University of Southern Indiana

# ARCHIE MASCOT GUIDE

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## THE HISTORY OF ARCHIBALD T. EAGLE

The Screaming Eagle has been a University of Southern Indiana tradition since 1970 when the mascot was introduced at the first game of the 1970-71 basketball season. By 1978, students decided that the mascot needed a name. A contest was held and the winning name was Archibald T. Eagle (T. stands for "The").

In 2014, as part of the evolution of the USI brand, Archibald T. Eagle, now affectionately known as "Archie", took on characteristics of our athletic teams—strong, competitive and tough. His makeover resulted in a proud, refined eagle that maintained the original coloration of the brown feathers and gold beak and legs, and donned the school colors of USI Navy Blue, USI Red and white in his apparel. Today, Archie is a symbol of USI spirit and an ambassador for USI.

## MASCOT USAGE GUIDELINES

As the official mascot for the University of Southern Indiana, Archie is a symbolic figure of Screaming Eagle spirit. Archie should be used primarily in casual/informal communications where the target audience has a known affinity for the mascot and when communicating with audiences to convey Screagle pride. **Archie should not be used as a primary USI identifier.**

Archie is copyrighted and licensed by the University of Southern Indiana. No other poses other than shown in this guide are authorized or recognized by the University.

Permission to use Archie by University departments and student organizations must be obtained from University Marketing and Communication and artwork should be obtained from them and never taken from elsewhere. If you have questions, need usage permission or need the mascot marks artwork, contact information can be found on page 12.

# COLOR PALETTE

**USI NAVY BLUE**
(in lieu of use *Pantone® 295C)
Process Equivalent: 100c 69m 8y 54k
RGB Equivalent: 0r 40g 86b
Hex Code: #002856

**USI RED**
(in lieu of use *Pantone® 186C)
Process Equivalent: 2c 100m 85y 6k
RGB Equivalent: 207r 16g 45b
Hex Code: #CF102D

USI Navy Blue, USI Red and White are the official colors for the University of Southern Indiana. It is important to match these colors faithfully when reproducing the Archie Mascot marks. Additional colors make up the Archie Mascot, are shown here and should be used ***only*** with Archie marks. Archie Mascot marks should be used in the full color versions whenever possible.

**WHITE**

**GRAY**
(in lieu of use *Pantone® 421C)
Process Equivalent: 0c 0m 0y 26k
RGB Equivalent: 196r 197g 199b
Hex Code: #C4C5C7

**BLUE**
(in lieu of use *Pantone® 293C)
Process Equivalent: 100c 57m 0y 2k
RGB Equivalent: 0r 71g 186b
Hex Code: #0047BA

**YELLOW**
(in lieu of use *Pantone® 123C)
Process Equivalent: 0c 24m 94y 0k
RGB Equivalent: 252r201g 23b
Hex Code: #FCC917

**DARK BROWN**
(in lieu of use *Pantone® 725C)
Process Equivalent: 0c 53m 100y 48k
RGB Equivalent: 125r 64g 22b
Hex Code: #7D4016

**LIGHT BROWN**
(in lieu of use *Pantone® 722C)
Process Equivalent: 0c 36m 76y 9k
RGB Equivalent: 200r 130g 66b
Hex Code: #C88242

* Pantone® is a registered trademark of Pantone, Inc. The colors shown on this page and throughout this manual are not intended to match the PANTONE Color Standards. For the PANTONE Color Standards, refer to the current edition of the PANTONE Color Formula Guide.

# FULL BODY ARCHIE MASCOT MARK

## FULL COLOR

The full color mascot mark shown on the left is the approved mark representing Full Body Archie.

Archie is copyrighted and licensed by the University of Southern Indiana. No other poses other than shown are authorized or recognized by the University.

### COLOR VARIATIONS

Full color reproduction of the mark is preferred but logo variations in full color with a white outline, in USI Navy Blue/white or in black/white, are also acceptable. Please note that there is not a one color option for this Archie mark unless printing either of the two-color marks on a white background.

### ALTERNATE WHITE OUTLINE

### USI NAVY BLUE/WHITE

### BLACK/WHITE

# ARCHIE HERO MASCOT MARK

## FULL COLOR

The full color mascot mark shown on the left is the approved mark representing Archie Hero.

