Contact Information
If you have questions about usage of the Iowa State Athletics marks here are some resources:

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The athletics marks for Iowa State University are managed by the ISU Trademark Licensing Office which utilizes the services of the Licensing Resource Group (LRG) as its administrative agent. Any use of these marks requires a license agreement obtained from LRG for Iowa State (616-395-0676 or www.lrgusa.com). Any use of these marks is prohibited without written approval from the Trademark Licensing Office.

Iowa State Athletics Mark Standards
Adopted October 2007

Official Colors

Cyclone Cardinal
Pantone: PMS 187
CMYK: Cyan 5, Magenta 100, Yellow 71, Black 22
RGB: Red 167, Green 25, Blue 48
Web HTML: A7193T
Embroider Thread: Madeira 1181

Cyclone Gold
Pantone: PMS 123
CMYK: Cyan 0, Magenta 21, Yellow 88, Black 0
RGB: Red 253, Green 200, Blue 47
Web HTML: FDC82F
Embroider Thread: Madeira 1025

Cyclone Cardinal Shade
Pantone: PMS 202
CMYK: Cyan 10, Magenta 97, Yellow 61, Black 48
RGB: Red 130, Green 36, Blue 51
Web HTML: 822433
Embroider Thread: Madeira 1374

Cyclone Gold Highlight
Pantone: PMS 121
CMYK: Cyan 0, Magenta 8, Yellow 69, Black 0
RGB: Red 250, Green 218, Blue 99
Web HTML: FADA63
Embroider Thread: No highlight bevel in embroidering – use 3-color design

Official Typeface

The Iowa State Athletics mark and typeface were created by Paul Meenan, graphic designer for the Iowa State University Athletics Department. The official typeface used in the Iowa State Athletics mark is called “Cyclone.”

The Cyclone typeface family includes regular, bold and italic versions. The typeface will be used throughout athletics facilities and on collateral materials such as Iowa State Athletics team apparel and print materials. The Cyclone font may be used to accompany the athletics mark in headlines and subheads but is not meant to be used for body text.

Cyclone Font:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890
Iowa State Athletics Mark Variations
The Iowa State Athletics marks may be incorporated into designs, but the integrity of the marks must be maintained in all applications.

Primary Mark (4-color)
Cyclone Cardinal  PMS 187
Cyclone Cardinal Shade  PMS 202
Cyclone Gold  PMS 123
Cyclone Gold Highlight  PMS 121

3-color Mark
Cyclone Cardinal  PMS 187
Cyclone Cardinal Shade  PMS 202
Cyclone Gold  PMS 123

2-color Mark
Cyclone Cardinal  PMS 187
Cyclone Gold  PMS 123

Grayscale Mark
May choose appropriate color

1-color Mark
May choose appropriate color

Athletics Mark Usage Regulations

Do not allow text to overlap or touch the mark

Do not allow 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 distort the mark’s proportionality

Do not change the typeface

Do not change the wording

Do not reverse the mark’s colors

Do not alter the mark’s colors

Slight screens are acceptable if the integrity of the mark is maintained
Iowa State Athletics Word Mark Variations

The Iowa State Athletics marks may be incorporated into designs, but the integrity of the marks must be maintained in all applications.

<table>
<thead>
<tr>
<th>3-color Mark</th>
<th>2-color Mark</th>
<th>Grayscale Mark</th>
<th>1-color Mark</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cyclone Cardinal PMS 187</td>
<td>Cyclone Cardinal PMS 187</td>
<td>May choose appropriate color</td>
<td>May choose appropriate color</td>
</tr>
<tr>
<td>Cyclone Gold PMS 123</td>
<td>Cyclone Gold PMS 123</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cyclone Gold Highlight PMS 121</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

May choose appropriate color

3-color Mark

Grayscale Mark

2-color Mark

1-color Mark

3-color Mark

Grayscale Mark

2-color Mark

1-color Mark

3-color Mark

Grayscale Mark

2-color Mark

1-color Mark

3-color Mark

2-color Mark

Grayscale Mark

1-color Mark
Iowa State Athletics Word Mark Variations

The Iowa State Athletics marks may be incorporated into designs, but the integrity of the marks must be maintained in all applications.

3-color Mark
Cyclone Cardinal  PMS 187
Cyclone Gold  PMS 123
Cyclone Gold Highlight  PMS 121

2-color Mark
Cyclone Cardinal  PMS 187
Cyclone Gold  PMS 123

Grayscale Mark
May choose appropriate color

1-color Mark
May choose appropriate color
Iowa State Athletics Secondary Mark Variations

The Iowa State Athletics marks may be incorporated into designs, but the integrity of the marks must be maintained in all applications.

4-color Mark
Cyclone Cardinal  PMS 187
Cyclone Cardinal Shade  PMS 202
Cyclone Gold  PMS 123
White Plate (if needed)

Grayscale Mark
May choose appropriate color

1-color Mark
May choose appropriate color