SUNY CORTLAND ATHLETICS STYLE GUIDE

TABLE OF CONTENTS

SUNY CORTLAND BRAND

VISION

SUNY Cortland's long and storied athletics history has helped it to become one of the nation's most respected NCAA Division III institutions. Although our tradition of excellence began more than a century ago, our visual identity has evolved over time, adapting to changes in culture and technology. This style guide is intended to ensure that the College's identity is consistently presented across all applications, strengthening the iconic Cortland brand by positioning it for the future.

The athletics logo may be used only for visual communications pertaining to athletics, alumni engagement and student recruitment. Use of the athletics logo must be approved by the SUNY Cortland Marketing Committee in conjunction with the Athletics Department.

BRAND OVERVIEW

PRIMARY LOGO

SECONDARY LOGO

PRIMARY LOGO

The primary logo is recognized nationally as the symbol of Cortland athletics and serves as its main identifier.

SECONDARY LOGO

The secondary logo is a new application that offers a more contemporary and flexible option for identifying SUNY Cortland athletics. It is not to be used as a stand-alone mark, but in conjunction with Cortland athletics' primary wordmark.

BRAND OVERVIEW

PALETTE USAGE

All marks must be reproduced using Red (PMS186C), Dark Red (PMS7623C), Black (PMSBLACK C), and White. Logos should appear on white, red, or grey backgrounds.

COLOR PALETTE

RED

PMS 186
CMYK: 0 - 100 - 81 - 4
RGB: 185 - 16 - 0
WEB: #B91000

DARK RED

PMS 7623
CMYK: 0 - 97 - 87 - 53
RGB: 138 - 42 - 43
WEB: #8A2A2B

BLACK

PMS BLACK
CMYK: 0 - 0 - 0 - 100
RGB: 0 - 0 - 0
WEB: #000000

WHITE

PMS WHITE
CMYK: 0 - 0 - 0 - 0
RGB: 255 - 255 - 255
WEB: #FFFFFF

BRAND OVERVIEW

TYPOGRAPHY

FONT USAGE

All typography must be reproduced in Superstar M54 and/or Jersey M54. The word Cortland must always be displayed using Superstar M54.

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789

SUPERSTAR M54 FONT

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789

JERSEY M54 FONT

PRIMARY LOGO

PRIMARY LOGO

The primary logo can be reproduced in full color or in one, two, or three colors as noted. This logo can stand alone, or be used with the primary and/or secondary wordmarks. It should appear on white, red, or shades of grey backgrounds only.
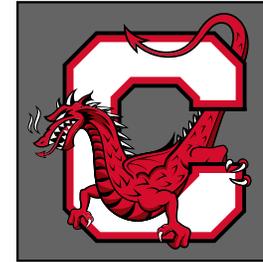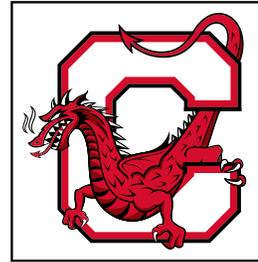
FULL COLOR

NO PMS 7623
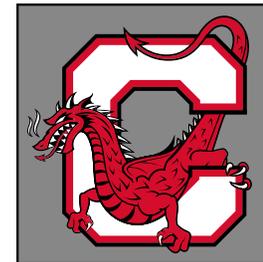
ONE COLOR
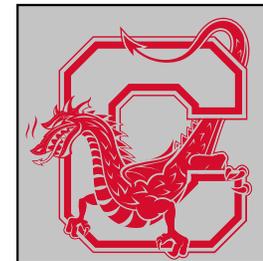
SECONDARY LOGO

SECONDARY LOGO

The secondary logo can be reproduced in full color or with one, two or three colors as noted. This logo is not to be used as a stand-alone, but in conjunction with the Cortland athletics' primary wordmark.

Where legibility is an issue (on helmets, or shorts, for example) the secondary logo may stand alone, providing the primary wordmark or logo is present elsewhere on the uniform. The logo should be reproduced on white, red or shades of grey backgrounds only.

