IOWA HAWKEYES



VISUAL BRAND STANDARDS—IOWA BASIC VERSION

V5.0 (8.28.19)

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THE IMPORTANCE OF GRAPHIC STANDARDS

When people look at The University of Iowa logos, they do not just see the logo. They see degrees and instructors, Herky the Hawk and legendary coaches, athletic events and the Old Capitol. To them, The University of Iowa logos represent the sums of many cherished memories, events, experiences, and relationships associated with their beloved Iowa Hawkeyes and The University of Iowa.



How people – alumni, students, future students, potential donors, fans, and the public at large – feel about The University of Iowa directly relates to the University's success. In a sense, the logo speaks on the University's behalf without saying a word. It represents who we are and what we stand for. It is the visual representation of our reputation.

Therefore, it is vital to build and maintain a strong logo, a strong visual identity. To accomplish this, the logos must be used in a consistent way. They must appear the same in every instance. They must have the proper shades of Hawkeye Gold, be properly aligned, and be in the proper proportions. They must be used in appropriate contexts.

This style guide establishes the rules for the University's logos and additional identity marks, such as emblems, word marks and Herky the Hawk. Inside, you will find what you need to know about using The University of Iowa word marks, trademarks, and logos. Proper and legal use of the logos protects the University's image and distinguishes us from other institutions.

We appreciate your willingness to support, protect and advance the image of The University of Iowa. If you need additional information regarding the use of The University of Iowa identity marks in media, contact The University of Iowa Trademark Licensing Program, (319) 384-2000.

Go Hawks, ON IOWA!,

Dale Arens, *Trademark Licensing Director*

THE UNIVERSITY OF IOWA OFFICIAL COLORS



HAWKEYE GOLD
(in lieu of use *Pantone® 116)
Process Equivalent: 0c 15m 95y 0k
RGB Equivalent: 255r 194g 13b
Madeira Thread: 910-1069 Classic Rayon #40
Hex Code: #FCD116



HAWKEYE BLACK

THE PRIMARY PALETTE

The colors on the left are the official colors for the Iowa Hawkeyes. It is very important to match these colors faithfully when reproducing the retail marks. It is greatly preferred that all Iowa Hawkeyes marks be used in both of these colors whenever possible. If this is not possible then the marks should be printed in all Hawkeye Gold where allowed, all black on light backgrounds and all white on dark backgrounds (see page A4 for more details).

NOTE: Always match the Hawkeye Gold as closely as possible in thread, fabric, ink, etc.



HAWKEYE WHITE

THE SUPPORT COLOR

In addition to the primary palette shown above, the Iowa Hawkeyes marks utilize white as an important support color.

*Pantone® is a registered trademark of Pantone, Inc. The colors shown on this page and throughout this manual are not intended to match the PANTONE Color Standards. For the PANTONE Color Standards, refer to the current edition of the PANTONE Color Formula Guide.

IOWA ATHLETICS ONE COLOR PRIMARY MARK (TIGERHAWK)

PRIMARY MARK
Shown here in Black.



THE PRIMARY MARK

The Iowa Athletics primary mark, known as the Tigerhawk, was designed to create a consistent brand for the Iowa Hawkeyes. This mark should not be changed or altered in any way and its use must adhere to the standards in this manual. There are many variations to choose from so that there should be a design compatible to any application. Artwork was created for use both on a white or light background and also for use on a black or dark background.

The Tigerhawk, as the primary retail and identifying mark for Iowa Athletics, should not be used for promotional purposes or as an identifier of University Departments or Student Organizations.

All artwork and variations are available in Macintosh and PC digital file formats.

PRIMARY MARK
Black on a white background.



PRIMARY MARK
Hawkeye Gold on a black background.



PRIMARY MARK
White on a black background.



COLOR VARIATIONS

The primary Iowa Athletics mark is available in an all Hawkeye Gold, all black and all white versions. These are shown on the left.

For information on using these marks on various background colors see page A4.

PRIMARY MARK (TIGERHAWK) ON COLOR BACKGROUNDS

ON WHITE | ON GOLD | ON BLACK | ON LIGHT | ON DARK



ALL BLACK PRIMARY MARK
Shown on a white, gold, black, light and dark background.

ON WHITE | ON GOLD | ON BLACK | ON LIGHT | ON DARK



ALL HAWKEYE GOLD PRIMARY MARK
Shown on a white, gold, black, light and dark background.

ON WHITE | ON GOLD | ON BLACK | ON LIGHT | ON DARK



All WHITE PRIMARY MARK
Shown on a white, gold, black, light and dark background.

Frequently it may be desirable to place the primary mark on a field of color. On black backgrounds the primary mark should be used in all Hawkeye Gold. With prior approval, the primary mark may also be used in all white on black but **only** if Hawkeye Gold is not available. The all white primary mark may also be used on other dark backgrounds but **only** with prior approval. On Hawkeye Gold backgrounds, the primary mark should be used in all black. The all black primary mark may also be used on other light backgrounds but **only** with prior approval. On mid-tones, use the primary mark in all black or all white (whichever offers more contrast).

Never use the primary mark on a complex (or busy) background. Instead use the art with the primary mark in an oval. This protects the mark from confusion with a complex background. In addition, never use the primary mark on a background that doesn't offer sufficient contrast (for instance, a black mark on a dark gray background).

In certain circumstances, exceptions to these guidelines may be made but **only** with **prior** approval.

IOWA HAWKEYES TWO COLOR PRIMARY MARK (TIGERHAWK)

2 COLOR PRIMARY MARK



The two color primary mark is available for uses when a two color version of the primary mark is desired. This mark is only to be used on white backgrounds. The two color mark can be used on other light color backgrounds but only with prior approval. Keep in mind that using this mark in embroidery or in smaller sizes could be difficult.

All artwork and variations are available in Macintosh and PC digital file formats.

ON WHITE | ON GOLD | ON BLACK | ON LIGHT | ON DARK

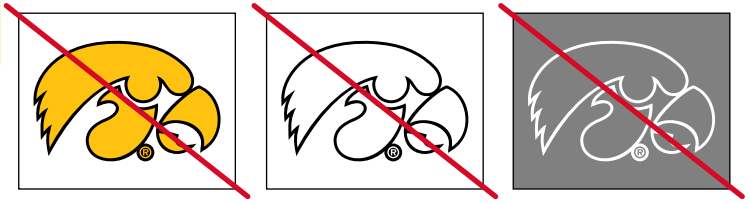


With permission only.

TWO COLOR PRIMARY MARK
Shown on a white, gold, black, light and dark background.

USE ON COLOR BACKGROUNDS

The two color primary mark should never be used on any background color other than white. It may be used on other light background colors but **only** with prior approval.



Tigerhawk should NEVER be used as gold with a black outline.

Tigerhawk should NEVER be used as outline only.

LOGO VIOLATION

The two color primary mark may never be used as a gold Tigerhawk with a black outline, or as a Tigerhawk with outline only.

IOWA HAWKEYES OVAL PRIMARY MARK (TIGERHAWK)

OVAL PRIMARY MARK



While the one color primary mark is the **preferred** mark, situations may arise where use of the mark in an oval is necessary. The oval primary mark is available for use **only** when the oval shape is needed to provide clear separation of the mark from its background. It is especially useful on photographic or complex backgrounds. It is also an easy way to make use of both of the Iowa Hawkeyes colors. This mark should **only** be used when the primary mark is **not** practical.

This mark **should** be used in two color whenever possible and the black and white mark should only be used when Hawkeye Gold is **not** available.

All artwork and variations are available in Macintosh and PC digital file formats.

OVAL PRIMARY MARK
Hawkeye Gold on black.



OVAL PRIMARY MARK
Black on Hawkeye Gold.



OVAL PRIMARY MARK
Black on white.



COLOR VARIATIONS

The oval primary mark is available in Hawkeye Gold on black, black on Hawkeye Gold, and black on white versions. These are shown on the left.

For information on using these marks on various background colors see page A7.

OVAL PRIMARY MARK ON COLOR BACKGROUNDS (TIGERHAWK)

ON WHITE | ON GOLD | ON BLACK | ON LIGHT | ON DARK



OVAL PRIMARY MARK (HAWKEYE GOLD ON BLACK)
Shown on a white, gold, black, light and dark background.

ON WHITE | ON GOLD | ON BLACK | ON LIGHT | ON DARK



OVAL PRIMARY MARK (BLACK ON HAWKEYE GOLD)
Shown on a white, gold, black, light and dark background.

ON WHITE | ON GOLD | ON BLACK | ON LIGHT | ON DARK



OVAL PRIMARY MARK (BLACK ON WHITE)
Shown on a white, gold, black, light and dark background.

When using the oval primary mark, the oval shape is needed to provide clear separation of the mark from its background. The only exception is that the black and white oval primary mark should **never** be used on an all Hawkeye Gold background. Instead, either of the two-color versions of the oval primary mark (Hawkeye Gold on Black or Black on Hawkeye Gold) should be used. See the examples on the left.

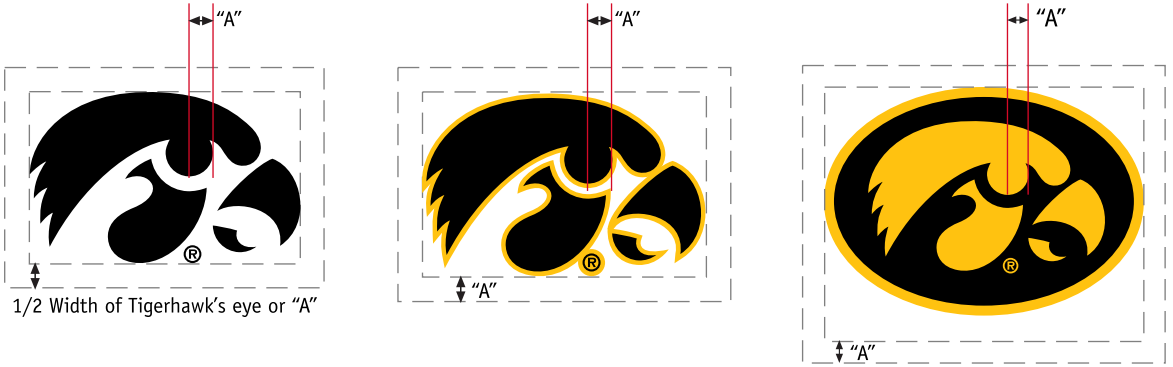
In certain circumstances, exceptions to these guidelines may be made but **only with prior approval.**

The oval primary mark is very useful on photographic or complex backgrounds (see below).



PRIMARY MARK SAFE ZONES/MINIMUM SIZE (TIGERHAWK)

ONE HALF THE WIDTH OF TIGERHAWK'S EYE OR "A"





SAFE ZONES

Each of the primary marks has an established safe zone. This safe zone is intended to maintain the mark's integrity and to avoid visual confusion. No other type or graphic element (including folds, trims or edges) should fall within the safe zone shown. The safe zone is equal to one-half the width of the Tigerhawk's eye ("A"). This spacing is uniform on all sides of the mark. See the examples on the left for each marks' specific safe zone.

MINIMUM SIZE

Each of the marks has a minimum allowable size. In order to ensure clear reproduction and legibility, the marks must **not** be used any smaller than the sizes shown on the left. It is preferred that when possible the marks be used larger than their minimum size. If you would like to use any marks smaller than this you **must** obtain prior permission.

For information on using ®s or TMs in very small or very large applications, see page C7.

PRIMARY MARK ALIGNMENT & SHOW THROUGH (TIGERHAWK)

BOTTOM OF TIGERHAWK ALIGNS WITH TOP OF REGISTRATION MARK



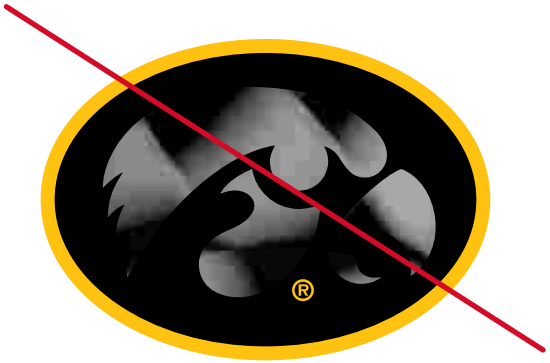


ALIGNMENT

The alignment of the Tigerhawk marks is determined by a horizontal line drawn from the bottom of the tail feather to the point of the top beak. See the examples at left. These marks **must** be aligned in this way and **never** rotated.

NEVER ALLOW ANY COLOR, PATTERN OR PHOTOGRAPH TO SHOW THROUGH ANY MARK

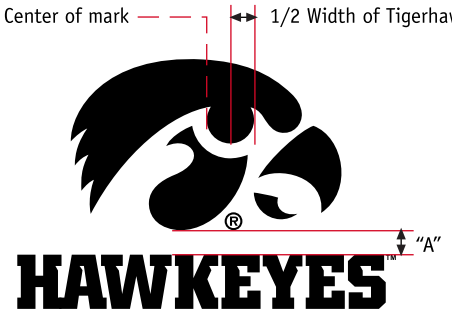




In order to maintain the strength of the University of Iowa brand, it is **unacceptable** to alter the marks in anyway. Therefore, it is **never** allowed to have any color, pattern or photograph to show through any Iowa mark.

ALIGNMENT OF PRIMARY MARKS WITH TEXT (TIGERHAWK)

ALIGNMENT OF TEXT WITH ONE AND TWO COLOR PRIMARY MARKS





The University of Iowa
Department of Athletics
Trademark Licensing Program
phone: 319-384-2000

ALIGNMENT OF TEXT WITH OVAL PRIMARY MARK





The University of Iowa
Department of Athletics
Trademark Licensing Program
phone: 319-384-2000

ALIGNMENT

When aligning blocks of text with any of the primary marks, it is important to maintain the established safe zone (one-half the width of the Tigerhawk's eye or "A") as defined on page A8.

Both the one, two color and oval primary marks use "A" to define the space between the bottom of the logo and the top of any text block. "A" also defines the space between the bottom of any official word mark and the baseline of the first line of text block. Both the word mark and the block of text are centered with the mark. The center of the mark is determined mathematically and aligns with the left edge of the Tigerhawk's eye.

OFFICIAL WORD MARK ART



In addition to the primary marks, there is a set of word mark art which further creates a consistent brand for the Iowa Hawkeyes. As shown on the left, the word mark art is available both in italicized and non-italicized versions. These word marks are **not** intended to be used in place of the primary mark (Tigerhawk). They are instead intended to be support graphics for use in conjunction with the Tigerhawk marks. These word marks should **only** be used with prior approval.

All artwork and variations are available in Macintosh and PC digital file formats.

OFFICIAL WORD MARK ART COLOR VARIATIONS

FULL COLOR WORD MARK ART (BLACK WITH HAWKEYE GOLD OUTLINE)



FULL COLOR WORD MARK ART (HAWKEYE GOLD WITH BLACK OUTLINE)



FULL COLOR VARIATIONS

All official word mark art for the Iowa Hawkeyes is available in full color. Full color versions are available as black with a Hawkeye Gold outline or Hawkeye Gold with black outline. Examples of these are shown on the left.

For information on using these marks on various background colors see page A14.

OFFICIAL WORD MARK ART COLOR VARIATIONS

HAWKEYE GOLD WORD MARK ART



ALL BLACK WORD MARK ART



ALL WHITE WORD MARK ART

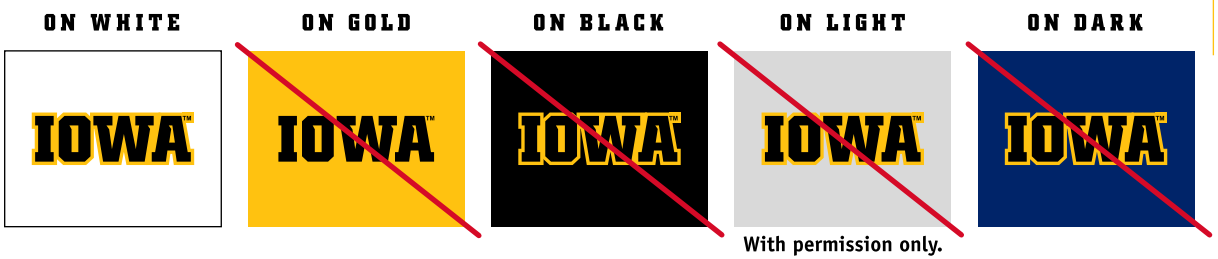


COLOR VARIATIONS

All official word mark art for the Iowa Hawkeyes is available in all Hawkeye Gold, all black and all white versions. Examples of these are shown on the left.

For information on using these marks on various background colors see page A15.

WORD MARK ART ON COLOR BACKGROUNDS



FULL COLOR WORD MARK ART (BLACK WITH HAWKEYE GOLD OUTLINE)
Shown on a white, gold, black, light and dark background.



