

9: The Spartans



Spartans

STRONG – UNITED – DETERMINED – FAITHFUL

In the fall of 1963, TWU Dean of Students Leland Asa ordered new gold and brown uniforms for Trinity Junior College. The new uniforms arrived in January of 1964. To accompany the uniforms, the students were looking for a new name for the TJC athletic teams. They chose the Spartans.

Today ancient Sparta is often remembered for its military accomplishments and is thought to be a society lacking in art, literature and culture. Upon taking a closer look at the people of ancient Sparta, they may be more aptly described as a people who had a strong devotion to the intellect, the arts and to physical exercise and whose culture focused on much more than just military strength.

The Spartans of old made significant contributions to their society, contributions which have continued to shape the world we live in today. Some of these include the first democracy in recorded history, the introduction of land reform aimed at equalizing wealth among its citizens and the development of a complex system of mutual defence treaties. The Spartans were known for aggressively defending democracy against tyranny because they so strongly believed in a society of freedom. Sparta led the world in the area of women's rights. Spartan women enjoyed such things as the right to inheritance, property ownership and public education. These are rights that today we would consider elementary, but at the time they were unheard of for women.




Sparta's public education system, the agoge, was also admired almost universally by contemporaries. The people of Sparta had a strong commitment to education, but this was not the only thing that Sparta was admired for; Sparta also became well known for its constitution, music and dance. It was her citizens—the lawmakers, the statesmen, the philosophers and the poets—who were the most widely admired in ancient times. They were united in their values and faithful to hold true to them.

In short, the Spartans were a proud people with strong convictions, tremendous discipline, significant power and culture-shaping influence. They were indeed "champions" and leaders in many different areas of life. Their efforts to develop the whole person, their discipline to develop themselves physically, their respect for women and education, their will to build a strong community, and their desire to contribute to the betterment of society have left an inspiring legacy. It is from this legacy that we distill and aspire to the traits of strength, unity, determination and faithfulness, and it is from this legacy that we have taken the name Spartans.

(From the Athletics Department, 2007)



SPARTAN PALETTE

		
PMS 281	PMS 117	black
C 100 M 72 Y 0 K 32	C 0 M 18 Y 100 K 15	C 100 M 100 Y 100 K 100
R 100 G 72 B 0	R 222 G 180 B 8	R 0 G 0 B 0
HTML #25408F	HTML #DEB408	HTML #25408F

Spartans Official Colours

The Spartan logo was created in TWU's primary colour palette; blue and gold (yellow). Whenever possible, the Spartan graphic and wordmark should be used in their blue (PMS 281) and gold (PMS 117) versions. When colour is limited, its blue, black or white versions may be used. The graphic and wordmark should never be reproduced in gold (yellow) or a non-Spartan colour.

The numerical colour values for both print and digital media are listed here.



Spartan Logo Arrangements

The vertical arrangement is the primary logo and is to be used in all forms of communication. The horizontal arrangement may be used when space prohibits the use of the vertical format (eg. signage or the university web banner).

Each arrangement is one complete unit. Relative scaling, spacing and general visual relationship are to be used as shown and not altered in any way.

VERTICAL

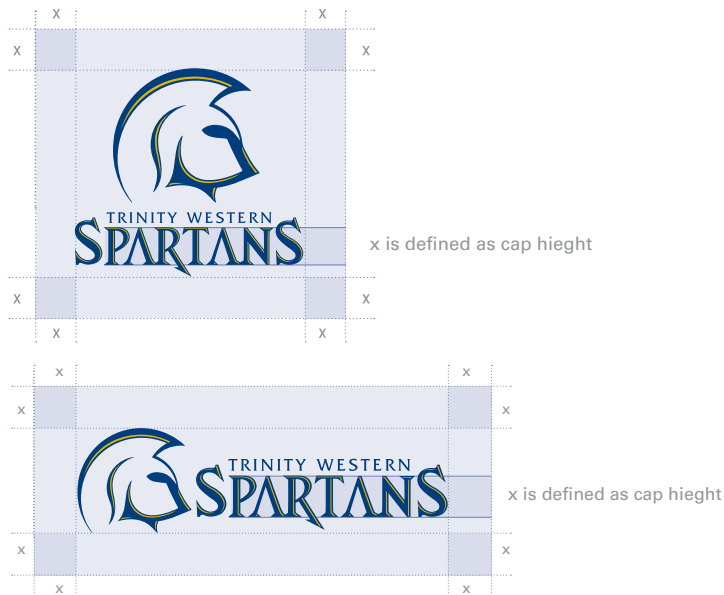
TWU Spartan helmet with SPARTANS illustrated in custom graphic lettering below the helmet. "TRINITY WESTERN UNIVERSITY" is Friz Quadrata, medium capital letters on one line, centered between the "S's" in "SPARTANS" above.

