

Iowa State University - Athletic Marks

Current Revision Date: 03/06/20

Established: 1858	Location: Ames, IA	Mascot: Cyclones	Mascot Name: Cy	Conference: Big 12 Conference
Cyclone Cardinal	Cyclone Cardinal (Alternate)	Cyclone Gold	Cyclone Gold Highlight	
PANTONE 202 C CMYK: 10, 97, 61, 48 RGB: 130, 36, 51 MADEIRA Rayon: 1374	PANTONE 187 C CMYK: 5, 100, 71, 22 RGB: 167, 25, 48 MADEIRA Rayon: 1181	PANTONE 123 C CMYK: 0, 21, 88, 0 RGB: 253, 202, 47 MADEIRA Rayon: 1172	PANTONE 121 C CMYK: 0, 8, 69, 0 RGB: 250, 218, 99 MADEIRA Rayon: N/A, use 3-color design	
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.				

Primary Athletics Marks

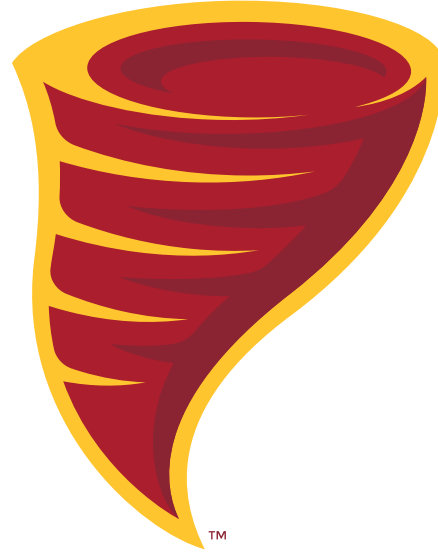
- Only one, two and three-color versions of the Primary Athletics Mark should be used for embroidery.
- A ® should be used when applying the Primary Athletics Mark to apparel including headwear and footwear. When applying to products other than apparel, use the ™ notice.
- Grayscale marks are for print only and cannot be embroidered.
- Proportions and details of all marks must be maintained.
- Modifications to marks not permitted.
- No marks may be copyright protected by a vendor.



Nickname Marks

- A ® should be used when applying the Nickname Mark to apparel including headwear and footwear. When applying to products other than apparel, use the ™ notice.
- Proportions and details of all marks must be maintained.
- Modifications to marks not permitted.
- No marks may be copyright protected by a vendor.

7



3-Color

8



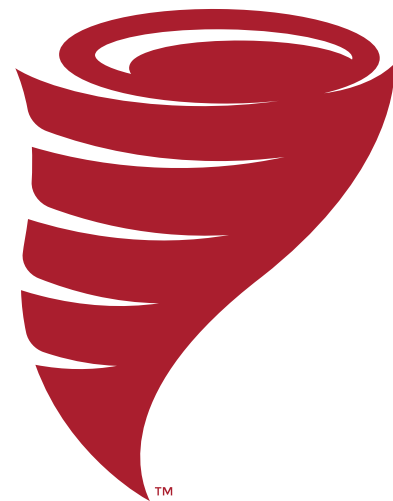
2-Color

9



2-Color

10



1-Color

11



1-Color on Dark Background

12



Grayscale

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Mascot Graphics

- A ® should be used when applying any of these mascot marks to apparel including headwear and footwear. When applying to products other than apparel, use the ™ notice.
- For marks 34 and 35, the white and gold outlines are only optional when placing this mark on product that matches PMS 202. For any other product color, do not use these outlines.
- Proportions and details of all marks must be maintained.
- Modifications to marks not permitted.
- No marks may be copyright protected by a vendor.



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Athletic Wordmarks

- The Iowa State Athletics marks may be incorporated into designs, but the integrity of the marks must be maintained in all applications.
- "Iowa State" and "Cyclones" may be used in any type style but if type style is similar to the wordmarks shown, the actual wordmark should be used.
- Proportions and details of all marks must be maintained.
- Modifications to marks not permitted.
- No marks may be copyright protected by a vendor.

 3- Color	 2- Color	 Grayscale	 1- Color
 3- Color	 2- Color	 Grayscale	 1- Color
 3- Color	 2- Color	 Grayscale	 1- Color
 3- Color	 2- Color	 Grayscale	 1- Color
 3- Color	 2- Color	 Grayscale	 1- Color
 3- Color	 2- Color	 Grayscale	 1- Color
 3- Color	 2- Color	 Grayscale	 1- Color
 3- Color	 2- Color	 Grayscale	 1- Color

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Common Misuse

- The Iowa State Athletics marks may be incorporated into designs, but the integrity of the marks must be maintained in all applications.
- Proportions and details of all marks must be maintained.
- Modifications to marks not permitted.
- Slight screens, distressing, and some use of fashion colors permitted.
- No marks may be copyright protected by a vendor.

Verbiage

- Iowa State University®
- Iowa State®
- ISU®
- Cyclones®

Note: A ® should be used when applying the above verbiage to apparel including headwear and footwear. When applying to products other than apparel, use the ™ notice. Exception is to use ® after Cyclones on any flag, pennant or banner product.

Verbiage that always requires a TM symbol:

- | | |
|---------------------|------------------|
| State™ | Hilton South™ |
| Cy™ | Hilton Coliseum™ |
| Cyclone™ | Hilton Magic™ |
| Clone™ | Hilton™ |
| VEISHEA™ | Cyclone Nation™ |
| Jack Trice Stadium™ | Jack Trice™ |

Note: Any reference to a coach is subject to review by the Trademark Licensing Office and may require a ™ notice depending on the use.



Do not allow text or objects to overlap or touch the mark.



Supplemental text must not intrude into the mark's crop space.



Do not straighten or alter arched type.



Do not change the wording.



Never alter color placement.



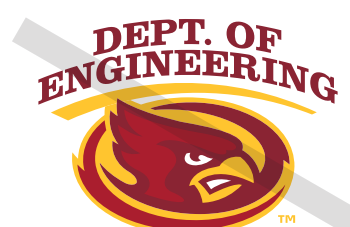
Never alter the proportions.



Never skew or rotate.



Never add graphic components. Example: Drop Shadow



Never alter typography.



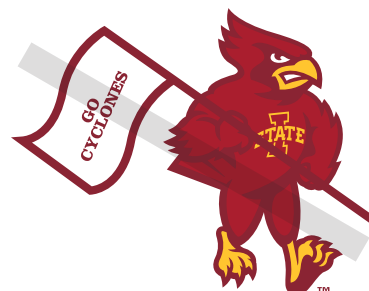
Never flip the logo.



Never combine logos.



Never use unapproved colors.



Never add to or alter pose.



Never distort.



Never dissect the logo.



Never recolor.



Do not use beveling or type treatment similar to wordmarks, actual wordmark should be used.