



Slippery Rock University

Current Revision Date: 05/10/21

Verbiage

Slippery Rock University™
The Rock™ (Athletics Use Only)
SRU™
Rocky™

Established: 1889

Location: Slippery Rock, PA

Mascot: The Rock

Mascot Name: Rocky

Conference: NCAA Div II - PSAC

Green

PANTONE 342 C
CMYK: 93, 10, 75, 43 | RGB: 0, 103, 71
MADEIRA Rayon: 1351 | RA: 2455

Black

PANTONE Process Black
CMYK: 0, 0, 0, 100 | RGB: 44, 42, 41
MADEIRA Rayon: 1241 | RA: 2296

88% Black

73% Black

60% Black

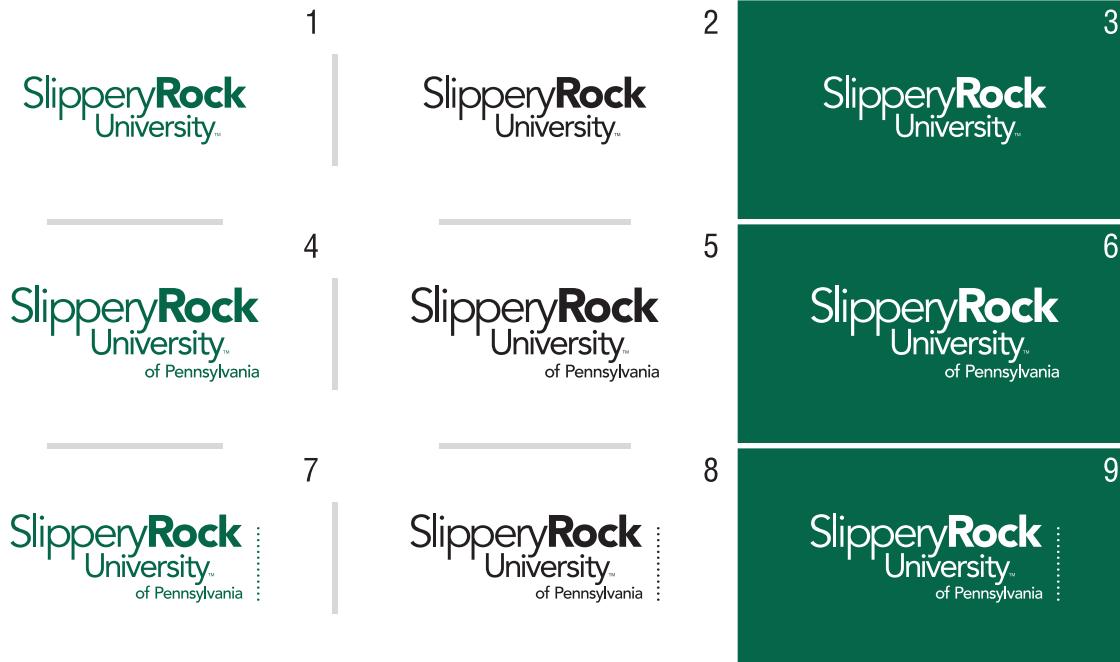
30% Black

Red

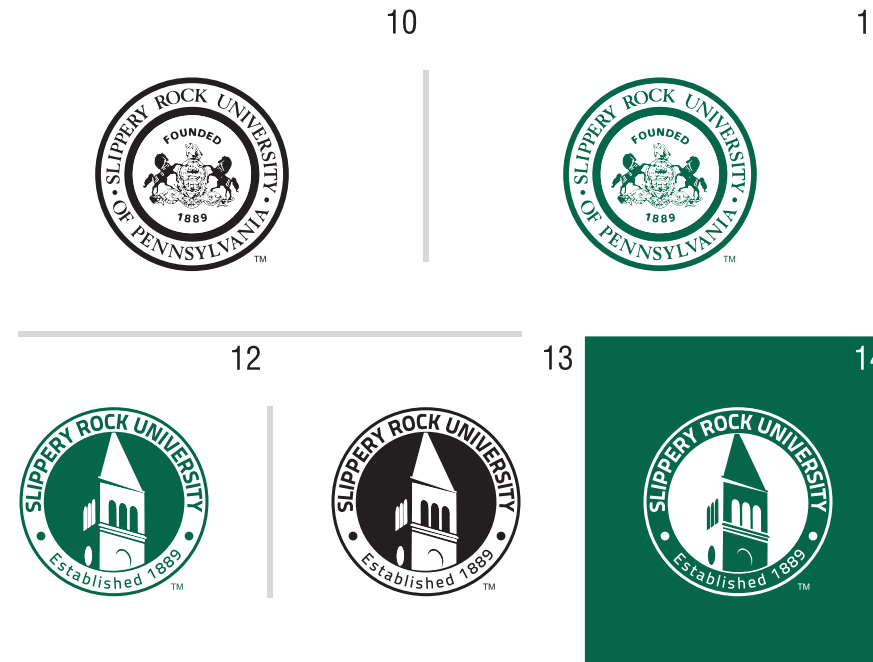
PANTONE 187 C
CMYK: 7, 100, 82, 26 | RGB: 166, 25, 46
MADEIRA Rayon: 1147 | RA: 2623

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.