FULL COLOR WORD MARK ART (HAWKEYE GOLD WITH BLACK OUTLINE)
Shown on a white, gold, black, light and dark background.

Frequently it may be desirable to place the official word mark art on a field of color. Examples of these are shown on the left.

The full color version of any word mark should **never** be used on Hawkeye Gold, black or dark backgrounds.

In certain circumstances, exceptions to these guidelines may be made but **only** with **prior** approval.



On photographic or complex backgrounds use the black word mark art with either the gold or the white outline (see examples above).

WORD MARK ART ON COLOR BACKGROUNDS

ON WHITE	ON GOLD	ON BLACK	ON LIGHT	ON DARK
IOWA		IOWA	IOWA	IOWA

HAWKEYE GOLD WORD MARK ART
Shown on a white, gold, black, light and dark background.

IOWA	IOWA		IOWA	IOWA

ALL BLACK WORD MARK ART
Shown on a white, gold, black, light and dark background.

	IOWA	IOWA	IOWA	IOWA

ALL WHITE WORD MARK ART
Shown on a white, gold, black, light and dark background.

Frequently it may be desirable to place the official word mark art on a field of color. Examples of these are shown on the left.

The all Hawkeye Gold version of any word mark should **never** be used on white, Hawkeye Gold, light or dark backgrounds. The all black version of any word mark should **never** be used on black or dark backgrounds. The all white version of any word mark should **never** be used on white, Hawkeye Gold or light color backgrounds.

In certain circumstances, exceptions to these guidelines may be made but **only** with **prior** approval.

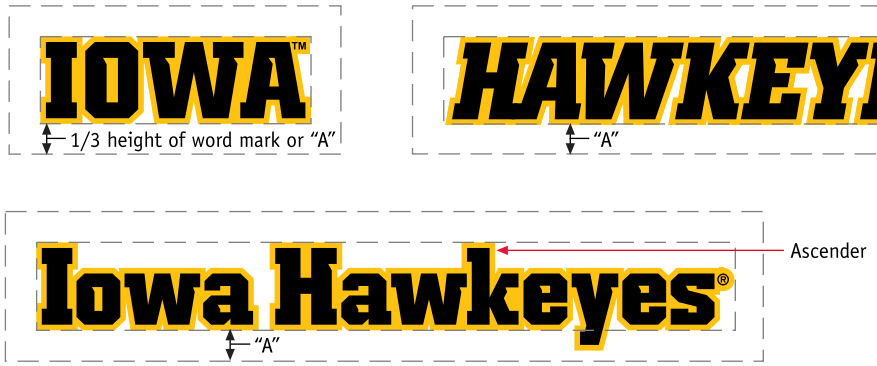




On photographic or complex backgrounds use the black word mark art with either the gold or the white outline (see examples above).

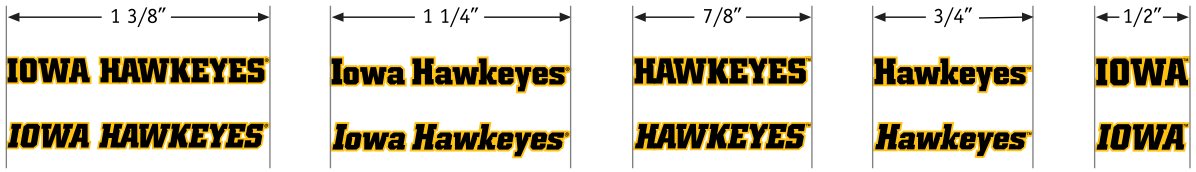
WORD MARK ART SAFE ZONES/MINIMUM SIZE

ONE THIRD HEIGHT OF WORD MARK OR "A"



SAFE ZONES

Each of the Iowa Hawkeyes word marks has an established safe zone. This safe zone is intended to maintain the mark's integrity and to avoid visual confusion. No other type or graphic element (including folds, trims or edges) should fall within the safe zone shown. The safe zone is equal to one third the height of the word mark (or "A"). When a word mark is done in upper and lowercase, the height of the mark is considered the space between the baseline and the top of the ascenders. This spacing is uniform on all sides of the mark. See the examples on the left for each marks' specific safe zone.



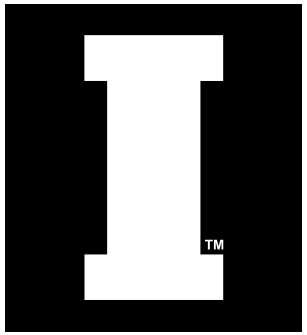
MINIMUM SIZE

Each of the word marks has a minimum allowable size. In order to ensure clear reproduction and legibility, the word marks must not be used any smaller than the sizes shown on the left. It is preferred that when possible the word marks be used larger than their minimum size.

For information on using ®s or TMs in very small or very large applications, see page C7.

IOWA BLOCK "I" SECONDARY MARK

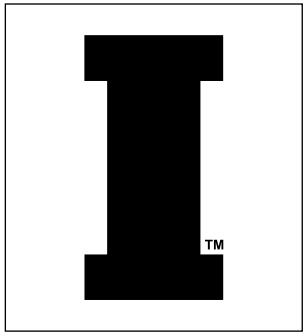
ONE COLOR BLOCK "I"



All white Block "I"



All Hawkeye Gold Block "I"



All black Block "I"

BLOCK "I"

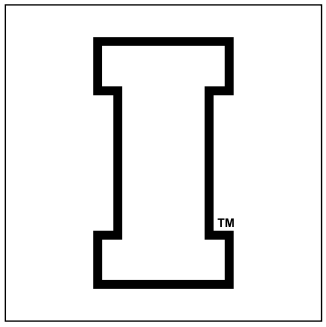
The Iowa Block "I" is available for use in one color. Artwork is provided in all white, all Hawkeye Gold and all black versions. These are shown on the left.

Note: The Block "I" mark is the official Iowa SECONDARY mark and as such can be used in place of the Tigerhawk mark when necessary, but only with prior approval.

For information on using these marks on various background colors see page A18.

All artwork and variations are available in Macintosh and PC digital file formats.

OUTLINE BLOCK "I"



Shown here in black and white.



Shown here in Hawkeye Gold on black with a white outline.



Shown here in black on Hawkeye Gold with a white outline.

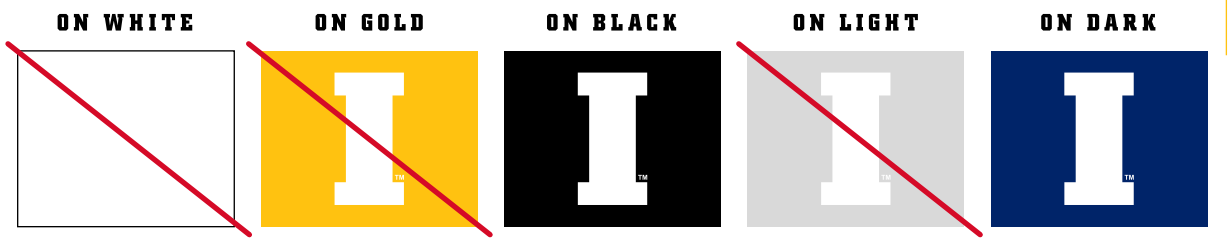
OUTLINE BLOCK "I"

An outline Block "I" is available in black and white with a white containing shape, Hawkeye Gold on black with a white containing shape, and black on Hawkeye Gold with a white containing shape. These are shown on the left.

For information on using these marks on various background colors see page A19.

All artwork and variations are available in Macintosh and PC digital file formats.

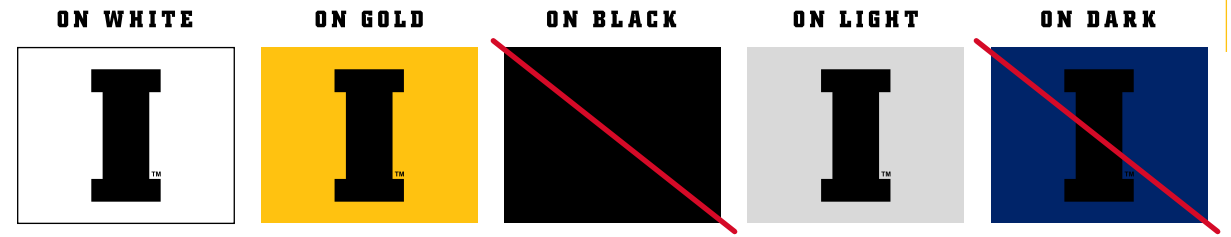
BLOCK "I" ON COLOR BACKGROUNDS



ALL WHITE BLOCK "I"
Shown on a white, gold, black, light and dark background.



ALL HAWKEYE GOLD BLOCK "I"
Shown on a white, gold, black, light and dark background.



ALL BLACK BLOCK "I"
Shown on a white, gold, black, light and dark background.

Frequently it may be desirable to place the one color Block "I" on a field of color. The one color version in all white should **never** be used on white or light backgrounds.

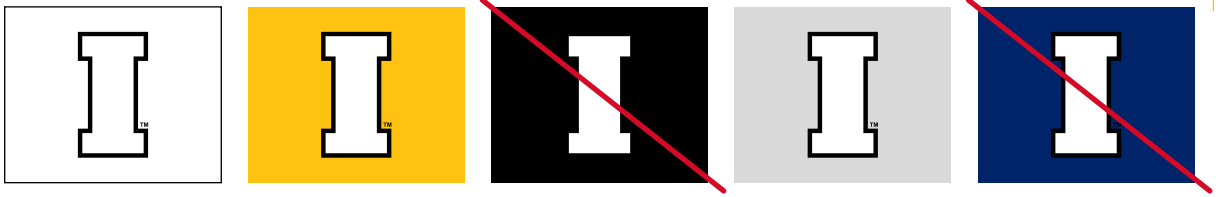
The all Hawkeye Gold Block "I" should **never** be used on white, Hawkeye Gold, light or dark backgrounds.

The all black Block "I" should **never** be used on dark backgrounds. In addition, **never** use the Block "I" on a background that doesn't offer sufficient contrast (for instance, a black mark on a dark gray background).

In certain circumstances, exceptions to these guidelines may be made but **only** with **prior** approval.

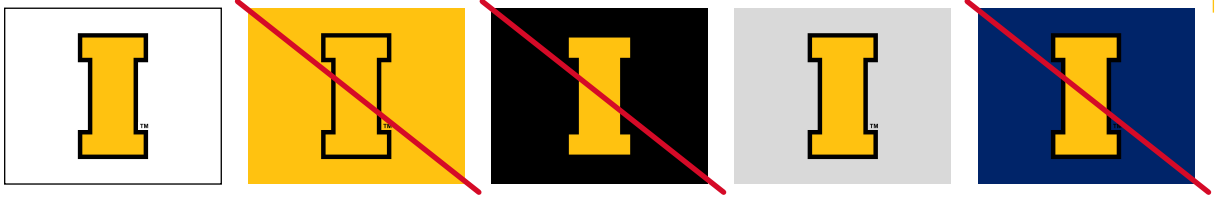
OUTLINE BLOCK "I" ON COLOR BACKGROUNDS

ON WHITE | ON GOLD | ON BLACK | ON LIGHT | ON DARK



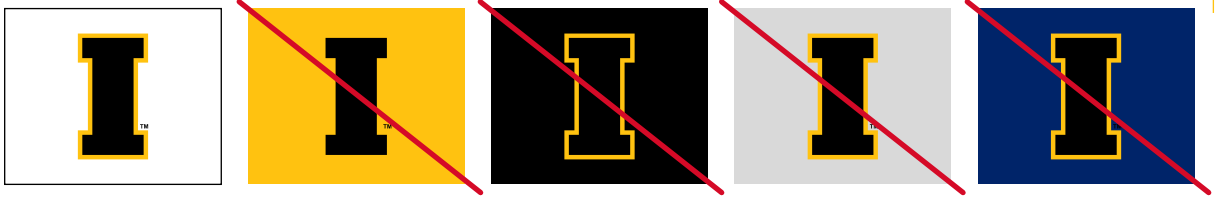
OUTLINE BLOCK "I" IN BLACK AND WHITE
Shown on a white, gold, black, light and dark background.

ON WHITE | ON GOLD | ON BLACK | ON LIGHT | ON DARK



OUTLINE BLOCK "I" IN HAWKEYE GOLD ON BLACK
Shown on a white, gold, black, light and dark background.

ON WHITE | ON GOLD | ON BLACK | ON LIGHT | ON DARK

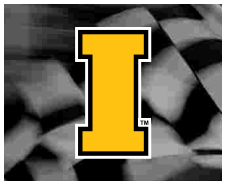


OUTLINE BLOCK "I" IN BLACK ON HAWKEYE GOLD
Shown on a white, gold, black, light and dark background.

The Outline Block "I" allows the art to feature both of the Iowa colors. The Outline Block "I" in black and white should **never** be used on all black or dark backgrounds. The Outline Block "I" in Hawkeye Gold on black should **never** be used on Hawkeye Gold, all black or dark backgrounds. The Outline Block "I" in black on Hawkeye Gold should **never** be used on Hawkeye Gold, black, light or dark backgrounds.

In certain circumstances, exceptions to these guidelines may be made but **only** with **prior** approval.

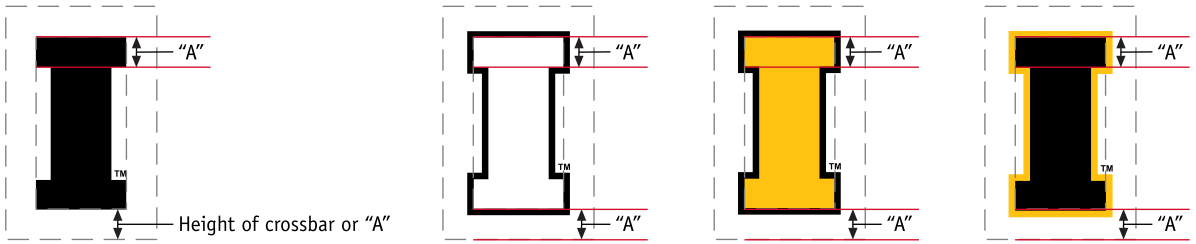




The Outline Block "I" art also features a white containing shape that allows the art to be used on **any** background color. It is very useful for using the art on photographs or complex backgrounds (see samples above).

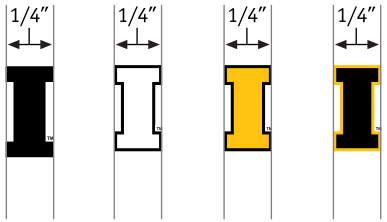
BLOCK "I" SAFE ZONES/MINIMUM SIZE

EQUALS HEIGHT OF CROSSBAR OR "A"



SAFE ZONES

Each of the Block "I" marks has an established safe zone. This safe zone is intended to maintain the mark's integrity and to avoid visual confusion. No other type or graphic element (including folds, trims or edges) should fall within the safe zone shown. The safe zone for all versions (the one color and outline versions) of the Block "I" is equal to the height of the crossbar (or "A"). This spacing is uniform on all sides of the mark. See the examples on the left for each marks' specific safe zone.



MINIMUM SIZE

Each of the Block "I" marks has a minimum allowable size. In order to ensure clear reproduction and legibility, the Block "I" marks must not be used any smaller than the sizes shown on the left. It is preferred that when possible the marks be used larger than their minimum size.

For information on using ®s or TMs in very small or very large applications, see page C7.

BLOCK "I" COMBINATION MARK

Shown here in full color.















COMBINATION MARKS

In addition to the other Iowa Hawkeyes logos, there is a set of Combination marks which further creates a consistent brand for the Iowa Hawkeyes. These marks are combinations of the Tigerhawk, word marks and Block "I" art that create new artwork. Samples are shown on the left.

All artwork and variations are available in Macintosh and PC digital file formats.

Note: A set of combination marks that utilize the oval Tigerhawk mark within the word "Iowa" (as shown by the example below) have also been created as part of the Iowa brand. For those variations and information on their usage, please see pages A26 to A31.



COMBINATION MARKS COLOR VARIATIONS

FULL COLOR



ALL HAWKEYE GOLD



ALL BLACK



ALL WHITE



COLOR VARIATIONS

Each of the Combination marks is available in full color. There are four versions of the Combination marks that are also available in all Hawkeye Gold, all black and all white versions. These are shown on the left.

For information on using these marks on various background colors see page A23.

COMBINATION MARKS ON COLOR BACKGROUNDS

ON WHITE | ON GOLD | ON BLACK | ON LIGHT | ON DARK

With permission only. | With permission only.

SAMPLE COMBINATION MARKS IN FULL COLOR
Shown on a white, gold, black, light and dark background.

SAMPLE COMBINATION MARKS IN HAWKEYE GOLD
Shown on a white, gold, black, light and dark background.

SAMPLE COMBINATION MARKS IN BLACK
Shown on a white, gold, black, light and dark background.

SAMPLE COMBINATION MARKS IN WHITE
Shown on a white, gold, black, light and dark background.

