



**CORNELL
RAMS**

*CORNELL COLLEGE
ATHLETICS
BRAND GUIDELINES*



The careful maintenance of consistent and coherent visual guidelines will help the Cornell Rams communicate its unique personality across a wide range of media and communication vehicles.

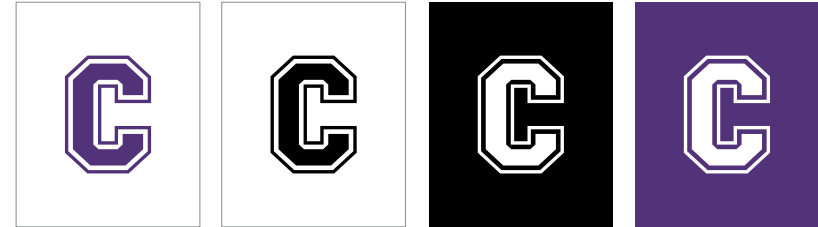
These guidelines have been developed to ensure that Cornell's athletics messaging is expressed consistently, and that all audiences — internal and external — experience the Cornell message at its best.



Full color



One color



**LETTERMARK:
PRIMARY ATHLETIC MARK**

The “C” is the primary visual mark of the Cornell Rams, representing the Cornell College Athletics Department and its teams on and off-campus across all media. The “C” must be given primary emphasis over other supporting athletic logotypes or marks. This is vital in maintaining a coherent and consistent brand presence in college athletics.



**PRIMARY ATHLETIC LOGO
STACKED**

Full color



One color



This is the official Cornell Rams logo and should be used in all situations that call for the official mark of the Cornell College Athletics Department. The center, stacked logo is the preferred version of use.

The logo can only be used in non-Cornell publications or displays with the approval of the Director of Marketing or Creative Director.



**PRIMARY ATHLETIC LOGO
OPTION**

Full color



One color

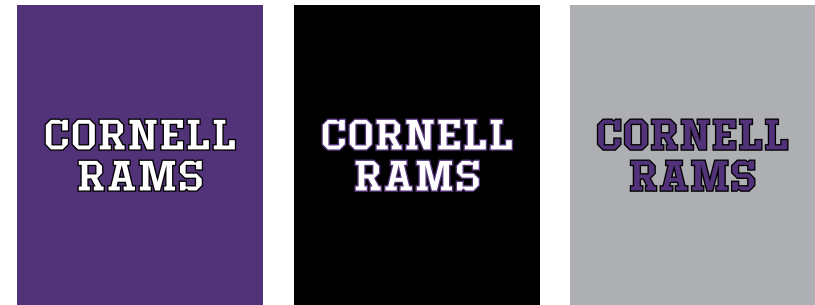


The “C” mark and “Cornell” logotype combination is reserved for use on campus and nearby community where the connection between Cornell College and the Cornell Rams is established. It is also approved for use on apparel.

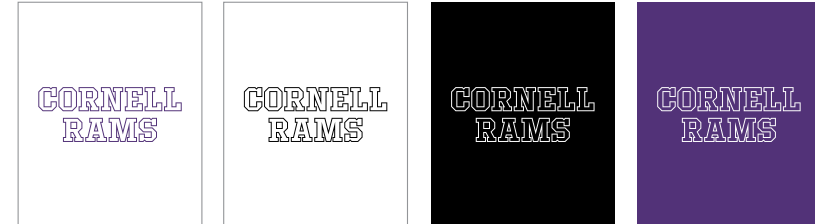
**CORNELL
RAMS**

**PRIMARY ATHLETIC
WORDMARK
STACKED**

Full color



One color



This is the primary Cornell Rams wordmark. It should always be used in combination with the primary “C” lettermark, either as incorporated in the Primary Athletic Logo combination mark or in a separate but adjacent secondary placement.



One color



SECONDARY ATHLETIC MARK
RAM

When used for Athletics, this logo should be used in combination with the Primary Logo. It must always be sized and placed subordinate to the Primary Logo. The use of the Leaping Ram has expanded to general use as a secondary mark to the Cornell College logo.

Full color



One color



TERTIARY ATHLETIC LOGO
CIRCLE

While the Primary Athletic Logo should be the default choice, this tertiary logo is ideal for branding on athletic equipment, embroidered patches, and any other application where a circular, contained brandmark is best suited. Additionally, sport-specific variants are available (*see page 15*).



**TERTIARY ATHLETIC LOGO
SHIELD**

Full color



One color



Use of the tertiary shield logo should be limited to Cornell Athletics department-level apparel, signage, and other aesthetically-driven branding applications.

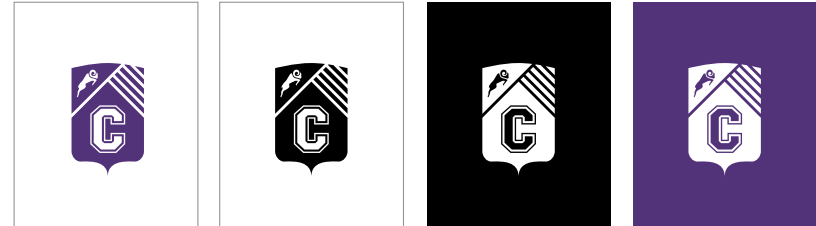


**TERTIARY ATHLETIC MARK
SHIELD**

Full color



One color



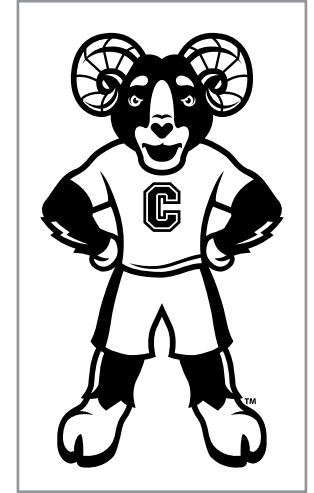
Use of the tertiary shield mark should be limited to 1) Cornell Athletics department-level apparel, signage, and other aesthetically-driven branding applications and 2) Men's and Women's Soccer branding and apparel. Its use by other teams must be approved by the Marketing & Communications department.



