

# Iowa State University

Current Revision Date: 05/09/22

<b>Established:</b> 1858	<b>Location:</b> Ames, IA	<b>Mascot:</b> Cyclones	<b>Mascot Name:</b> Cy the Mascot	<b>Conference:</b> Big 12 Conference
<b>Cyclone Cardinal</b>	<b>Cyclone Cardinal (Alternate)</b>	<b>Cyclone Gold</b>	<b>Cyclone Gold Highlight</b>	
<b>PANTONE 202 C</b> CMYK: 10, 97, 61, 48   RGB: 130, 36, 51 MADEIRA Rayon: 1374	<b>PANTONE 187 C</b> CMYK: 5, 100, 71, 22   RGB: 167, 25, 48 MADEIRA Rayon: 1181	<b>PANTONE 123 C</b> CMYK: 0, 21, 88, 0   RGB: 253, 202, 47 MADEIRA Rayon: 1172	<b>PANTONE 121 C</b> 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.
- Marks cannot be distressed on black or gray product.
- No outlines allowed. Mark must be placed in geometric shape.



## 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.

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3-Color

8



2-Color

9



2-Color

10



1-Color

11



1-Color on Dark Background

12



Grayscale

## 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 used 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.
- No verbiage such as Iowa State, Cyclones or Iowa State Cyclones may be used above the Mascot Head Only mark. Use the logo(s) that have been designed with these words.



## 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

## 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.
- Any reference to a coach is subject to review by the Trademark Licensing Office and may require a <sup>TM</sup> 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.

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## University Cardinal

**PANTONE 186 C**  
CMYK: 2, 100, 85, 6 | RGB: 200, 16, 46  
MADEIRA Rayon: 1484

## University Gold

**PANTONE 142 C / PANTONE 7549 U**  
CMYK: 0, 24, 78, 0 | RGB: 241, 190, 72  
MADEIRA Rayon: 1171

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## Official University Wordmarks

- A ® should be used when applying the Official University Wordmarks to apparel including headwear and footwear. When applying to products other than apparel, use the ™ notice.
- No alterations of the official wordmark are allowed.

IOWA STATE UNIVERSITY. 62

IOWA STATE UNIVERSITY. 63

## Verbiage

- Iowa State University®
- Iowa State®
- ISU®
- Cyclones®
- Cy-Hawk™ (Co-owned by The University of Iowa & Iowa State University. Use requires approval from both schools.)

**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.

IOWA STATE UNIVERSITY. 64

IOWA STATE UNIVERSITY. 65

IOWA STATE. 66

IOWA STATE. 67

IOWA STATE. 68

IOWA STATE. 69

ISU®. 70

ISU®. 71

## Verbiage that always requires a TM symbol:

- |                     |                  |
|---------------------|------------------|
| State™              | iastate™         |
| Cy™                 | Hilton South™    |
| Cyclone™            | Hilton Coliseum™ |
| Clone(s)™           | Hilton Magic™    |
| VEISHEA™            | Hilton™          |
| Jack Trice Stadium™ | Cyclone Nation™  |
| Clone Cone™         |                  |

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

**Note:** Hashtags and email addresses do not require ™ notices.

IOWA STATE UNIVERSITY.  
OF SCIENCE AND TECHNOLOGY 72

IOWA STATE UNIVERSITY.  
OF SCIENCE AND TECHNOLOGY 74

IOWA STATE UNIVERSITY.  
OF SCIENCE AND TECHNOLOGY 73

IOWA STATE UNIVERSITY.  
OF SCIENCE AND TECHNOLOGY 75

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## University Cardinal

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CMYK: 2, 100, 85, 6 | RGB: 200, 16, 46  
MADEIRA Rayon: 1484

