

# ONE TRIBE ONE DAY BRAND GUIDELINES

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## PRIMARY LOGO

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One Tribe One Day (OTOD) is William & Mary's biggest giving day of the year. It provides an opportunity for alumni, students, faculty, parents, staff and friends to give back and pay it forward.

In 2019, the OTOD logo was redesigned. In an effort to maintain consistency across all of our branding efforts, it is important to follow guidelines pertaining to the OTOD logo. To that end, please be sure to use the logo in its entirety and do not alter or change the logo in any manner.



## SECONDARY LOGO

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This version of the logo, featuring a clock element, can be used in place of the primary logo.



## COLOR VARIATIONS

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Here are color variations of the One Tribe One Day logo.

Please note, the files of these logos do not have a background color. Use the following information to create the color in the program you are using and place the logo on it.



**Spirit Gold**  
Pantone 7409  
R 240 G 179 B 35  
C 0 M 31 Y 100 K 0  
#F0B323



**W&M Green**  
Pantone 343  
R 17 G 87 B 64  
C 89 M 19 Y 72 K 60  
#115740



**Slate**  
Pantone 431  
CMYK 45 25 16 59  
RGB 91 103 112  
#5B6770

Additional colors can be found on the university guidelines webpage and may be used in conjunction with or substituted for the colors shown above.

[brand.wm.edu/index.php/university-colors](http://brand.wm.edu/index.php/university-colors)