Full color



One color



**ULYSSES MASCOT MARK
STANDING**

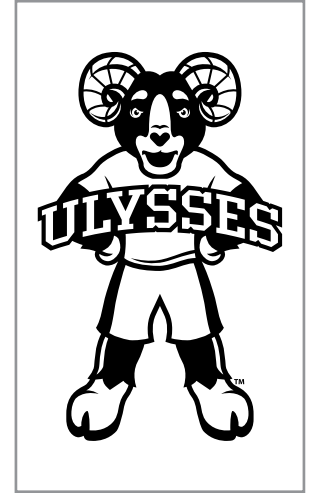
Ulysses is the official mascot for Cornell College and is a supplemental brand mark for the college and Cornell Rams Athletics. The Ulysses logo is best used in informal communications. Ulysses must be used as secondary element, in addition to the primary Cornell College logo or Athletic logos. The Ulysses “Standing” version is available for general use on behalf of the college.



Full color



One color



ULYSSES MASCOT MARK
STANDING WORDMARK

The "Standing Wordmark" version of the logo can only be used with the approval of the Director of Marketing or Creative Director.



Full color



One color



ULYSSES MASCOT MARK
HEAD

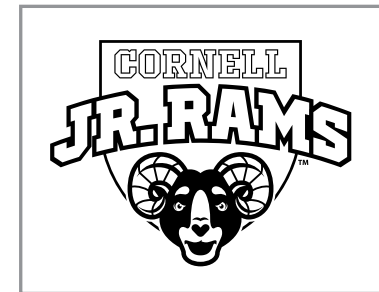
Ulysses is the official mascot for Cornell College and is a supplemental brand mark for the college and Cornell Rams Athletics. The Ulysses logo is best used in informal communications. Ulysses must be used as secondary element, in addition to the primary Cornell College logo or Athletic logos. The Ulysses “Head” version is available for general use on behalf of the college.



Full color



One color



ULYSSES MASCOT MARK
JR. RAMS

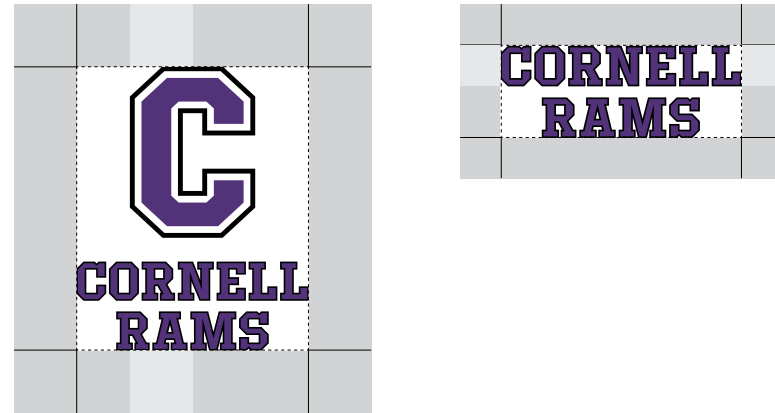
The Ulysses Jr. Rams Mascot Mark is the official logo of the Cornell Rams summer athletic programming for elementary through middle school students.

CLEARANCE AND SIZE

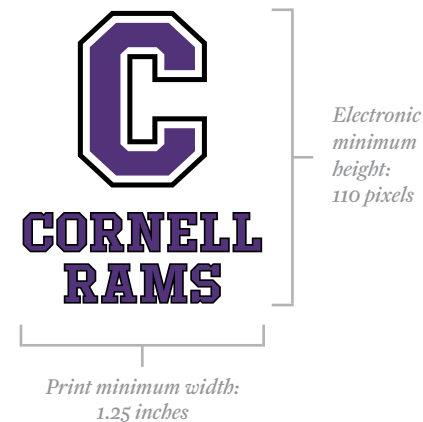
The logos requires a clear space around it to aid in its visibility. Whenever possible there should be a clearance at least the equivalent of *half the width* of the logo mark. Designs that cannot provide this clearance should be approved by the Marketing & Communications department before proceeding.

When enlarging or reducing the logos, care must be taken to ensure that the scaling is proportionally constrained to avoid distorting the marks and lettering. There is a minimum dimension (determined by the width [*@300 dpi*] for print and the height [*@72 dpi*] for electronic applications) for reducing the logo before it becomes too small to read or is too small to print in four-color process.

CLEAR SPACE: For legibility and prominence, the minimum clear space area that should be left around the primary logo mark is defined by half the width of the C. When using the wordmark only, the minimum clear space area that should be left around the primary logo mark is defined by the height of the letter C.



MINIMUM SIZE



CLEARANCE AND SIZE

In all applications, the mascot logo should be reproduced at a size that maintains the integrity of the art detail. There is no maximum size limit, but use discretion when sizing the logo. In most cases the minimum total width for the Ulysses “Head” should be no less than 1-inch and the Ulysses “Standing” 1 1/4-inch.

When enlarging or reducing the logos, care must be taken to ensure that the scaling is proportionally constrained to avoid distorting the marks and lettering. There is a minimum dimension (determined by the width [*@300 dpi*] for print and the height [*@72 dpi*] for electronic applications) for reducing the logo before it becomes too small to read or is too small to print in four-color process.

