



University of Lynchburg

Current Revision Date: 3/16/21

Established: 1903

Location: Lynchburg, VA

Mascot: Hornets

Mascot Name: Dell

Conference: NCAA Div III, Old Dominion Athletic Conference (ODAC)

Verbiage

Lynchburg Red

PANTONE 185 C

CMYK: 1, 100, 93, 0 | RGB: 228, 0, 43

MADEIRA Rayon: 1447 | RA: 2219

Lynchburg Gray

PANTONE Cool Gray 6 C

CMYK: 16, 11, 11, 27 | RGB: 167, 168, 170

MADEIRA Rayon: 1118 | RA: 2618

Black

PANTONE Process Black C

CMYK: 0, 0, 0, 100 | RGB: 44, 42, 41

MADEIRA Rayon: 1000 | RA: 2632

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.

University Marks



University Wordmarks



Seal Rendition



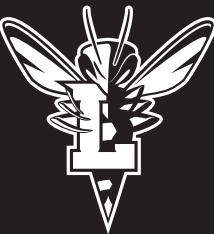
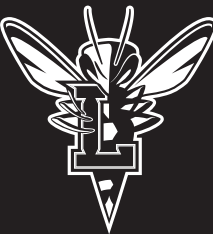
NOTE: May be used freely on University publications and novelty items where the University Seal is not appropriate.

Seal



NOTE: For use on official documents only (e.g. diplomas, commencement materials, alumni awards, etc.)

Hornet Marks



NOTE: #25 and #26 are for use with light ink on dark backgrounds



University of Lynchburg

Current Revision Date: 3/16/21

Hornet Head Marks

27



28



29



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31



32



NOTE: For use with light ink on dark backgrounds

Sport-Specific Marks

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58



Stinger L Marks

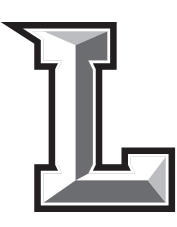
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34



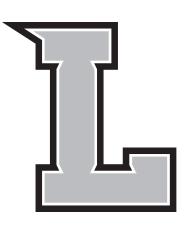
35



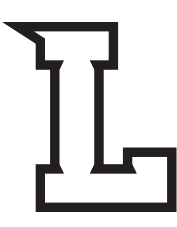
36



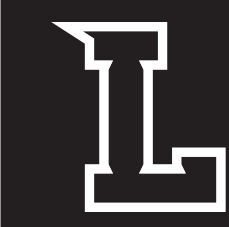
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Hornets Wordmarks

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Lynchburg Wordmarks

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Lynchburg Hornets Wordmarks

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54



NOTE: All Sport-specific marks are available upon request from JPatton. Marks include:
Baseball, Basketball, Cheerleading, Cross Country, Equestrian, Field Hockey, Golf, Lacrosse, Soccer, Softball,
Strength & Conditioning, Tennis, Track & Field, Volleyball



Vintage Marks

59

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Lynchburg
College



Lynchburg College



Lynchburg College



Lynchburg
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Lynchburg College

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71

72

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76

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College



LOVE

NOTE: For use with light ink on dark backgrounds

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 are not 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.