Archie is copyrighted and licensed by the University of Southern Indiana. No other poses other than shown are authorized or recognized by the University.

### COLOR VARIATIONS

Full color reproduction of the mark is preferred but logo variations in full color with a white outline, in USI Navy Blue/white or in black/white, are also acceptable. Please note that there is not a one color option for this Archie mark unless printing either of the two-color marks on a white background.

### ALTERNATE WHITE OUTLINE

### USI NAVY BLUE/WHITE

### BLACK/WHITE

# ARCHIE FAN MASCOT MARK

## FULL COLOR

The full color mascot mark shown on the left is the approved mark representing Archie Fan.

Archie is copyrighted and licensed by the University of Southern Indiana. No other poses other than shown are authorized or recognized by the University.

### COLOR VARIATIONS

Full color reproduction of the mark is preferred but logo variations in full color with a white outline, in USI Navy Blue/white or in black/white, are also acceptable. Please note that there is not a one color option for this Archie mark unless printing either of the two-color marks on a white background.

## ALTERNATE WHITE OUTLINE

## BLUE/WHITE

## BLACK/WHITE

# ARCHIE PROFILE MASCOT MARK

## FULL COLOR

The full color mascot mark shown on the left is the approved mark representing Archie Profile.

Archie is copyrighted and licensed by the University of Southern Indiana. No other poses other than shown are authorized or recognized by the University.

### COLOR VARIATIONS

Full color reproduction of the mark is preferred for all instances but logo variations with a white outline, in USI Navy Blue/white, black/white or all white also are acceptable. The all white mark should **always** be used on a background color that offers sufficient contrast and readability.

### ALTERNATE WHITE OUTLINE

### USI NAVY BLUE/WHITE

### BLACK/WHITE

### WHITE

# ARCHIE HEAD MASCOT MARK

## FULL COLOR

The full color mascot mark shown on the left is the approved mark representing Archie Head.

Archie is copyrighted and licensed by the University of Southern Indiana. No other poses other than shown are authorized or recognized by the University.

### COLOR VARIATIONS

Full color reproduction of the mark is preferred for all instances but logo variations with a white outline, in USI Navy Blue/white, black/white or all white also are acceptable. The all white mark should **always** be used on a background color that offers sufficient contrast and readability.

ALTERNATE WHITE OUTLINE

USI NAVY BLUE/WHITE

BLACK/WHITE

WHITE

# SCREEMOJIS

The full color range of Screemoji marks shown on the left are the approved marks to be used in print and social media. Animated Gif stickers are available by searching USI in the Giphy app at giphy.com/usiedu.

Archie is copyrighted and licensed by the University of Southern Indiana. No other poses other than shown are authorized or recognized by the University.

**COLOR VARIATIONS**

Full color reproductions of the marks are preferred for all instances.

# 3D ARCHIE

3D Archie is available in a number of poses for use on print and web projects. Poses should appear as is and never be altered.

Contact University Creative and Print for non-watermarked, high resolution .png poses found on the following pages or USI.edu/photography to schedule a new pose.

