

HOOD COLLEGE ATHLETICS BRAND STANDARDS AND GUIDELINES



PRIMARY LOGO

The athletics identity is an important sub-brand of Hood College and should stand on its own. The athletics identity and the institutional identity should never be used on the same piece without permission from the Office of Marketing and Communications.

To uphold the athletics brand, we must all agree to maintain the standards associated with the athletics identity – in the game, in print, on merchandise and online. Consistent colors, proportions and usage should be used to allow our student-athletes to compete under a brand that is well defined, distinguished and enduring, all while supporting the Hood College brand.

The official Hood College Blazers logo is a representation for all athletic teams. It is a graphic identity that is representative of our traditions, strength and excellence in athletic achievements. The mark features a fierce horse head within a shield that is evocative of the institutional shield.

HISTORY OF THE BLAZERS

The first iteration of the logo debuted in 2005 and was intended to reflect the College's long history with equestrianism. The logo included a graphical depiction of a horse's head, including a windswept mane and a white streak on its head, which on a horse is called a "blaze." The College's tradition of presenting white blazers to exemplary student-athletes also played a role in the name.

Hood's first-ever costumed mascot, Blaze, made its debut in a surprise flash mob performance at the end of the traditional Convocation ceremony in 2010.

Doug Raftery '12, Bilal Syed '11, Britany Lethbridge '13 and the Student Athletic Advisory Committee spearheaded the mascot project. Street Characters Inc. of Canada designed the costume.

This mascot logo is incorporated with a strong athletic typeface to form the complete logo. Whenever it appears,

it conveys the integrity and strength of Hood College athletic teams.

The official logo intends to provide a unified and consistent image for all of Hood College's athletics programs.

RETIRED ATHLETICS LOGO 2005 - 2021



*The retired athletics logo used from 2005 -2021 is **not to be used under any circumstances** without the approval of the Office of Marketing and Communications.*

CURRENT ATHLETICS LOGO:



PRIMARY LOGO AND LOGOTYPE

VERTICAL LOGO



The primary athletics logo and logo lockups are not interchangeable with the Hood College logo and its parts. The primary athletics logo consists of a blue and white stylized horse with the words Hood College Blazers. Parts of the primary athletics logo may only be used as illustrated within these brand guidelines.

LOGO VARIATIONS

The athletics logo may be used full color (as seen on the left), reversed out to white as below, or in solid black as needed (see below):

HORIZONTAL LOGO



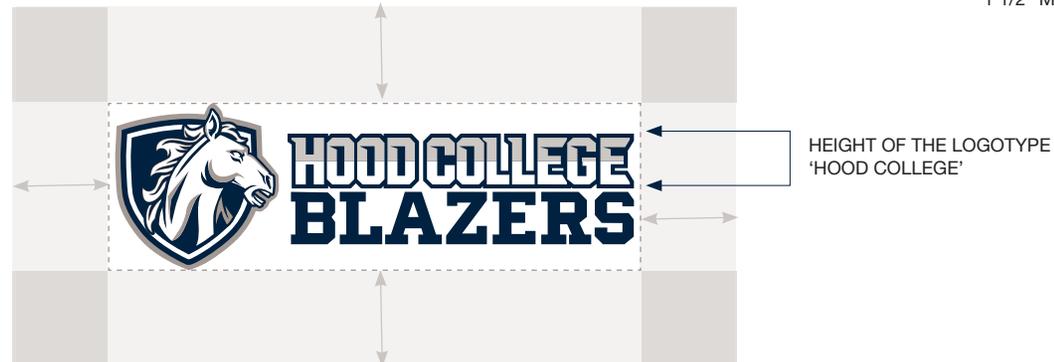
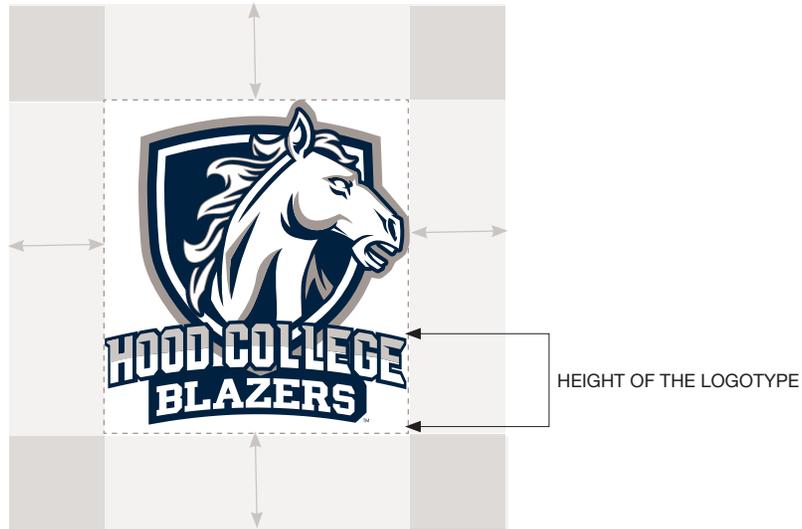
To ensure the identity's strongest impact, do not modify or distort the logo. The uses shown in the section "Athletics Logo Misuse" are all unacceptable treatments to the logo. Most questions about logo usage will be answered by reviewing these improper examples on page 7.

