

ATHLETICS STYLE GUIDE



BELOIT COLLEGE BUCCANEERS

BELOIT COLLEGE ATHLETICS VISUAL IDENTITY

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HISTORY

Throughout its history, Beloit College has been represented by a variety of mascots and nicknames, with the Buccaneer arriving on the scene in 1949. The last update of the Buc occurred in the late 1970s, when football coach and athletic director Ed DeGeorge selected a Buccaneer logo from a catalog — a winking pirate wearing a plumed hat with a dagger in his teeth. After serving the college for more than 45 years, that rakish, swashbuckling Buccaneer has sailed off into the sunset.

REFERENCING THE INSTITUTION

The College should always be identified as Beloit College or the Buccaneers are acceptable for second and subsequent references. Beloit College should **not** be referred to as simply Beloit.

REFERENCING THE MASCOT

The mascot should always be identified as the Buccaneer or Buc.

COLOR PALETTE

Beloit Gold

#f2a900
CMYK C: 4 M:37 Y:100 K:0
RGB R: 242 G: 169 B: 0

Beloit Blue

#003660
CMYK C: 60 Y: 10 K: 53
RGB R: 0 G: 54 B: 96

Carolina Blue

#7eb6e3
CMYK C: 48 M: 16 Y: 0 K: 0
RGB R: 126 G: 182 B: 227

USAGE GUIDELINES

Beloit College Athletics Brand Guidelines – Overview

These standards have been thoughtfully developed to ensure consistency, pride, and professionalism in how we present our athletic identity across all platforms and media.

Our athletic marks and logos are more than just symbols — they represent the college, traditions, and excellence of Beloit College. They unify our teams, inspire our fans and friends, and connect us as a community. To preserve their integrity and impact, it is essential that all usage reflects the highest standards of quality and respect.

This guide provides instructions on how to properly use the Beloit Buccaneers athletic logos, colors, typography, and visual elements. Whether you're a coach, student-athlete, vendor, or campus partner, we ask that you follow these guidelines closely.

Using Beloit's athletic branding comes the responsibility to do so thoughtfully. Misuse — including unauthorized alterations, improper scaling, or off-brand applications — can dilute our brand image and create confusion. Always ensure that logos and brand assets are used as intended and seek approval when in doubt. Let's work together to honor the strength and pride of Beloit Athletics — on and off the field.

Beloit College Athletics VISUAL IDENTITY OVERVIEW

PRIMARY ATHLETIC MARK

			
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SECONDARY ATHLETIC MARKS

FONTS

Gotham
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 0 1 2 3 4 5 6 7 8 9
Eurostile
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
Gotham Bold
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

COLORS

	Beloit Gold: #f2a900 CMYK: C9% M32% Y100% K 0% RGB: R253 G181 B21 Nike Name: Team Bright Gold
	Beloit Blue: #003660 C100% M60% Y10% K53% RGB: R0 G54 B96 Nike Name: Midnight Navy
	Light Blue: #7eb6e3 CMYK: C48% M16% Y0% K0% RGB: R126 G182 B227 Nike Name: Valor Blue

ACCEPTABLE VERBIAGE

Beloit College Buccaneers, Buccaneers, Bucs

BUCS WORDMARKS

Usage Guidelines:

- Bucs wordmarks should be secondary to the full Buccaneers wordmarks
- May **not** be printed/displayed smaller than 2.5in W proportionately.



COLOR VARIATION

The logo can be used in the following color variations:



TEAM WORDMARK

The Wordmark is a secondary identity mark.

Usage Guidelines:

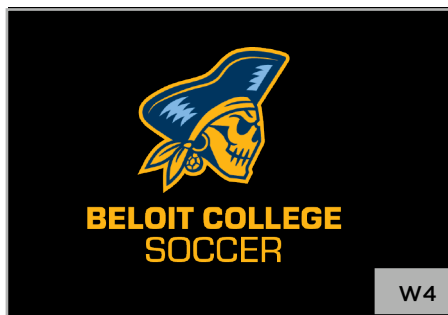
- Banner may indicate sport, but should **not** be gender specific.
- Beloit College should be Eurostile Black
- The Sport Name should be Eurostile Regular
- White, Black, Beloit Dark Blue, Beloit Light Blue, and Beloit Yellow are all acceptable colors for lettering.
- Colors should be easily legible. Light colors like yellow, white, and light blue should not be used for lettering on light color fabrics. Dark color lettering like black and dark blue should not be used on dark color fabrics.
- When exact color matches are not possible request navy blue