Frequently it may be desirable to place one of the Combination marks on a field of color. Examples of these are shown on the left. The full color version of any Combination mark should **never** be used on Hawkeye Gold backgrounds. The all Hawkeye Gold version of any Combination mark should **never** be used on white, Hawkeye Gold, light or dark backgrounds. The all black version of any Combination mark should **never** be used on black or dark backgrounds. And the all white version of any Combination mark should **never** be used on white, Hawkeye Gold or light color backgrounds.

In addition, **never** use any version of a Combination mark on a background that doesn't offer sufficient contrast (for instance, a black mark on a dark gray background).

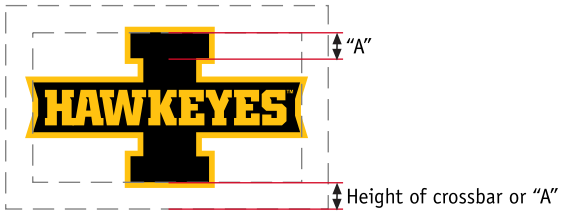
In certain circumstances, exceptions to these guidelines may be made but **only** with **prior** approval.

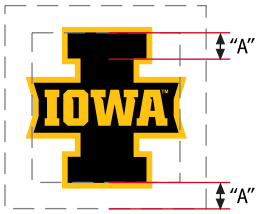


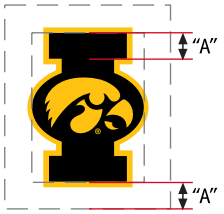
On photographic or complex backgrounds use the full color version of a Combination mark (see example above).

COMBINATION MARKS SAFE ZONES/MINIMUM SIZE

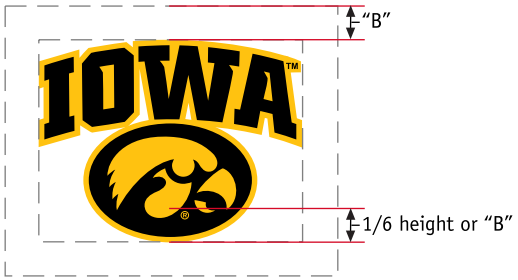
EQUALS HEIGHT OF CROSSBAR OR "A"







EQUALS 1/6 HEIGHT OF MARK OR "B"

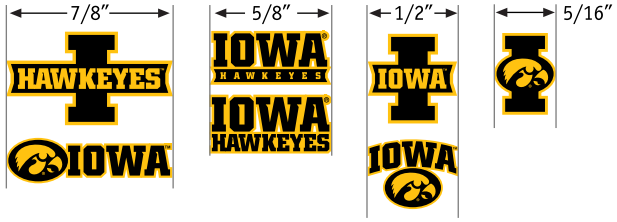


EQUALS 1/3 HEIGHT OF MARK OR "C"









SAFE ZONES

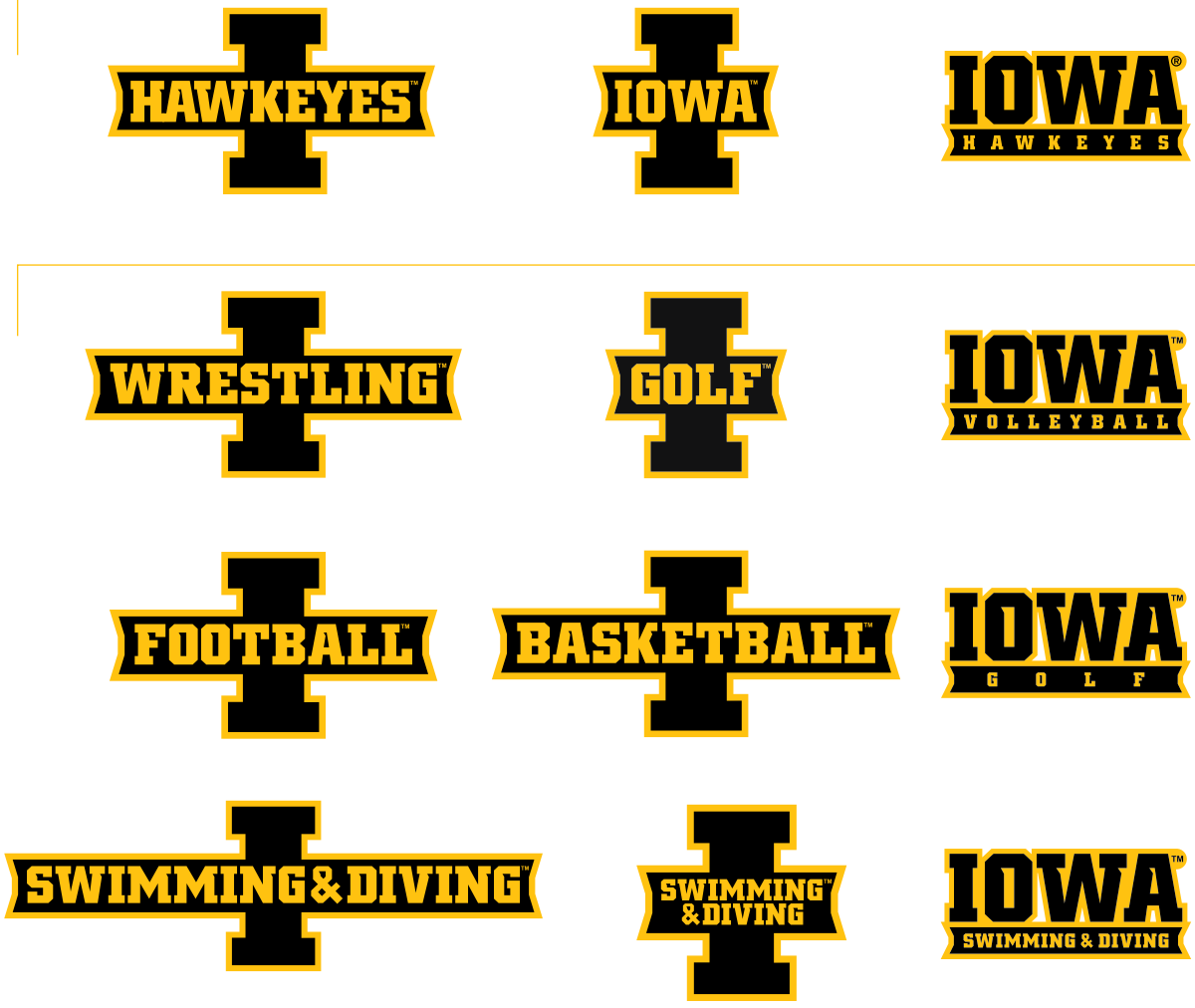
Each of the Combination marks has an established safe zone. This safe zone is intended to maintain the mark's integrity and to avoid visual confusion. No other type or graphic element (including folds, trims or edges) should fall within the safe zone shown. The safe zone for the Combination marks that incorporate the Block "I" is equal to the height of the crossbar (or "A"). The safe zone for the stacked Combination mark is equal to 1/6 the height of the mark (or "B"). The safe zone for all other Combination marks is equal to 1/3 the height of the mark (or "C"). This spacing is uniform on all sides of the mark. See the examples on the left for each marks' specific safe zone.

MINIMUM SIZE

Each of the Combination marks has a minimum allowable size. In order to ensure clear reproduction and legibility, the Combination marks must not be used any smaller than the sizes shown below. It is preferred that when possible the marks be used larger than their minimum size.

For information on using ®s or TMs in very small or very large applications, see page C7.

CUSTOM BANNER TEXT



BANNER TEXT

The configurations shown on the left are capable of presenting different text in the banners. If you need a customized mark contact Trademark Licensing at (319) 384-2000. All wording must be approved by The University of Iowa's Trademark Licensing Program.

Banner text must represent varsity sports and athletic activities at The University of Iowa. In certain circumstances, exceptions to these guidelines may be made—club sports or intramural sports may have custom banner text marks—but **only** with **prior** approval.

AVAILABLE BANNER TEXT:

Baseball, Basketball, Cross Country, Football, Golf, Gymnastics, Swimming & Diving, Tennis, Track & Field, Wrestling, Field Hockey, Rowing, Soccer, Softball, and Volleyball.

TIGERHAWK WORD MARK COMBINATION ART

SHOWN HERE IN FULL COLOR



Artwork for an additional set of word marks has been created for optional use. The Iowa Tigerhawk word mark incorporates the Oval Tigerhawk and the Outline Tigerhawk to create these distinctive Iowa marks. These word marks are **not** intended to be used in place of the primary mark (Tigerhawk). They are instead intended to be used as support graphics and retail graphics. These word marks should **only** be used with prior approval.

All artwork and variations are available in Macintosh and PC digital file formats.

COLOR VARIATIONS

All of the Tigerhawk word mark artwork is available in full color as shown on the left. For other color variations available for the Tigerhawk word marks, see page A27.

For information on using these marks on various background colors see pages A28 and A29.

TIGERHAWK WORD MARK COLOR VARIATIONS

BLACK & WHITE



ALL WHITE



ALL HAWKEYE GOLD



ALL BLACK



COLOR VARIATIONS

In addition to the full color version of the Tigerhawk word marks, each of the Tigerhawk word marks is available in black & white, all white, all Hawkeye Gold, and all black. Examples of these are shown on the left.

For information on using these marks on various background colors see page A28 and A29.

TIGERHAWK WORD MARK USE ON COLOR BACKGROUNDS



EXAMPLES OF THE FULL COLOR TIGERHAWK WORD MARK ART
Shown on a white, gold, black, light and dark background.



EXAMPLES OF THE BLACK & WHITE TIGERHAWK WORD MARK ART
Shown on a white, gold, black, light and dark background.



EXAMPLES OF THE ALL WHITE TIGERHAWK WORD MARK ART
Shown on a white, gold, black, light and dark background.

Frequently it may be desirable to place the Tigerhawk word mark art on a field of color. Examples of these are shown on the left.

The full color version of any Tigerhawk word mark should **never** be used on black, Hawkeye Gold, light or dark backgrounds. The black & white version of any Tigerhawk word mark should **never** be used on black or dark backgrounds. The all white version of any Tigerhawk word mark should **never** be used on white, Hawkeye Gold or light color backgrounds.

In certain circumstances, exceptions to these guidelines may be made but **only** with **prior** approval.



On photographic or complex backgrounds use the Tigerhawk word mark art with either the full color or the black & white art options (see examples below).

TIGERHAWK WORD MARK USE ON COLOR BACKGROUNDS

ON WHITE | ON GOLD | ON BLACK | ON LIGHT | ON DARK



EXAMPLES OF THE ALL HAWKEYE GOLD TIGERHAWK WORD MARK ART
Shown on a white, gold, black, light and dark background.



EXAMPLES OF THE ALL BLACK TIGERHAWK WORD MARK ART
Shown on a white, gold, black, light and dark background.

Frequently it may be desirable to place the Tigerhawk word mark art on a field of color. Examples of these are shown on the left.

The all Hawkeye Gold version of any Tigerhawk word mark should **never** be used on white, Hawkeye Gold, light or dark backgrounds. The all black version of any Tigerhawk word mark should **never** be used on black or dark backgrounds.

In certain circumstances, exceptions to these guidelines may be made but **only** with **prior** approval.

TIGERHAWK WORD MARK SAFE ZONES

ONE THIRD HEIGHT OF WORD MARK OR "A"



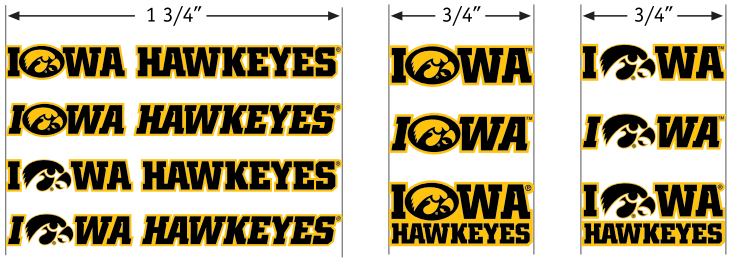
SAFE ZONES

Each of the Tigerhawk word marks has an established safe zone. This safe zone is intended to maintain the mark's integrity and to avoid visual confusion. No other type or graphic element (including folds, trims or edges) should fall within the safe zone shown. For each of the Tigerhawk word marks that are on one line, the safe zone is equal to one third the overall height of the word mark (or "A"). For each of the Tigerhawk word marks that are on two lines (see below), the safe zone is equal to one fourth the overall height of the word mark (or "B"). This spacing is uniform on all sides of the mark. See the examples for each marks' specific safe zone.

ONE FOURTH HEIGHT OR "B"



TIGERHAWK WORD MARK MINIMUM SIZE



MINIMUM SIZE

Each of the Tigerhawk word marks has a minimum allowable size. In order to ensure clear reproduction and legibility, the word marks must not be used any smaller than the sizes shown on the left. It is preferred that when possible the word marks be used larger than their minimum size.

For information on using ®s or TMs in very small or very large applications, see page C7.

FIGHT FOR IOWA LOGOS

SHOWN HERE IN FULL COLOR







ALL IOWA GOLD FOR USE ON BLACK ONLY







BLACK ONLY







WHITE ONLY







FIGHT FOR IOWA

Artwork has been created for the Fight for Iowa logos which are to be used as a thematic rallying cry for the University of Iowa and Hawkeye Nation. The full color versions of the marks are shown at the top left. Keep in mind that the Fight for Iowa marks are only to be used as a secondary identifier. The primary identifying mark for Iowa Athletics is and should always be the Tigerhawk primary mark.

All artwork and variations are available in Macintosh and PC digital file formats.

COLOR VARIATIONS

The *preferred* use of any of the Fight for Iowa logos is the full color version. The Fight for Iowa logo may be used as an all Iowa Gold version on black backgrounds only, an all black version on light backgrounds or an all white version on dark backgrounds only when use of the full color version is not practical. The acceptable variations are shown in the three bottom rows on the left.

For information on using these graphics on various background colors, see page A33.

FIGHT FOR IOWA LOGOS USE ON BACKGROUND COLORS

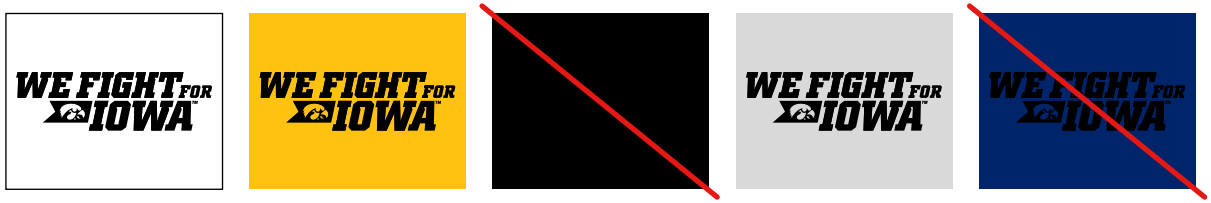
ON WHITE | ON GOLD | ON BLACK | ON LIGHT | ON DARK



EXAMPLES OF THE FULL COLOR FIGHT FOR IOWA LOGOS
Shown on a white, gold, black, light and dark background.



EXAMPLES OF THE ALL IOWA GOLD FOR USE ON BLACK ONLY FIGHT FOR IOWA LOGOS
Shown on a white, gold, black, light and dark background.



EXAMPLES OF THE ALL BLACK FIGHT FOR IOWA LOGOS
Shown on a white, gold, black, light and dark background.



EXAMPLES OF THE ALL BLACK FIGHT FOR IOWA LOGOS
Shown on a white, gold, black, light and dark background.

Frequently it may be desirable to place one of the Fight for Iowa logos on a field of color. The full color Fight for Iowa logo includes a built-in outline which allows the art to be used on almost any color background. The only exceptions are that the All Iowa Gold version of the Fight for Iowa marks may **only** be used on an all Black background. Also, the all black version should **only** be used on light backgrounds and the all white version should **only** be used on black or dark backgrounds.