PRIMARY ATHLETIC LOGO | CLEAR SPACE RULES AND MINIMUM SIZE REQUIREMENT

When the athletics logo is used in marketing materials together with photography, illustration or other typography, a minimum amount of clear space must surround the logotype. This space is equivalent to the height of the 'Hood College Blazers' logotype on the vertical logo and 'Hood College' logotype on the horizontal logo, as illustrated.

To ensure legibility, the primary athletics logo may not be reproduced smaller than one and one-half inches in width for the horizontal logo and one inch in width for the vertical logo.

To accommodate for merchandise requirements on giveaway materials such as pens, a smaller logo will be required. See **Merchandising section** on page 8.



ATHLETIC COLOR PALETTE AND TYPOGRAPHY

NAVY



PMS 289

GREY



Warm Grey 6

SPOT COLOR
2 COLOR PRINT USE ONLY

NAVY



CMYK
100, 56, 19, 73

GREY



CMYK
11, 16, 18, 32

PRINT USE ONLY
(MOST USED)
Almost all printed athletics communications use the four-color CMYK process for navy, which closely matches PMS 289.

RGB
0, 35, 65

HEX
002341

RGB
164, 154, 148

HEX
a39994

ONLINE/SCREEN USE ONLY

TYPOGRAPHY

PRIMARY TYPEFACE use in headlines, subheads, etc.: **Factoria, (ultra)**
SECONDARY TYPEFACE for use in body copy: **Helvetica Neue LT Std.**

These font families were carefully chosen to reflect Hood College's athletics brand identity and should be used in communications from athletics. Contact the marketing office if you need help with fonts.

FACTORIA

PRIMARY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

SECONDARY

HELVETICA NEUE LT STD.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



PRIMARY ATHLETIC LOGO LOCKUPS AND WORDMARKS

For individual teams, provided artwork for logo lockups (as seen in examples on the right) should be used. Teams are not permitted to recreate the logo lockup or wordmarks.

The athletics logo, logotype for mixed use and logo lockups are not interchangeable with the Hood College logo or its elements, including the H pulled from the shield. The H can only be used as a stand-alone graphic for special usage, with approval by the vice president of marketing and communications. The athletic marks also should not be used to represent non-athletic programs.

COACHES' RECRUITMENT WORDMARK

For the purposes of recruiting only, the wordmark 'Hood College, Blazers' can be used. This version of the logo was created for ease of embroidery for clothing worn by coaches while recruiting. This wordmark should not be used in communications or clothing in place of the athletic logo, but only embroidered on clothing for recruitment purposes.

HOOD COLLEGE [SPORT NAME]
VERTICAL LOGO LOCKUP



HOOD COLLEGE [SPORT NAME]
HORIZONTAL LOGO LOCKUP



HOOD COLLEGE [SPORT NAME]
WORDMARK LOCKUP



BLAZERS [SPORT NAME]
VERTICAL LOGO LOCKUP



BLAZERS [SPORT NAME]
HORIZONTAL LOGO LOCKUP



BLAZERS [SPORT NAME]
WORDMARK LOCKUP



EMBROIDERED COACHES' *RECRUITMENT ONLY* WORDMARK



IMPROPER ATHLETIC LOGO USE

PLEASE SEE THE PRIMARY ATHLETIC LOGO SECTION ON PAGE 3 FOR PROPER LOGO USAGE.

To ensure the identity's strongest impact, do not modify or distort the logo or logo lockups. The uses shown in this section are all **unacceptable** treatments to the logo. Most questions about logo usage will be answered by reviewing these improper examples. These examples apply to all versions of the logo including, but not limited to, the vertical and horizontal logos. Should you have questions, please contact the Office of Marketing and Communications to ensure proper usage.



DO NOT print the color logo on colored paper—this will change the appearance of the logo when printed. Only use the black version of the logo on colored paper.



DO NOT print the black or white logo on a patterned or busy background or paper.



DO NOT place other graphics on or close to the logo (see clear space rules on page 4).



DO NOT change the colors of the logo.



**Hood College
Blazers**



DO NOT distort the proportion of the logo in any way.



DO NOT add a drop shadow or any other effects to the logo.



DO NOT apply special graphic effects to the logo.

DO NOT recreate the logo—digital files are available on the website.



DO NOT put the logo in a shape

MERCHANDISING RULES AND RESTRICTIONS

Merchandise is any item that you produce with the intent of using as a **promotional giveaway or for resale**.

TEAM STORES AND CLOTHING

Team stores promoting clothing and accessories are set up for fundraising through BSN. (BSN SPORTS is the provider of all apparel and equipment for Hood's intercollegiate, intramural and club sports.) T-shirts or clothing with design other than the athletics logo or team lockup are to be designed through the marketing office at Hood and not through BSN's design team.