HORIZONTAL

TWU Spartan helmet with SPARTANS illustrated in custom graphic lettering right of the helmet. "TRINITY WESTERN UNIVERSITY" is Friz Quadrata, medium capital letters on one line, centered between the "S's" in "SPARTANS" above.

In broad public relations materials, the Spartan logo is to be used with TWU's primary logo placed in a secondary location.

To ensure that all uses of the Spartan logos will be consistent in appearance and quality, do not attempt to recreate the graphics.



Spartan Logo Protected Spaces

The TWU Spartan logo should be allowed sufficient clear space to isolate it from other elements such as typography, graphics and pictures. The protected space is created by the height of one letterform of "SPARTANS" (minus the ascending and descending letterforms) and will, therefore, be relative to the size of logo used. The unit of measurement provides a perimeter of clear space around the logo.



Spartan Logo Size Restrictions

PRINT SIZE RESTRICTIONS

To ensure legibility the vertical version of the Spartan logo shall not be smaller than 0.75" high. The horizontal version of the Spartan logo shall not be smaller than 0.375" high.

DIGITAL SIZE RESTRICTIONS

To ensure legibility the vertical version of the Spartan logo shall not be smaller than 255 pixels high. The horizontal version of the Spartan logo shall not be smaller than 113 pixels high.

APPAREL RESTRICTIONS

Consult the Athletic Department for all apparel usage applications.



twult_b_v.eps

Spartan Primary Palette

TWU's primary logo colour applied to the TWU logo in all its variations is "TWU blue" (PMS 281) and gold (PMS 117).



sl_b_v.eps



sl_k_v.eps

Spartan Supplementary Palette

For one-colour printing a blue set of logos has been provided.

Black is included in a supplementary palette to be used when printing options are limited.

The numerical values for both print and digital media are listed on [page 48](#).



sls_b_v.eps



sls_k_v.eps



sls_r_v.eps



sls_r_v.eps



sls_b_v.eps



sls_k_v.eps



sl_b_v.eps



sl_k_v.eps



sl_by_v.eps



sl_by_v.eps



sls_k_v.eps



sls_r_v.eps

Spartan Backgrounds

PALETTE BACKGROUNDS

1. It is preferred that the Spartan reverse logos (in all their arrangements) be placed on solid backgrounds of TWU blue (PMS 281) or black.
2. The Spartan simplified logos (in all their arrangements) are reserved for colour backgrounds.
3. The Spartan two-toned logos (in all their arrangements) are permitted only on white backgrounds.

PHOTOGRAPHIC / MID-TONE BACKGROUNDS

4. The Spartan logos may only be placed on mid-toned backgrounds light enough for the blue and black versions to be legible and dark enough for the reverse versions to be legible.
5. The Spartan logo in blue and yellow is permitted on photographic backgrounds simplified and neutral enough for it to be legible.
6. The Spartan simplified logos (in all their arrangements) may be placed on photographic backgrounds light enough for the blue and black versions to be legible and dark enough for the reverse versions to be legible.

For apparel stitching and other applications with limited detail work, a simplified version of the Spartan logo is available.

1



2



3



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7



8



Spartan Logo Don'ts

Successful brand recognition depends much on consistency. TWU's visual identity shall always be used correctly to ensure TWU is represented with quality and clarity. The following examples illustrate unacceptable uses of the TWU marks.

1. The retired Spartan logo shall not be used.
2. **Do not** change the logo's colour.
3. **Do not** change the logo's colour to Spartan secondary colours.
4. **Do not** screen the logo to a percentage of its colour.
5. **Do not** distort the logo. Make sure the proportions are fixed.
6. **Do not** tilt the logo.
7. **Do not** place the logo on detailed imagery.
8. **Do not** use the coloured logo against a Spartan or a non-Spartan coloured backgrounds.



Spartan Logo Don'ts

9. Do not adjust the type settings in the logo.
10. Do not change the typeface in the logo.
11. Do not add copy to the logo.
12. Do not contain the logo inside a border treatment of any kind.
13. Do not combine pieces of the terms of reference.
14. Do not take any element of the logo and use it alone or in any other configuration.
15. Do not apply dropshadows, gradients or any other digital effect to any logo elements.
16. Do not graphically represent the Spartans with its name alone.



TRINITY WESTERN
SPARTANS

Spartan Graphic & Wordmark

The Spartan logo is composed of two elements: the helmet graphic and the wordmark “TRINITY WESTERN SPARTANS.” These elements shall be used separately and are not to be reconfigured as a unit (p. 54).