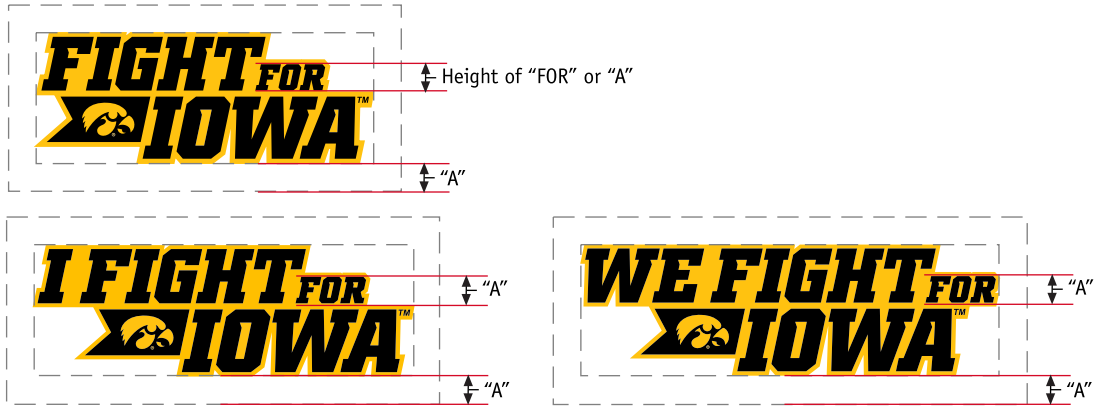


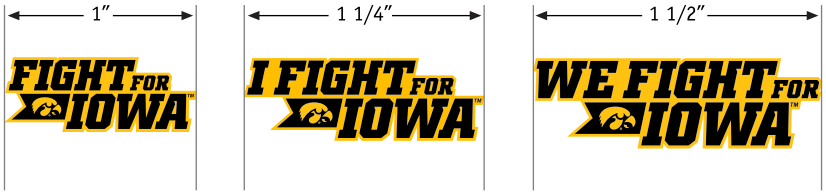
The built-in outline also means that the full color Fight for Iowa logo works well on photographic or complex backgrounds (see examples above).

In certain circumstances, exceptions to these guidelines may be made but **only** with **prior** approval.

FIGHT FOR IOWA LOGOS SAFE ZONES/MINIMUM SIZE

EQUALS HEIGHT OF THE WORD "FOR" OR "A"





SAFE ZONES

Each of the Fight for Iowa logos has an established safe zone. This safe zone is intended to maintain the graphic's integrity and to avoid visual confusion. No other type or graphic element (including folds, trims or edges) should fall within the safe zone shown. The safe zone for each of the Fight for Iowa logos is equal to the height of the word *"FOR"* in the marks (or "A"). This spacing is uniform on all sides of the logo. See the examples on the left.

MINIMUM SIZE

Each of the Fight for Iowa logos has a minimum allowable size. In order to ensure clear reproduction and legibility, the Fight for Iowa logos must **not** be used any smaller than the size shown on the left. It is preferred that when possible the logos be used larger than its minimum size.

For information on using ®s or TMs in very small or very large applications, see page C7.

FIGHT FOR IOWA LOGOS WITH CUSTOM BANNER TEXT

SHOWN HERE IN FULL COLOR



ALL IOWA GOLD



ALL BLACK



ALL WHITE



BANNER TEXT

The "Fight for Iowa" configurations shown on the left are capable of presenting different text in the banners. If you need a customized mark contact Trademark Licensing at (319) 384-2000. All wording must be approved by The University of Iowa's Trademark Licensing Program.

Banner text used in the Fight for Iowa mark must represent varsity sports and athletic activities at The University of Iowa. In certain circumstances, exceptions to these guidelines may be made—club sports or intramural sports may have custom banner text marks—but **only** with **prior** approval.

AVAILABLE BANNER TEXT:

Baseball, Basketball, Cross Country, Football, Golf, Gymnastics, Swimming & Diving, Tennis, Track & Field, Wrestling, Field Hockey, Rowing, Soccer, Softball, and Volleyball.

SPORT SPECIFIC BANNER ART

ITALIC VERSION SHOWN HERE IN FULL COLOR



NON-ITALIC VERSION SHOWN HERE IN FULL COLOR



BANNER TEXT

The Sport Specific Banner Art configurations shown on the left are available in an italic version (shown at top left) or as a non-italic version (shown at bottom left).

AVAILABLE BANNER TEXT:

Baseball, Basketball, Cross Country, Football, Golf, Gymnastics, Swimming & Diving, Tennis, Track & Field, Wrestling, Field Hockey, Rowing, Soccer, Softball, and Volleyball.

Text used in the Sport Specific Banner Art must represent varsity sports and athletic activities at The University of Iowa. In certain circumstances, exceptions to these guidelines may be made—club sports or intramural sports may have custom banner text marks—but **only** with **prior** approval.

If you need a customized mark contact Trademark Licensing at (319) 384-2000. All wording must be approved by The University of Iowa's Trademark Licensing Program.

HERKY MASCOT MARKS

HERKY MASCOT MARKS SHOWN IN FULL COLOR



Herky-Wordmark-Hands On Hips



Herky-Head



Herky-Wordmark-Thumbs Up



Herky-Wordmark-Head



Herky-Hands On Hip



Herky-Thumbs Up



Herky-Traditional



Herky-Fist Up

HERKY MASCOT MARKS

Artwork has been created for Herky, the beloved mascot of the University of Iowa. There are many variations to choose from so that there should be a design compatible to any application. These are shown at left. Keep in mind that the Herky Mascot marks are primarily intended as retail marks and as decorative art. The primary identifying mark for Iowa Athletics is and should always be the Tigerhawk primary mark.

All artwork and variations are available in Macintosh and PC digital file formats.

COLOR VARIATIONS

All of the Herky Mascot artwork is available in full color as shown on the left. For other color variations available for the Herky Mascot marks, see page A38.

For information on using these marks on various background colors see page A39.

HERKY MASCOT MARKS COLOR VARIATIONS

HERKY MASCOT MARKS SHOWN IN BLACK AND WHITE



HERKY MASCOT MARKS SHOWN IN ALL WHITE



COLOR VARIATIONS

The *preferred* use of the Herky Mascot marks is the full color version. The Herky Mascot marks may be used as a black and white version or an all white version only when the full color version is not practical. The acceptable variations are shown to the left.

For information on the use of the Herky Mascot marks on various color backgrounds, see page A39. All artwork and variations are available in Macintosh and PC digital file formats.

HERKY MASCOT MARKS ON COLOR BACKGROUNDS

ON WHITE | ON GOLD | ON BLACK | ON LIGHT | ON DARK



EXAMPLE OF A HERKY MASCOT MARK IN FULL COLOR
Shown on a white, gold, black, light and dark background.



EXAMPLE OF A HERKY MASCOT MARK IN BLACK AND WHITE
Shown on a white, gold, black, light and dark background.



EXAMPLE OF A HERKY MASCOT MARK IN ALL WHITE
Shown on a white, gold, black, light and dark background.

Frequently it may be desirable to place the Herky Mascot marks on a field of color. Each of the Herky Mascot marks includes a built-in white outline which allows the art to be used on any color background. The only exceptions are the all white version of the Herky Mascot mark does not work well on an all white, an all Hawkeye Gold, or a light background, since none of these backgrounds provides sufficient contrast, and so should **not** be used on those colors. Examples of these are shown on the left.

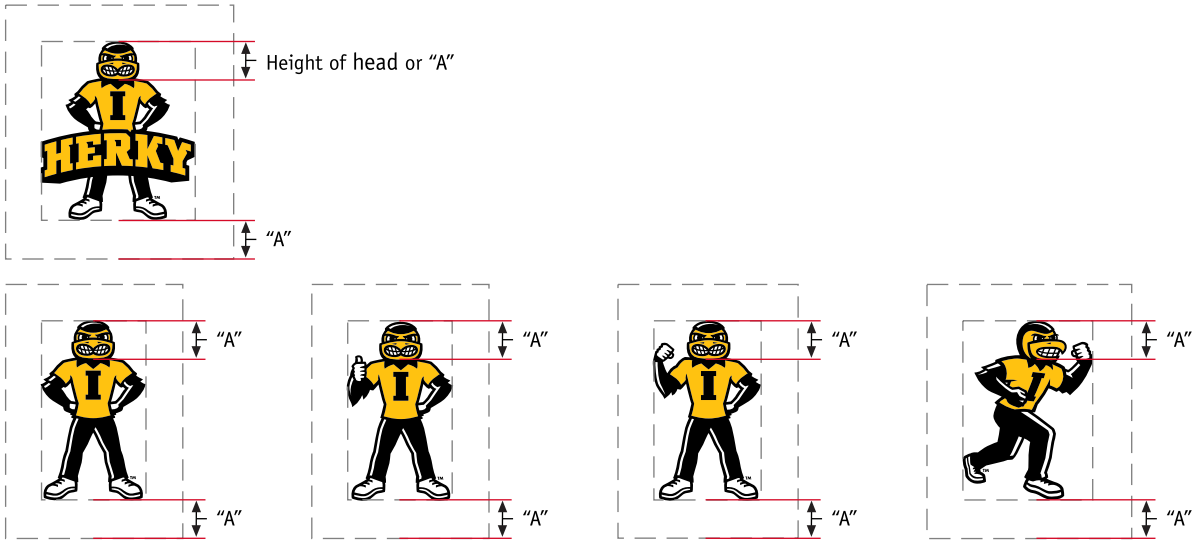


The white outline also means that the Herky Mascot marks work well on photographic or complex backgrounds as well (see examples above).

In certain circumstances, exceptions to these guidelines may be made but **only** with **prior** approval.

HERKY MASCOT MARKS SAFE ZONES

EQUALS HEIGHT OF HERKY'S HEAD OR "A"



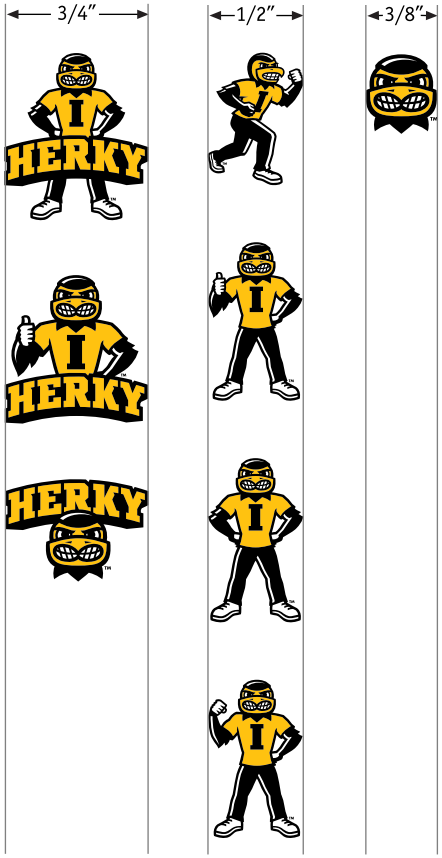
EQUALS ONE-FOURTH THE OVERALL HEIGHT OF MARK OR "B"



SAFE ZONES

Each of the Herky Mascot marks has an established safe zone. This safe zone is intended to maintain the mark's integrity and to avoid visual confusion. No other type or graphic element (including folds, trims or edges) should fall within the safe zone shown. The safe zone for each of the Herky Mascot marks that shows Herky's full body is equal to the height of Herky's head (or "A"). The safe zone for all other Herky Mascot marks is equal to one fourth the overall height of the mark (or "B"). This spacing is uniform on all sides of the mark. See the examples on the left for each marks' specific safe zone.

HERKY MASCOT MARKS MINIMUM SIZE



MINIMUM SIZE

Each of the Herky Mascot marks has a minimum allowable size. In order to ensure clear reproduction and legibility, the Herky Mascot marks must not be used any smaller than the sizes shown on the left. It is preferred that when possible the marks be used larger than their minimum size.

For information on using ®s or TMs in very small or very large applications, see page C7.

ANF (AMERICA NEEDS FARMERS) MARKS

ANF CIRCULAR MARK







* Full color is the version worn on football helmets

ANF STATE MARK







ANF LOGOS

In 1985 in the midst of an economic farm crisis, coach Hayden Fry developed a simple but powerful trademark to show support for Iowa farmers. The logo is a gold circle with the letters "A-N-F" representing "America Needs Farmers." The "ANF" logo has since become one of the University's most beloved trademarks. It symbolizes the unique bond that exists between Hayden Fry, the Iowa Hawkeyes, and The University of Iowa with the farmers of Iowa and beyond.

The ANF marks are primarily intended as retail marks and as decorative art. The primary identifying mark for Iowa Athletics is and should always be the Tigerhawk primary mark. ANF marks should always be used in conjunction with and sized smaller than the Tigerhawk mark. The Circular ANF marks are shown on the left.

All artwork and variations are available in Macintosh and PC digital file formats.

COLOR VARIATIONS

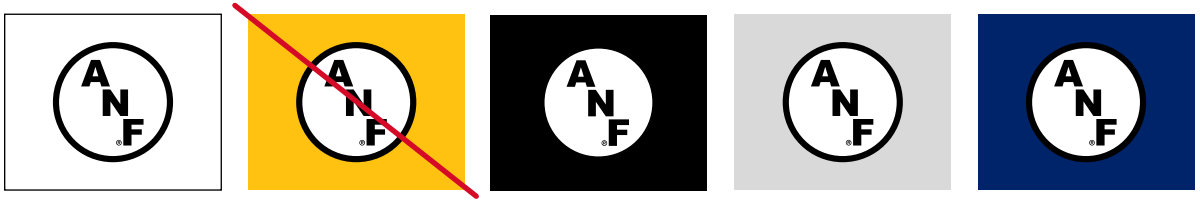
Both the ANF Circular mark and the ANF State mark are available in full color and black and white. These are shown on the left. For information on using these marks on various background colors see page A43 and A44.

ANF CIRCULAR MARKS ON COLOR BACKGROUNDS

ON WHITE | ON GOLD | ON BLACK | ON LIGHT | ON DARK



ANF CIRCULAR MARK IN FULL COLOR
Shown on a white, gold, black, light and dark background.



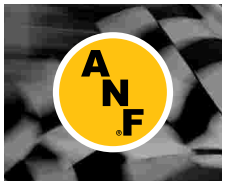
ANF CIRCULAR MARK IN BLACK AND WHITE
Shown on a white, gold, black, light and dark background.



ANF CIRCULAR MARK IN REVERSE FULL COLOR
Shown on a white, gold, black, light and dark background.

Frequently it may be desirable to place the ANF marks on a field of color. The full color versions of the ANF marks include a built-in white outline which allows the art to be used on any color background. The only exceptions are that the full color version of the ANF Circular mark does not work well on an all Hawkeye Gold or light backgrounds and so should **not** be used on those colors.

In certain circumstances, exceptions to these guidelines may be made but **only** with **prior** approval.



On photographic or complex backgrounds use the full color version of the ANF marks (see example above).



*On black backgrounds the full color version of the ANF marks may be used **without** the white outline (see example above).*

ANF STATE MARKS ON COLOR BACKGROUNDS

ON WHITE | ON GOLD | ON BLACK | ON LIGHT | ON DARK



ANF STATE MARK IN FULL COLOR
Shown on a white, gold, black, light and dark background.



ANF STATE MARK IN BLACK AND WHITE
Shown on a white, gold, black, light and dark background.



ANF STATE MARK IN REVERSE FULL COLOR
Shown on a white, gold, black, light and dark background.

Frequently it may be desirable to place the ANF marks on a field of color. The full color versions of the ANF marks include a built-in white outline which allows the art to be used on any color background. The full color version of the ANF State mark should **never** be used on all Hawkeye Gold or light backgrounds. Examples of these are shown on the left.

In certain circumstances, exceptions to these guidelines may be made but **only** with **prior** approval.



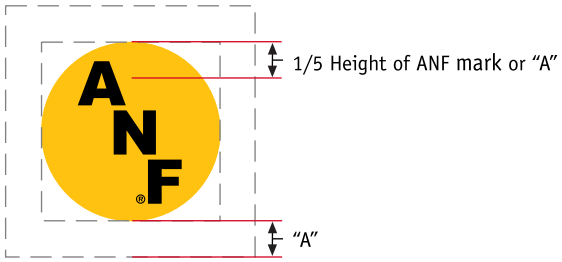
On photographic or complex backgrounds use the full color version of the ANF marks (see example above).



*On black backgrounds the full color version of the ANF marks may be used **without** the white outline (see example above).*

ANF MARK SAFE ZONES/MINIMUM SIZE

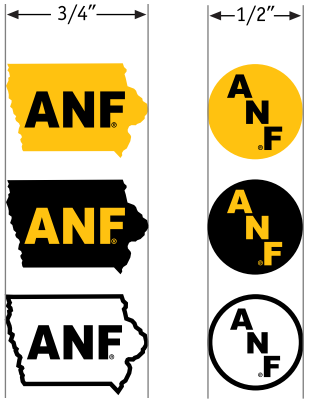
EQUALS 1/5TH HEIGHT OF ANF MARK OR "A"





SAFE ZONES

Each version of the ANF mark has an established safe zone. This safe zone is intended to maintain the mark's integrity and to avoid visual confusion. No other type or graphic element (including folds, trims or edges) should fall within the safe zone shown. The safe zone for both the ANF Circular mark and the ANF State mark is equal to one fifth the overall height of the mark (or "A"). This spacing is uniform on all sides of the mark. See the examples on the left for each marks' specific safe zone.



MINIMUM SIZE

Each of the ANF marks has a minimum allowable size. In order to ensure clear reproduction and legibility, the ANF mark must not be used any smaller than the sizes shown on the left. It is preferred that when possible the marks be used larger than their minimum size.

For information on using ®s or TMs in very small or very large applications, see page C7.

