Iowa State University

Current Revision Date: 05/09/22

Established: 1858	Location: Ames, IA	Mascot: Cyclones	Mascot Name: Cy the Mascot	Conference: Big 12 Conference

Cardinal Primary	Cardinal Secondary	Cardinal Tertiary	Cardinal Quaternary
PANTONE 202 C CMYK: 10, 97, 41, 64	PANTONE 187 C CMYK: 5, 100, 77, 22	PANTONE 133 C CMYK: 0, 31, 88, 0	PANTONE 123 C CMYK: 0, 18, 91, 0

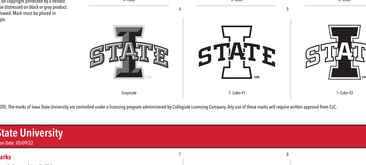
Cyclone Cardinal (Alternate)	Cyclone Gold	Cyclone Gold Highlight
PANTONE 187 C CMYK: 5, 100, 77, 22	PANTONE 133 C CMYK: 0, 31, 88, 0	PANTONE 123 C CMYK: 0, 18, 91, 0

Approved colorway, tables in the "PANTONE® colors listed in the table equal match to swatch. The tables in this page are not intended to match PANTONE® color swatches. For PANTONE® color swatches, refer to the current edition of the PANTONE® color publications. "PANTONE®" is a registered trademark of PANTONE, Inc.

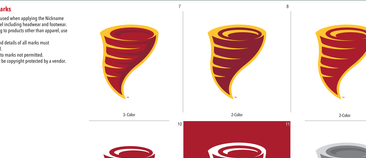
Primary Athletics Marks

- Only one, two and three-color versions of the Primary Athletics Mark should be used. Let the embroiderer.
- **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.**
- Proportions and details of all marks must be maintained.
- 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 or black or gray product.
- No outlines allowed. Mark must be placed in geometric shape.

1 2 3



4 5 6



6-Color | 3-Color | 2-Color

Grayscale | 1-Color #1 | 1-Color #2

NOTE: The marks of Iowa State University are controlled under a licensing program administered by Collegiate Licensing Company. Any use of these marks will require written approval from CLC.

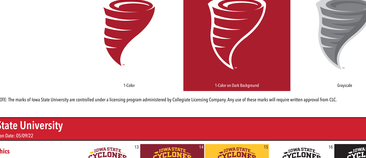
Iowa State University

Current Revision Date: 05/09/22

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 8 9



3-Color | 2-Color | 2-Color

10 11 12

1-Color | 1-Color on Dark Background | Grayscale

NOTE: The marks of Iowa State University are controlled under a licensing program administered by Collegiate Licensing Company. Any use of these marks will require written approval from CLC.

Iowa State University

Current Revision Date: 05/09/22

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 version of the mark should be 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.
- Mascot Graphics may use 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.

13 14 15 16 17 18

19 20 21 22 23 24

25 26 27 28 29 30

31 32 33 34 35 36

NOTE: The marks of Iowa State University are controlled under a licensing program administered by Collegiate Licensing Company. Any use of these marks will require written approval from CLC.

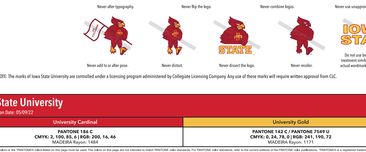
Iowa State University

Current Revision Date: 05/09/22

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.

37 38 39 40 41

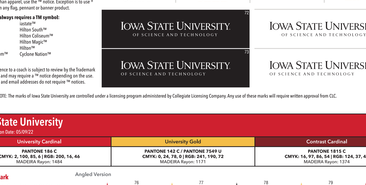


3-Color | 2-Color | Grayscale | 1-Color

42 43 44 45

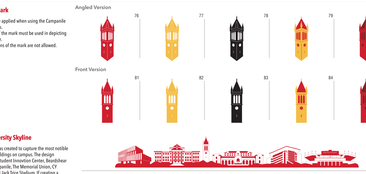
3-Color | 2-Color | Grayscale | 1-Color

46 47 48 49



3-Color | 3-Color | Grayscale | 1-Color

50 51 52 53



3-Color | 3-Color | Grayscale | 1-Color

54 55 56 57

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

58 59 60 61

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

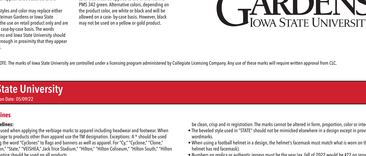
NOTE: The marks of Iowa State University are controlled under a licensing program administered by Collegiate Licensing Company. Any use of these marks will require written approval from CLC.