MINIMUM SIZE



Print minimum width:
1 inch



Print minimum width:
1.25 inches

LOGO USE VISUALIZED

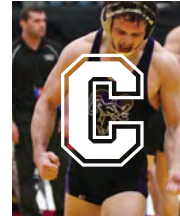
The ram logo should always be sized and placed subordinate to the Primary C logo or "Cornell" wordmark.



EXAMPLES OF MISUSE

The Cornell College Athletics brand identity has been designed for use under a wide variety of circumstances that allow a great deal of flexibility. However, there are limitations to its presentation in order to maintain its integrity. The logo may not be distorted, manipulated, altered, angled, flipped, or rotated, nor may it be presented in colors and color combinations not specified in this manual. Questions regarding correct treatment or use of the logo may be directed to the Office of Marketing & Communications.

CORRECT



INCORRECT



EXAMPLES OF MISUSE

A white outline is included in the mascot logos to maintain strong contrast between Ulysses and any background he is placed on. Do not modify or remove this border.

Single-color white and black and white versions of the Ulysses logo are available for black-and-white printing, screenprinting, and other color-restricted applications.

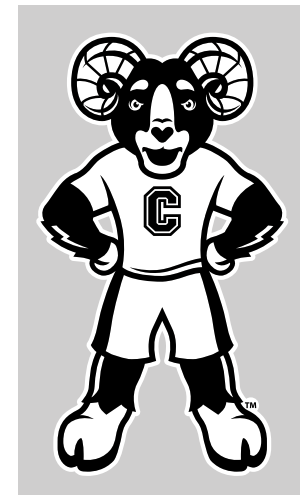
The trademark symbol must appear when used on apparel and promotional items.

There should be no modifications to the mascot logo. Please do not attempt to create/recreate, add other graphics to, or manipulate any part of Ulysses in any way.

Do not crop the Ulysses logo. The “Head” version should be used when the proportions or minimum size requirements of “Standing.”

Questions regarding correct treatment or use of the logo may be directed to the Office of Marketing & Communications.

CORRECT



INCORRECT



CORNELL

BASEBALL

Full color on white

CORNELL
BASEBALL

CORNELL
FOOTBALL

CORNELL
WRESTLING

CORNELL
VOLLEYBALL

CORNELL
SOFTBALL

CORNELL
MEN'S
CROSS COUNTRY

CORNELL
WOMEN'S
CROSS COUNTRY

CORNELL
MEN'S
LACROSSE

CORNELL
WOMEN'S
LACROSSE

CORNELL
MEN'S
BASKETBALL

CORNELL
WOMEN'S
BASKETBALL

CORNELL
MEN'S
SOCCER

CORNELL
WOMEN'S
SOCCER

CORNELL
MEN'S
TRACK & FIELD

CORNELL
WOMEN'S
TRACK & FIELD

CORNELL
MEN'S
TENNIS

CORNELL
WOMEN'S
TENNIS

SPORT-SPECIFIC WORDMARKS

The sport-specific wordmarks are the approved mark for use for formal and informal communications when identification of a sport is desired. Full color options on white and purple are shown. Other color options available upon request.

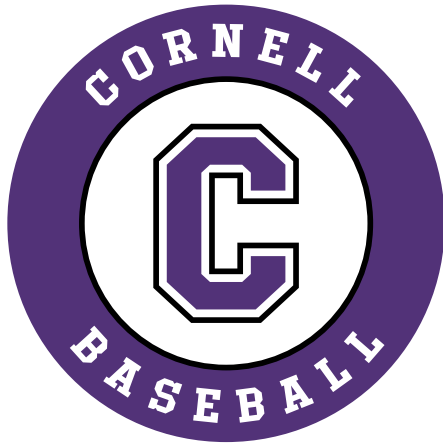


Full color on purple



SPORT-SPECIFIC WORDMARKS

The sport-specific wordmarks are the approved mark for use for formal and informal communications when identification of a sport is desired. Full color options on white and purple are shown. Other color options available upon request.



Full color on white



SPORT-SPECIFIC LOGO
CIRCLE

The tertiary athletic logo featuring the combination of the “C” and Cornell sports in a circle container is ideal for branding on athletic equipment, embroidered patches, and any other application where a circular, contained landmark is best suited.



Single color on white



**SPORT-SPECIFIC LOGO
CIRCLE**

The tertiary athletic logo featuring the combination of the “C” and Cornell sports in a circle container is ideal for branding on athletic equipment, embroidered patches, and any other application where a circular, contained landmark is best suited.