FARM STRONG WORDMARKS

FARM STRONG®
FARM STRONG®

SOME EXAMPLES OF ACCEPTABLE ANF/FARM STRONG CO-BRANDING



FARM STRONG

The Iowa Farm Bureau is a proud sponsor of the Iowa Hawkeyes and owner of the "Farm Strong" wordmark. Due to this partnership arrangement and because of the shared interest in promoting our agricultural heritage, we encourage the use of "Farm Strong" as an associative trademark to be co-branded with the "ANF" logo.

When co-branding the "ANF" logo with "Farm Strong" it is **required** to obtain permissions from both The University of Iowa and the Iowa Farm Bureau. Premium royalties apply and appropriate royalty reports must be submitted to both The University of Iowa and the Iowa Farm Bureau. If interested in learning more about the "Farm Strong" brand, please contact Dana Ardary at the Iowa Farm Bureau at (515) 225-5456 or email her at dardary@ifbf.org.

USAGE EXEMPTIONS

Contrary to standard "ANF" Brand Standards pertaining to primary and secondary logo status, the "ANF" logo can occupy primary logo status on a product when/if it appears with the "Farm Strong" wordmark.

IOWA AUXILIARY TRADEMARKS

In addition to the primary and secondary marks created for the University of Iowa, other marks have been created and are represented as the auxiliary collection in this manual. It is important to remember that these marks are primarily for retail and decorative use and are **never** to be used as identifying marks. The Tigerhawk marks are always to be used as the primary brand identifiers for Iowa Athletics.







HELMET ART

IOWA FOOTBALL 2-D HELMET
Shown here in full color.



2-D HELMET LEFT-FACING
Shown in full color.



FLAT HELMET
Shown in full color.



2-DIMENSIONAL HELMET
Shown in black and white.



2-D HELMET LEFT-FACING
Shown in black and white.



FLAT HELMET
Shown in black and white.



3-D HELMET RIGHT-FACING
Shown in full color.



3-D HELMET LEFT-FACING
Shown in full color.



RETRO HELMET
Shown in full color.



HAWKEYE FOOTBALL HELMET

Artwork has been created for the Iowa Hawkeye football helmet. There are many variations to choose from so that there should be a design compatible to any application. These are shown at left. Keep in mind that the Helmet art is primarily intended as retail marks and as decorative art. The primary identifying mark for Iowa Athletics is and should always be the Tigerhawk primary mark.

All artwork and variations are available in Macintosh and PC digital file formats.

COLOR VARIATIONS

All of the Iowa Hawkeyes Football Helmet artwork is available in full color and most in black and white. These are shown on the left.

For information on using these marks on various background colors see page B3.

HELMET ART ON COLOR BACKGROUNDS



Frequently it may be desirable to place the various Helmet art on a field of color. All of the Helmet art includes a built-in white outline which allows the art to be used on any color background. Examples of these are shown on the left.

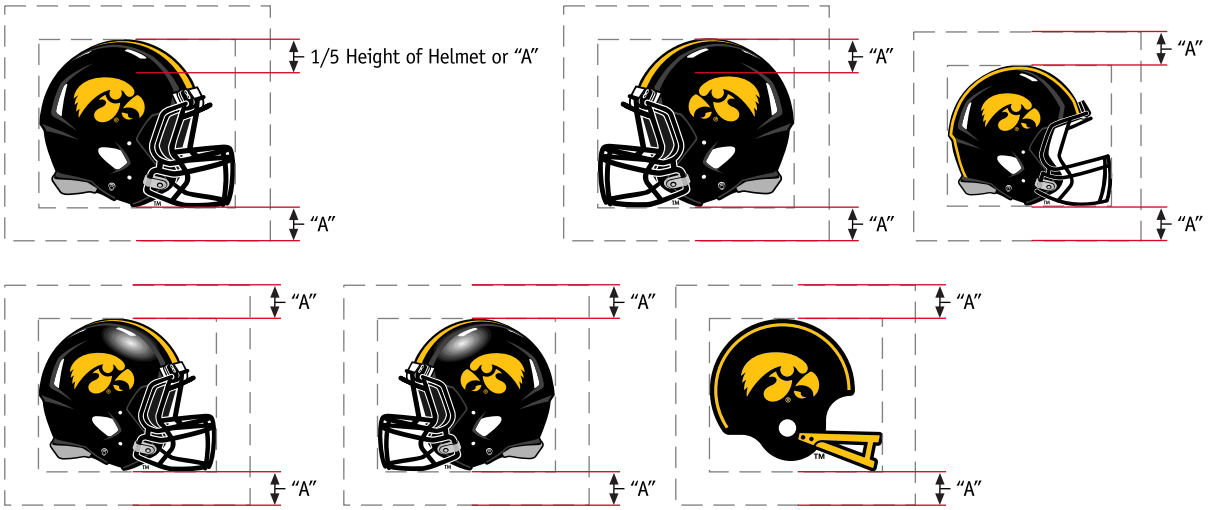
In certain circumstances, exceptions to these guidelines may be made but **only** with **prior** approval.

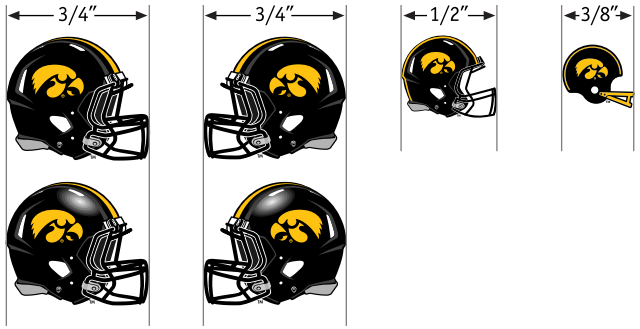


The white outline also means that all Helmet art works well on photographic or complex backgrounds as well (see example above).

HELMET ART SAFE ZONES/MINIMUM SIZE

EQUALS 1/5TH HEIGHT OF HELMET OR "A"





SAFE ZONES

Each version of the Helmet art has an established safe zone. This safe zone is intended to maintain the mark's integrity and to avoid visual confusion. No other type or graphic element (including folds, trims or edges) should fall within the safe zone shown. The safe zone for the Helmet art is equal to one fifth the overall height of the helmet (or "A"). This spacing is uniform on all sides of the mark. See the examples on the left for each mark's specific safe zone.

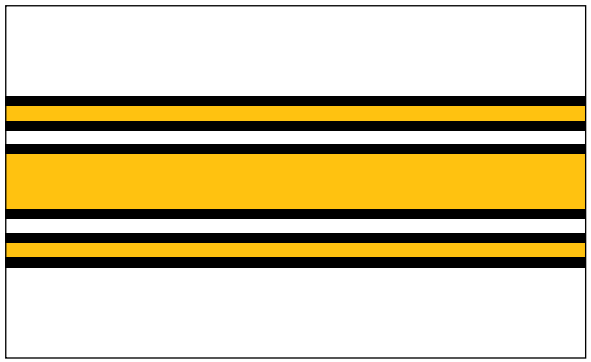
MINIMUM SIZE

Each of the Helmet marks has a minimum allowable size. In order to ensure clear reproduction and legibility, the Helmet art must not be used any smaller than the sizes shown on the left. It is preferred that when possible the marks be used larger than their minimum size.

For information on using ®s or TMs in very small or very large applications, see page C7.

HAWKEYE STRIPE

HAWKEYE STRIPE ON WHITE



(May also be used on colors shown on the next page.)

HAWKEYE STRIPE ON BLACK



(This art for use on black only.)

HAWKEYE STRIPE ON RETAIL SAMPLES



HAWKEYE STRIPE

Artwork has been created for the Hawkeye Stripe, which replicates the striping found on Iowa football jerseys. This art is intended for use as a decoration in various applications. Keep in mind that the Hawkeye Stripe artwork is primarily intended for use as a retail mark and as decorative art. The primary identifying mark for Iowa Athletics is and should always be the Tigerhawk primary mark.

All artwork and variations are available in Macintosh and PC digital file formats.

COLOR VARIATIONS

The Hawkeye Stripe is available in full color **only.** Examples of the Hawkeye Stripe for use on white (as well as Hawkeye Gold and shades of gray) backgrounds and black backgrounds are shown on the top left. A few examples of the Hawkeye Stripe in retail use are shown on the bottom left.

For information on using this art on various background colors see page B6.

HAWKEYE STRIPE ON COLOR BACKGROUNDS

ON WHITE | ON GOLD | ON BLACK | ON LIGHT | ON DARK



HAWKEYE STRIPE
Shown on a white, gold, black, light gray and dark gray background.

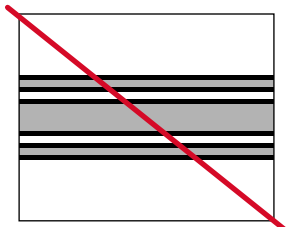
Frequently it may be desirable to place the Hawkeye Stripe on a field of color. The Hawkeye Stripe works well on white, black, Hawkeye Gold and gray backgrounds as shown on the top left. The Hawkeye Stripe also works well on photographic or complex backgrounds (see the example below).



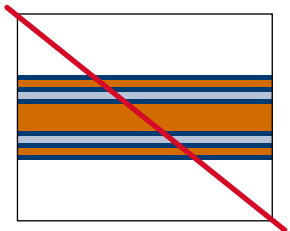
The Hawkeye Stripe may be used on photographic backgrounds.

In certain circumstances, exceptions to these guidelines may be made but **only** with **prior** approval.

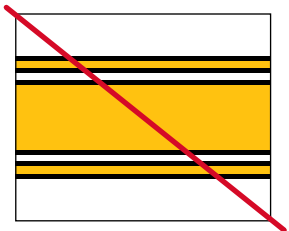
HAWKEYE STRIPE VIOLATIONS/MINIMUM SIZE



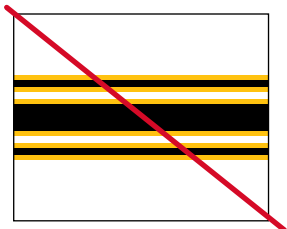
Never use the Hawkeye Stripe in one color or black & white



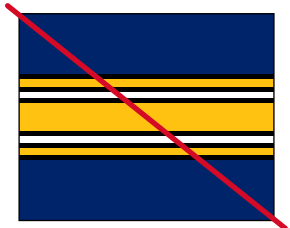
Never use the Hawkeye Stripe in other colors



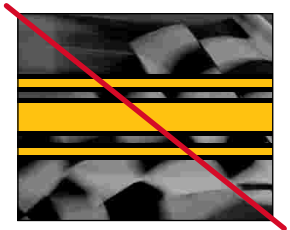
Never re-size any element in the Hawkeye Stripe



Never switch the position of colors in the Hawkeye Stripe



Never use the Hawkeye Stripe on an unapproved background



Never let the background color or image show through the Hawkeye Stripe

VIOLATIONS

So that The University of Iowa Athletics can maintain the design integrity of its brand, it is mandatory that all marks be applied as indicated in this manual without modification. The marks are not to be altered in any way, including the Hawkeye Stripe. Shown on the top on the left are **unacceptable** uses of the Hawkeye Stripe.

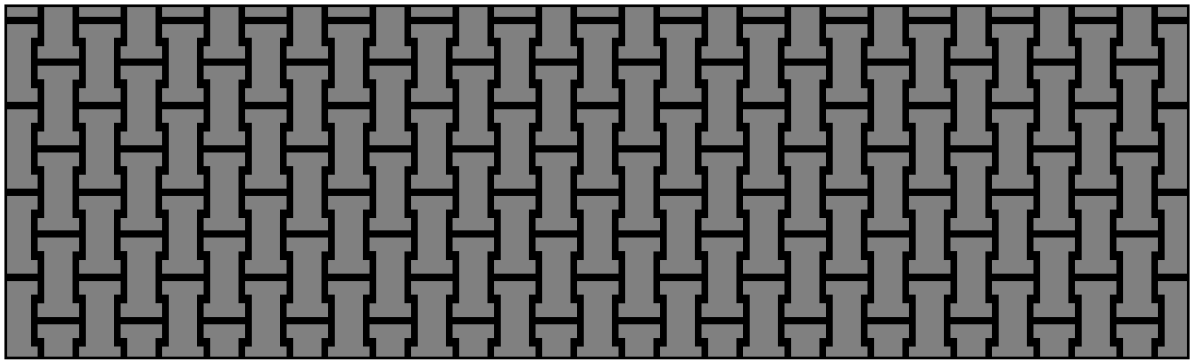


The Hawkeye Stripe minimum size is 1/4" high. The art may be used as long as desired.

MINIMUM SIZE

The Hawkeye Stripe has a minimum allowable size. In order to ensure clear reproduction and legibility, the Hawkeye Stripe must not be used any smaller than the size shown on the left. It is preferred that when possible the mark be used larger than its minimum size.

BLOCK "I" CHAINMAIL PATTERN



CHAINMAIL PATTERN

Special "Block I" pattern artwork has been created for those occasions, events, and circumstances whereby a pattern may be appropriate and desirous. The pattern is for limited use, and permission must be obtained prior to their use.

The special "Block I" pattern artwork is not intended to be used in lieu of traditional University trademarks on an ongoing basis. The primary identifying mark for Iowa Athletics is and should be the Tigerhawk primary mark.



PATRIOTIC ARTWORK

SPECIAL PATRIOTIC MARKS SHOWN IN FULL COLOR













PATRIOTIC ARTWORK

Special Iowa Hawkeyes artwork has been created for those occasions, events, and circumstances whereby a patriotic theme may be appropriate and desirous. These marks are designed in compliance with U.S. code on “Respect for the Flag” (see logo violations) and are intended as Iowa Hawkeyes logo alternatives for limited use and in limited product categories during patriotic circumstances, occasions, and events. Permission must be obtained prior to their use.

The special patriotic artwork is not intended to be used in lieu of traditional University trademarks on an ongoing basis. Traditional University trademarks may continue to be used with patriotic themed circumstances, occasions, and events in accordance with the Brand Standards Manual. No other patriotic variations or motifs of the marks will be accepted. The primary identifying mark for Iowa Athletics is and should be the Tigerhawk primary mark.

All artwork and variations are available in Macintosh and PC digital file formats.

PANTONE© 282 C

PANTONE© 193 C

PATRIOTIC ARTWORK USE ON COLOR BACKGROUNDS

ON WHITE | ON GOLD | ON BLACK | ON LIGHT | ON DARK



TIGERHAWK IN PATRIOTIC COLOR SCHEME
Shown on a white, gold, black, light and dark background.



BLOCK "I" IN PATRIOTIC COLOR SCHEME
Shown on a white, gold, black, light and dark background.



IOWA WORD MARK IN PATRIOTIC COLOR SCHEME
Shown on a white, gold, black, light and dark background.



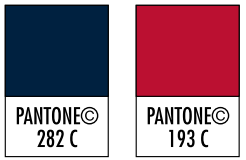
STACKED IOWA HAWKEYES WORD MARK IN PATRIOTIC COLOR SCHEME
Shown on a white, gold, black, light and dark background.

PATRIOTIC ARTWORK

Special Iowa Hawkeyes artwork has been created for those occasions, events, and circumstances whereby a patriotic theme may be appropriate and desirous. These marks are designed in compliance with U.S. code on "Respect for the Flag" (see logo violations) and are intended as Iowa Hawkeyes logo alternatives for limited use and in limited product categories during patriotic circumstances, occasions, and events. Permission must be obtained prior to their use.

The special patriotic artwork is not intended to be used in lieu of traditional University trademarks on an ongoing basis. Traditional University trademarks may continue to be used with patriotic themed circumstances, occasions, and events in accordance with the Brand Standards Manual. No other patriotic variations or motifs of the marks will be accepted. The primary identifying mark for Iowa Athletics is and should be the Tigerhawk primary mark.

All artwork and variations are available in Macintosh and PC digital file formats.



PATRIOTIC ARTWORK ON COLOR BACKGROUNDS (CONT.)

ON WHITE | ON GOLD | ON BLACK | ON LIGHT | ON DARK



HAWKEYES WORD MARK IN PATRIOTIC COLOR SCHEME
Shown on a white, gold, black, light and dark background.



IOWA HAWKEYES WORD MARK IN PATRIOTIC COLOR SCHEME
Shown on a white, gold, black, light and dark background.

PATRIOTIC ARTWORK

Special Iowa Hawkeyes artwork has been created for those occasions, events, and circumstances whereby a patriotic theme may be appropriate and desirous. These marks are designed in compliance with U.S. code on "Respect for the Flag" (see logo violations) and are intended as Iowa Hawkeyes logo alternatives for limited use and in limited product categories during patriotic circumstances, occasions, and events. Permission must be obtained prior to their use.

The special patriotic artwork is not intended to be used in lieu of traditional University trademarks on an ongoing basis. Traditional University trademarks may continue to be used with patriotic themed circumstances, occasions, and events in accordance with the Brand Standards Manual. No other patriotic variations or motifs of the marks will be accepted. The primary identifying mark for Iowa Athletics is and should be the Tigerhawk primary mark.

