COLOR VARIATIONS | FULL COLOR

GREEN ON GOLD

WHITE ON SPIRIT GOLD (ON DARK BACKGROUND)

SPIRIT GOLD ON WHITE (ON DARK BACKGROUND)

SPIRIT GOLD ON YELLOW

GREEN ON WHITE (ON LIGHT BACKGROUND)

GREEN ON DARK GREEN (ON LIGHT BACKGROUND)
NOTE: Treatment with an image in the Tribe Script is only used in special circumstances when the Tribe Script is at a certain minimum size. Imagery within must be clearly distinguishable.

The Script can stand alone when it’s a dedicated focal graphic on an application, or it can be used with a sport team lockup.

University Web & Design recommends you contact them for guidance when using an image inside the Tribe Script.
TRIBE SCRIPT DON’TS

Do not put other names inside the banner
Do not distort the mark in any way
Do not change the proportions of the Tribe Script Banner lockup in any way

Do not change the orientation
Do not recreate elements of the mark, use the original approved files
Do not add special effects to the mark

Do not crop
Do not put the mark in a box when against busy backgrounds (see color do’s and don’ts)
Do not use the banner on its own without the Tribe Script
Do not change the lockup relationships without approval from Creative Services.

Do not change the typefaces

Do not separate the mark and combine different elements

Do not use imagery inside the Script that cannot be recognized

Do not lockup the Tribe Script with the official W&M logo. When saying W&M, always use the banner lockup.
**DO** always make sure there is enough contrast between the Tribe Script and the background.
A good rule of thumb is light on dark, dark on light.

**William & Mary must clearly be legible against the background.**
If you cannot read the name, then there is not enough contrast.

**COLOR DO’S**

‘DARK ON LIGHT’ examples. Green Tribe (dark) on light backgrounds. W&M is still legible.

‘LIGHT ON DARK’ examples. Spirit Gold or White Tribe (dark) on light backgrounds. W&M is still legible.
COLOR DON'TS

Do not use Green logo on Dark Background

Or Spirit Gold/White on a light background

Do not place on vibrating backgrounds

Do not place on busy backgrounds

Do not use color combinations that are not W&M related

Do not make W&M a separate color from the Tribe Script.
TRIBE SCRIPT MOCKUPS

Unit Name
P.O. Box 399
Williamsburg, VA 23187-0399

William & Mary
SPORTS

TRIBE
WILLIAM & MARY

TRIBE
WILLIAM & MARY
Please contact University Web & Design with any questions or help with usage of the updated Tribe Script

creative@wm.edu