Single color on white



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CIRCLE

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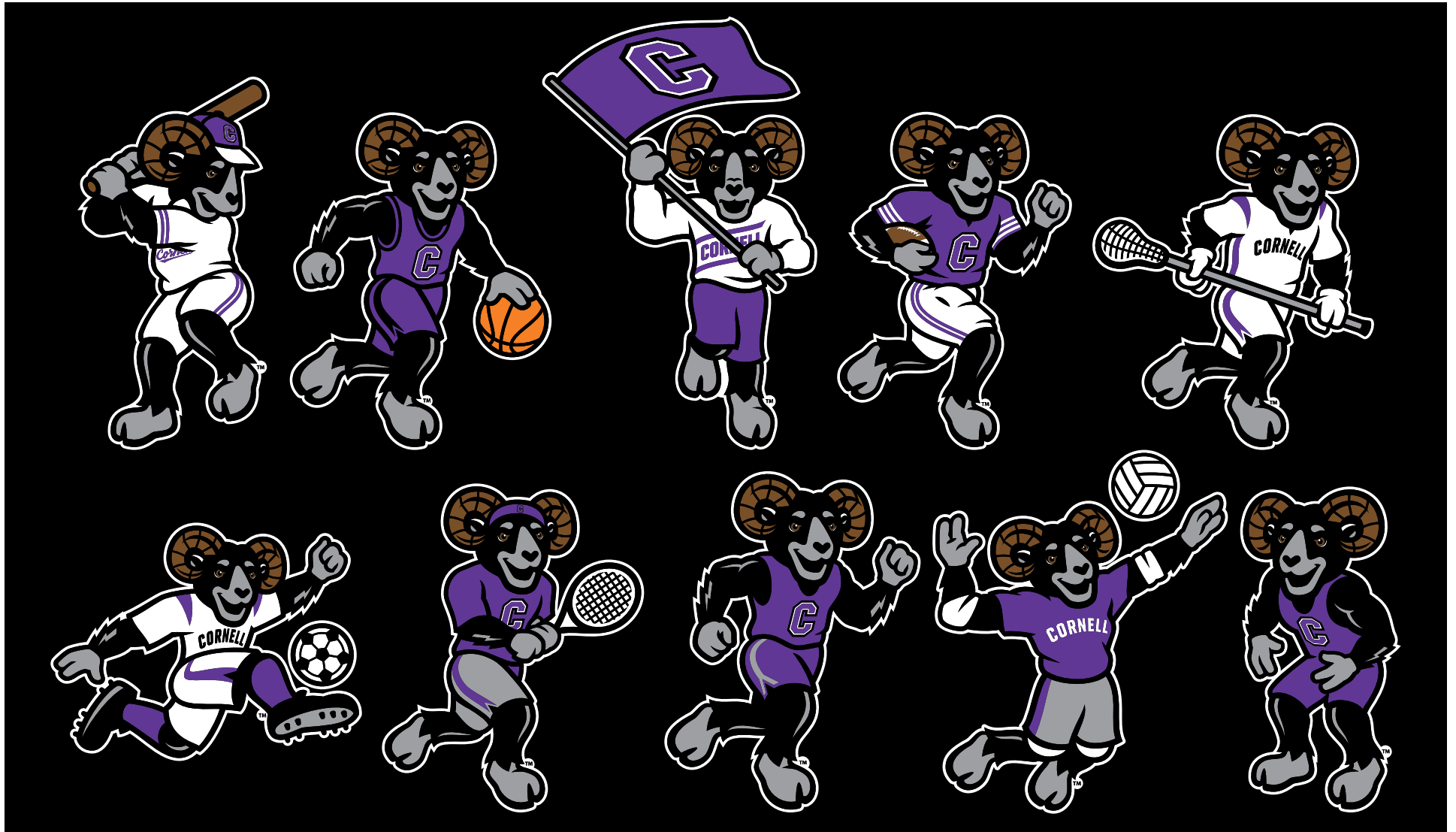
Single color on purple



SPORT-SPECIFIC LOGO
CIRCLE

The tertiary athletic logo featuring the combination of the “C” and Cornell sports in a circle container is ideal for branding on athletic equipment, embroidered patches, and any other application where a circular, contained landmark is best suited.