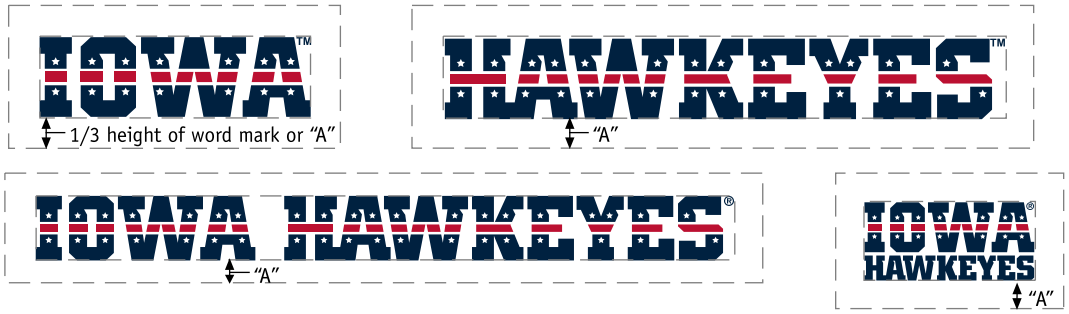
All artwork and variations are available in Macintosh and PC digital file formats.

PANTONE© 282 C

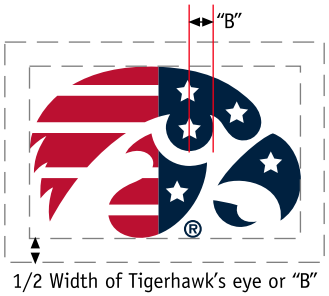
PANTONE© 193 C

PATRIOTIC ARTWORK SAFE ZONES/MINIMUM SIZE

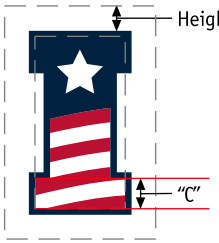
1/3 HEIGHT OF WORDMARK OR "A"

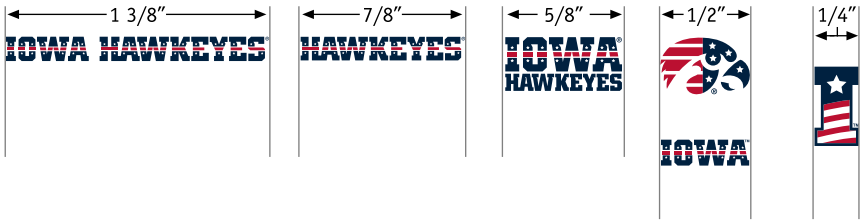


1/2 THE WIDTH OF TIGERHAWK'S EYE OR "B"



EQUALS HEIGHT OF CROSSBAR OR "C"





SAFE ZONES

Each version of the Patriotic marks has an established safe zone. This safe zone is intended to maintain the mark's integrity and to avoid visual confusion. No other type or graphic element (including folds, trims or edges) should fall within the safe zone shown. The safe zone for the Patriotic word marks is equal to 1/3 the overall height of the mark (or "A"). The safe zone for the Patriotic Tigerhawk mark is equal to 1/2 the width of the hawk's eye (or "B"). The safe zone for the Patriotic Block "I" is equal to 1/3 the overall height of the crossbar (or "C").This spacing is uniform on all sides of the mark. See the examples on the left for each mark's specific safe zone.

MINIMUM SIZE

Each of the Patriotic marks has a minimum allowable size. In order to ensure clear reproduction and legibility, the marks must not be used any smaller than the size shown on the left. It is preferred that when possible the mark be used larger than its minimum size.

For information on using ®s or TMs in very small or very large applications, see page C7.

BABY HERKY MARKS SHOWN IN FULL COLOR



Full Baby Herky-Wordmark-Rattle



Full Baby Herky-Wordmark-Thumbs Up



Baby Herky-Wordmark-Rattle



Baby Herky-Wordmark-Thumbs Up



Baby Herky-Rattle



Baby Herky-Thumbs Up



Baby Herky-Head



Baby Herky-Head-Wordmark



Baby Herky-Wordmark

BABY HERKY MARKS

Artwork has been created for Baby Herky. There are many variations to choose from so that there should be a design compatible to any application. These are shown at left. Keep in mind that the Baby Herky logos are primarily intended as retail marks and as decorative art. The primary identifying mark for Iowa Athletics is and should always be the Tigerhawk primary mark.

All artwork and variations are available in Macintosh and PC digital file formats.

COLOR VARIATIONS

All of the Baby Herky artwork is available in full color as shown on the left. For other color variations available for the Baby Herky marks, see page B14.

For information on using these marks on various background colors see page B15.

BABY HERKY COLOR VARIATIONS

BABY HERKY MARKS SHOWN IN BLACK & WHITE



Full Baby Herky-Wordmark-Rattle



Full Baby Herky-Wordmark-Thumbs Up



Baby Herky-Wordmark-Rattle



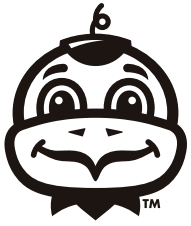
Baby Herky-Wordmark-Thumbs Up



Baby Herky-Rattle



Baby Herky-Thumbs Up



Baby Herky-Head



Baby Herky-Head-Wordmark



Baby Herky-Wordmark

COLOR VARIATIONS

The *preferred* use of the Baby Herky marks is the full color version. The Baby Herky marks may be used as a black and white version **only** when the full color version is not practical. The acceptable variations are shown on the left.

For information on the use of the Baby Herky marks on various color backgrounds, see page B15.

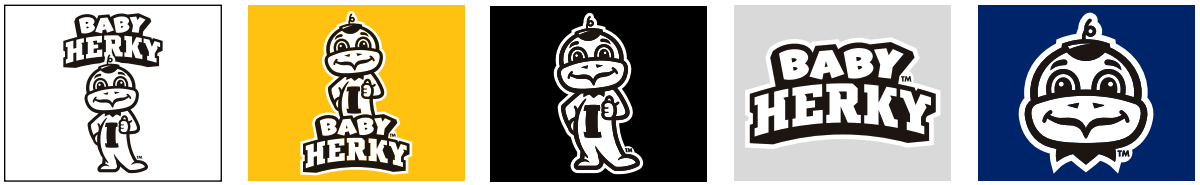
All artwork and variations are available in Macintosh and PC digital file formats.

BABY HERKY MARKS ON COLOR BACKGROUNDS

ON WHITE | ON GOLD | ON BLACK | ON LIGHT | ON DARK



EXAMPLES OF THE BABY HERKY MARKS IN FULL COLOR
Shown on a white, gold, black, light and dark background.



EXAMPLES OF A BABY HERKY MARK IN BLACK AND WHITE
Shown on a white, gold, black, light and dark background.

Frequently it may be desirable to place the Baby Herky marks on a field of color. Each of the Baby Herky marks includes a built-in outline which allows the art to be used on any color background. Examples of these are shown on the left.



The outline also means that the Baby Herky marks work well on photographic or complex backgrounds as well (see examples above).

In certain circumstances, exceptions to these guidelines may be made but **only** with **prior** approval.

BABY HERKY SAFE ZONES

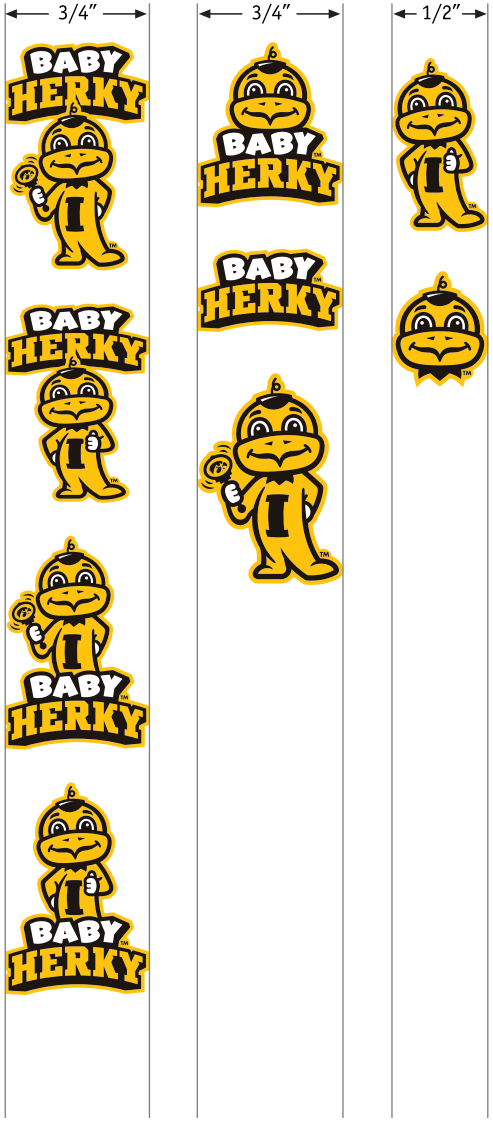
EQUALS 1/6TH OF OVERALL HEIGHT OR "A"



SAFE ZONES

Each of the Baby Herky marks has an established safe zone. This safe zone is intended to maintain the mark's integrity and to avoid visual confusion. No other type or graphic element (including folds, trims or edges) should fall within the safe zone shown. The safe zone for each of the Baby Herky marks is equal to one-sixth the overall height of the mark (or "A"). This spacing is uniform on all sides of the mark. See the examples on the left for each marks' specific safe zone.

BABY HERKY MINIMUM SIZE



MINIMUM SIZE

Each of the Baby Herky marks has a minimum allowable size. In order to ensure clear reproduction and legibility, the Baby Herky marks must not be used any smaller than the sizes shown on the left. It is preferred that when possible the marks be used larger than their minimum size.

For information on using ®s or TMs in very small or very large applications, see page C7.

BASIC BRAND ELEMENTS

The following section includes some of the basic elements that form the foundation of the University of Iowa brand. These building blocks of the brand include compatible typography, officially trademarked verbiage, the use of identifying text and some examples of retail applications of the Iowa Hawkeyes' Athletics brand.



COMPATIBLE TYPOGRAPHY

HAWKEYE BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*()_+}{":?><

HAWKEYE BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&()_+}{":?><*

CITY MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*()_+}{":?><

BANK GOTHIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#$%^&*()_+}{":?><

IOWA FONTS

Hawkeye Bold and Hawkeye Bold Italic are the custom fonts created exclusively for Iowa Athletics and are featured in many of the Iowa Athletics marks. Hawkeye Bold and Hawkeye Bold Italic are available only from the Iowa Hawkeyes Athletic Department and may be used **only** with prior approval.

The City font family is a compatible set of fonts that offers a range of weights, widths and characters. Bank Gothic is another compatible font. Either font compliments and supports the Iowa Hawkeyes brand.

Both City and Bank Gothic may be ordered online in both Macintosh and PC versions.

TRADEMARKED VERBIAGE OF THE IOWA HAWKEYES

EXAMPLES

The University of Iowa®
Iowa Hawkeyes®
Iowa™
On Iowa™
U of I™
UIowa™
Hawks™
Go Hawks™
Go Hawks!™
Let's Go Hawkeyes™
Hawkeye™
Hawkeyes™
Hawkeye Nation™
Herky™
Herky the Hawk™
Tigerhawk™
Carver-Hawkeye Arena™
Kinnick™
Kinnick Stadium™
Old Capitol™
Burch the Bear™
Floyd of Rosedale™
Cy-Hawk™
Heroes Game™
ANF™
Be Bold Wear Gold™
Black & Gold™
How 'Bout Them Hawks™
It's Great To Be a Hawkeye™
Fight for Iowa™
The Swarm™
The Ironman™

TRADEMARKED VERBIAGE

All of the trademarked verbiage on this page is available for commercial use. (Examples are shown on the left, however, this is not meant to be a complete listing.) It is permissable to use stylized fonts or typefaces in the printing of these word marks, but the use of The University of Iowa's official colors (see page A2) and the Hawkeye Bold custom font (see page C2) is strongly suggested.

RETAIL APPLICATIONS



Top Row: These shirts as shown would require two color printing to reproduce.

Bottom Row: These shirts would require three color printing to reproduce.

FULL COLOR APPLICATIONS

In a retail design, if the fabric color matches one of The University of Iowa's official colors exactly (Hawkeye Gold, white or black), the fabric can show through in place of printing that color. If the fabric color does not match any official color, all 3 official colors must be used to print the mark.



ONE COLOR APPLICATIONS

When using one color marks on apparel, the art may print in all black, all white, or all Hawkeye Gold as long as there is sufficient contrast with the fabric color. The fabric color must match one of The University of Iowa's official colors exactly. If the fabric color does not match one of the official colors then the art should be used in either all white or all black unless prior permission is obtained to do otherwise.

EXAMPLE OF HOW TIGERHAWK ALIGNS WITH TOP OF REGISTRATION MARK



ALIGNMENT

As a reminder, the alignment of the top of the registration mark in the Tigerhawk marks is determined by a horizontal line drawn from the bottom of the tail feather to the point of the top beak. See the examples on the left. These marks **must** be aligned in this way and **never** rotated.

CO-BRANDING POLICY



Note: The t-shirt designs shown above are **NOT ACCEPTABLE**. The University of Iowa brand should always be the primary logo with co-branded logos being secondary and smaller.

•Licensee Indicia: The UI encourages use of licensee indicia on product because it helps identify the product in the marketplace for both the licensor (UI) and the consumer. If the licensee has multiple indicia (word mark & logo), the UI shall require the use of the logo indicia over the word mark. e.g. Nike "swoosh" instead of the word mark "NIKE".

•Indicia size: Licensee indicia shall be "no larger than necessary to identify the product" and be of a standard industry size. Licensee indicia shall be secondary to UI marks.

•Indicia location(s): Licensee indicia on apparel shall be located in standard locations. e.g. chest, sleeve, hem, or back collar. Licensee indicia is allowed in one location other than the inside hangtag on apparel. On non-apparel, indicia shall be allowed in one location on the product.

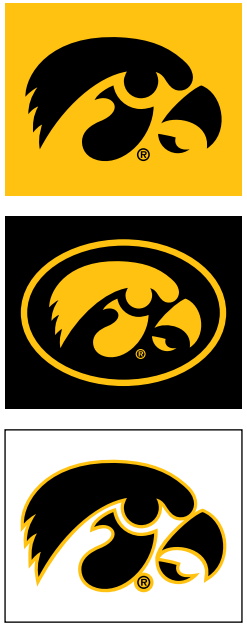
•Indicia proximity to UI marks: Licensee indicia shall not be incorporated as part of the UI artwork and shall be located apart from the UI artwork.

Note: When The University of Iowa is co-branded with another university/universities, the brands should be of equal priority.

RESIZING OF REGISTRATION MARKS

EXAMPLES OF RESIZED REGISTRATION MARKS

Original Artwork



1/4 Inch Tall Registration Marks



EXAMPLE OF VERY SMALL APPLICATION

Shown with registration mark deleted.



In an application where any of The University of Iowa's marks are reproduced at a size where the registration mark or trademark becomes larger than 1/4 inch tall, then the registration mark or trademark may be reduced to no smaller than 1/4 inch tall. The position and alignment of the registration or trademark in the artwork and use of an outline shape should remain constant. Resizing of the registration mark or trademark on any Iowa mark must be submitted for approval.

The examples on the top left show the artwork as provided and acceptable versions of much larger Tigerhawks on t-shirts where the registration marks have been resized.

MINIMUM SIZE LIMIT

In applications where any of The University of Iowa's marks are reproduced at very small sizes (at smaller than the minimum size determined in this manual for the mark), the ® or TM can be deleted or appear as a "dot," but only with **prior** approval.

The example on the bottom left shows an applcation where the logo is very small and the registration mark has been deleted.

INDICIA STATEMENT

EXAMPLES OF THE INDICIA STATEMENT USAGE



The item above is meant to illustrate usage of the Indicia statement when use of the registration mark and/or trademark would be too small and in this case, used repeatedly.

The illustrations below (the back label on a neck tie and a die cut invitation) are meant to illustrate usage of the Indicia statement when use of the registration mark and/or trademark would be impractical.



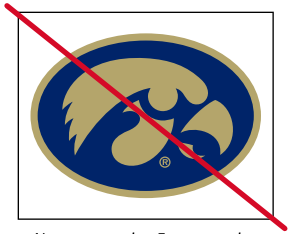
INDICIA STATEMENT

When the use of the registration mark (®) and TM symbols are not practical (too small, too big, or used repeatedly, etc.), the statement **"The Indicia depicted on this product are trademarks of the University of Iowa."** may be used in lieu of the registration mark or trademark. Permission is needed from the University of Iowa **prior** to use of the Indicia statement.

The indicia statement may appear on the product itself, the product tag, the product sticker, or on the packaging of the product.

Examples of use of the Indicia statement are shown on the left.

