



Preface

The **Atlantis University Athletics** Identity & Style Guidelines contain essential information that illustrates how to properly use the various elements of our athletic brand. In the following pages, you'll find direction on everything from logo application to color usage, typography, and tone of voice.

These guidelines have been created for student-athletes, coaches, partners, and the broader university community. Access to our athletic branding and visual identity is one of the many benefits of being part of the AU family. We encourage everyone to visit our brand portal to download logos and access additional assets including customizable media templates, digital banners, and social media kits.

If you need further assistance, feel free to contact the **AU Creative Services Department**.

Thank you for helping protect and grow the AU Athletics brand.

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Brand Concept – Athletics

Mission:

To empower student-athletes to achieve excellence through competition, discipline, and academic integrity, representing Atlantis University with pride.

Vision:

Atlantis University Athletics seeks to be a leader in collegiate sports by developing champions in the classroom, on the field, and in life.

Vision II Expanded:

We aim to build elite competitors and global ambassadors of sportsmanship by promoting teamwork, leadership, and resilience across all athletic disciplines.

- Driven by performance and purpose.
- Focused on developing leaders through sports.
- Committed to discipline, respect, and perseverance.
- Inspired by the strength of our community, culture, and legacy.
- Competing with honor — winning with integrity.

Identity · Performance · Consistency = Competitive Power

The Atlantean Athlete Code

We are:

Focused. Disciplined. Competitive.

—

Driven Yet Accountable.

Let's focus on a Relentless & Purposeful identity code.

Who We Are

We are a team of student-athletes and coaches committed to excellence — on the field, in the classroom, and in life.

Our identity is forged through discipline, respect, and the pursuit of constant improvement. We train harder, think smarter, and compete with purpose.

What We DO

We live by 7 rules that guide our performance and our character:

1. No excuses
2. Be a step ahead
3. Go the extra mile
4. Have initiative
5. Be organized
6. Be clean
7. Triple Check everything

We don't just build athletes — we build leaders.

Brand Concept - Athletics

We want to be perceived as:

- Unstoppable
- Disciplined and Driven
- Bold
- Unified
- Future-Focused
- Competitive · Clean · Committed

Keep the "Unstoppable" concept

The idea is to maintain the fearless, powerful and modern path our athletics brand has become known for. Still, we want to evolve sharpening our message with simplicity and precision. We're now pivoting to an identity that is more streamlined, yet just as impactful.

A Competitive Culture

THE IDENTITY

A visual language built from movement, energy, and strength unique to the Atlantean Athlete.

THE BRAND

The emotional and visual identity that reflects the pride, power, and values of our athletic community.

THE LOGO

A symbol of power. The "A" and the trident represent our will to win, our unity, and our fearless attitude.

Evolution Of The Athletics Logo

BEFORE

Original Concept

An "A" integrated with a trident, combining institutional and athletic elements in one symbol.

Key Features:

- Black and white outlines created contrast but made the logo visually heavier.
- Curved, stylized trident suggesting motion and aggression.
- Lower arrow with deep shadowing, adding visual weight.
- Strong drop-shadow on the folded corner of the "A".

Visual Perception:

- Energetic but **less** refined.
- Bold and aggressive, but less adaptable across different media.
- Lacked scalability and cleanliness for minimalist applications.



AFTER

Redesigned Concept:

A streamlined evolution that retains the essence of power and identity while introducing clarity, balance, and modern athletic aesthetics.

Key Improvements:

- Removed the Black/white outline cleaner, more professional look.
- Sharper trident design conveys strength, precision, and unity.
- Central arrow perfectly aligned and symmetrical adds balance.
- Inner shading reimagined with subtle angular toning, consistent with AU's brand language.
- The "A" preserves the red dual-tone concept, referencing the original triangle fold, now stylized for the athletic brand.

Visual Perception:

- **Stronger, cleaner,** and more modern.
- Better for merch, uniforms, social media, and printed materials.
- **Aligned with the AU** institutional brand while embracing a bold, competitive, and unforgettable athletic identity.

No text, images, icons, or graphic elements should invade this protected area.

The Respect Zone is based on the height of the trident's central arrow and the letter "t" in the wordmark.

This zone ensures proper breathing space and brand consistency across all media.

This guideline applies to all uses of the logo digital, printed, apparel, social media, and signage.

The more space, the stronger the impact.



Atlanteans Logo System – Respect Zone



Logo Variations – Official Usage Criteria

The Atlantis Athletics logo system is designed to maintain clarity, strength, and brand integrity in all environments. Depending on the platform or visual context, the logo should be applied using one of the following official versions:



Circular icon style for avatars, stamps, patches, or social media



All logos shown **here are approved for official use**. The Red "A" remains the preferred symbol of identity and must be prioritized unless readability or contrast require otherwise.

Avoid modifications, shadows, or color changes that are not outlined in this guide.

Logo Variations on Different Backgrounds

To ensure maximum visibility and visual consistency, the Atlanteans Atlantis University logo is presented in variations adapted to different background colors. This section demonstrates the correct application of the logo in horizontal, vertical, and icon-only formats on dark, light, and brand-red backgrounds. These adaptations maintain brand legibility, contrast, and visual impact across all media and materials.



Pay attention



#ED1C24 ● ● #B3191A



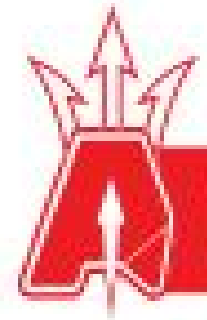
Sports Versions

To unify branding across all teams, each sport has a dedicated version of the Atlanteans Athletics logo, while maintaining the core structure, spacing, and color palette of the original design.