**BELOIT COLLEGE
SOCCER**

COLOR VARIATION

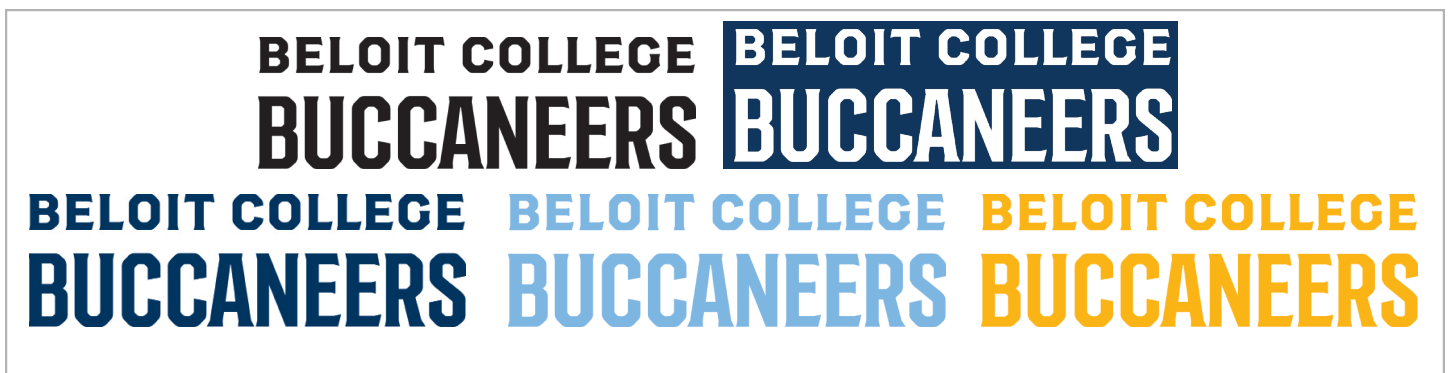
The logo can be used in the following color variations:





**BELOIT COLLEGE
BUCCANEERS**

WORDMARK OPTIONS



LOGO OPTIONS



Primary Logo

This is the primary use logo. It should not be recolored, edited, or changed without express permission from Marketing Communications. The logo should also not be put through AI generators or recreated by AI.



Secondary Logo

This logo should be used only when absolutely necessary. The primary logo should always be used first.

The one color logo should only be used in Beloit gold and should not be used on light colors like light gray, light blue or yellow. The logo should never be recolored or changed.



TYPOGRAPHY

Typeface

Eurostile Black

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

abcdefghijklmnopqrstuvwxyz

Eurostile Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

abcdefghijklmnopqrstuvwxyz

Eurostile Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

abcdefghijklmnopqrstuvwxyz

Eurostile Regular Oblique

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

abcdefghijklmnopqrstuvwxyz

Numerals

Eurostile Regular

0 1 2 3 4 5 6 7 8 9

Eurostile Black

0 1 2 3 4 5 6 7 8 9

Eurostile Heavy Italic

0 1 2 3 4 5 6 7 8 9

TYPOGRAPHY

Supporting Typeface

GOTHAM LIGHT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

GOTHAM BOOK

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

GOTHAM BOOK ITALIC

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

GOTHAM MEDIUM

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

GOTHAM MEDIUM ITALIC

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

GOTHAM BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Backup Typeface

This typeface should be used only when Gotham and Eurostile are unavailable.

Helvetica Black

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

APPENDIX A


Social Media Use

If the logo is used as a profile photo it should not be cut off on any side, it should be centered and fully visible. The logo should not overhang the profile photo space on any side and should not contain more than four words.



APPENDIX B

Approved Banners - Wordmark

BELOIT COLLEGE BUCCANEERS	BELOIT COLLEGE BUCCANEERS	BUCCANEERS	BUCCANEERS
BELOIT COLLEGE BUCCANEERS	BELOIT COLLEGE BUCCANEERS	BELOIT COLLEGE BUCCANEERS	BELOIT COLLEGE BUCCANEERS
 BELOIT COLLEGE BUCCANEERS	 BELOIT COLLEGE BUCCANEERS	GO BUGS	GO BUGS
 BELOIT COLLEGE BUCCANEERS	BUGS	BUGS	 BELOIT COLLEGE BUCCANEERS
 BELOIT COLLEGE ATHLETICS	 BELOIT COLLEGE ATHLETICS	 BELOIT COLLEGE ATHLETICS	 BELOIT COLLEGE ATHLETICS

MISUSE OF THE LOGO

Any variations of the logo, or variations must be approved by Communications Marketing. Variations may be approved on a case by case basis. Below are examples of logo uses that are not permitted. If your team has need of a variation of the logo please let Marketing Communications know so they can create one to meet your needs. Questions are always welcome.

Any logo images should be sourced directly from the college. Logos for official documents, gear, or college materials should not be found online or generated through AI. All logos for use should be sourced through Beloit College only.

EXAMPLES OF MISUSE

