

OVERALL USAGE GUIDELINES

- No mark should be distorted, stretched, rotated, or drop-shadowed at any time.
- The wordmark “RedHawks” is one word and must have the “H” capitalized.
- The Logo must be front facing with nothing appearing over the top of the mark.
- Any variations of these marks for special use such as retail, promotion, fashion trends or other unique circumstances must be reviewed and approved in writing by the university.
- The official colors of Miami University are RedHawk Red and White.

PRIMARY MARKS



VERBIAGE

Miami™
 Miami University®
 RedHawks™
 The Brotherhood®
 Cradle of Coaches®

Miami RedHawks®
 Miami University RedHawks®
 Love and Honor™
 Miami Merger™
 Miami of Ohio™

COLOR INFORMATION

The colors shown on this page have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Publications for accurate color. PANTONE® and other Pantone, Inc. trademarks are the property of Pantone, Inc. Portions© Pantone, Inc., 2013.

UNIVERSITY COLORS	PANTONE® COLORS	PROCESS COLORS
RedHawk Red	For RedHawk Red, use PANTONE® 186	C:0% M:100% Y:81% K:4%
RedHawk Black	For RedHawk Black, use PANTONE® Process Black	

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ATHLETIC MARKS



Usage Guidelines:

This is a stand-alone mark. When using the colored version no color substitutions may be made to the mark's colors in place of the original and intended colors.



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ATHLETIC MARKS (CONTINUED)



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WORDMARKS



Note:

The Primary Mark and Wordmarks are reserved for the use by intercollegiate athletics and may not be used by other University clubs or organizations unless approval is granted by the Director of Licensing. University Clubs and Organizations may use the beveled Miami 'M' to promote their organizations.

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SPORT SPECIFIC MARKS



Note:

There are two versions of sport specific marks, one with the hawk head, and one without. Above are examples of all of the color variations of the Sport specific marks. A downloadable packet of all the sport specific marks is available on our Trademarx page. Sports included in the packet: Baseball, Basketball, Cheerleading, Cross Country, Football, Golf, Field Hockey, Ice Hockey, Skating, Soccer, Softball, Swimming & Diving, Tennis, Track & Field, and Volleyball.

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SEAL



Note: The seal is reserved for high-end products only.



Note: The seal does not have restrictions.

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