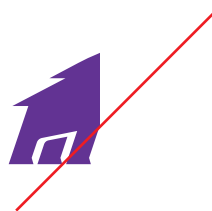
Shown here are incorrect usage for elements of the Amherst College Athletics identity using the mammoth as an example. Incorrect usage rules apply to all elements of the identity.



Don't vertically scale the mammoth.



Don't horizontally scale the mammoth.



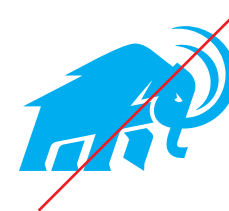
Don't crop the front off of the mammoth. Follow cropping rule.



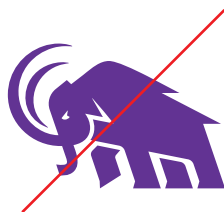
Don't create additional art for use around the mammoth. The mammoth should stand alone or be paired with an approved wordmark.



Don't reproduce the mammoth in more than one color.



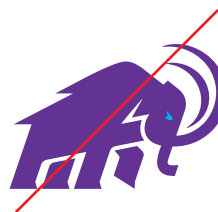
Don't reproduce the mammoth in an unapproved color.



Don't flip the mammoth.



Don't rotate the mammoth.



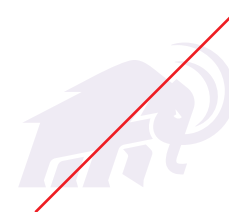
Don't fill parts of the mammoth with color. All transparent parts of the mammoth should show background.



Don't redraw any parts of the mammoth.



Don't fill type with the mammoth



Don't use the mammoth at less than 100% opacity.

2

Athletics and Spirit Lockups

2.1 Overview

The Amherst College identity is composed of a system of coordinated graphic marks. These marks can each be used on their own, or in approved combinations. All artwork is provided as EPS files. Always use approved artwork files.

"Lockup" refers to an approved combination of the marks in the graphic identity.

Spirit Lockups

1.
Mammoth Head Lockup



2.
Centered Mammoth Head Lockup



3.
Athletics Centered Lockup



4.
One-Line Athletics Lockup



5.
Two-Line Athletics Lockup



Team Lockups

6.
Centered Amherst/Team Lockup



7.
One-Line Team Lockup



8.
Two-Line Team Lockup



9.
Centered Team Lockup



10.
Monogram Team Lockup



2.2 Spirit Lockups



No maximum usage restriction.
Minimum usage for this lockup is
1.8 inches wide.

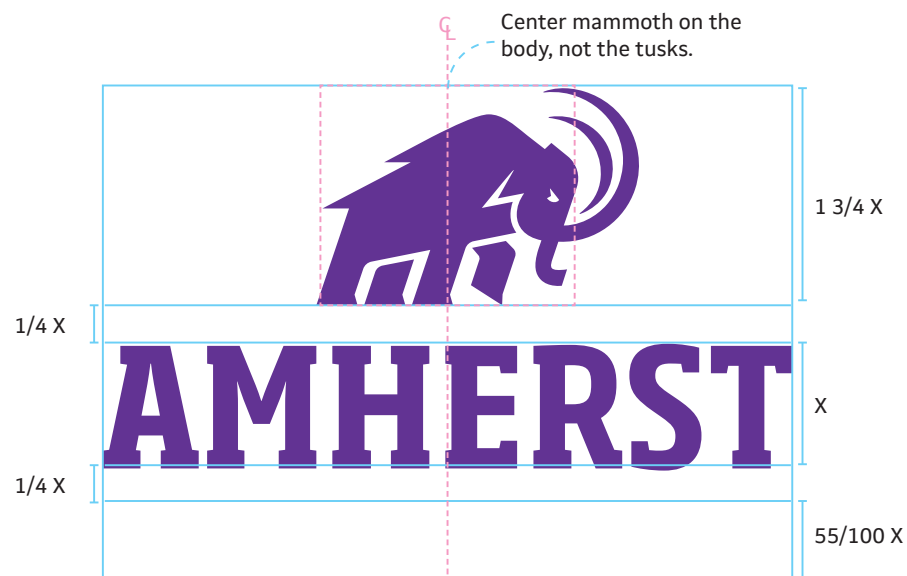


No maximum usage restriction.
Minimum usage for this lockup is
3 inches wide.



No maximum usage restriction.
Minimum usage for this lockup is
3 inches wide.

