RETAIL GUIDE

VERSION 1.0 - REVISED 7/1/25

QUICK FACTS

ESTABLISHED	NICKNAME	MASCOT	CONFERENCE	COORDINATES
1858	Cyclones	Cy	Big 12	42.02° N, 93.64° W

GENERAL GUIDELINES

- Iowa State marks must be used **exactly as provided** and may not be altered in **form, proportion, color, or overall appearance**. Do not stretch, compress, rotate, or recolor the marks. Maintain legibility any mark. All details must remain **clean, crisp, and clearly visible.**
- Iowa State marks may be incorporated into a larger design as long as the **integrity of the mark is protected**. University marks must remain **clearly recognizable** and may not be visually **dominated, crowded, or obscured** by other marks, graphics, or design elements.
- Avoid pre-set colors, imprint colors, or design treatments that create a **distorted or unprofessional** appearance.
- Iowa State marks may not be **copyrighted, trademarked, or otherwise claimed** by a vendor or third party.
- When referencing the university's founding year, use **"Est. 1858"** or **"Established 1858"** rather than "Since 1858."
- References to **drugs, tobacco, or related products** may not be used in conjunction with Iowa State marks.

COMMON MISUSE

Never alter the proportions.

Never dissect, cover, or crop the logo.

Never add graphic components.

Iowa State University's marks are controlled under a licensing program administered by the Collegiate Licensing Company. Any use of these marks requires written approval from CLC.

NOTICES, COLOR, AND TYPE

TRADEMARK NOTICE OVERVIEW

use ® when

All marks appearing on apparel, merchandise, or other tangible goods, **should use the ® notice.**

Verbiage that uses ® on apparel, but TM on non-apparel:

Iowa State University ®
Iowa State ®
Cy ®
Cyclones ®
Cy-Hawk ®

Verbiage that uses ® on both apparel and non-apparel:

Cyclone Nation ®

The word "Cyclones" should use the ® notice when it appears on **apparel, flags, or banners.**

use ™ when

All marks appearing on non-apparel items should use the ™ notice.

Verbiage that uses ™ on both apparel and non-apparel:

Stack ™
Cy-Hawk ™
Cy ™
Cyclone ™
Cyclone Nation ™
Jack Trice Stadium ™
Clone Zone ™
Hilton ™
Hilton Coliseum ™
Hilton Coliseum ™
Hilton South ™
Struck by a Cyclone ™

PRIMARY TYPEFACE

CYCLONE NATION REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Aa

CYCLONE NATION BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Aa

PRIMARY COLORS

PANTONE 187 C CMYK: 0, 100, 76, 28 RGB: 200, 16, 46	PANTONE 109 C CMYK: 0, 16, 89, 0 RGB: 255, 205, 50
MADERA RAYON: 1283 CYCLONE CARDINAL HEX #C81A2E	MADERA RAYON: 1230 CYCLONE GOLD HEX #FFCD32
PANTONE 2767 C CMYK: 0, 50, 32, 55 RGB: 126, 110, 139	MADERA RAYON: 1279 ACCENT CARDINAL HEX #7E6E8B

SECONDARY COLOR

ATHLETICS MARKS

PRIMARY MARKS

FULL / COLOR

ALTERNATE

ATHLETICS MARKS

SECONDARY MARKS

Punching Cy must be used with another identifying Iowa State trademark.

FULL / COLOR

WORDMARKS

"Iowa State" and "Cyclones" may be used in any type style but if the type style is similar to the wordmarks shown, the actual wordmark should be used.

YOUTH ATHLETICS MARKS

YOUTH TORNADO MARKS

FULL / COLOR

YOUTH MASCOT MARKS

SOLID COLOR

YOUTH MASCOT HEAD MARKS

University Marks

University Wordmarks

Light Background

Dark Background

Primary Colors

PANTONE 187 C CMYK: 0, 100, 76, 28 RGB: 200, 16, 46	PANTONE 109 C CMYK: 0, 16, 89, 0 RGB: 255, 205, 50
MADERA RAYON: 1283 UNIVERSITY CARDINAL HEX #C81A2E	MADERA RAYON: 1230 UNIVERSITY GOLD HEX #FFCD32
PANTONE 187 C CMYK: 0, 100, 76, 28 RGB: 126, 110, 139	MADERA RAYON: 1279 CONTRAST CARDINAL HEX #7E6E8B

Secondary Color

University Marks

Campanile Marks

1 - Color

2 - Color

University Seals

Usage Note

- University marks must follow all general guidelines and trademark notice requirements.
- Use only approved University colors, fonts, and mark files as provided.
- The University Seal is reserved for special use only.
- Generic Campanile or Seal designs may not be created or used.

University Skyline

1 - Color

2 - Color