DESIGNING PROMOTIONAL ITEMS WITH THE LOGO

Following a few basic design standards will ensure your merchandise not only promotes athletics but also Hood College.

CHOOSING A LOGO

Whenever possible on merchandise, you should use a logo—either the athletics logo or logotype (see example on the right) provided **for merchandise only**.

Because space is often limited, logotype is used on merchandise. Logotype appears on merchandise in place of a full logo. Logo standards outlined in this guide apply when designing merchandise using the athletics logo and logotype.

LOGO COLORS

Use the logo or logotype in three colors (navy, white and grey) whenever possible on merchandise. When printing on a dark background, the imprint should be white or white and grey.

You may sometimes be limited to a one-color imprint on merchandise, due to budget constraints or product limitations. One-color logos or logotype may only be reproduced in navy, black or white on merchandise.

SELECTING PRODUCT COLORS

Your first choice in actual product color should always be navy, white or grey. If a specific product is not available in those colors, or you are promoting a special-interest event (e.g. pink for breast cancer month) or if you have a compelling reason to use a different color, please contact the marketing office. Please make a reasonable effort to find a product that fits within the athletics color palette.

MULTIPLE LOGOS

If you need to identify more than one athletic team, you should use the athletics logo or logotype.

Do not use the Under Armour or MAC logos as these are licensed and only allowed on uniforms and not merchandise.

EMBROIDERY

Requests can be made for a logo to be used for embroidery.

LOGOTYPE FOR SMALL MERCHANDISE - NOT CLOTHING

BLAZERS



OTHER ICONS AND ARTWORK FOR ATHLETICS BRAND

OTHER ICONS

Using just the shield with the horse head, the logotype or the cartoon Blaze can be other icons to represent Blazer athletics. They are intended to be decorative for use in contexts in which the name of the College has already been established. The shield with the horse head or the complete athletic logo should not be used together with cartoon Blaze.



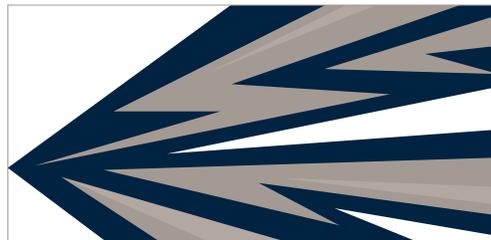
CARTOON BLAZE OR ATHLETIC LOGO (DO NOT USE TOGETHER)

ARTWORK FOR ATHLETIC BRAND

The “flashes” as seen in the header of this document are available for use for various needs for the athletic program. Social media, powerpoint presentations and flyers are all good examples of places to use this artwork for a consistent look and feel of the athletic brand.

ATHLETICS LETTERHEAD

Letterhead for formal letters and communications features the Factoria font, logo and flash. Please use a margin of 2.25” from the top, 2.5” from the bottom and .75” left and right margins.



FLASHES



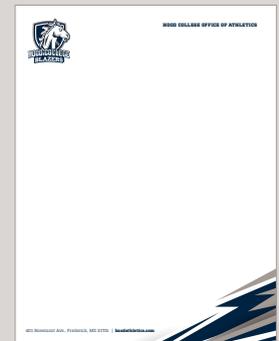
ATHLETICS SECTION HEADER PAGE

2021-2022

POWERPOINT EXAMPLES

LETTERHEAD

MARGINS 2.25” (TOP) 2.5” (BOTTOM), .75” (RIGHT & LEFT)



ATHLETICS UNIFORMS

In 2021, the Hood College athletics department announced a new partnership with Baltimore-based sports equipment company Under Armour. The five-year partnership, which will be serviced through BSN SPORTS, makes BSN SPORTS the provider of all apparel and equipment for Hood's intercollegiate, intramural and club sports.



We are bound by the rules of the NCAA for number and college name placement.

We require consistent use of fonts, logos and fabric color across all sports.

GUIDELINES FOR WORKING WITH BSN ON UNIFORMS

LOGOS

Shirts – Front – Under Armour and MAC logos

Shirts – Back – Athletics logo shield with horse.

Bottoms – Front – Athletics logo shield with horse and UA logo



FONTS

Use BSN font “FULL BLOCK” for Hood or Blazers – this font can be curved or straight as makes sense with the uniform. This font should also be used for the number but no curve.



Example of font “full block”

LETTERING STYLE

Navy fabric gets white letters with optional grey outlines not to exceed one-half inch in width as allowable by NCAA standards.

White fabric gets navy letters with optional grey outlines not to exceed one-half inch in width as allowable by NCAA standards.

FABRIC

We want all fabric colors to be the same across all teams:

Navy (BSN Color key ‘NA - Midnight navy)

White (BSN Color key ‘WH - White)

Grey (BSN Color key ‘BG - Baseball grey)

With approval, unique color uniforms may be considered for special events or circumstances, such as pink for breast cancer awareness. Make sure you speak to the athletics director in these cases.

TRENDS AND STYLES

Teams can choose their own uniform styles as long as the guidelines above are met for logos, fonts, lettering and fabric color.