FULL COLOR
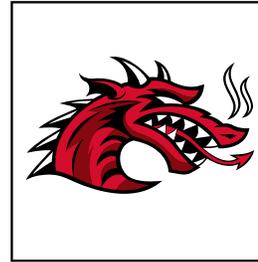
NO PMS 7623
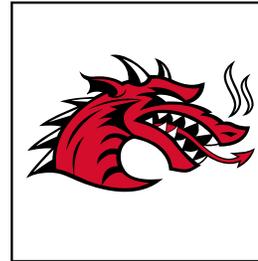
ONE COLOR

TERTIARY LOGOS

## PAPER APPLICATION LOGOS

PAPER APPLICATION

The paper application logos are to be used when printing in black and white on letterhead, stationery, etc. These logos are to be used in two-dimensional form only, not on apparel. These black and white logos can stand alone or be used with the primary and/or secondary wordmarks.
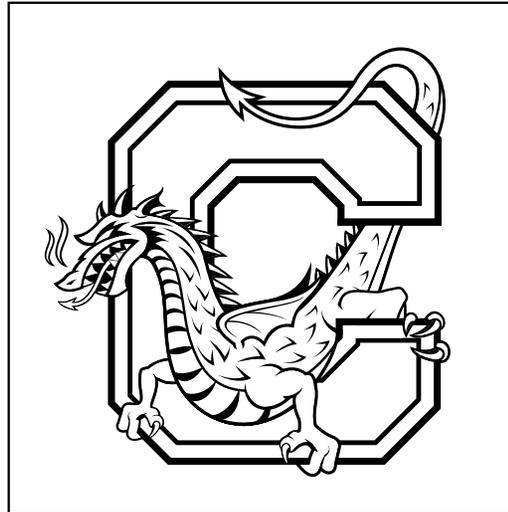
TERTIARY LOGOS

SCRIPT LOGO

SCRIPT LOGO

The Cortland logo option written in script can be reproduced in red or white, on a red or white background only. This logo is to be used as a stand-alone, not in conjunction with any other logo or wordmark.

TERTIARY LOGOS

ALTERNATE C LOGO
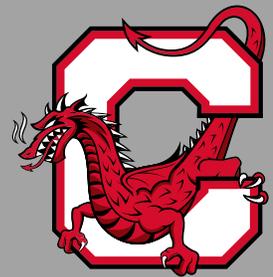
ALTERNATE C LOGO

The Cortland logo consisting of a large letter C can be reproduced in red or white, on a red or white background only. The use of this logo is only applicable if permission if given from the Director of Athletics in consulation with the Marketing Committe.
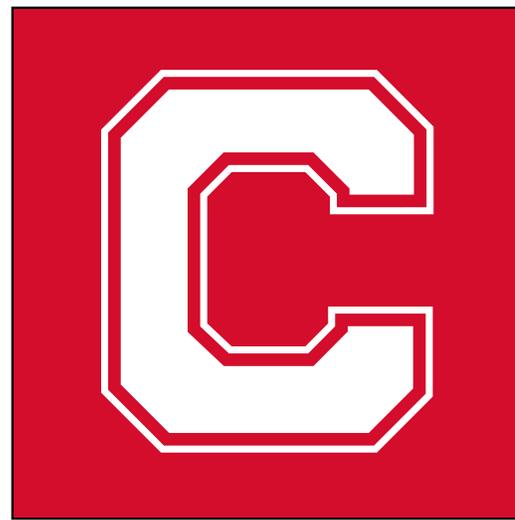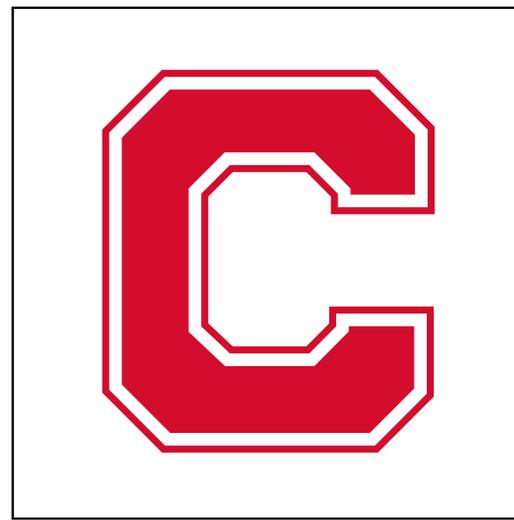
TERTIARY LOGOS