## University Gold

**PANTONE 142 C / PANTONE 7549 U**  
CMYK: 0, 24, 78, 0 | RGB: 241, 190, 72  
MADEIRA Rayon: 1171

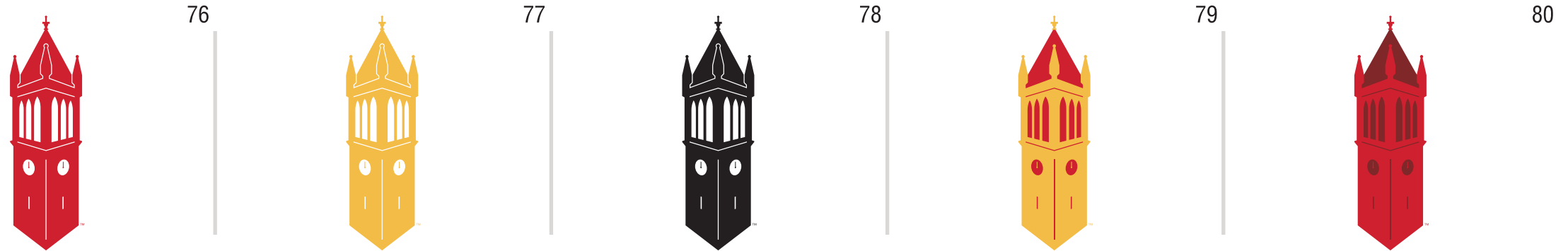
## Contrast Cardinal

**PANTONE 1815 C**  
CMYK: 16, 97, 86, 54 | RGB: 124, 37, 41  
MADEIRA Rayon: 1374

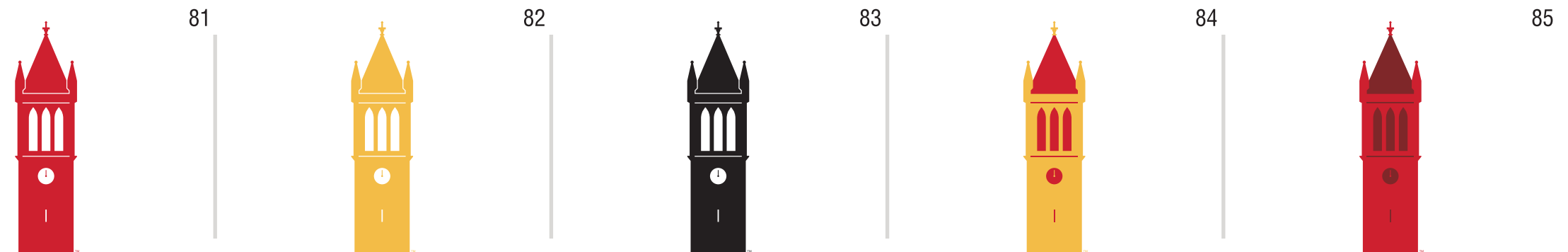
## Campanile Mark

- A <sup>TM</sup> should be applied when using the Campanile on all products.
- This version of the mark must be used in depicting the Campanile.
- Generic versions of the mark are not allowed.

### Angled Version



### Front Version



## Official University Skyline

- This skyline was created to capture the most notable and iconic buildings on campus. The design includes the Student Innovation Center, Beardshear Hall, The Campanile, The Memorial Union, CY Stephens, and Jack Trice Stadium. If creating a skyline design, please use one of these depictions.
- This version of the mark must be used in depicting the Campanile.
- Generic versions of the mark are not allowed.



## University Seals

- Use of the University Seal is restricted to official documents signed by the University President, and selected consumer products including sweatshirts and t-shirts in the soft-goods line and on a case by case basis for up-scale gift type items. Designs containing the seal are limited to traditional designs. The seal must appear alone or with the words "Iowa State", "Iowa State University", "Iowa State Alumni", or "Iowa State University Alumni". No other words, symbols or designs may appear with or around the seal; the Office of University Marketing must approve all other uses.
- A ® should be used when applying the University Seals to apparel including headwear and footwear. When applying to products other than apparel, use the ™ notice.



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## Reiman Gardens Mark

- When using the Reiman Gardens mark (the words Reiman Gardens attached to the Official University Wordmark), design elements should not invade the mark in any way. Design elements should be kept a distance in any direction from the mark of half of the height of the letter "I" in Reiman. Design elements may "float" above, below or to either side but not touch or appear to be attached to the mark itself.
- Creative type styles and color may replace either the verbiage Reiman Gardens or Iowa State University for the use on retail product only and are reviewed on a case-by-case basis. The words Reiman Gardens and Iowa State University should remain close enough in proximity that they appear to be attached.
- The Reiman Gardens mark (the words Reiman Gardens attached to the Official University Wordmark), must be utilized for Reiman Gardens staffwear.
- When using the Reiman Gardens mark (the words Reiman Gardens attached to the Official University Wordmark) for internal use purposes, the required color that must be applied to the entire mark is PMS 342 green. Alternative colors, depending on the product color, are white or black and will be allowed on a case-by-case basis. However, black may not be used on a yellow or gold product.

