



University of St. Thomas

Current Revision Date: 07/11/22

Verbiage

University of St. Thomas® All for the Common Good®
St. Thomas™
Tommies™
Tommy™
Be Purple™
Roll Toms™

Established: 1885 **Location:** St. Paul-Minneapolis, MN **Mascot:** Tommies
Mascot Name: Tommie **Conference:** NCAA Division I - Summit League, Pioneer Football League, WCHA, CCHA

Dark Purple

PANTONE 2607 C
CMYK: 82, 100, 18, 12 | RGB: 80, 12, 118
MADEIRA Rayon: 1313 | RA: 2430

Bright Purple

PANTONE 2592 C
CMYK: 50, 89, 0, 0 | RGB: 158, 40, 181
MADEIRA Rayon: 1334 | RA: 2426

Light Purple

PANTONE 2587 C
CMYK: 58, 83, 0, 0 | RGB: 131, 72, 173
MADEIRA Rayon: 1118 | RA: 2585

Gray

PANTONE Cool Gray 7 C
CMYK: 20, 14, 12, 40 | RGB: 151, 153, 155
MADEIRA Rayon: 1118 | RA: 2585

Approved University colors or the *PANTONE® colors listed on this page must be used. The colors on this page are not intended to match PANTONE color standards. For PANTONE color standards, refer to the current editions of the PANTONE color publications. *PANTONE® is a registered trademark of PANTONE, Inc.