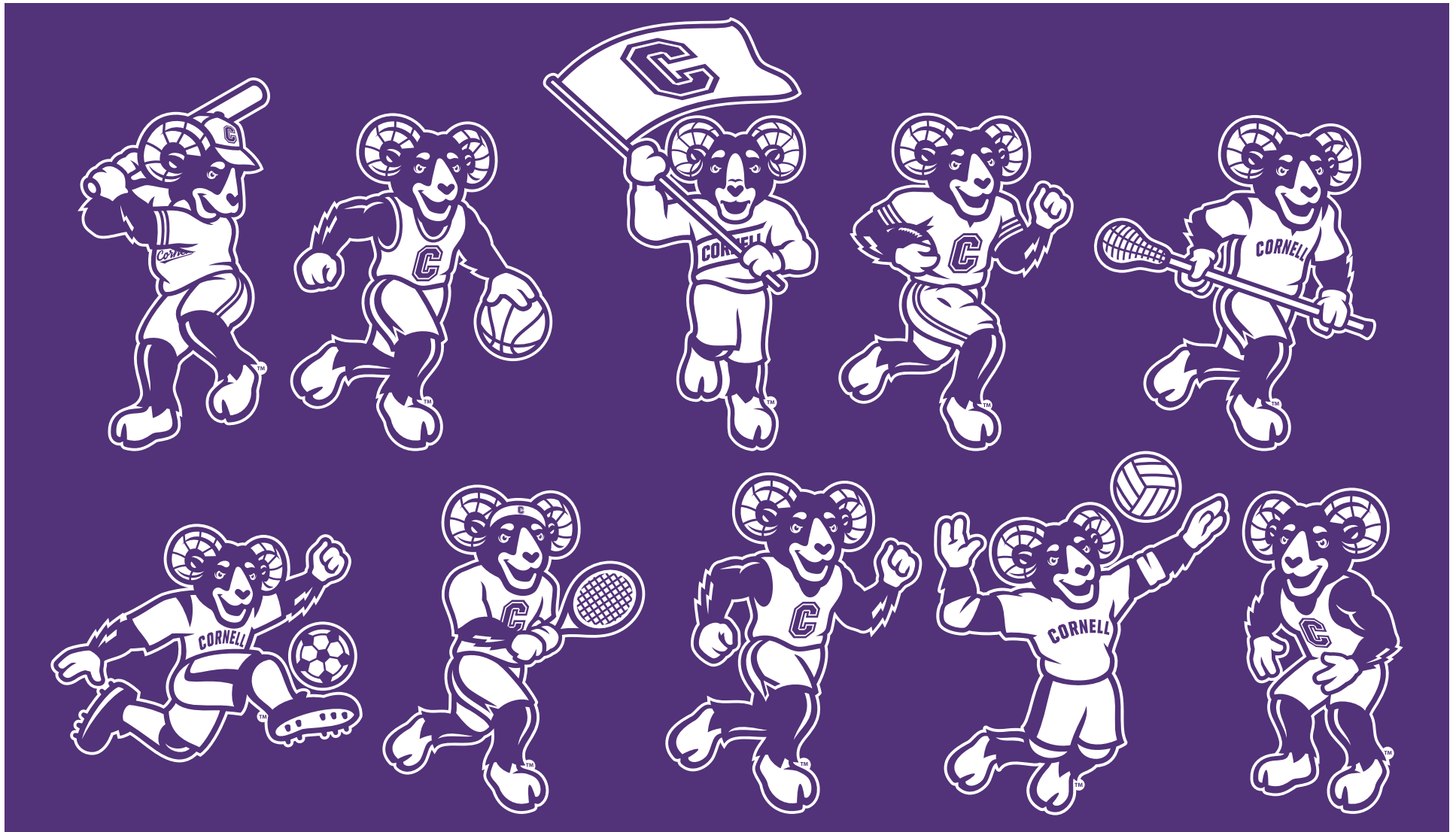
Full color on black



SPORT-SPECIFIC LOGO
ULYSSES MASCOT MARK

Ulysses is the official mascot for Cornell College and is a supplemental brand mark for the college and Cornell Rams Athletics. The Ulysses logo is best used in informal communications. Ulysses must be used as secondary element, in addition to the primary Cornell College logo or Athletic logos. All sport-specific versions of the mascot are reserved for athletic use only.

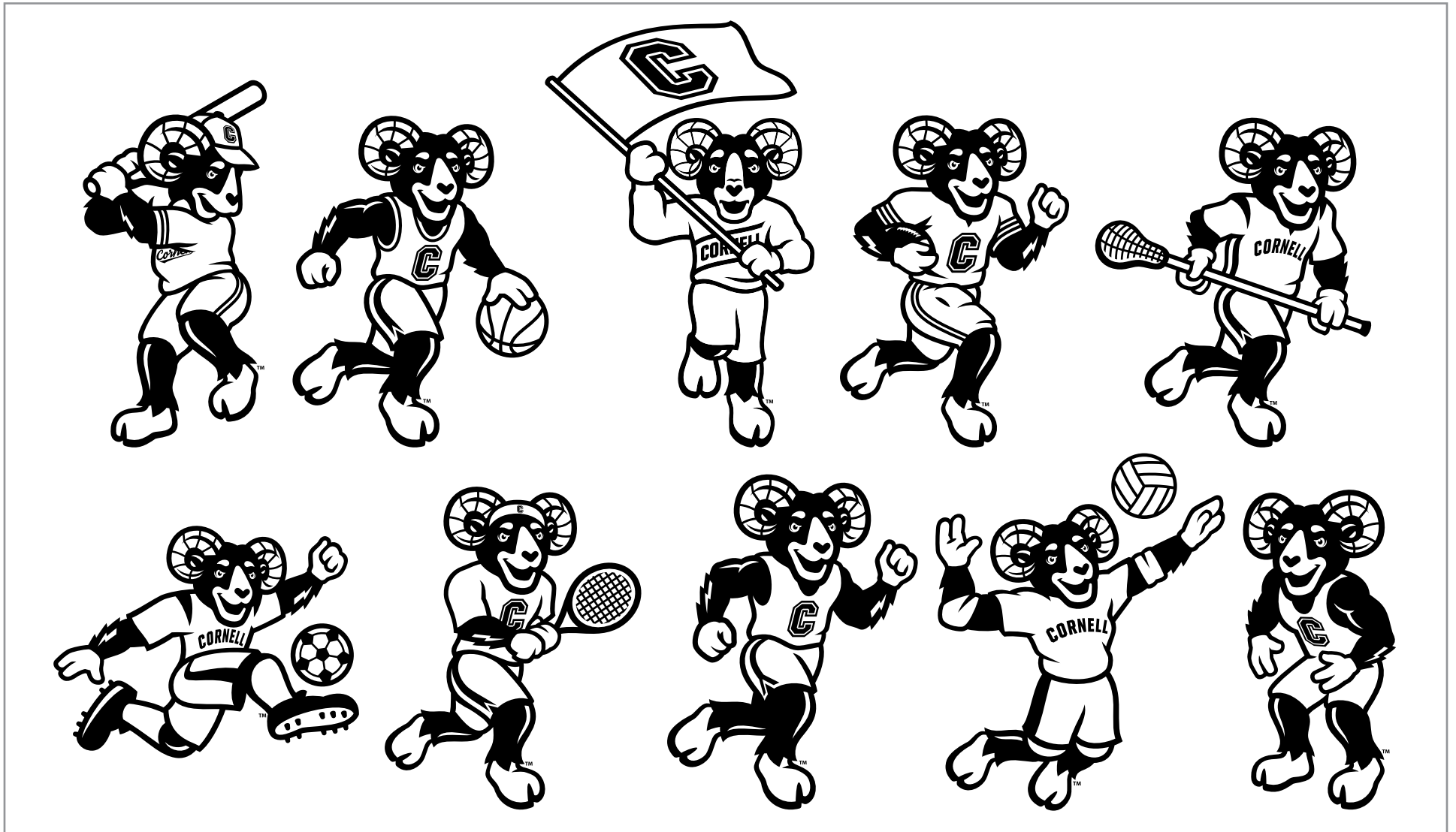
Single color on purple



SPORT-SPECIFIC LOGO
ULYSSES MASCOT MARK

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Single color on white



SPORT-SPECIFIC LOGO
ULYSSES MASCOT MARK







Ulysses is the official mascot for Cornell College and is a supplemental brand mark for the college and Cornell Rams Athletics. The Ulysses logo is best used in informal communications. Ulysses must be used as secondary element, in addition to the primary Cornell College logo or Athletic logos. All sport-specific versions of the mascot are reserved for athletic use only.

