



IDENTITY STANDARDS

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## ABOUT ITHACA COLLEGE

Ithaca College prepares students for personal and professional success through hands-on experience with internships, research, and study abroad. Its integrative curriculum builds bridges across disciplines and uniquely blends liberal arts and professional study. Located in New York's Finger Lakes region, the college is home to 6,200 undergraduate and 470 graduate students and offers over 100 degree programs in its Schools of Business, Communications, Humanities and Sciences, Health Sciences and Human Performance, and Music.

## ABOUT THE ATHLETICS DEPARTMENT

Ithaca College competes in NCAA Division III as a member of the Empire 8 conference along with Alfred University, Elmira College, Hartwick College, Houghton College, Nazareth College, St. John Fisher College, Stevens Technology, and Utica College. Ithaca has 27 varsity intercollegiate athletic teams, which have captured 15 national championships in the school's history, and 23 student-athletes have won 30 individual national championships.

Outside of conference opposition, Ithaca College holds a strong and storied rivalry with the State University of New York (SUNY) College at Cortland. Other nonconference regional rivals and peer institutions Ithaca College recruits and competes against include Hobart and William Smith Colleges, St. Lawrence University, Rensselaer Polytechnic Institute, Skidmore College, Rochester Institute of Technology, the University of Rochester, and SUNY Colleges at Brockport, Geneseo, Oneonta, and Oswego.

## MESSAGE FROM THE ATHLETICS DIRECTOR



Ithaca College athletics has always stood for and exhibited excellence, as 15 team national championships and consistently elite national rankings demonstrate. That success comes from strength, classic values, unity, progress, and pride. It's time that our visual marks accurately convey what we stand for.

We have developed a new visual identity system for Ithaca College's intercollegiate athletics program. Our new logos give us a progressive and assertive way of expressing our college's name, our initials (IC), and team names. While our team uniforms, equipment, apparel, facilities, and signage will begin a multiyear evolution as they change over to this new system, one thing remains the same—our long-standing tradition and commitment to excellence.

Throughout the process our coaches have been fully engaged in this project, providing their feedback along the way. When we unveiled the new logos, the response of the coaches was exceptionally positive.

We are a strong, committed athletics program and are proud to represent that through this new visual identity.

A handwritten signature in black ink that reads "Susan Bassett". The signature is fluid and cursive, with a long, sweeping tail on the final letter.

Susan Bassett  
Director of Intercollegiate Athletics and Recreational Sports

## VISUAL IDENTITY AND CORE VALUE

A consistent visual identity is a vital and simple way for members of our athletic community to stand in the world of collegiate athletics as bold and recognizable representatives of Ithaca College. It conveys the sense of unity and pride that has always existed within IC athletics, making it known that each athlete, coach, and team is part of a larger, cohesive athletic family. It provides a visual mark to tell the world who we are without question and without exception: strong, intelligent, united—Ithaca College athletics.

The visual identity connects with and complements the Ithaca College institutional visual identity. Tying together these two strong brands exemplifies what it means to be a student-athlete at Ithaca College. Our athletes are students first and foremost. They are as talented and successful in the classroom as they are in their sport. They are leaders on campus and beyond. They have the entire campus community rallying behind them to support them in everything they do competitively and academically. Connecting Ithaca College athletics to the Ithaca College brand visually makes that strong support even more clear.

# OFFICIAL LOGOS

With the rebranding of Ithaca College athletics, we sought to be more closely aligned with the rest of the college in every way—programmatically, culturally, and visually.

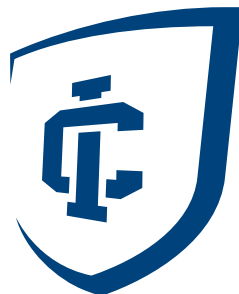
One aspect of this alignment relates to how we graphically represent the college.