LOGO VIOLATIONS



Never use the Iowa marks in other colors



Never change the typeface in any part of the mark



Never use unapproved wording in any Iowa mark



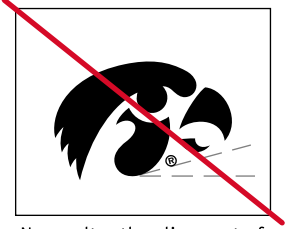
Never re-size any element in any Iowa mark



Never re-space any elements in the Iowa marks



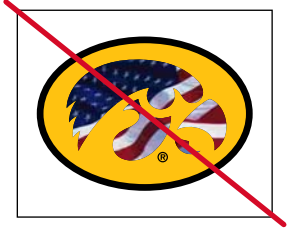
Never change the background shape to an unapproved color



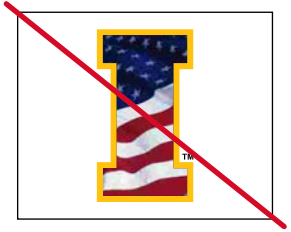
Never alter the alignment of the Tigerhawk mark

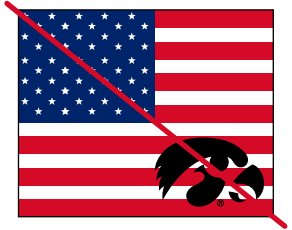


Never reposition or realign any elements in the marks









The University of Iowa Trademark Licensing Program recognizes that on some occasions it may be desirous to incorporate a patriotic theme with University trademarks. Out of utmost respect for our nation's flag and those who serve to protect it, we have adopted a licensing policy which mirrors the U.S. Code on "Respect for the Flag" copied in following excerpt.

U.S. Code, Chapter 10, Section 176
Respect for Flag
(g) The flag should never have placed upon it, nor any part of it, nor attached to it any mark, insignia, letter, word, figure, design, picture, or drawing of any nature.
(i) The flag should never be used for advertising purposes in any manner whatsoever. It should not be embroidered on such articles as cushions or handkerchiefs and the like, printed of otherwise impressed on paper napkins or boxes or anything that is designed for temporary use and discard. Advertising signs should not be fastened to a staff or halyard from which a flag is flown.

For other information regarding flag usage, please refer to the USHistory.org website: http://www.ushistory.org/betsy/flagcode.htm

So that The University of Iowa can maintain the design integrity of its brand, it is mandatory that all marks be applied as indicated in this manual without modification. The marks are not to be altered in any way. Shown on the left are **unacceptable** uses of the University of Iowa marks.

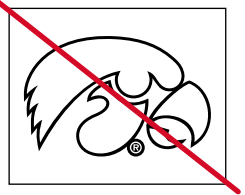


Never allow any color, pattern or photograph to show through any mark



Never place a mark on a background that does not provide sufficient contrast



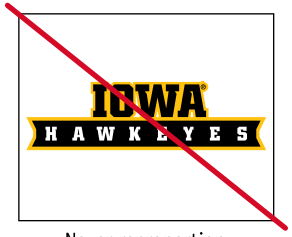


Tigerhawk should NEVER be used as outline only.



Tigerhawk should NEVER be used as gold with a black outline.

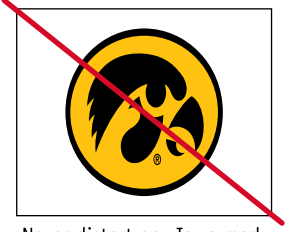
LOGO VIOLATIONS CONTINUED



Never reproportion any Iowa mark



Never add any element to an Iowa mark



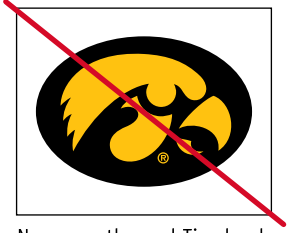
Never distort any Iowa mark



Never angle or rotate an Iowa mark



Never skew or tilt an Iowa mark



Never use the oval Tigerhawk without the outline on white



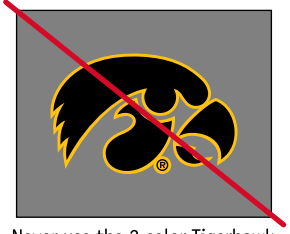
Never change the direction Herky faces in any mark



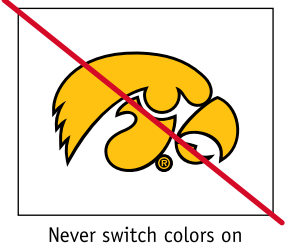
Never reverse any Iowa mark



Never use any mark without its outline on a dark background



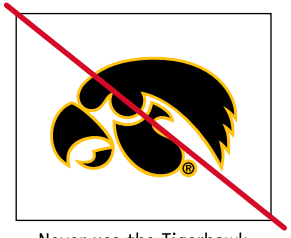
Never use the 2 color Tigerhawk mark on a non-Iowa color



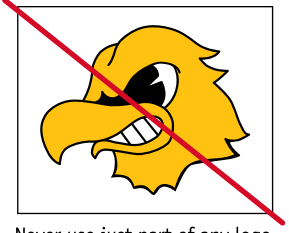
Never switch colors on the 2-color Tigerhawk mark



Never alter the outline shape on any Iowa mark



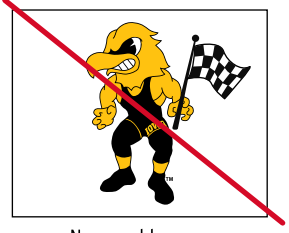
Never use the Tigerhawk mark facing to the left, except on a sports helmet



Never use just part of any logo.

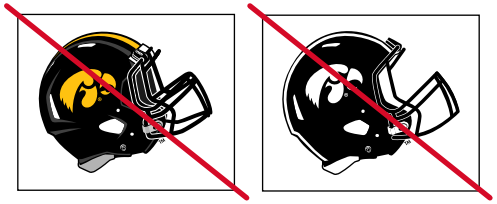


Never create your own outline shape for the Primary or 2-Color Primary Tigerhawk marks. Use the Primary Oval Tigerhawk mark.



Never add props to any Herky art.

Again, so that The University of Iowa can maintain the design integrity of its brand, it is mandatory that all marks be applied as indicated in this manual without modification. The marks are not to be altered in any way. Shown on the left are **unacceptable** uses of the University of Iowa marks.



Also, it is never acceptable to tilt or rotate the helmet artwork. See examples above.

THE UNIVERSITY OF IOWA®



THE UNIVERSITY OF IOWA®

THE UNIVERSITY OF IOWA®

The Office of Trademark & Licensing, in partnership with the Office of Strategic Communication, manages the use of the institutional and academic trademarks of The University of Iowa. As the primary identifier for the University, institutional trademarks are available for use on merchandise and apparel for promotional purposes, in accordance with the visual identity standards.

The institutional trademarks are available on a limited basis to University licensees for some licensed products.

For more information regarding the usage of institutional trademarks, please visit **brand.uiowa.edu**.

The Iowa "Old School Collection" Unrestricted

The University of Iowa is steeped in rich traditions and icons... many of these icons are beloved by Hawkeye fans and remain tremendously important to the Iowa Brand. Preserved in the Iowa "Old School Collection", this art is a reminder of glorious bygone eras, which epitomize the history, characters, and traditions of The University of Iowa. It is important to remember that these marks are primarily for retail and decorative use and not to be used as indentifying marks.

The first collection shown is the "Unrestricted Old School Collection". The artwork in this collection is accessible to all licensed vendors for all distribution channels and product categories.

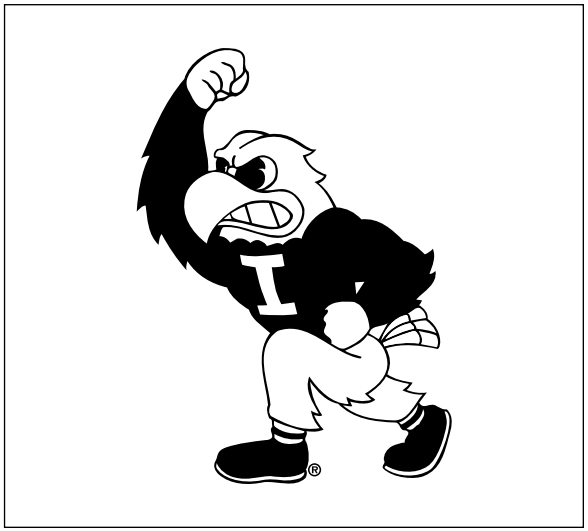
The second collection is the Iowa "Restricted Old School Collection". To access artwork in the "Restricted Old School Collection", vendors must complete a separate application process, which will determine if the vendor and their products are eligible for consideration. Vendors and products included in the "Restricted Old School Collection" must meet specific enhanced criteria for product quality, pricing, and distribution strategies.



FIGHTING HERKY



Full Color Art



Black and White Art

HERKY ART

The Iowa mascot, Herky, is very popular with fans of the University of Iowa. As a result, the "Fighting Herky Art" has become one of our most popular marks. The "Fighting Herky Art" is available in full color as well as black and white. Keep in mind that the Herky mark is primarily intended as a retail mark and as decorative art. The primary identifying mark for Iowa Athletics is and should always be the Tigerhawk primary mark.

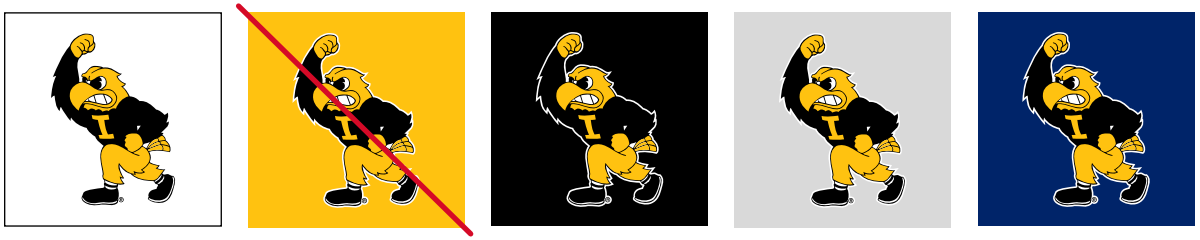
As the mascot for The University of Iowa, Fighting Herky is an acceptable logo option for promotional purposes by University Departments and Student Organizations.

As previously noted on page A3 of this manual, the Tigerhawk, as the primary retail and identifying mark for Iowa Athletics, should not be used for promotional purposes or as an identifier of University Departments or Student Organizations.

All artwork and variations are available in Macintosh and PC digital file formats.

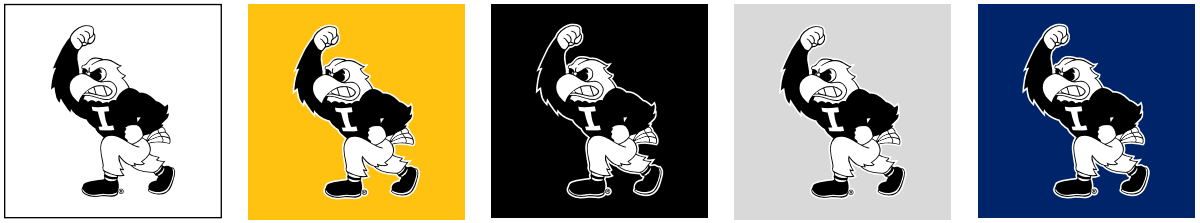
FIGHTING HERKY ART ON COLOR BACKGROUNDS

ON WHITE | ON GOLD | ON BLACK | ON LIGHT | ON DARK



FIGHTING HERKY IN FULL COLOR ON COLOR BACKGROUNDS
Shown on a white, gold, black, light and dark background.

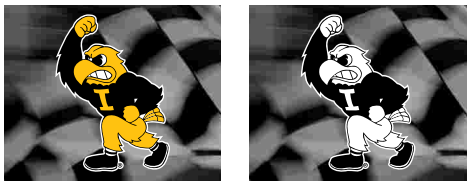
ON WHITE | ON GOLD | ON BLACK | ON LIGHT | ON DARK



FIGHTING HERKY IN BLACK AND WHITE ON COLOR BACKGROUNDS
Shown on a white, gold, black, light and dark background.

Frequently it may be desirable to place the Fighting Herky art on a field of color. This includes a built-in white outline which allows the art to be used on any color background. The only exception is that the full color Fighting Herky art does not work well on an all Hawkeye Gold background and so should **not** be used on that color. Examples of these are shown on the left.

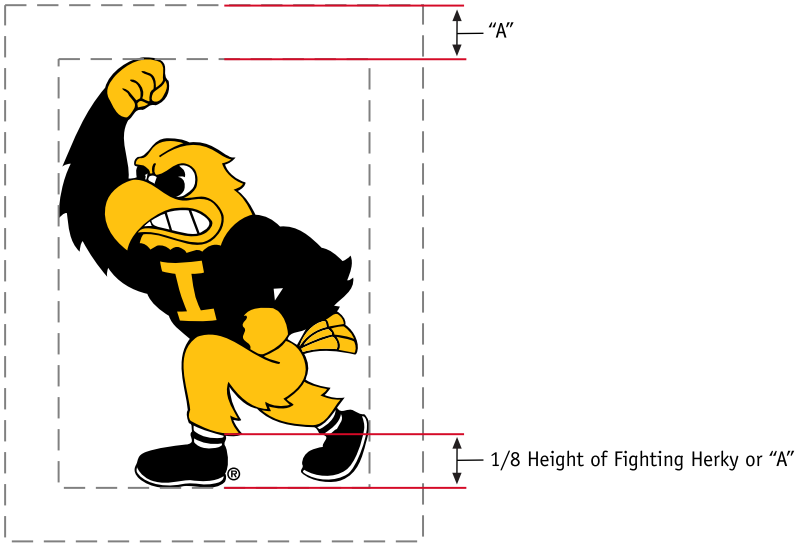
In certain circumstances, exceptions to these guidelines may be made but **only** with **prior** approval.



The white outline also means that all the Fighting Herky art works well on photographic or complex backgrounds as well (see examples above).

FIGHTING HERKY ART SAFE ZONES/MINIMUM SIZE

EQUALS 1/8 HEIGHT OF FIGHTING HERKY OR "A"



SAFE ZONES

Each version of the Fighting Herky art has an established safe zone. This safe zone is intended to maintain the mark's integrity and to avoid visual confusion. No other type or graphic element (including folds, trims or edges) should fall within the safe zone shown. The safe zone for all of the Fighting Herky art is equal to one eighth of the overall height of the mark (or "A"). This spacing is uniform on all sides of the mark. See the examples on the left for each marks' specific safe zone.



MINIMUM SIZE

The Fighting Herky mark has a minimum allowable size. In order to ensure clear reproduction and legibility, Fighting Herky must not be used any smaller than the size shown on the left. It is preferred that when possible the marks be used larger than their minimum size.

For information on using ®s or TMs in very small or very large applications, see page C7.

RETRO SCRIPT TAIL IOWA
Shown here in Full Color.



RETRO SCRIPT LOGOS

The Iowa "Old School Collection" includes artwork for the "Retro Script Tail Iowa" logo. As part of the Iowa "Old School Collection", these logos are reserved for special applications and permission **must** be obtained prior to their use. Again, keep in mind that the "Old School Collection" marks are primarily intended as retail marks and as decorative art. The primary identifying mark for Iowa Athletics is and should always be the Tigerhawk primary mark.

All artwork and variations are available in Macintosh and PC digital file formats.

COLOR VARIATIONS

The Retro Script Tail Iowa logo is available in full color as shown on the left. For other available color variations, see page D6.

For information on using these marks on various background colors, see page D7.

RETRO SCRIPT TAIL IOWA LOGO COLOR VARIATIONS

FULL COLOR



FULL COLOR FOR USE ON IOWA GOLD ONLY



ALL IOWA GOLD FOR USE ON BLACK ONLY



BLACK & WHITE VERSION



WHITE ONLY VERSION



COLOR VARIATIONS

The Retro Script Tail Iowa logo is available in a full color version, a full color version for use on Iowa Gold only, an all Iowa Gold version for use on black only, a black & white version, and a white only version, as shown on the left.

For information on using these marks on various background colors see page D7.

RETRO SCRIPT TAIL IOWA USE ON COLOR BACKGROUNDS

ON WHITE	ON GOLD	ON BLACK	ON LIGHT	ON DARK

THE RETRO SCRIPT LOGOS IN FULL COLOR

THE RETRO SCRIPT LOGOS IN FULL COLOR FOR USE ON IOWA GOLD ONLY

THE RETRO SCRIPT LOGOS IN ALL IOWA GOLD FOR USE ON BLACK ONLY

THE RETRO SCRIPT LOGOS IN BLACK & WHITE

THE RETRO SCRIPT LOGOS IN WHITE ONLY

Frequently it may be desirable to place the Retro Script Tail Iowa mark on a field of color. Most of the Retro Script Tail Iowa marks include a built-in outline which allows the art to be used on any color background. The only exception is that the full color version of the Retro Script Tail Iowa mark does **not** work well on an all Hawkeye Gold or an all black background and so should **not** be used on those colors. Full color artwork for use on Iowa Gold only and an all Iowa Gold artwork for use on black only backgrounds has been created for this purpose. Also, the white only version of the Retro Script Tail Iowa marks should **never** be used on an all white, an all Iowa Gold, or light background since none of these backgrounds provide sufficient contrast. Examples of these are shown on the left.



