



# University of the Incarnate Word

Current Revision Date: 02/14/20

**Established:** 1881

**Location:** San Antonio & Alamo Heights, TX

**Nickname:** Cardinals

**Mascot Name:** Red the Cardinal

**Conference:** Southland Conference

## Verbiage

University of the Incarnate Word®  
Incarnate Word™  
Incarnate Word Cardinals™  
UIW®  
Cardinals™

Brainpower®  
Brainpower Connection®  
The Word Online®

**Note:** The use of Brainpower®, Brainpower Connection® and The Word Online® are for internal, academic use only.

## Red

**PANTONE 1797 C**  
CMYK: 2, 97, 85, 7 | RGB: 203, 51, 59  
MADEIRA Rayon: 1485 | RA: 2266

## Black

**PANTONE Process Black C**  
CMYK: 0, 0, 0, 100 | RGB: 0, 0, 0  
MADEIRA Rayon: 1000 | RA: 2296

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.

## Icons



## Spirit Marks

**One Color Print:** If a logo is going on an item as a one-color print, the only acceptable colors are red, black and white. Some shades of red may not be acceptable.



## Military Appreciation Marks