Ithaca College  
Institutional Primary Logo



Ithaca College  
Athletics Logo Suite



# LOGO SYSTEM

## ATHLETICS LOGO MARKS

To accommodate a wide range of applications, we have five unique logo marks as shown on the right. These marks have been carefully designed and tested. Different marks should be used in different instances, as noted on the right.

We have primary marks: IC Athletics and IC Athletics Spirit. These marks are to be used in every possible instance to ensure brand consistency.

Always use approved artwork when reproducing any Ithaca College mark.

The marks may not be altered, modified, or changed. Whenever possible, the primary or secondary marks should be produced in Ithaca blue (see page 18).

NOTE: IC athletics marks are never to be combined with Ithaca College's institutional logos.

## PRIMARY MARKS



IC Athletics



IC Athletics Spirit

## SECONDARY MARKS

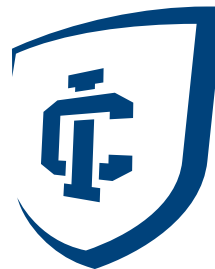


IC Athletics  
Secondary



IC Athletics  
Secondary Spirit

## EMBLEM & MONOGRAM



IC Athletics  
Emblem



IC Athletics  
Monogram

## WORDMARK



IC Athletics Workmark

This mark is reserved for IC athletics official uniforms and special licensed merchandise only as approved by the Office of Marketing Communications.

# LOGO SYSTEM

## VARSITY SPORTS SPECIFIC LOCKUPS

The Office of Marketing Communications has developed an athletics identity system around the core brand that establishes an order of hierarchy and demonstrates a strong connection among the official varsity, intramural, and club sports.

The IC athletics logo lockup system is intended for the college's official varsity, intramural, and club sports only and promotes the Ithaca College athletics brand identity first and foremost. The next level in the lockup is the official sport that is responsible for the message, collateral, or officially licensed merchandise.

Examples of the lockups for each official sport are depicted on this and the following three pages.

Whenever possible, the lockup system should be displayed in IC blue and must be displayed in IC blue for all digital applications.

Creation of new athletics logo lockups must be requested with special permission by the athletic director through the Office of Marketing Communications.

## PRIMARY LOCKUPS

### Varsity Sports





# LOGO SYSTEM

## CLUB SPORTS SPECIFIC LOCKUPS

Official club sports lockups carry the additional identifier, "club" in front of the sport name.

Examples of the lockups for each official club sport are depicted on the right.

Wherever possible, the lockup system should be displayed in IC blue and must be displayed in IC blue for all digital applications.

Creation of new club sports logo lockups must be requested with special permission by the athletic director through the Office of Marketing Communications.

## PRIMARY LOCKUPS

### Club Sports



# LOGO SYSTEM

## VARSITY SPORTS SPECIFIC LOCKUPS

The secondary lockup should be used when certain layouts demand a narrow horizontal logo only.

Wherever possible, the lockup system should be displayed in IC blue and must be displayed in IC blue for all digital applications.

Creation of new athletics logo lockups must be requested with special permission by the athletic director through the Office of Marketing Communications.

## SECONDARY LOCKUPS

### Varsity Sports

**ITHACA**  
BASEBALL

**ITHACA**  
BASKETBALL

**ITHACA**  
CREW

**ITHACA**  
CROSS COUNTRY

**ITHACA**  
FIELD HOCKEY

**ITHACA**  
FOOTBALL

**ITHACA**  
GOLF

**ITHACA**  
GYMNASTICS

**ITHACA**  
LACROSSE

**ITHACA**  
RECREATIONAL SPORTS

**ITHACA**  
ROWING

**ITHACA**  
ROWING & SCULLING

**ITHACA**  
SCULLING

**ITHACA**  
SOCCER

**ITHACA**  
SOFTBALL

**ITHACA**  
STRENGTH & CONDITIONING

**ITHACA**  
SWIMMING & DIVING

**ITHACA**  
TENNIS

**ITHACA**  
TRACK & FIELD

**ITHACA**  
VOLLEYBALL

**ITHACA**  
WRESTLING

# LOGO SYSTEM

## CLUB SPORTS SPECIFIC LOCKUPS

Official club sports lockups carry the additional identifier, "club" in front of the individual sport name.