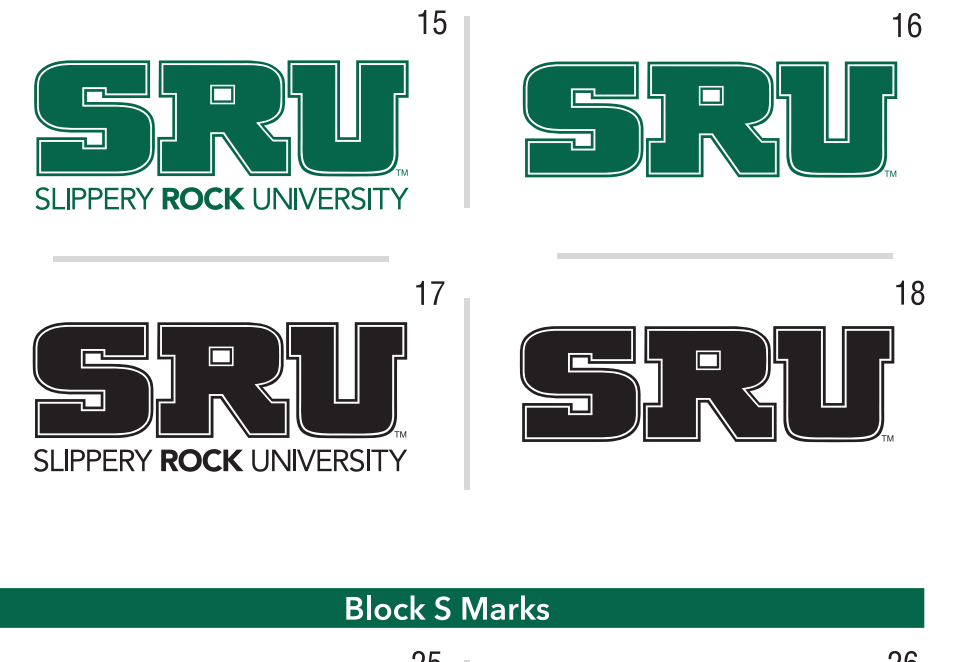
Institutional Marks



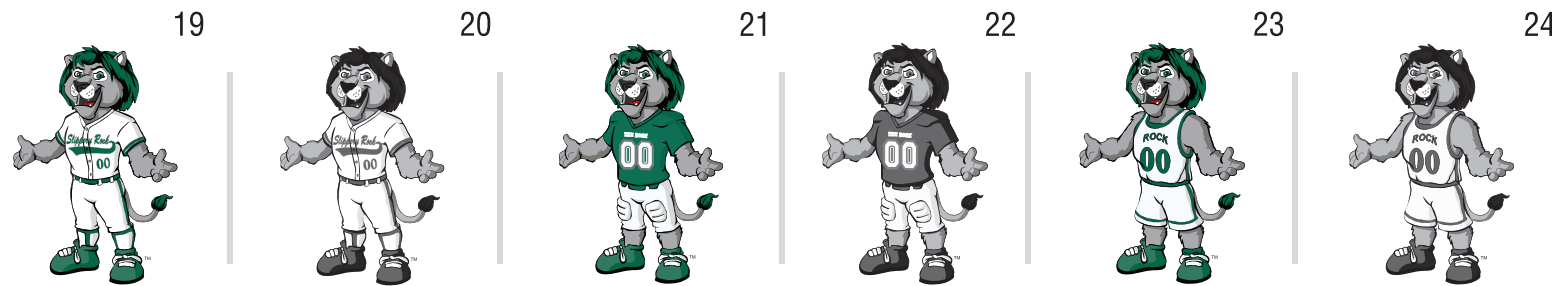
University Seals



SRU Emblem Marks



Rocky Marks



Note: Athletically uniformed versions of Rocky are reserved for promotional and athletic communication publications only.

Note

- Do not crop the head of the illustration from the mascot's body.
- The Rocky logo must be used in its entirety and may not be altered or trimmed
- Do not use a past illustration in any form or at any time to represent the University or its mascot.

Block S Marks





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Mascot Marks

Club Marks

29



30



31



32



33



34



35



36



Sport-Specific Marks

37



38



39



40



41



42



43



44



45



46



47



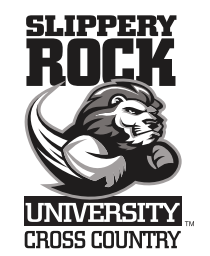
48



49



50



51



52



53



54



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56



57





Sport-Specific Marks

58	59	60	61	62	63	64
65	66	67	68	69	70	71
72	73	74	75	76	77	78
79	80	81	82	83	84	
						Font System
						A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

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.