2.3 Centered Athletics Lockup Format

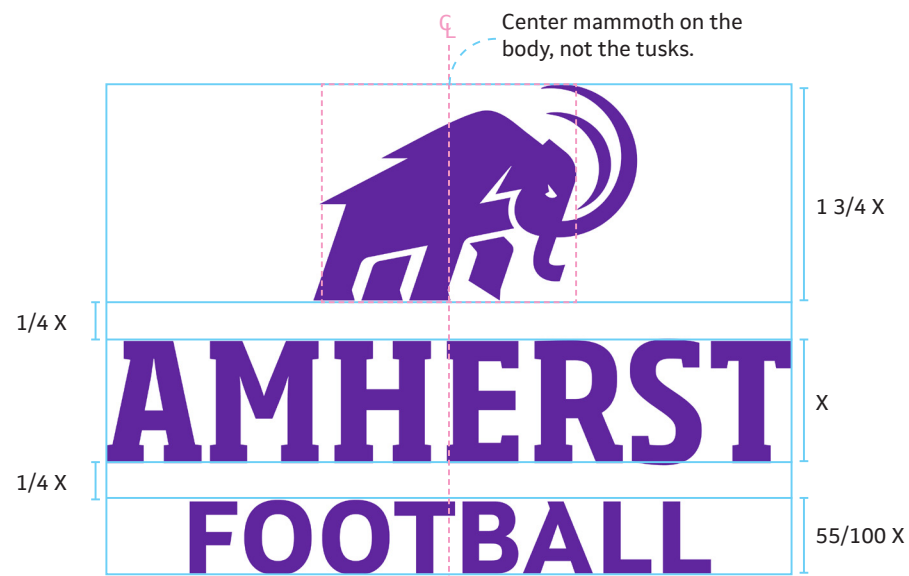


Primary Athletics Lockup

Mammoths is set in all caps in Setimo Bold.



No maximum usage restriction.
Minimum usage is 1 inch wide.
 For smaller use see size restrictions on p.75.



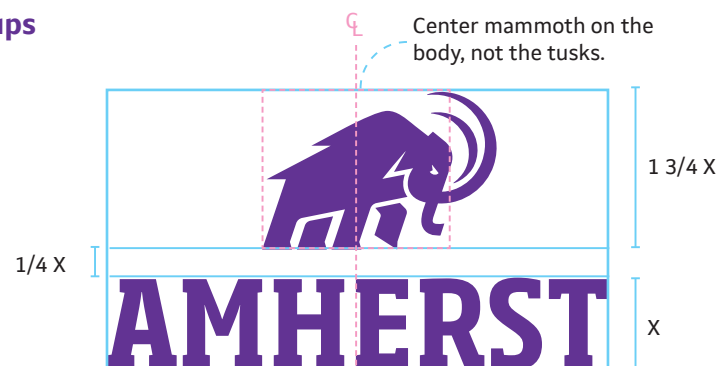
Athletics Team Lockup

The **team name** is centered, set in all caps in Setimo Bold.

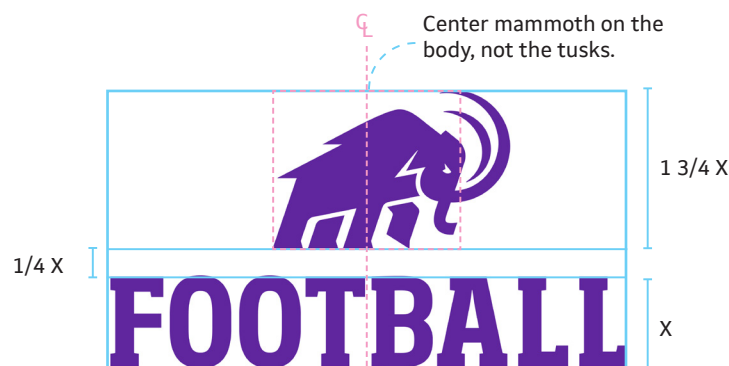


No maximum usage restriction.
Minimum usage is 1 inch wide.
 For smaller use see size restrictions on p.75.

2.5 Informal Athletics Lockups



No maximum usage restriction.
Minimum usage is 1 inch wide.
 For smaller use see size restrictions on p.75.



0.5"



FOOTBALL

No maximum usage restriction.
Minimum usage is 0.5 inches wide at the mammoth. For smaller use see size restrictions on p.75.



0.3"



FOOTBALL

No maximum usage restriction.
Minimum usage is 0.3 inches wide at the monogram. For smaller use see size restrictions on p.77.

2.6 One-Line Athletics Lockup Format

Primary Athletic Wordmark



The **Mammoth** is centered to the type on the top of head and bottom of trunk.

The **text** should be left aligned and set in Soho Bold Condensed.



No maximum usage restriction.
Minimum usage is 3.8 inches wide. For smaller use see size restrictions on p.75.