Examples of the lockups for each official club sport are depicted on the right.

Wherever possible, the lockup system should be displayed in IC blue and must be displayed in IC blue for all digital applications.

Creation of new club sports logo lockups must be requested with special permission by the athletic director through the Office of Marketing Communications.

## SECONDARY LOCKUPS

### Club Sports

**ITHACA**  
*CLUB BASKETBALL*

**ITHACA**  
*CLUB CHEERLEADING*

**ITHACA**  
*CLUB DANCE TEAM*

**ITHACA**  
*CLUB EQUESTRIAN*

**ITHACA**  
*CLUB FIELD HOCKEY*

**ITHACA**  
*CLUB FIGURE SKATING*

**ITHACA**  
*CLUB GOLF*

**ITHACA**  
*CLUB ICE HOCKEY*

**ITHACA**  
*CLUB LACROSSE*

**ITHACA**  
*CLUB RUGBY*

**ITHACA**  
*CLUB SKI RACING*

**ITHACA**  
*CLUB SOCCER*

**ITHACA**  
*CLUB SOFTBALL*

**ITHACA**  
*CLUB SQUASH*

**ITHACA**  
*CLUB TENNIS*

**ITHACA**  
*CLUB ULTIMATE*

**ITHACA**  
*CLUB VOLLEYBALL*

**ITHACA**  
*RUGBY FOOTBALL CLUB*

# LOGO SYSTEM

## EMBLEM

The IC Athletics Emblem logo builds on the Ithaca College institutional emblem and incorporates the bold motion of IC athletics.

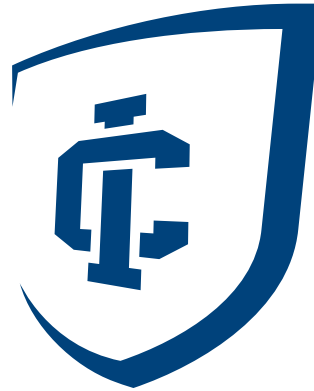
## MONOGRAM

The IC Athletics Monogram is an evolution of the previous athletics mark. This new monogram design takes progressive approach while honoring tradition.

## WORDMARK

The IC Athletics Wordmark is reserved for IC athletics official team uniforms and special licensed merchandise only as approved by the Office of Marketing Communications.

## EMBLEM & MONOGRAM



IC Athletics Emblem



IC Athletics Monogram

## WORDMARK



IC Athletics Wordmark

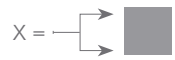
# LOGO SYSTEM

## CLEAR SPACE

Clear space is the area of isolation that maintains a minimum distance between the logo and any other creative elements and/or the edge of a printed piece or web page.