These versions include the official “A + Trident” symbol and the Atlanteans wordmark, followed by the name of the sport in uppercase for clarity and standardization



Color Palette

				
Primary Red	Deep Red Accent	Light Gray	Charcoal Gray	Black
#ED1C24	#B3191A	#F5F5F5	#272727	#000000
C: 0%	C: 20%	C: 0%	C: 0%	C: 0%
M: 100%	M: 100%	M: 0%	M: 0%	M: 0%
Y: 100%	Y: 100%	Y: 0%	Y: 0%	Y: 0%
K: 0%	K: 10%	K: 4%	K: 85%	K: 100%
R: 237 G: 28 B: 36	R: 179 G: 25 B: 26	R: 245 G: 245 B: 245	R: 39 G: 39 B: 39	R: 0 G: 0 B: 0

These colors are the official and exclusive palette for the Atlantis Athletics identity. Use them consistently across digital, print, uniforms, and merchandise to maintain brand integrity and visual impact.

TYPOGRAPHY

ATLANTIS UNIVERSITY
ATLANTIS UNIVERSITY
ATLANTIS UNIVERSITY
AU SPORTS
AU SPORTS
AU SPORTS

Primary Typeface:

Poppins clean, geometric, modern. Ideal for digital applications and consistent body text use.

SECONDARY TYPEFACE:

Tusker Grotesk bold, expressive, athletic. Designed for strong visual impact in headlines, banners, and merchandise.



Typography Rationale

The design of the **Athletic Director** flyer combines two carefully selected typefaces Tusker Grotesk and Poppins to establish a balance between authority, clarity, and modern athletic energy.

This system can be scaled and reused across:

- Flyers and announcements •
- Social media templates •
- Video thumbnails and banners •
- Merchandising and apparel •

Mockups

This section showcases **real world applications of the Atlanteans brand** through mockups of promotional and event materials. From step and repeat backdrops to recruitment booths and branded flags, these examples illustrate how the identity system translates into physical environments.



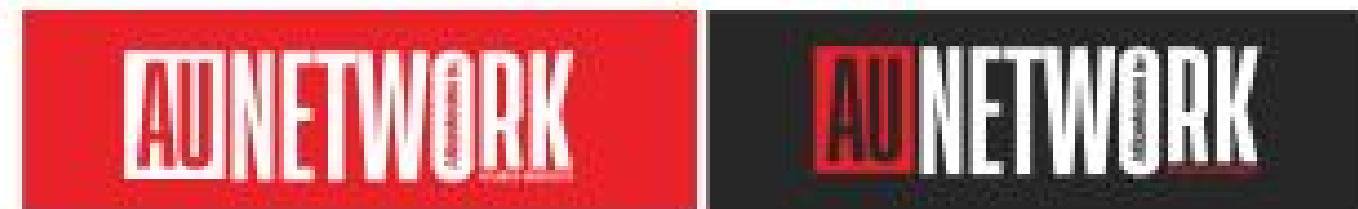
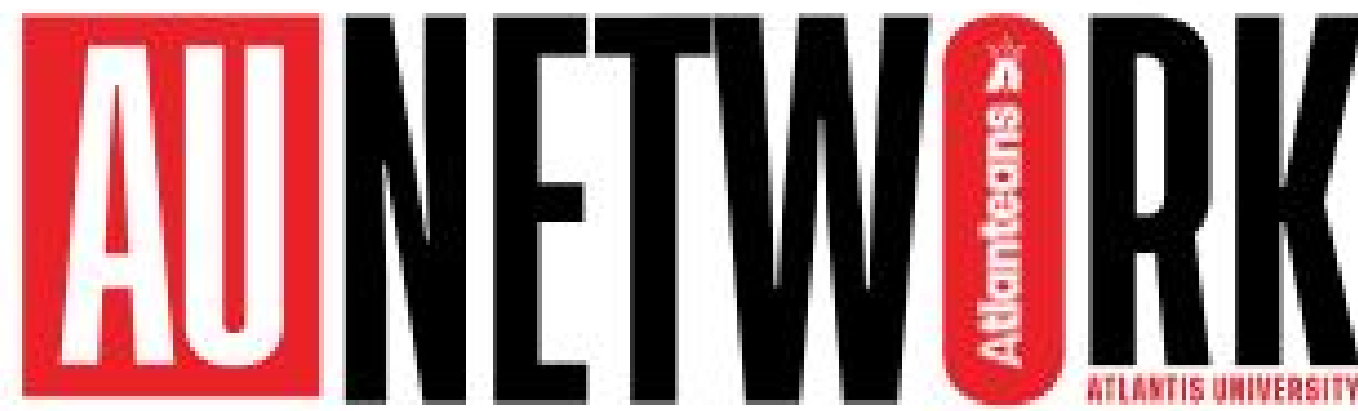
Each mockup highlights the consistent use of **logos, typography, and brand colors** to ensure strong visual recognition and professional presentation across all marketing and outreach events.





Media Identity System

The main institutional communication and content hub.



Social Media Version

A dedicated platform for sports coverage, updates, and analysis.



A storytelling and interview based space focused on voices within the AU community.



This slide demonstrates a real-use example of AU Network's branding system applied to an upcoming game announcement for the Atlantis University Athletics Department.

UPCOMING GAME

EXAMPLE
AU NETWORK

AU NETWORK
Atlanteans
ATLANTIS UNIVERSITY

EXAMPLE
AU LOGO (VERTICAL)



X



Miami Vice Edition


Atlanteans


Atlanteans



BRAND IDENTITY MANUAL

