



Revised July 10, 2025

BRAND STYLE GUIDE

COLORS & BACKGROUND/TEXT COMBINATIONS

PRIMARY

WHITE TEXT
RING GOLD TEXT
BULLDOG GRAY TEXT

FLAG BLUE
#002856
CMYK: 100, 84, 36, 39
RGB: 0, 40, 86
PMS 295 C

BLACK TEXT
FLAG BLUE TEXT

INFANTRY BLUE
#7badd3
CMYK: 51, 21, 6, 0
RGB: 123, 173, 211
PMS 542 C

BLACK TEXT
FLAG BLUE TEXT

RING GOLD
#edae17
CMYK: 7, 33, 100, 0
RGB: 237, 174, 23
PMS 7409 C

SECONDARY

WHITE TEXT

BIG RED
#ba0c2f
CMYK: 18, 100, 87, 9
RGB: 186, 12, 47
PMS 200 C

WHITE TEXT

MODERN BLUE
#3d7cc9
CMYK: 76, 47, 0, 0
RGB: 61, 124, 201
PMS 660 C

BLACK TEXT
FLAG BLUE TEXT
BIG RED TEXT

BULLDOG GRAY
#d8dfe1
CMYK: 14, 7, 8, 0
RGB: 216, 223, 225
PMS 7541 C

TYPOGRAPHY

ALL USES

OPEN SANS (All Weights)
ABCD abcd 1234

CAMPUS USE ONLY

GARAMOND (All Weights)
ABCD abcd 1234

ATHLETICS USE ONLY

QUANTICO (BOLD ONLY)
ABCD abcd 1234

HEADLINE USE ONLY

AMERICAN CAPTAIN
ABCD abcd 1234

BRANDMARKS

CAMPUS MARKS



THE CITADEL



THE CITADEL



THE CITADEL
THE MILITARY COLLEGE
OF SOUTH CAROLINA

ATHLETICS MARKS



THE CITADEL



THE CITADEL

The Citadel

BULLDOGS

OTHER MARKS



VINTAGE MARKS



DESIGN GUIDELINES

DON'T DO THIS

Wordmark retyped in non-brand font

Letterforms distorted by arch effect

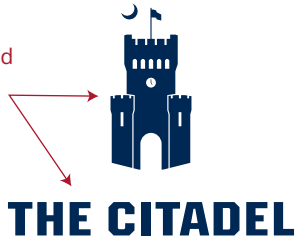
THE CITADEL
bulldogs

Non-brand colors

Wordmark retyped in lowercase

DON'T DO THIS

Campus mark and Athletics mark used together



DON'T DO THIS

Unauthorized and incorrect logo lockup layout

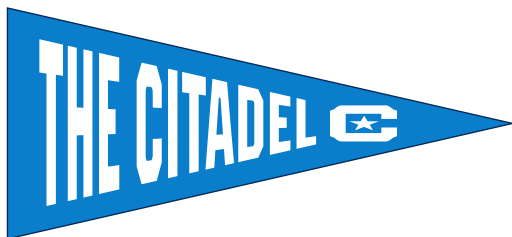


Incorrect sub-brand

Non-brand font

DON'T DO THIS

Brandmarks distorted to fit a product



DO THIS

Wordmark retyped in brand font (Quantico Bold)

Type on a path effect used so letterforms are not distorted

THE CITADEL
BULLDOGS

Brand color

Wordmark used without alteration

DO THIS

Campus marks and Athletics marks kept separate



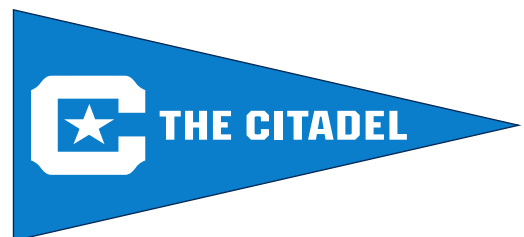
DO THIS

Use authorized logo lockup



DO THIS

Use brandmarks without distorting them



DESIGN GUIDELINES

DON'T DO THIS

Color combinations with low visual contrast



DON'T DO THIS

Changing the brandmark layout or retyping the wordmark



DON'T DO THIS

Incomplete name
(missing "The")

Incorrect founding date



Wordmarks retyped in
non-brand fonts

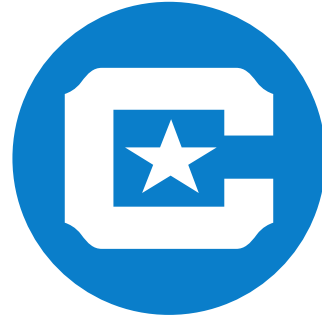
DON'T DO THIS

Retyping the wordmark



DO THIS

Use recommended color combinations



DO THIS

Use the undistorted brandmark



DO THIS

Undistorted wordmarks

Correct founding date



DO THIS

Use the approved wordmark