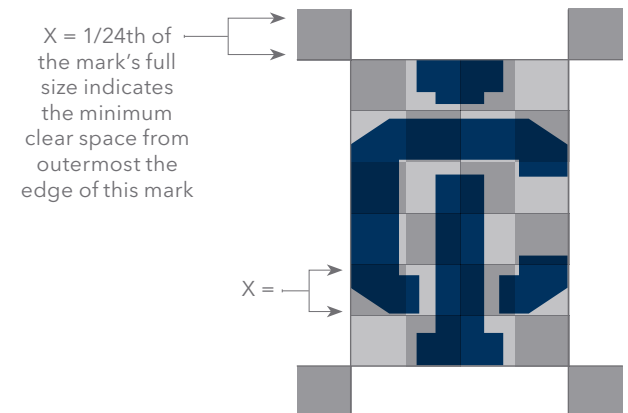
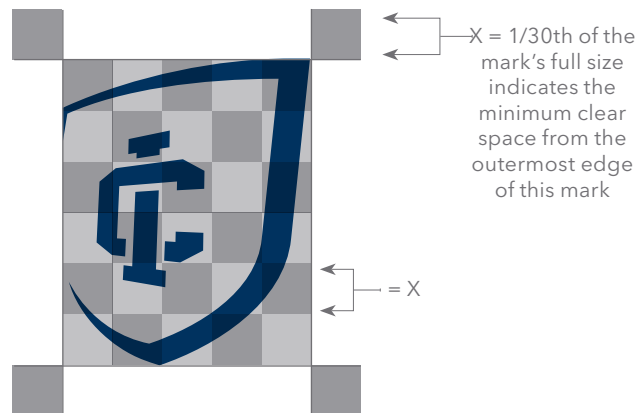
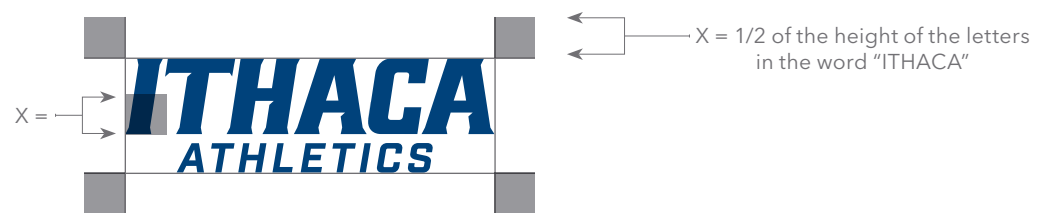
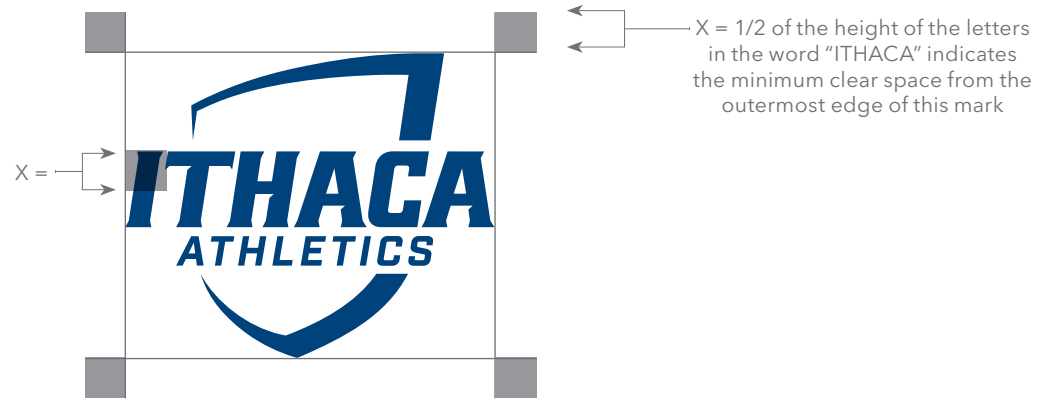
Always surround the Ithaca College athletics logos with the amount of clear space shown to ensure that the logo is positioned clearly and prominently.

The clear space requirement for the athletics logos is shown on the right where "X" is the required clear space.



Do not position any text, graphic elements, or other visual design inside this clear space.

Refer to the samples shown for the amount of clear space needed depending on the mark being used.



# LOGO SYSTEM

## SCALING

In order to best reproduce while continuing to protect the integrity of the Ithaca College athletics marks, minimum width scales are provided on the right.

## WHEN TO USE SCALING

The use of the 1.0" size (0.5" for IC monogram) is to be used only when absolutely necessary and not as a standard. For example, these scaled versions would be appropriate for use on pens, lapel pins, or other small layouts.

When used in embroidery, the smallest type of any mark cannot be smaller than 0.25" high. An example of this is provided on the right.



