



WILLIAM CAREY UNIVERSITY CROSS COUNTRY

Branding Identity Sheet

Color Palette

Primary Red: #D4103A

Deep Black: #000000

Metallic Gray: #555555

Highlight White: #FFFFFF

Typography

Primary Font: Helvetica Bold (Headers)

Secondary Font: Helvetica Regular (Body Text)

Logo Placement Guidelines

- Use full-color Knight logo on light backgrounds.
- Use white-outline version on red backgrounds.
- Minimum clear space: height of the Knight's helmet plume on all sides.
- Never stretch, skew, rotate, or recolor the logo.
- Preferred placement: top-left or centered on top banner of recruiting documents.

Usage Recommendations

- Commitment Graphics: Red background, white or black text, centered or left-aligned logo.
- Scholarship Letters: Logo at top-left, red accent bar across the header.
- Social Media: Ensure contrast between logo and background.
- Standards Cards: Red or black base with white text.

This branding sheet is part of the full WCU XC recruiting system.