COLOR INFORMATION

One of the most difficult standards to maintain in college athletics is consistent color in printed, electronic and physical media. The knowledge that almost everything impacts the perception of color is the first step in understanding color issues.

Although color management has greatly improved over the years, the nature of light, color and vision can alter the perception of colors. Different printing presses, inks, papers and other variables can change the appearance of color on printed pieces. Inconsistency in computer monitors can present very different colors from web or interactive components.

Different media like fabrics, plastics, wood and metals accept color in varying ways depending on the method of application, whether it be ink, vinyl, spray or brush-on paint. Great care must be given to maintain the consistency of Cornell College's brand colors but there must also be considerable flexibility and understanding regarding the differences in materials, lighting and color spaces. For this reason, it is recommended to incorporate purple through paint or printed material and opt for black, gray, or white when purchasing substrates.

COLOR	PANTONE	C	M	Y	K	R	G	B	WEB
 Cornell Purple	Pantone 7680	77	95	0	0	82	49	120	523178
 Gray	Pantone Cool Gray 7	44	35	35	1	150	152	153	969899
 Brown 1	Pantone 463	39	64	89	35	118	78	42	764E2A
 Brown 2	Pantone 462	47	61	82	45	94	69	43	5E452B
 White	–	0	0	0	0	255	255	255	FFFFFF
 Black	Process Black	0	0	0	100	44	42	41	2C2A29

OFFENSE SEMIBOLD

**A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0**

PRIMARY DISPLAY FONT

OFFENSE SEMIBOLD is a classic athletic style slab-serif font and the primary font for Cornell College Athletics. It is intended for use as a display font in appropriate applications such as headlines, signage, banners, etc. It should be set in all caps. End users should not use the font for text-intensive application such as body copy, letters, articles, captions, etc.

Roboto Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Roboto Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Roboto Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Roboto Condensed Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Roboto Condensed Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Roboto Condensed Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Roboto Condensed Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

If Roboto is not available, please use Arial, a standard font available on most computers.

Arial Regular

Arial Italic

Arial Bold

Arial Bold Italic

BODY FONTS

FARNHAM and ROBOTO are the primary body fonts for Cornell College and Cornell College Athletics. Both typefaces come in a variety of weights and styles that are used throughout the brand, allowing versatility and flexibility. The consistent use of these typefaces on print, digital and other applications will make for a recognizable and consistent identity. However, if you are creating projects from your desktop computer, these fonts may not be available to you. In that case, Georgia and Arial may be used as alternative typefaces.

Farnham Display Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Farnham Display Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Farnham Display Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Farnham Display Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

If Farnham is not available, please use Georgia, a standard font available on most computers.

Georgia Regular

Georgia Italic

Georgia Bold

Georgia Bold Italic

BODY FONTS

FARNHAM and ROBOTO are the primary body fonts for Cornell College and Cornell College Athletics. Both typefaces come in a variety of weights and styles that are used throughout the brand, allowing versatility and flexibility. The consistent use of these typefaces on print, digital and other applications will make for a recognizable and consistent identity. However, if you are creating projects from your desktop computer, these fonts may not be available to you. In that case, Georgia and Arial may be used as alternative typefaces.

ABOLITION REGULAR

ABCDEFGHI

JKLMNOPQR

STUVWXYZ

1234567890

Farnham Display Black Italic

ABCDEFGHI

JKLMNOPQR

STUVWXYZ

1234567890

SECONDARY DISPLAY FONTS

ABOLITION is a condensed sans serif display font that can be used to complement the slab serif Offense. Its use in marketing materials is limited to headlines and large display applications.

FARNHAM is the primary font for the Cornell College brand. In addition to its use as a body font for the Athletics brand, the Display Black Italic face is also used in large display applications, often set in a thin white or light gray outline.

Fenway Park

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

SECONDARY DISPLAY FONTS

FENWAY PARK is the preferred script font for Cornell College Athletics. Its use is limited to Athletics apparel and large display applications where a vintage collegiate athletic style is needed.