1.0" minimum width



1.0" minimum width

IC Athletics Secondary



IC Athletics Emblem

1.0" minimum width



IC Athletics Monogram

0.5" minimum width



IC Athletics  
Scaled for Embroidery

0.25" minimum height

# LOGO SYSTEM

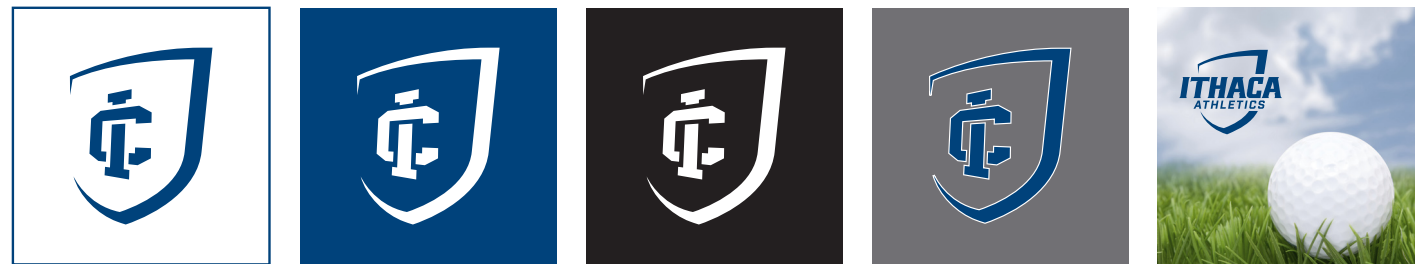
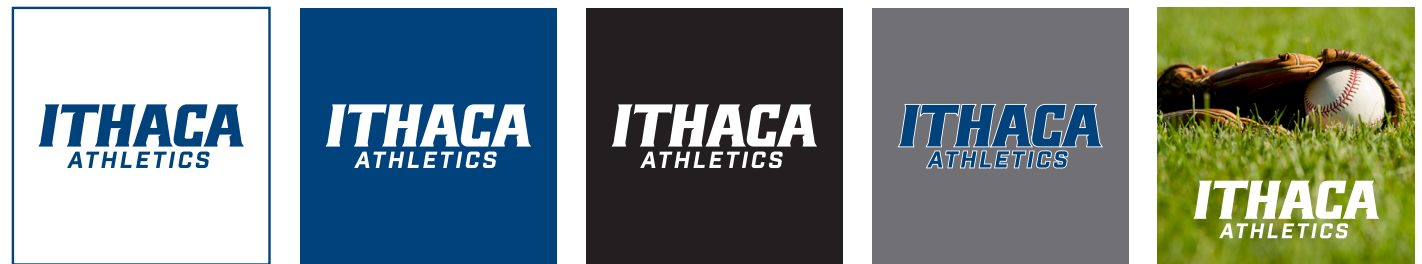
## COLOR VARIATIONS AND USE ON BACKGROUNDS

Ithaca College athletics logos must stand out clearly. Use the IC blue version when a simplified mark is required for premium items, silkscreen, etc. Use the black version when the use of color is not an option.

When using the logo over a photograph, place it over an area that provides good contrast and has minimal distracting elements.

Whenever using gray as a background, a white stroke on the mark is required.

There are conditions where the use of color is impractical or where the Ithaca College athletics logos will not stand out from confusing or color backgrounds. In these cases, use a blue or white version of the logo, whichever provides the most contrast. The IC athletics logo must be all blue or all white in this case.



# LOGO SYSTEM

## EPS FILE FORMAT

Use EPS format logos for any professionally printed piece (digital or traditional press applications). EPS files are vector, so they can be scaled larger and smaller without losing quality. EPS is the preferred file format for use in print, banners, and merchandise such as stickers and mugs.