To ensure that all uses of the Spartan graphic and wordmark will be consistent in appearance and quality, do not attempt to recreate the graphics.

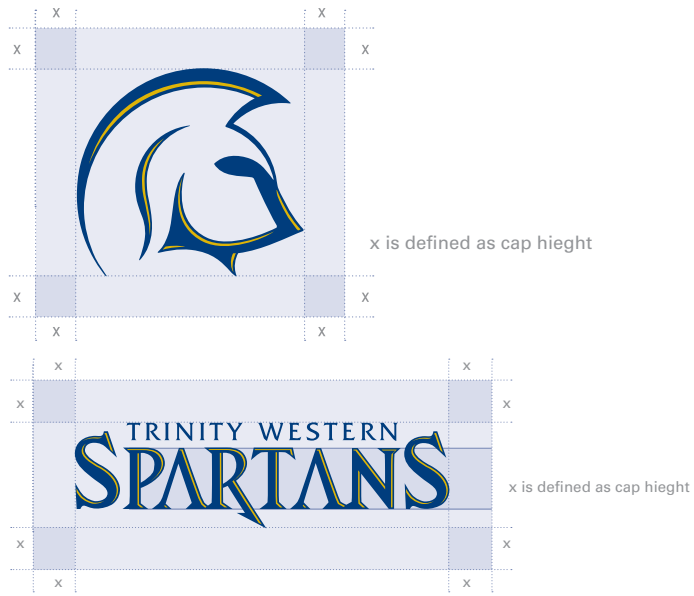


Spartan Graphic & Wordmark

The wordmark and graphic may be used apart from one another in the following two ways:

1. The graphic may be used separately as long as it is accompanied by the wordmark or the primary logo.
2. The wordmark may be used separately as long as it is accompanied by the primary logo.

To ensure that all uses of the Spartan graphic and wordmark will be consistent in appearance and quality, do not attempt to recreate the graphics.



Spartan Graphic & Wordmark Protected Spaces

The TWU Spartan graphic and wordmark should be allowed sufficient clear space to isolate them from other elements such as typography, graphics and pictures. The protected space is created by the distance of the top of the helmet to the top of the plume in the graphic and the height of one letterform of "SPARTANS" (minus the ascending and descending letterforms) in the wordmark and will therefore be relative to the size of wordmark and graphic used. The unit of measurement provides a perimeter of clear space around these elements.

Spartan Graphic & Wordmark Size Restrictions

PRINT SIZE RESTRICTIONS

To ensure recognition the Spartan graphic shall not be smaller than 0.5" high. The Spartan wordmark shall not be smaller than 0.25" high.

DIGITAL SIZE RESTRICTIONS

To ensure recognition the Spartan graphic shall not be smaller than 150 pixels high. The Spartan wordmark shall not be smaller than 75 pixels high.



minimum height - 0.5"



minimum height - 0.25"



sg_by.eps



sg_by.eps



sg_by.eps

Spartan Primary Graphic Palette

The Spartan's primary logo colour applied to the Spartan graphic is "TWU blue" (PMS 281) and gold (p. 48).

The Spartan graphic can have varying opacities that are no lighter than 10%.



sg_k.eps



sg_k.eps



sg_k.eps



sgs_b.eps



sgs_b.eps



sgs_b.eps

Spartan Supplementary Graphic Palette

Black is included in a supplementary palette to be used when printing options are limited.

The Spartan graphic can have varying opacities that are no lighter than 10%.

The numerical values for both print and digital media are listed on [page 48](#).



sw_by.eps

Spartan Wordmark Primary Palette

The Spartan's primary logo colour applied to the Spartan logo in all its variations is "TWU blue" (PMS 281) and gold (yellow).



sw_b.eps



sw_k.eps

Spartan Wordmark Supplementary Palette

For one-colour printing, a blue set of logos has been provided.

Black is included in a supplementary palette to be used when printing options are limited.

The numerical colour values for both print and digital media are listed on [page 48](#).



sws_b.eps



sws_k.eps

1



sgl_r.eps



sgl_r.eps

2



sgs_b.eps



sgs_k.eps

3



sgs_k.eps



sgl_r.eps

Spartan Graphic Backgrounds

PALETTE BACKGROUNDS

1. It is preferred that the reverse torch graphic be placed on solid backgrounds of TWU blue (PMS 281) or black.

PHOTOGRAPHIC / MID-TONE BACKGROUNDS

2. The Spartan logos shall be placed on mid-toned backgrounds light enough for the blue and black versions to be legible and dark enough for the reverse versions to be legible.
3. The reversed Spartan logos are permitted to be placed on photographic backgrounds simplified and neutral enough for the logo to be legible.