ADDITIONAL LOGOS

C-CLUB AND KIDS CLUB

The C-Club and Kids Club logos can be reproduced on a red, white, or shades of grey backgrounds. Both logos must stand alone, not in conjunction with any other logo or wordmark.

C-CLUB LOGO

KIDS CLUB LOGO

PRIMARY WORDMARK

PRIMARY MARK

The primary wordmark can stand alone as shown or the word Cortland can be arched. Red Dragons or a sport mark can be added, but must remain straight and run below Cortland.This wordmark can be used in conjunction with both the primary and secondary logos when Cortland is arched. It must always be presented using Superstar font, reproduced in red or white on a red, white or grey background, with or without an outline.

CORTLAND

CORTLAND

CORTLAND

CORTLAND

CORTLAND

CORTLAND

CORTLAND

CORTLAND

SECONDARY WORDMARK

SECONDARY MARK

The secondary wordmark can stand alone as shown or be used in conjunction with both the primary and secondary logos. The word Cortland must always be presented using Superstar font while Red Dragons or a sport mark must be in Jersey font. The marks must be reproduced in red or white on a red, white or grey background, with or without an outline.

PRIMARY LOGO LOCK-UPS

PRIMARY LOCK-UPS

When using the primary logo with wordmarks, there are three options:

• Arch the Cortland wordmark over the primary logo and run a secondary wordmark below the logo. In this usage, all wordmarks must be in Superstar font.

• Run the Cortland wordmark below the primary logo, with a secondary wordmark below it. In this usage, the Cortland wordmark must be in Superstar font and the secondary wordmark must be in Jersey font.

• Run a sport word mark alone with the primary logo. In this usage, the wordmark must be in Superstar font.

SECONDARY LOGO LOCK-UPS

SECONDARY LOCK-UPS

When using the secondary logo with wordmarks, there are two options:

• Arch the Cortland wordmark over the secondary logo, with a secondary wordmark below it. In this usage, all wordmarks must be in Superstar font.

• Run the Cortland wordmark below the secondary logo, with a secondary wordmark beneath it. In this usage the Cortland wordmark must be in Superstar font, and the secondary wordmark must be in Jersey font. Sport wordmarks may not stand alone with the secondary logo.

INCORRECT USAGES

DO'S AND DON'TS

Various incorrect usages are displayed here. Use this page as a reference when creating new designs that incorporate any of SUNY Cortland's logos and/or wordmarks.


1. At no time should anything (other logos, type, etc.) be placed over the identity elements
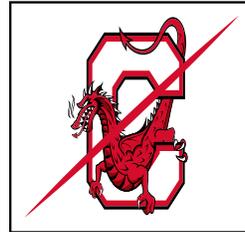
2. Graphic elements should not be modified, stretched or distorted in any way.

3. Do not crop the logos in any way.
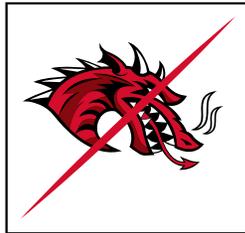
4. Logos should not be tilted or rotated.
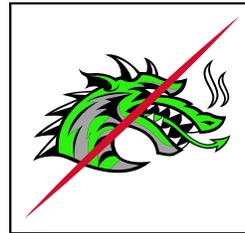
5. Logos should not be used in color combinations other than those specifically referenced out in the style guide.

6. Sport wordmarks cannot stand alone with the secondary logo.

7. The logos cannot be placed on backgrounds other than red, white and grey.

8. Arched lock-ups must be displayed using only Superstar M54 font.

9. At no time should additional graphics be added to the logos.