# 3D ARCHIE POSES AVAILABLE

BASE 1 BASE 2 BBALL 1 BBALL 2 BBALL 3 BBALL 4 BBALL 5 LIGHTS 1 BOOKS 1 BOOKS 2 BOOKS 3

GOLF 1 GOLF 2 GOLF 3 GOLF 4 STRONG 1 GRAD 1 GRAD 2 GRAD 3 GRAD 4 GRAD 5 GRAD 6

JUMP 1 MED 1 MED 2 MED 3 MED 4 MED 5 TEN 1 TEN 2 SFTBL 1 SFTBL 2 SFTBL 3

MEGA 1 MEGA 2 MEGA 3 MEGA 4 MEGA 5 MEGA 6 VBALL 1 VBALL 2 SWIM 1 SWIM 2 SWIM 3

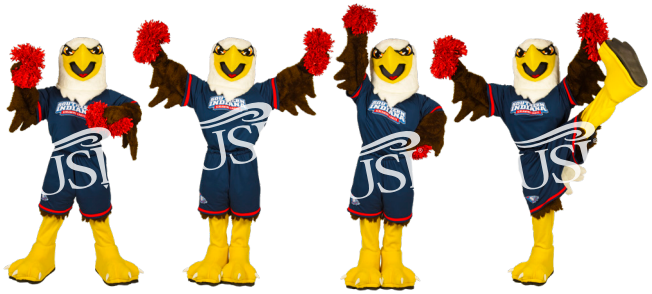
# 3D ARCHIE POSES AVAILABLE

LOUNGE 1 LOUNGE 2

SIT 1 SIT 2 SIT 3

STAND 1 STAND 2 STAND 3

POINT 1 POINT 2 POINT 3 POINT 4 POINT 5 POINT 6 POINT 7 POINT 8 POINT 9



POM 1 POM 2 POM 3 POM 4

SOC 1 SOC 2 SOC 3 SOC 4

TFLD 1 TFLD 2 TFLD 3 TFLD 4 TFLD 5 THUMB 1 THUMB 2 THUMB 3

SIGN 1 SIGN 2 SIGN 3 SIGN 4 SIGN 5 SIGN 6 SIGN 7 SIGN 8 SIGN 9

# ARCHIE RESTRICTIONS

Never use any other eagles to represent or in place of any Archie mark

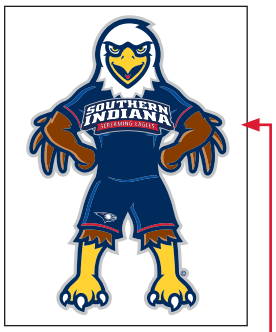
Never reproportion or distort any Archie mark

Never combine any Archie mark with other graphic elements

Never use any Archie mark without the copyright symbol

Never alter any Archie mark pose

Never change the color of any Archie mark

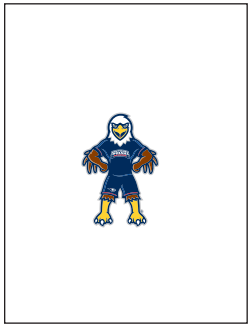


Never re-size any element of any Archie mark

Never combine any Archie mark with a logo or use it in place of our logos.

Never add props to any Archie mark

Never use an all white Archie mark on a background color that does not offer sufficient contrast.



Never use any Archie mark in a size that makes Southern Indiana illegible

Never crop Southern Indiana out of any applicable Archie mark

So that USI can maintain design integrity of Archie, it is mandatory that all marks be applied as indicated in this manual without modification. Archie **should not** be altered in any way and should be used as you would an illustration or any secondary imprint.

No other animal representations are approved for use in USI marketing and communications materials. This includes any and all other birds, mascots, cartoon likenesses or symbolic stand-ins — even if not explicitly labeled as “Archie” or an eagle — to represent the University, the Screaming Eagles, or any affiliated department, office or center.

Shown on the left are unacceptable uses and alterations of Archie Hero Mascot Mark but these rules apply to any and all Archie marks.

# ARCHIE'S ARMY

FULL COLOR

The full color marks shown on the left are the preferred marks representing Archie's Army, the student cheerblock at athletic events, and Archie's Army Rewards.

**COLOR VARIATIONS**

Full color reproduction of the mark is preferred for all instances but approved color variations, USI Navy Blue/white, black/white or all white also are acceptable. The all white mark should **always** be used on a background color that offers sufficient contrast and readability.

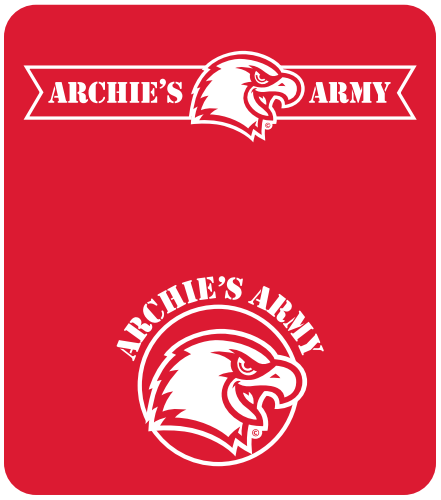
To use the mark on t-shirts or other merchandise items, go to our Licensing and Trademark page at USI.edu/brand for more information.

APPROVED COLOR VARIATIONS

BLUE/WHITE

BLACK/WHITE

WHITE



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