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REIMAN  
GARDENS  
IOWA STATE UNIVERSITY®



## Usage Guidelines

### Verbiage Guidelines:

A ® should be used when applying the verbiage marks to apparel including headwear and footwear. When applying verbiage to products other than apparel use the TM designation. Exceptions: A ® should be used when applying the word "Cyclones" to flags and banners as well as apparel. For "Cy," "Cyclone," "Clone," "Cyclone Nation," "State," "VEISHEA," Jack Trice Stadium," "Hilton," "Hilton Coliseum," "Hilton South," "Hilton Magic," a TM notice should be used on all products.

### General Note:

- No enhancements may be done leaving a black and gold impression, whether in the product color or imprint.
- When referring to the date the university was established, never use "since" 1858.
- If using coordinates for the university, please use 42.02° N, 93.64° W.

Guidelines for different families of Iowa State marks are shown below. Marks from different families should not be mixed. For example, the current Athletics Marks cannot be used with Vintage Marks.

### Athletics Marks:

- A ® should be used on all Athletics marks when applying to apparel including headwear and footwear. This includes I State, Nickname, all mascot head graphics, Full Body Mascot, and athletics "Iowa State" and "Cyclones" word marks. When applying to other products, use the ™ notice.
- A ® should be used when applying the "Cyclones" word marks to flags and banners. All other products, except apparel and headwear as noted above, require the ™ notice.
- Only one, two and three-color versions of the Primary I State Athletics Mark should be used for embroidery. The full color version may not be used.
- The white and gold outlines for the full body Mascot Graphic are only optional when placing this mark on product that matches PMS 202. For any other product color, do not use these outlines.
- The Athletics marks cannot be altered in any way including form, proportion, color, or integrity.
- A mark may be incorporated into a design as long as the integrity of the mark is not altered and the mark is not dominated by the marks of others.
- The color versions of the Athletics marks must stay as they are shown; no reversing or color changing is permitted.
- All design details must distinctly appear on the Athletics marks.
- When changing the dimensions of the mark by size, the proportions must be maintained and all details must

- be clean, crisp and in registration. The marks cannot be altered in form, proportion, color or integrity.
- The beveled style used in "STATE" should not be mimicked elsewhere in a design except in provided wordmarks.
- When using a football helmet in a design, the helmet's facemask must match what is worn on the field (ex. red helmet has red facemask).
- Numbers on replica or authentic jerseys must be the year (ex. fall of 2022 would be #22 on jersey.)
- Current NIL policy does not provide the rights to current student athletes use of any university trademarks.
- The Athletics marks must not be overlapped by other design elements.
- The Athletics marks may be embossed, however, the depth of the emboss must allow the mark to be legible. The black and white line art version of the mark must be used for the emboss.
- Any deviation to these design standards will be considered on an individual case by case basis by Trademark Licensing.

### Official University Wordmarks:

- A ® should be used when applying the Official University Wordmark to apparel including headwear and footwear. When applying to products other than apparel, use the ™ notice.
- The color versions of the Official University Wordmark must stay as they are shown; no reversing or color changing is permitted.

### Campanile Mark:

- A ™ should be applied when using the Campanile on all products.

### University Seal:

- Use of the University seal is restricted to official documents signed by the University President, and selected consumer products including sweatshirts and t-shirts in the soft-goods line and on a case by case basis for up-scale gift type items. Designs containing the seal are limited to traditional designs. The seal must appear alone or with the words "Iowa State", "Iowa State University", "Iowa State Alumni", or "Iowa State University Alumni". No other words, symbols or designs may appear with or around the seal; the Office of University Marketing must approve all other uses.
- A ® should be used when applying the University Seals to apparel including headwear and footwear. When applying to products other than apparel, use the ™ notice.

### ADDITIONAL PERTINENT INFORMATION

- University licenses consumables (must have expiration date on packaging).
- University licenses health and beauty products.
- University permits numbers on products for resale.
- Mascot caricatures 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.
- Any reference to a coach is subject to review by the Trademark Licensing Office and may require a ™ notice depending on the use.