## JPEG FILE FORMAT

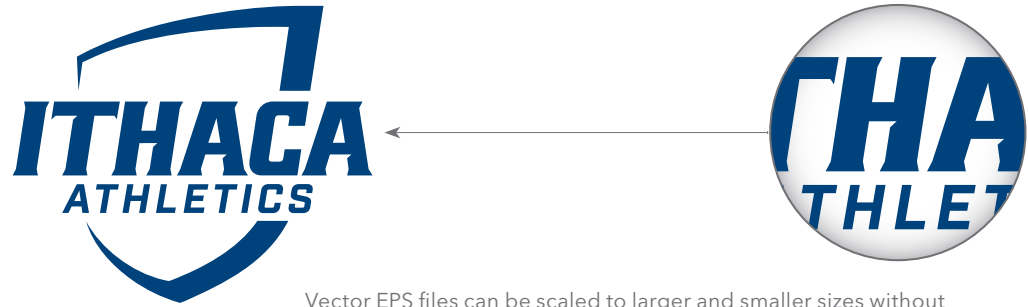
RGB logo files are provided in JPEG file format in 2.5" sizes and are used for all web, desktop, and on-screen applications such as PowerPoint and Word documents. These JPEG format logos are never used for high-resolution printing, and they are never scaled to larger sizes.

## PNG FILE FORMAT

Use PNG format logos when transparent backgrounds are required, such as for websites and when placing the logo on a background that is not white.

## TIFF FILE FORMAT

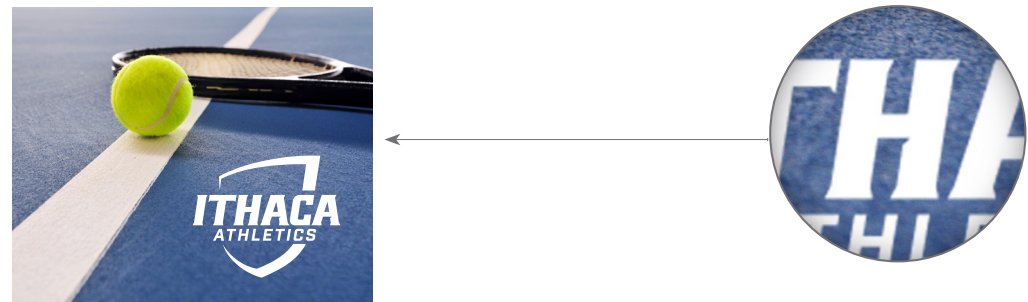
Use TIFF format logos for higher-quality laser print reproduction (Word and PowerPoint), screen, and web applications where a higher quality logo may be needed. They can be scaled down in size but can never be scaled to larger sizes.



Vector EPS files can be scaled to larger and smaller sizes without losing integrity or quality. This format and is the preferred file format for print projects.



Screen-ready RGB JPG files are not to be scaled to larger sizes and are not suitable for print projects. This format is designed for web, Microsoft Word, and PowerPoint documents.



Screen-ready RGB PNG files are intended for use when transparent backgrounds are required. This format is not to be scaled to larger sizes and is not suitable for print projects.



# LOGO SYSTEM

## MISUSE OF LOGOS

The Ithaca College athletics' logos must not be altered in any way. The examples shown on the right demonstrate some incorrect uses of the logo.

- » Do not change the colors.
- » Do not rotate the marks.
- » Do not rearrange the mark elements.
- » Do not change the typography.
- » Do not alter the type style (e.g., from capital letters to a combination of capital and lowercase letters).
- » Do not apply perspective or distort the marks.
- » Do not create unofficial lockups.
- » Do not apply any effects such as "Word art."
- » Do not crop any portion of the marks or lockups.
- » Do not alter the alignment of any elements of the marks or lockups.
- » Do not violate the minimum clear space requirements by attaching any other design elements such as type or graphics.
- » Do not use drop shadows on dark versions of the logo.
- » Do not use multiple versions of the IC athletics logo combined into a single montage.
- » Do not place the logo over IC gold. See page 15 for acceptable backgrounds.
- » Do not combine IC athletics marks with Ithaca College institutional marks.