Primary Team Wordmark



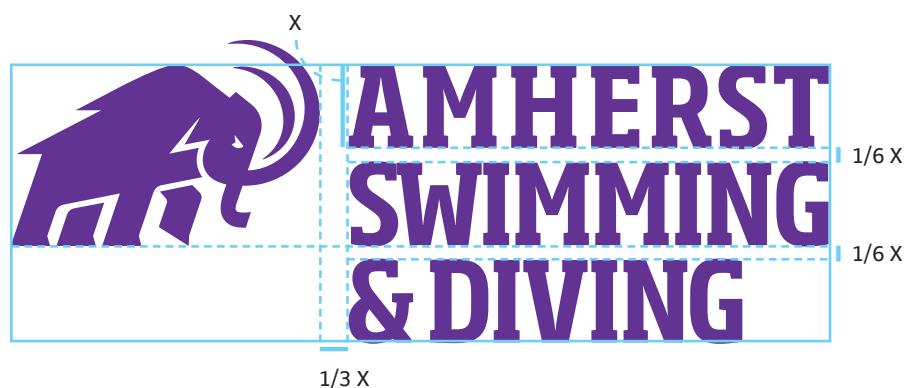
The **Mammoth** is centered to the type on the top of head and bottom of trunk.

The **text** should be left aligned and set in Soho Bold Condensed.



No maximum usage restriction.
Minimum usage is 0.5 inches wide. For smaller use see size restrictions on p.75.

2.7 Two-Line Athletics Lockup Format



No maximum usage restriction.

Minimum usage is 0.5 inches wide measured at the mammoth for all wordmarks on this page. For smaller use see size restrictions on p.75.



Team names can be broken into two lines if necessary, or kept in one. The mammoth should always be aligned with the first line of team name text.

2.8 Incorrect Usage

Shown here are incorrect usage for lockups in the Amherst College Athletics identity using the Centered Athletics Lockup as an example. Incorrect usage rules apply to all lockups in the identity.



Don't place the descriptor above the school name.



Don't align flush left



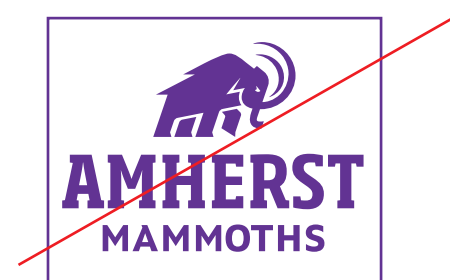
Don't rearrange components within lockup.



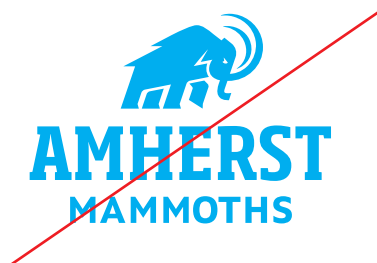
Don't add a stroke.



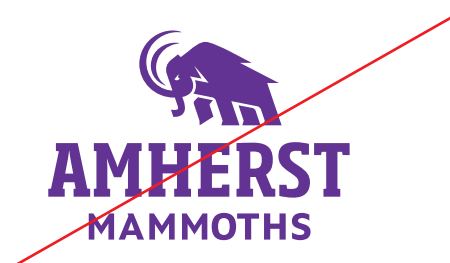
Don't use unapproved weights or cases for the sub-unit descriptor.



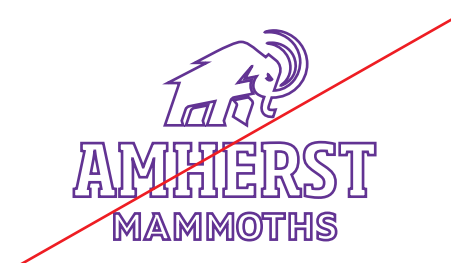
Don't create a background shape for the lockups.



Don't use unapproved colors.



Don't flip the mammoth.



