Iowa State University - Athletic Marks

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

<table>
<thead>
<tr>
<th>Cyclone Cardinal</th>
<th>Cyclone Cardinal (Alternate)</th>
<th>Cyclone Gold</th>
<th>Cyclone Gold Highlight</th>
</tr>
</thead>
</table>
| **PANTONE 202 C**  
CMYK: 10, 97, 61, 48 | **PANTONE 187 C**  
CMYK: 5, 100, 71, 22 | **PANTONE 123 C**  
CMYK: 0, 21, 88, 0 | **PANTONE 121 C**  
CMYK: 0, 8, 69, 0 |
| MADEIRA Rayon: 1374 | MADEIRA Rayon: 1181 | MADEIRA Rayon: 1172 | MADEIRA Rayon: N/A, use 3-color design |

Approved University colors or the "PANTONE® colors listed on this page must be used. The colors on this page are not intended to match PANTONE color standards. For PANTONE color standards, refer to the current editions 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 for embroidery.
- 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.
- Grayscale marks are for print only and cannot be embroidered.
- Proportions and details of all marks must be maintained.
- Modifications to marks not permitted.
- No marks may be copyright protected by a vendor.
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.

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.
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 outlines are only optional 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.
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.

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**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 fashion colors permitted.
- No marks may be copyright protected by a vendor.

**Verbiage**

- Iowa State University®
- Iowa State®
- ISU®
- Cyclones®

**Note:** A ® should be used when applying the above verbiage to apparel including headwear and footwear. When applying to products other than apparel, use the ™ notice. Exception is to use ® after Cyclones on any flag, pennant or banner product.

**Verbiage that always requires a TM symbol:**

- State™
- Cy™
- Cyclone™
- Clone™
- VEISHEA™
- Jack Trice Stadium™
- Hilton South™
- Hilton Coliseum™
- Hilton Magic™
- Hilton™
- Cyclone Nation™
- Jack Trice™

**Note:** Any reference to a coach is subject to review by the Trademark Licensing Office and may require a ™ notice depending on the use.

**CURRENT REVISION DATE:** 03/06/20

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