OFFENSE SEMIBOLD

1 2 3 4 5 6 7 8 9 0

OFFENSE BOLD OUTLINED

1 2 3 4 5 6 7 8 9 0

NUMBERS INFORMATION

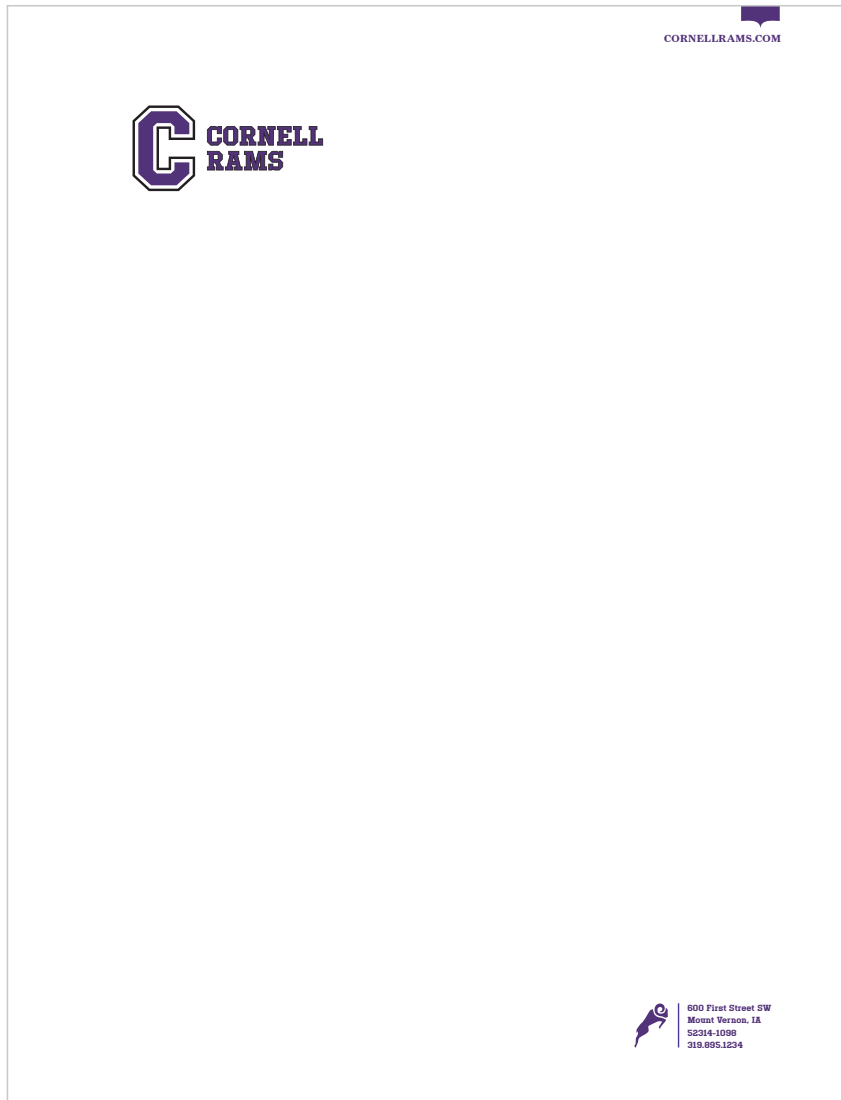
OFFENSE SEMIBOLD is the preferred numbering font. There are two number styles available for uniform applications, a solid version and an outlined version, both shown here.

ITHACA is the approved numbering font of use when ordering uniforms from Nike and Adidas. There are two number styles available for uniform applications, a solid version and a outlined version.

STATIONERY

Pre-printed letterhead, envelope, and business card products may be ordered through the Office of Marketing and Communications by filling out and submitting Stationary Order or Business Card Order Request forms online at: cornellcollege.edu/self-serve

A Word document letterhead template file can be downloaded from the Cornell self-serve resources at: cornellcollege.edu/self-serve



8.5 x 11 Letterhead



USING LETTERHEAD

This guide demonstrates how to set up a letter's text on a pre-printed letterhead or Word template document.

- A** Date and address should be set in the font Georgia*, a recommended font size of 10pt with a line spacing of 1.25 for Word documents or 13.5 for InDesign documents.
- B** Written content of the letter should be in the same font and spacing recommendations as the date and address, with a one-line space between paragraphs.
- C** This is the continuation zone where, depending on the amount of copy remaining, you determine whether to continue onto a second sheet.
- D** Limit of first page content.
- E** All content must be set in 100% black.

** If Georgia is unavailable, please use Times New Roman, 11 pt size with 1.125 line spacing (13pt InDesign line spacing)*

Lft Margin
1.25 in

Rt Margin
.75 in

CORNELLRAMS.COM

C CORNELL RAMS

October 19, 2013

A John Smith
123 Street Ave
Town, State 12345

E

Dear John,

Eperita nonsequ isquasped essum quiduciatum volerei ciendus dollaboratum aciantibusam net liqui nullese pore et quatur, cum ut aspersperum harum lab invenet fuga. Et modit elenis expernatibus explanti utet excea de sit et eturepe riorentio bearum fugiae por accullate vitatae por a enis moluptatur sequos non perspicid moluptas verero quodici pideseditio tentur?

Vid quamus minit, num et qui volo elesed qui animolestrum inti tendis doloresto comnis nonserit aliquatur reperum nis rem aborent ionsern ationsequid quiam, eum restis consend erisint dollabo rrumqua temporit, quis dellum quos accust, offic tempori tistorem quaepudandio oocus eumetuscite nectate maximporem fugia ped ma expliquae voluptatem quiamendi ipsa vel milis sitem rehenis etur autet reiciaeperem vel molorum expercimust et quas vellesse niet elestis ut quodita ector, consequibus aut eat ut ent, illes estincia solest prati imus minveni torem sus aliquate nis ende incipsae plaudipsam quae et laborerum si re repudaeratem vendant, ut laborec tatusant quas andia quis dolupta tquiam volupti quibus et aborem ipsanti culpari oribus ut pliqui net ut rehencia solupta ecusand andelitat lita susam unt erro consentur, quodi dolore consequere num am adis experum, et laboressed untiorp orest, que aperfer eptatur?

Dersper chillaccatem quissum sequate quam ut unt dolorro doluptat officie nditatis modis utenis qui am invelas et, conseratem adio etur sector, que volentus aut qui veriant. Gitatur ratus aut deliquie pratectemodi undi qui nim alia ne con cum nonsed quis idunt quo enia cus. beatqui alit qui illaborro volendantur aut quisti dundaecum escia conse senis magnatendit ex eniminv endendu ciust, voluptusam facium eate incidebis dolorum eicenis rem quam que mi, te mincimincia desedis ciatet optatem voluptatem suntio omnihicatur aut voluptatios sitinia sument occaecust volere rerionest

Sincerely,

James Johnson
POSITION /TITLE

C

D

WOMEN'S TRACK & FIELD

600 First Street SW
Mount Vernon, IA
52314-1098
319.895.1234

2 in

2 in

.75 in

1 in

EMAIL SIGNATURES

Keep signatures simple. Don't get overly complex when formatting your email signature and keep the number of lines to a minimum.