# OFFICIAL ATHLETICS COLORS

## IC BLUE, IC GRAY, IC GOLD

- » IC blue is the primary color for IC athletics and must be the dominant color whenever possible across any execution.
- » IC gray is the primary supporting color for IC athletics. While no logo mark can be produced in this color, IC gray can be used to support the use of IC blue across any execution. Note: whenever using IC gray as a background, a white stroke on the mark is required.
- » IC gold is the secondary supporting color for IC athletics. Note: Only the athletics Monogram can be produced in IC gold. Additionally IC gold should be used as an accent color and not a dominant color across any execution.

## COLOR SPACE VALUES

PMS, CYMK, RGB, HEX color values are shown on the right.

## IC BLUE



Coated: PMS 541C  
C100 M62 Y0 K38

Uncoated: PMS 294U  
C100 M53 Y2 K21

Web: R1 G49 B88  
HEX 013158

Pantone Tints  
for Coated and  
Uncoated Versions  
of IC Blue

PMS 646  
75%

PMS 645  
50%

PMS 644  
25%

PMS 643  
10%

## IC GRAY\*



Coated / Uncoated:  
PMS Cool Gray 11  
CMYK: C0 M2 Y0 K68  
R82 G80 B82  
HEX 525052

## IC GOLD\*



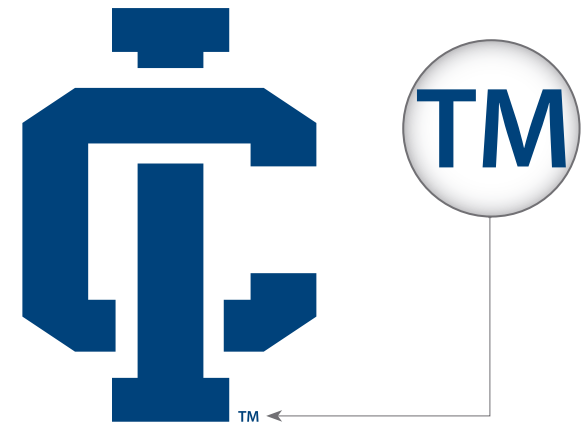
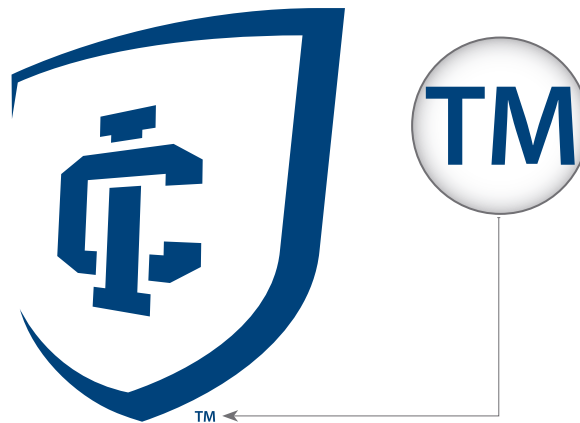
Coated: PMS 130C  
Uncoated: PMS 129U  
CMYK: C0 M30 Y100 K0  
R255 G183 B0  
HEX FFB700

\*Standard screens apply for each of the spot colors and do not require a special Pantone assignment.

# TRADEMARKS AND LICENSING

Ithaca College currently has one federally registered trademark, "Ithaca College" and in the summer of 2011 launched a licensing and trademark enforcement program in support of protecting this trademark. This program is a critical component of our overall branding initiative as Ithaca College seeks to ensure the high quality and consistent standard of excellence for which it is known. Federal protection of all of our logo marks including our new athletics identity system of marks is also currently being pursued with filings pending with the United States Patent and Trademark office.

For more information, please visit the licensing and trademark enforcement website at [ithaca.edu/licensing](http://ithaca.edu/licensing).





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