# OHIO VALLEY CONFERENCE STYLE GUIDE

| Official Institution Name<br>"Nickname" | Preferred Athletics Reference | Unacceptable Usages | Colors: PMS (RGB) |
|---|---|---|---|
| Eastern Illinois University<br>"Panthers" | Eastern Illinois, EIU | Lady Panthers | Blue 661C (0, 53, 148)<br>Cool Gray 4C (187, 188, 188) |
| Lindenwood University<br>"Lions" | Lindenwood, LU | Lady Lions | Black<br>4515 Gold (182, 162, 105) |
| University of Arkansas at Little Rock<br>"Trojans" | Little Rock, LR | UALR, Arkansas-Little Rock | Maroon (110, 38, 57)<br>Silver (167, 169, 172) |
| Morehead State University<br>"Eagles" | Morehead State, MSU | Morehead, MU<br>Lady Eagles | 286 Blue (0, 56, 168)<br>116 Gold (252, 209, 22) |
| Southeast Missouri State University<br>"Redhawks" | SEMO<br>Southeast Missouri | --- | 186 Red (206, 17, 38)<br>05 Cool Grey (41, 39, 40) |
| Southern Illinois University Edwardsville<br>"Cougars" | SIUE (preferred)<br>SIU Edwardsville | Southern Illinois-Edwardsville<br>SIU-E | 485 Red (216, 30, 5)<br>462 Dark Brown (90, 70, 42) |
| University of Southern Indiana<br>"Screaming Eagles" | USI, Southern Indiana<br>Eagles (on second reference) | SIU | Blue (0r, 40g, 86b)<br>Red (207r, 16g, 45b)<br>Gray (196r, 197g, 199b) |
| Tennessee State University<br>"Tigers", "Lady Tigers" (WBB only)<br>"Tigerbelles" (W-Track only), Flying Tigers (M-Track Only) | Tennessee State, TSU | --- | Reflex Blue (23, 23, 150) |
| Tennessee Technological University<br>"Golden Eagles" | Tennessee Tech, TTU, Tech | Tenn. Tech, TT | 266 Purple (109, 40, 170)<br>109 Gold (249, 214, 22) |
| The University of Tennessee at Martin<br>"Skyhawks" | UT Martin, UTM | Tennessee-Martin<br>UT-Martin, Martin | 289 Blue (0, 38, 73)<br>151 Orange (247, 127, 0) |
| Ohio Valley Conference | Ohio Valley, OVC | Valley | 194 Maroon (156, 36, 63)<br>874 Gold (136, 119, 68) |

**Above are the primary logos for the Ohio Valley Conference member institutions. All logos are trademarks of their respective universities.**

A DropBox logo library can be found here: https://bit.ly/3IXwK6m. For more information contact Kyle Schwartz, Assistant Commissioner for Strategic Communications, at the Ohio Valley Conference at (615) 690-6685 or kschwartz@ovc.org.