Images and Logos: Except for the Cornell College logo, do not use images (other logos or social media icons) within the email signature. Images can come across as attachments and appear chaotic. Note that many email clients and mobile devices block the appearance of logos and images.

Snail Mail Address: Addresses are rarely needed, so repeating it in every signature is unnecessary and only adds to the complexity of the signature. In most cases, when an address is needed simply include it in the body of the email.

Quotes: As a best practice for professional communications, refrain from using quotes or epigraphs. It is important to avoid the potential confusion of external audiences assuming a particular statement represents the College's official slogan, ideology, or brand promise.

Email Address: This is redundant and unnecessary, since you have used the email to send the message.

You may download an email signature template from the Cornell self-serve resources at: cornellcollege.edu/self-serve

VERTICAL FORMAT

Align the left edge of the text with the left edge of the logotype

Maryellen Johnson
Maryellen's Job Title
Athletics Department
mjohnson@cornellcollege.edu
319.895.1234 O
123.456.1234 M
CORNELLRAMS.COM

If your title exceeds 25 characters and spaces continue it onto a second line

While your office phone number should always be included, your mobile number is optional

HORIZONTAL FORMAT

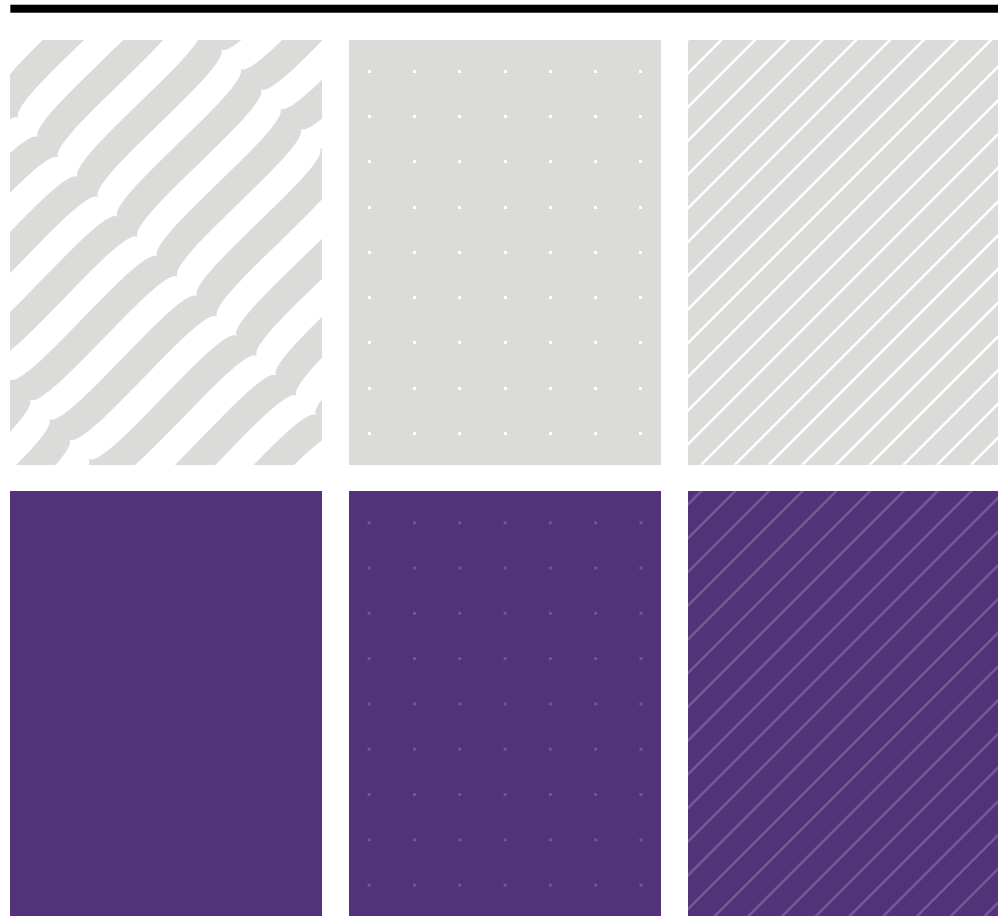
Maryellen Johnson | Maryellen's Job Title | 319.895.1234 O | CORNELLRAMS.COM

If your title exceeds 20 characters and spaces, please use the vertical signature format

Only the website URL should be used

PATTERNS

Patterns can be placed over large-format photos as subtle texture overlays (10–15% opacity) or as drop frames behind tiled images (100% opacity) to add texture, separation, or visual interest to a multi-image composition.



LICENSING

Cornell College's Office of Marketing and Communications promotes and protects the college's brand, in part by ensuring proper use of our logos. We have done this since 2013 by administering a trademark licensing program with CLC Licensing (formerly Learfield). For students, faculty, and staff, this means that if you order merchandise or apparel that uses Cornell's name or logo, it must be manufactured by a licensed vendor.

Read the complete licensing guidelines and find a list of pre-licensed vendors at crnl.co/licensing

QUESTIONS

Contact the Cornell College
Office of Marketing and Communications
marketing@cornellcollege.edu

QUESTIONS

Contact the Cornell College
Office of Marketing and Communications.

MARKETING@CORNELLCOLLEGE.EDU



**CORNELL
RAMS**

600 FIRST STREET SW
MOUNT VERNON, IA 52314
CORNELLRAMS.COM

*Member of Colleges That Change Lives (ctcl.org)
Associated Colleges of the Midwest, Phi Beta Kappa.*