FIGHTING SCOTS

GORDON ATHLETICS BRAND ELEMENTS AND STYLE GUIDE



UPDATED FALL 2026

Official Fighting Scots Logo







The Lion Rampant is the official logo for Gordon Athletics and the basis for the school mascot. It reflects Gordon's Scottish heritage and competitive spirit.

The primary version of the logo includes 4 colors and is to be used by default unless there are limitations in the intended application.

Simplified versions of the Lion Rampant in either 3-colors or 1-color can be used in applications where color is limited or sizes are too small for fine detail (i.e. stitching).

Supporting Symbols



Caged Lion:
For instances when you need to tame down the fierceness.



Athletic G:
Shorthand symbol for Gordon Athletics. Intended for small logo areas such as hats—not jerseys or uniform tops.

Logo Usage Guidelines:

Always scale logo proportionately, and when placing over patterns or images, make sure it remains easily legible. Take care when cropping so that the Lion Rampant's limbs and head are not cut off in awkward ways.

Away jerseys and uniform must at least include "GORDON" to ensure clarity and college name awareness.

Color Palette

PRIMARY COLOR: Athletics Blue

Pantone: 5395C
CMYK: 100-71-39-90
RGB: 8-31-44
HEX: #081F2C

SECONDARY COLORS

Cyan	(85% tint of primary)	(75% tint of primary)
Pantone: Process Cyan	**Pantone:** 7546C	**Pantone:** 7545C
CMYK: 100-0-0-0	**CMYK:** 84-66-51-44	**CMYK:** 77-60-48-30
RGB: 0-174-239	**RGB:** 41-59-72	**RGB:** 63-79-91
HEX: #00AEEF	**HEX:** #293b48	**HEX:** #3f4f5b

SUPPORT COLOR

Gordon Blue

Pantone: 294C
CMYK: 100-69-7-30
RGB: 1-73-131
HEX: #014983

Athletics Blue is a darker version of Gordon's primary blue, which better matches our tartan and available uniform and color options. It should always be the primary color in Gordon Athletics materials.

Secondary colors for Athletics are cyan plus two lighter tints of the Athletics blue, which appear grayish. These can be used as highlights, accents or backgrounds but should be secondary to the primary Athletics Blue.

When printing with Pantone colors, you can replicate the two lighter tints with the listed percentages of Athletics Blue, or for digital uses, you can simply use their own RGB or HEX codes.

A Support Color is Gordon's institutional blue. In general, the Athletics Blue should be used in its place, but it may be helpful for materials not purely about Athletics.

CMYK values are used for printed pieces.

RGB or HEX can be used for digital (web, powerpoint, anything on a screen).

(When printing in the office, accidentally using the RGB or HEX probably won't make a noticeable difference. It matters more for professional printing!)

Uniform Colors

When ordering uniforms through Adidas, only choose from the following colors:

PRIMARY COLORS:

Team Navy Blue AD8Q: Closest color to Gordon's Athletics Blue.

Team Lt. Blue ADA3: Closest match to Gordon's cyan. It can be used in combination with Navy.

Team White 001A

SECONDARY COLOR:

Team Mid Grey ADFC: An alternative to white when needed.

If you have questions or concerns regarding an upcoming uniform order, please reach out to **Jason Linders**, Gordon Athletics Director, and **Rob Rossi**, Director of Athletics Communications.

Typography

PRIMARY FONT

Gordon Athletics' primary font is Compacta BT, used only in Bold-Italic. It can be used for titles, headings, and high-impact applications, but it isn't suited for longer body text because it would become difficult to read.

Available for free download online.

SECONDARY FONTS

The secondary font for Athletics is Gordon's overall font, Gotham. It is a highly legible font that works well for longer copy and includes many weights.

Available in Adobe Fonts and Canva.

Another secondary font is Mascot MVB. This script font is not part of the official Gordon College brand but may be used selectively in Athletics materials when a vintage or retro style is appropriate.

Available in Adobe Fonts.

COMPACTA BT

FIGHTING SCOTS

WOMEN'S LACROSSE

GO SCOTS!

Gotham Light \\ Gordon College

Gotham Light Italic \\ Gordon College

Gotham Book \\ Gordon College

Gotham Book Italic \\ Gordon College

Gotham Medium \\ Gordon College

Gotham Medium Italic \\ Gordon College

Gotham Bold \\ Gordon College

Gotham Bold Italic \\ Gordon College

Gotham Black \\ Gordon College

Gotham Black Italic \\ Gordon College

Mascot MVB

Go Scots

Gordon

Gordon College

Additional Gordon branding resources can be found online at:

gordon.edu/brand