Athletics Shield Marks

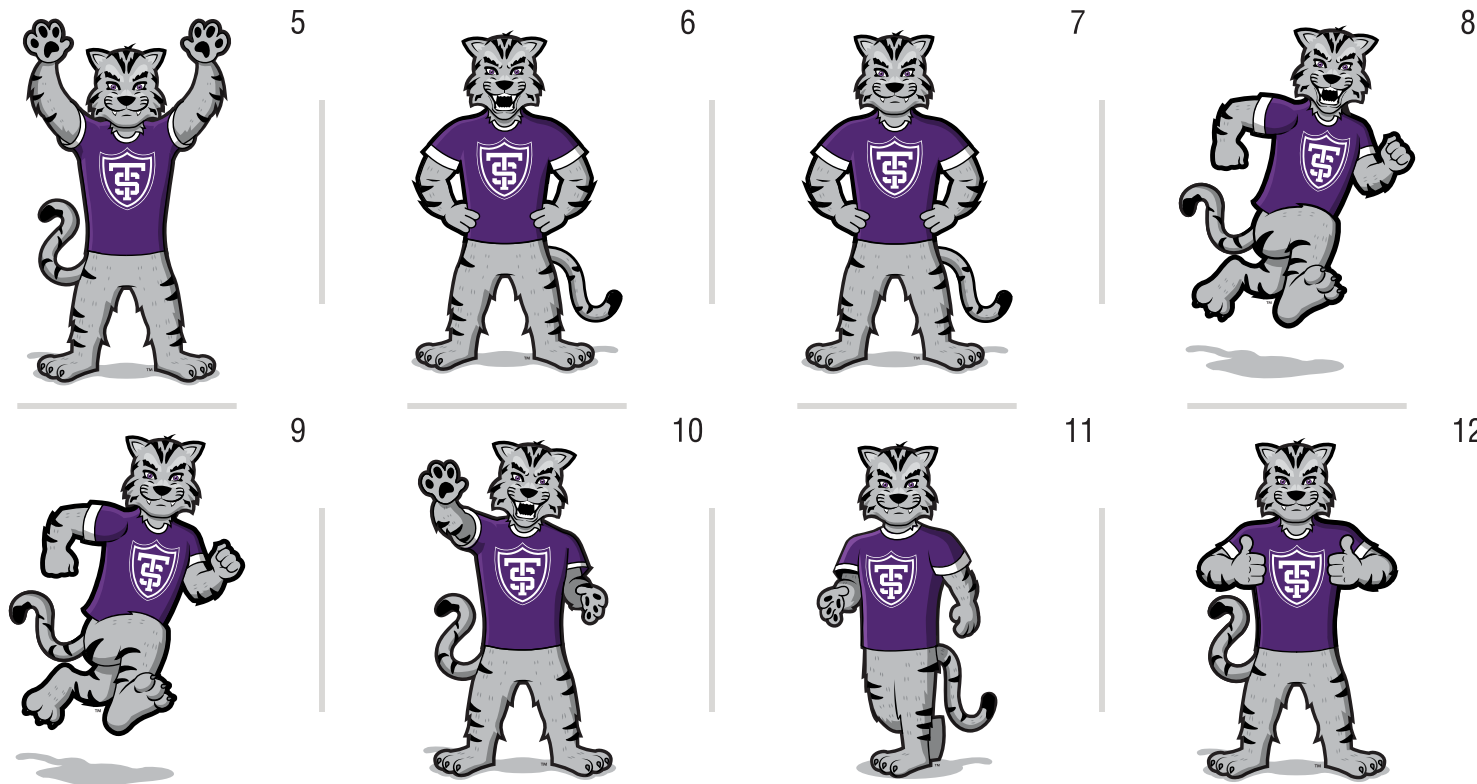


NOTES: Examples of sport-specific usage shown above, all other sports available upon request.
- If printed on color other than white, the shield needs to include the outer white stroke.
- Reversed version of the shield is not allowed -- shield is always purple with white letters

Athletics Wordmarks



Tommie Marks



NOTE: Tommie's shadow is optional and can be removed if necessary.



Athletics Monogram Marks

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43



Academic Wordmarks and Logos

47



48



49



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51



52



53



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Note: St. Thomas logo should have minimum print size of 1.25 inches in width St. Thomas logo embroidery marks have been modified in size for readability

Be Purple Mark

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Football Mark

45



Forward D1 Mark

46



NOTE: If printed on color other than white, the shield needs to include the outer white stroke.

NOTE: Must be accompanied by the St. Thomas logo or verbiage

Athletic's Stone Pattern

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Stone pattern may be used in conjunction with the Athletics Shield mark overlaid on the pattern. Stone pattern color variations are limited to Dark Purple (Pantone 2607 C) and White.

Academic Shield Marks

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University Seal

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60



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Note: One color can include silver or gold ink.



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Secondary Colors

Lime Green	Sky Blue	Orange	Magenta	Teal
PANTONE 375 C CMYK: 46, 0, 100, 0 RGB: 149, 214, 0 HEX: 94d600	PANTONE 297 C CMYK: 51, 5, 3, 0 RGB: 110, 196, 233 HEX: 6cc5e9	PANTONE 1505 C CMYK: 0, 71, 100, 0 RGB: 255, 107, 0 HEX: ff6c00	PANTONE 2395 C CMYK: 21, 96, 0, 0 RGB: 208, 0, 158 HEX: cf009f	PANTONE 320 C CMYK: 100, 11, 38, 0 RGB: 0, 153, 168 HEX: 0099a9

School-specific Marks

College of Arts and Sciences



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College of Arts and Sciences



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Notes: Any of the four primary colors can be used for the school specific marks.
All School/specific marks are available upon request.

Additional Notes

- Use of old/outdated versions of St. Thomas logos are not permitted
- Adding anything to St. Thomas logos is not permitted (e.g.; glitter or sparkles)
- The ST in the shield and logos are interlocking; not one letter over the other.

Club Mascots



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Note: Club Sports / Organizations mascot wears the ST Lockup, not the Athletics shield.
All Club Sports / Organization mascots are available upon request.

Club/Organization Marks



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ST. THOMAS™

68

TOMMIES™

69

Note: All Club/Organization marks are available upon request.

Club Sports Marks



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71



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Club Sports UNIVERSITY OF St. Thomas

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ST. THOMAS™

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St. Thomas™

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Note: All Club Sports marks are available upon request.

ADDITIONAL PERTINENT INFORMATION

- University seal permitted on products for resale (reviewed on a case-by-case basis).
- No alterations or overlaying graphics to seal permitted.
- University licenses consumables (must have expiration date on packaging).
- University licenses health and beauty products.
- University permits numbers on products for resale.

- Mascot caricatures permitted.
- Cross licensing with other marks may be permitted with an additional agreement.
- No use of current players' name, image, or likeness is permitted on commercial products in violation of NCAA rules and regulations.
- No references to alcohol, drugs, or tobacco related products may be used in conjunction with University marks.