**PRIMARY ATHLETICS MARKS**

4-color  
3-color  
2-color  
Grayscale  
1-color  
1-color (reversed)

**Usage Guidelines:**

- The Iowa State Athletics marks may be incorporated into designs, but the integrity of the marks must be maintained in all applications.
- 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 Marks to apparel including headwear and footwear. When applying to products other than apparel, use the ™ designation.

**COLOR INFORMATION**

<table>
<thead>
<tr>
<th>SPORTS COLORS</th>
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<th>EMBROIDER THREAD</th>
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<th>PROCESS COLORS</th>
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Note: Optional outline, which may appear in white or gold.

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Athletics Wordmarks - Arch

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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 above, the actual wordmark should be used.

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ATHLETICS WORDMARKS - STRAIGHT

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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 above, the actual wordmark should be used.

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**COMMON MISUSE**

- 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.

- 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.

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

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**UNIVERSITY NAMEPLATES**

**Iowa State University**

Note: A ® should be used when applying the University Nameplate to apparel including headwear and footwear. When applying to products other than apparel, use the ™ designation.

**COLOR INFORMATION**

<table>
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<tr>
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<th>PROCESS COLORS</th>
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<td>University Gold</td>
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### Iowa State University®

**Location:** Ames, Iowa  
**Established Date:** 1858  
**Mascot:** Cyclones  
**Mascot Nickname:** Cy  
**Conference:** Big 12 Conference

### ADDITIONAL INFORMATION

Note: A ® should be used when applying the Verbiage to apparel including headwear and footwear. When applying to products other than apparel, use the ™ designation.

<table>
<thead>
<tr>
<th>Iowa State University®</th>
<th>ISU®</th>
<th>Cyclones®</th>
</tr>
</thead>
</table>

Verbiage that always requires a ™ symbol:

- State™  
- Cy™  
- Cyclone™  
- Clone™  
- VEISHEA™  
- Jack Trice Stadium™  
- Hilton Coliseum™  
- Hilton Magic™  
- The Mayor™  
- Mayor™  
- Hoiberg™

### CAMPANILE MARK

Note: A ™ should be applied when using the Campanile on all products.
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**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.

*Note:* A ® should be used when applying the University Seals to apparel including headwear and footwear. When applying to products other than apparel, use the ™ designation.

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**REIMAN GARDENS MARK**

- When using the Reiman Gardens mark (the words Reiman Gardens attached to the Nameplate Iowa State University), 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 Nameplate Iowa State University), must be utilized for Reiman Garden staffwear.

- When using the Reiman Garden mark (the words Reiman Gardens attached to the Nameplate Iowa State University) 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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### 1960's

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**1970's**

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**Note:** A ® should be used when applying “Cy Walking” to apparel including headwear. When applying to products other than apparel (including headwear) use the ™ designation. The date and vintage stamp attached to each mark should be included.

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Note: A ® should be used when applying “Cy Leaning” to apparel including headwear. When applying to products other than apparel (including headwear) use the ™ designation. The date and vintage stamp attached to each mark should be included.
**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 ™ designation. Exceptions: A ® should be used when applying the word “Cyclones” to flags and banners as well as apparel. For “Cy”, “Cyclone” and “Clone”, a ™ should be used on all products.

**General Note:**
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 when applying the Athletics Marks to apparel including headwear and footwear. When applying to products other than apparel, use the ™ designation.
- A ™ is needed with the Mascot Graphics on all products.
- The gold/white outline around the Mascot Graphic is available for dark backgrounds, but it is optional.
- A ® should be used when applying the Athletics “Iowa State” wordmark to apparel including headwear and footwear. A ® should be used when applying the Athletics “Cyclones” wordmark to apparel including headwear and footwear as well as flags and banners. All other products require the ™ designation.
- 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.
- 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.

**University Nameplates:**
- A ® should be used when applying the University Nameplate to apparel including headwear and footwear. When applying to products other than apparel, use the ™ designation.
- The color versions of the University Nameplate 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 ™ designation.

**Vintage Marks:**
- A ® should be used when applying “Cy Leaning”, “Cy Walking” or “1984 Cyclone” to apparel including headwear and footwear. When applying to products other than apparel use the ™ designation. The date and vintage stamp attached to each mark is required.
- Hangtags for use with the vintage collection are not required on product. However, hangtag graphics are available upon request.

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