Iowa State University

Current Revision Date: 05/09/22

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 tartan patterns are acceptable.
- 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 ™ 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 clone 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 bevelling or type treatment similar to wordmarks; actual wordmark should be used.

NOTE: The marks of Iowa State University are controlled under a licensing program administered by Collegiate Licensing Company. Any use of these marks will require written approval from CLC.

Iowa State University

Current Revision Date: 05/09/22

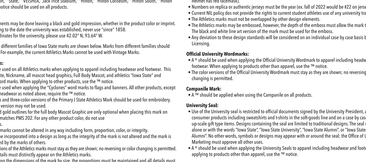
University Cardinal	University Gold
PANTONE 186 C CMYK: 0, 100, 85, 6	PANTONE 142 C / PANTONE 7549 U CMYK: 0, 30, 78, 0

Approved colorway, tables in the "PANTONE® colors listed in the table equal match to swatch. The tables in this page are not intended to match PANTONE® color swatches. For PANTONE® color swatches, refer to the current edition of the PANTONE® color publications. "PANTONE®" is a registered trademark of PANTONE, Inc.

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.

62 63



64 65 66 67

68 69 70 71

72 73

74 75

NOTE: The marks of Iowa State University are controlled under a licensing program administered by Collegiate Licensing Company. Any use of these marks will require written approval from CLC.

Iowa State University

Current Revision Date: 05/09/22

University Cardinal	University Gold	Contrast Cardinal
PANTONE 186 C CMYK: 2, 100, 85, 6	PANTONE 142 C / PANTONE 7549 U CMYK: 0, 24, 78, 0	PANTONE 1815 C CMYK: 16, 97, 86, 54

Campanile Mark

- **A.** * should be applied when using the Campanile Seal product.
- This version of the mark must be used in depicting the Campanile.
- Generic versions of the mark are not allowed.

Angled Version

76 77 78 79 80

Front Version

81 82 83 84 85

Official University Skyline

- This skyline was created to capture the most notable and iconic buildings on campus. The design includes Beardshear Hall, Campanile, Morrill 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.

86 87

NOTE: The marks of Iowa State University are controlled under a licensing program administered by Collegiate Licensing Company. Any use of these marks will require written approval from CLC.

Iowa State University

Current Revision Date: 05/09/22

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 upscale 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 University 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.

88 89

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 "R" in Reiman. Design elements may "float" above, below or to either side of the mark as long as they are 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 clothing.
- When using the Reiman Gardens mark (the words Reiman Gardens attached to the Official University Wordmark) for internal use purposes, the required colors are Black, Pantone 186 and Pantone 7549, PMS 202 green. Alternative colors, depending on the product color, are white in black and will be allowed on a case-by-case basis. However, black may not be used on a yellow or gold product.

NOTE: The marks of Iowa State University are controlled under a licensing program administered by Collegiate Licensing Company. Any use of these marks will require written approval from CLC.

Iowa State University

Current Revision Date: 05/09/22

Usage Guidelines

Vertique Guidelines:

- **A.** * should be used when applying the vertique marks to apparel including headwear and footwear. When applying vertique to products other than apparel use the TM designation. Exceptions: **A.** * should be used when applying the word "Cyclones" in Rajdhani and Summers as well as apparel for "Cy," "Cyclone," "Clone," "Cyclone Nation," "State," "VEGINEA," Jack Trice Stadium," "Hilton," "Hilton Coliseum," "Hilton South," "Hilton Magic," 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 constellations 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 Vertique Marks.

Athletics Marks:

- **A.** * should be used on all Athletics marks when applying to apparel including headwear and footwear. This applies to the Athletics "Iowa State" and "Cyclones" wordmarks, the 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 Athletics Mark should be used for embroidery. The full color version may 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 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 colors 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 lowercase "Iowa State" and "Cyclones" wordmarks, 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.
- The lowercase "Iowa State" and "Cyclones" wordmarks, Athletics "Iowa State" and "Cyclones" word marks, When applying to other products, use the ™ notice.
- 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 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 colors 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 lowercase "Iowa State" and "Cyclones" wordmarks, Athletics "Iowa State" and "Cyclones" word marks, When applying to other products, 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 upscale 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 University 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 Business cosmetic/medical/mass fund-raiser/pass-thru on packaging/ads, sales and regulations. • University permits nutritional or medicinal products for resale. • University permits alcohol products. • Co-branding with other marks may be permitted with an additional agreement.	• The 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. Use of University marks may be subject to review by the Trademark Licensing Office and may require a ™ notice depending on the use.

NOTE: The marks of Iowa State University are controlled under a licensing program administered by Collegiate Licensing Company. Any use of these marks will require written approval from CLC.