



University of the Incarnate Word

Current Revision Date: 12/05/23

Verbiage

University of the Incarnate Word®
Incarnate Word™
Incarnate Word Cardinals™
UIW®
Cardinals™

Established: 1881

Location: San Antonio & Alamo Heights, TX

Nickname: Cardinals

Mascot Name: Red the Cardinal

Conference: Southland Conference

Red	Black	Dark Red	Light Cool Gray	Medium Cool Gray	Dark Cool Gray
PANTONE 1797 C CMYK: 2, 97, 85, 7 RGB: 203, 51, 59 MADEIRA Rayon: 1485 RA: 2266	PANTONE Process Black C CMYK: 0, 0, 0, 100 RGB: 0, 0, 0 MADEIRA Rayon: 1000 RA: 2296	PANTONE 1807 C CMYK: 25, 91, 78, 16 RGB: 167, 52, 57	PANTONE Cool Gray 1 C CMYK: 10, 8, 10, 0 RGB: 217, 217, 214	PANTONE Cool Gray 5 C CMYK: 31, 24, 25, 0 RGB: 177, 179, 179	PANTONE Cool Gray 10 C CMYK: 62, 53, 50, 21 RGB: 99, 102, 106

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.

UIW Athletics Logos



One Color Print: If a logo is going on an item as a one-color print, the only acceptable colors are red, black and white. Some shades of red may not be acceptable.





UIW Athletics Logos (Cont.)



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UIW Letter Mark

One Color Print: If a logo is going on an item as a one-color print, the only acceptable colors are red, black and white. Some shades of red may not be acceptable.



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Institutional Logos



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One Color Print: If a logo is going on an item as a one-color print, the only acceptable colors are red, black and white. Some shades of red may not be acceptable.



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Military Appreciation



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Blue - PMS 2748



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Green - PMS 5753



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Blue - PMS 2748



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Green - PMS 5753



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ADDITIONAL PERTINENT INFORMATION

- School 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.