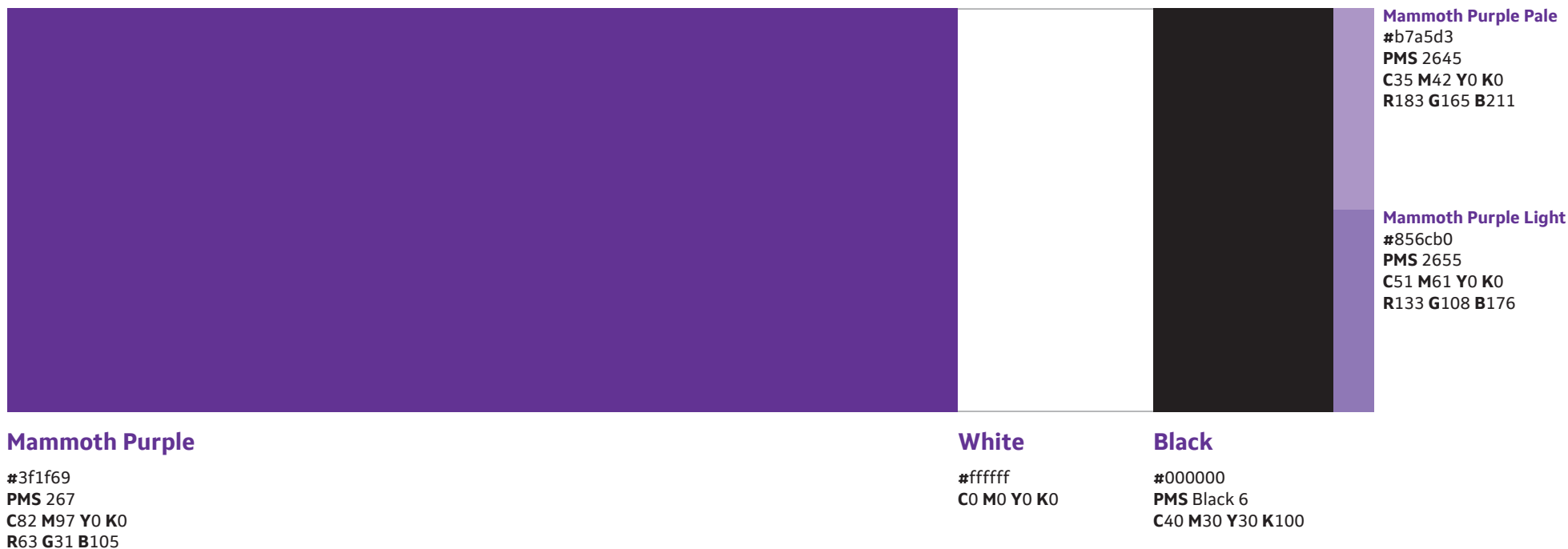
Don't create an outlined version of the lockups.

3

Athletics Color

3.1 Athletic Color Palette

Recommended ratio of use:



Do not use any of the secondary colors from the academic palette in athletics applications.

3.2 Approved Color Combinations

Note: These color options are optimized for merchandise and may not work in other applications.



White on
Mammoth Purple



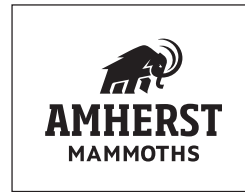
Mammoth
Purple on white



Do not use Mammoth Purple Light on white. Mammoth Purple should be the primary purple used on white.



White on Mammoth
Purple Light



Black on white



Do not use Mammoth Purple Pale on white. Mammoth Purple should be the primary purple used on white.



Black on Mammoth
Purple Pale



White on black



Do not use black on Mammoth Purple Light. Mammoth Purple should be the primary purple used.



Do not use Mammoth Purple on Mammoth Purple Light. The contrast is not high enough for adequate legibility.



Do not use Mammoth purple on black. The contrast is not high enough for adequate legibility.

3.3 Approved Color Combinations, Continued

Note: These color options are optimized for merchandise and may not work in other applications.



White and Mammoth
Purple Pale on
Mammoth Purple



Mammoth Purple and
black on white



Mammoth Purple
Pale and white on
Mammoth Purple



Mammoth
Purple Light
and white on
black



White and Mammoth
Purple on Mammoth
Purple



White and Mammoth
Purple on black

4

Athletics

Typography

4.1 Primary Athletic Typeface

Amherst's official athletic serif typeface is Soho. This typeface offers a range of weights and widths, allowing for small and digital use without degradation, and expresses the classic, academic and collegiate qualities of the Amherst identity. Correct and consistent use of this official typeface helps reinforce the college's identity. All athletic and spirit wordmarks are set in Soho Bold Condensed.

Email commassets@amherst.edu for information on purchasing Soho.

Soho Light
Soho Regular
Soho Bold
Soho Heavy

Soho Bold Condensed

4.2 Secondary Athletic Typeface

Amherst's official athletic sans typeface is Setimo. This typeface offers a wide range of weights, allowing for small and digital use without degradation, and expresses the classic, academic and collegiate qualities of the Amherst identity. Correct and consistent use of this official typeface helps reinforce the college's identity.

Email commassets@amherst.edu for information on purchasing Setimo.

Setimo Light
Setimo Light Italic
Setimo Regular
Setimo Italic
Setimo Bold
Setimo Bold Italic

4.3 Alternate Serif Typeface

When Soho is unavailable, Bitter should be used in its place. Bitter can be downloaded from Google Fonts.

Bitter Regular
Bitter Italic
Bitter Bold

Alternate Sans Typeface

When Setimo is unavailable, Arial should be used in its place.

Arial Regular
Arial Italic
Arial Bold
Arial Bold Italic

5

Athletics Application Examples

5.1 Outline Monogram Hat Example



5.2 Mammoth Hat Example



5.3 Uniform Example



5.4 T-Shirt Examples