The Retro Script Tail Iowa marks that have an outline will make use on photographic or complex backgrounds easy (see examples above).

In certain circumstances, exceptions to these guidelines may be made but **only** with **prior** approval.

RETRO SCRIPT TAIL IOWA SAFE ZONE/MINIMUM SIZE

SAFE ZONE EQUALS 1/4TH THE OVERALL HEIGHT AS SHOWN BELOW





SAFE ZONES

The Retro Script Tail Iowa mark has an established safe zone. This safe zone is intended to maintain the mark's integrity and to avoid visual confusion. No other type or graphic element (including folds, trims or edges) should fall within the safe zone shown. The safe zone for the Retro Script Tail Iowa mark is equal to one fourth the overall height of the mark (or "A"). This spacing is uniform on all sides of the mark. See the example on the left.

MINIMUM SIZE

The Retro Script Tail Iowa mark has a minimum allowable size. In order to ensure clear reproduction and legibility, the Retro Script Tail Iowa mark must not be used any smaller than the size shown on the left. It is preferred that when possible the mark be used larger than its minimum size.

For information on using ®s or TMs in very small or very large applications, see page C7.

RETRO SCRIPT TAIL HAWKEYES
Shown here in Full Color.



RETRO SCRIPT LOGOS

The Iowa "Old School Collection" includes artwork for the "Retro Script Tail Hawkeyes" logo. As part of the Iowa "Old School Collection", these logos are reserved for special applications and permission **must** be obtained prior to their use. Again, keep in mind that the "Old School Collection" marks are primarily intended as retail marks and as decorative art. The primary identifying mark for Iowa Athletics is and should always be the Tigerhawk primary mark.

All artwork and variations are available in Macintosh and PC digital file formats.

COLOR VARIATIONS

The Retro Script Tail Hawkeyes logo is available in full color as shown on the left. For other available color variations, see page D10.

For information on using these marks on various background colors, see page D11.

RETRO SCRIPT TAIL HAWKEYES LOGO COLOR VARIATIONS

FULL COLOR



FULL COLOR FOR USE ON IOWA GOLD ONLY



ALL IOWA GOLD FOR USE ON BLACK ONLY



BLACK & WHITE VERSION



WHITE ONLY VERSION



COLOR VARIATIONS

The Retro Script Tail Hawkeyes logo is available in a full color version, a full color version for use on Iowa Gold only, an all Iowa Gold version for use on black only, a black & white version, and a white only version, as shown on the left.

For information on using these marks on various background colors see page D11.

RETRO SCRIPT TAIL HAWKEYES USE ON COLOR BACKGROUNDS

ON WHITE	ON GOLD	ON BLACK	ON LIGHT	ON DARK
Hawkeyes	Hawkeyes	Hawkeyes	Hawkeyes	Hawkeyes

THE RETRO SCRIPT LOGOS IN FULL COLOR

Hawkeyes	Hawkeyes	Hawkeyes	Hawkeyes	Hawkeyes

THE RETRO SCRIPT LOGOS IN FULL COLOR FOR USE ON IOWA GOLD ONLY

Hawkeyes		Hawkeyes	Hawkeyes	Hawkeyes

THE RETRO SCRIPT LOGOS IN ALL IOWA GOLD FOR USE ON BLACK ONLY

Hawkeyes	Hawkeyes	Hawkeyes	Hawkeyes	Hawkeyes

THE RETRO SCRIPT LOGOS IN BLACK & WHITE

	Hawkeyes	Hawkeyes	Hawkeyes	Hawkeyes

THE RETRO SCRIPT LOGOS IN WHITE ONLY

Frequently it may be desirable to place the Retro Script Tail Hawkeyes mark on a field of color. Most of the Retro Script Tail Hawkeyes marks include a built-in outline which allows the art to be used on any color background. The only exception is that the full color version of the Retro Script Tail Hawkeyes mark does **not** work well on an all Hawkeye Gold or an all black background and so should **not** be used on those colors. Full color artwork for use on Iowa Gold only and an all Iowa Gold artwork for use on black only backgrounds has been created for this purpose. Also, the white only version of the Retro Script Tail Hawkeyes marks should **never** be used on an all white, an all Iowa Gold, or light background since none of these backgrounds provide sufficient contrast. Examples of these are shown on the left.

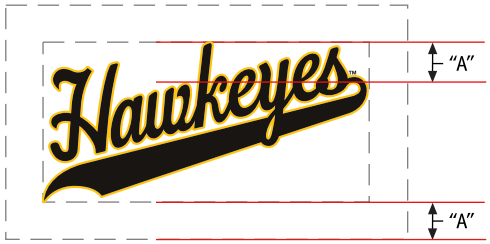


The Retro Script Tail Hawkeyes marks that have an outline will make use on photographic or complex backgrounds easy (see examples above).

In certain circumstances, exceptions to these guidelines may be made but **only** with **prior** approval.

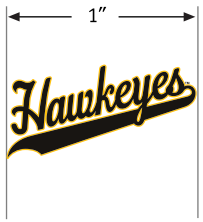
RETRO SCRIPT TAIL HAWKEYES SAFE ZONE/MINIMUM SIZE

SAFE ZONE EQUALS 1/4TH THE OVERALL HEIGHT AS SHOWN BELOW



SAFE ZONES

The Retro Script Tail Hawkeyes mark has an established safe zone. This safe zone is intended to maintain the mark's integrity and to avoid visual confusion. No other type or graphic element (including folds, trims or edges) should fall within the safe zone shown. The safe zone for the Retro Script Tail Hawkeyes mark is equal to one fourth the overall height of the mark (or "A"). This spacing is uniform on all sides of the mark. See the example on the left.

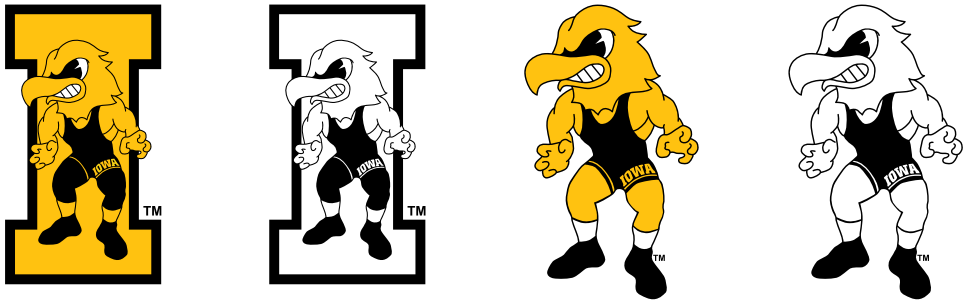


MINIMUM SIZE

The Retro Script Tail Hawkeyes mark has a minimum allowable size. In order to ensure clear reproduction and legibility, the Retro Script Tail Hawkeyes mark must not be used any smaller than the size shown on the left. It is preferred that when possible the mark be used larger than its minimum size.

For information on using ®s or TMs in very small or very large applications, see page C7.

VINTAGE WRESTLING HERKY



VINTAGE FOOTBALL POSE HERKY



VINTAGE SPORTS MARKS

A series of Vintage Sports marks has been maintained as part of the "Old School Collection" as well. The Vintage Wrestling Herky and the Vintage Football Pose Herky are shown on the left. The Vintage Wrestling Herky and the Vintage Football Pose Herky are reserved for special uses and permission **must** be obtained prior to their use. Keep in mind that the Vintage Wrestling Herky and the Vintage Football Pose Herky are primarily intended for use as retail marks and as decorative art. The primary identifying mark for Iowa Athletics is and should always be the Tigerhawk primary mark.

The Vintage Wrestling Herky and the Vintage Football Pose Herky are available in full color as well as black and white.

All artwork and variations are available in Macintosh and PC digital file formats.

For information on using these marks on various background colors, see page D14.

VINTAGE SPORTS MARKS USE ON COLOR BACKGROUNDS

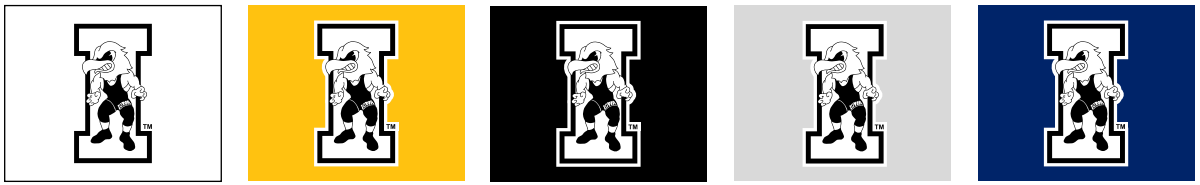
ON WHITE | ON GOLD | ON BLACK | ON LIGHT | ON DARK



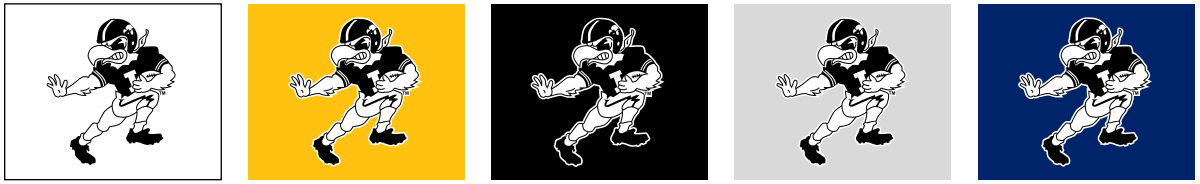
VINTAGE WRESTLING HERKY IN FULL COLOR
Shown on a white, gold, black, light and dark background.



VINTAGE FOOTBALL POSE HERKY IN FULL COLOR
Shown on a white, gold, black, light and dark background.



VINTAGE WRESTLING HERKY IN BLACK AND WHITE
Shown on a white, gold, black, light and dark background.



VINTAGE VAULT FOOTBALL POSE HERKY IN BLACK AND WHITE
Shown on a white, gold, black, light and dark background.

Frequently it may be desirable to place the Vintage Wrestling Herky and the Vintage Football Pose Herky on a field of color. Both of the Vintage Sports marks include a built-in white outline which allows the art to be used on any color background. The only exception is that the full color versions of the Vintage Wrestling Herky and the Vintage Football Pose Herky do not work well on an all Hawkeye Gold background and so should **not** be used on that color. Examples of these are shown on the left.

In certain circumstances, exceptions to these guidelines may be made but **only** with **prior** approval.



The white outline also means that both of the Vintage Sports marks work well on photographic or complex backgrounds (see examples above).

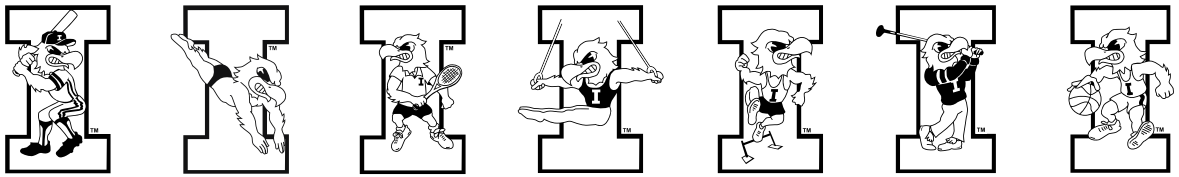
FULL COLOR VERSIONS

(color breaks shown are suggestions only and may be changed with prior approval)



Vintage Baseball Herky | Vintage Swimming & Diving Herky | Vintage Tennis Herky | Vintage Gymnastics Herky | Vintage Track & Field Herky | Vintage Golf Herky | Vintage Basketball Herky

BLACK & WHITE VERSIONS



Vintage Baseball Herky | Vintage Swimming & Diving Herky | Vintage Tennis Herky | Vintage Gymnastics Herky | Vintage Track & Field Herky | Vintage Golf Herky | Vintage Basketball Herky

VINTAGE SPORT SPECIFIC MARKS

A series of Vintage Sport Specific marks, in addition to the Vintage Wrestling Herky and the Vintage Football Pose Herky shown on page 90, has been maintained as well. Artwork for the Vintage Sport Specific marks shown on the left is **ONLY** available in full color and black and white versions and in the sports as shown.

All artwork and variations are available in Macintosh and PC digital file formats.

For information on using these marks on various background colors see page D16.

VINTAGE SPORT SPECIFIC MARKS ON COLOR BACKGROUNDS

ON WHITE | ON GOLD | ON BLACK | ON LIGHT | ON DARK

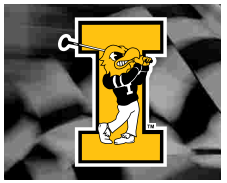


EXAMPLES OF THE VINTAGE SPORT SPECIFIC MARKS IN FULL COLOR
Shown on a white, gold, black, light and dark background.



EXAMPLES OF THE VINTAGE SPORT SPECIFIC MARKS IN BLACK AND WHITE
Shown on a white, gold, black, and light background.

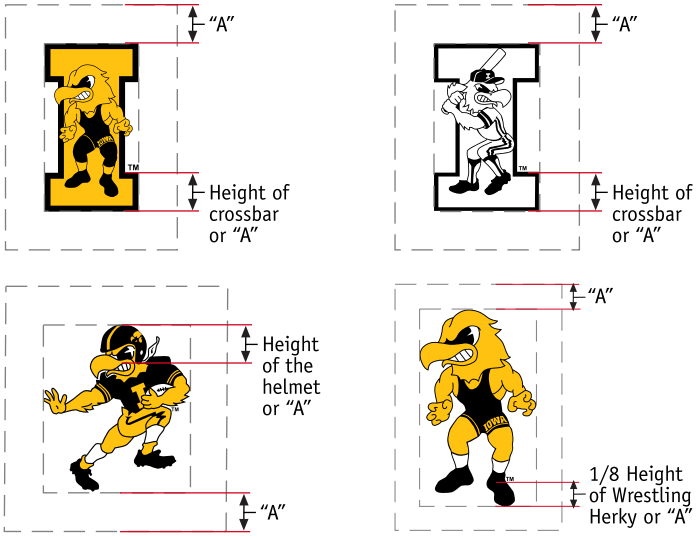
Frequently it may be desirable to place the Vintage Sport Specific marks on a field of color. All of the Vintage Sport Specific marks include a built-in white outline which allows the art to be used on any color background. Examples of these are shown on the left.



The white outline also means that all of the Vintage Sport Specific marks work well on photographic or complex backgrounds (see the example above).

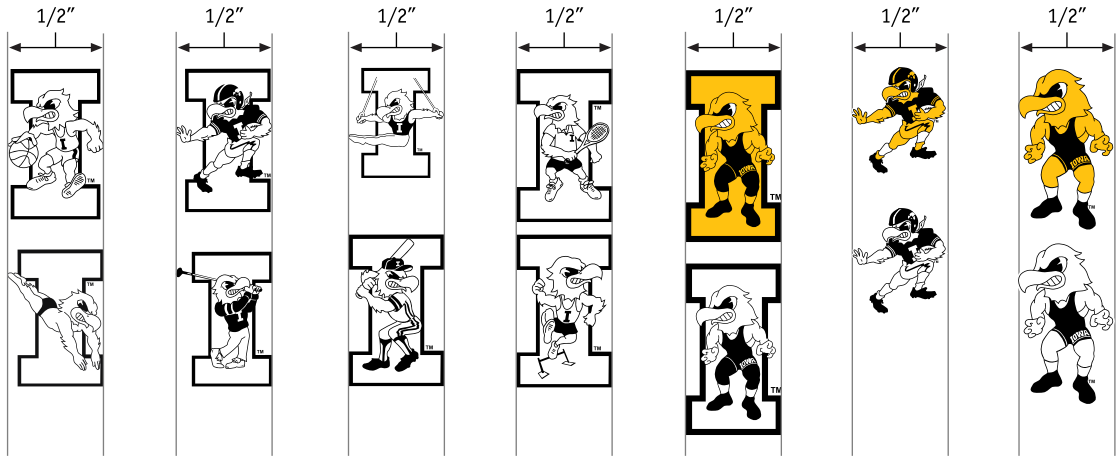
VINTAGE SPORT SPECIFIC MARKS SAFE ZONE/MINIMUM SIZE

SAFE ZONE EQUALS "A" AS SHOWN BELOW



SAFE ZONES

Each of the Vintage Sport Specific marks has an established safe zone. This safe zone is intended to maintain the mark's integrity and to avoid visual confusion. No other type or graphic element (including folds, trims or edges) should fall within the safe zone shown. This spacing is uniform on all sides of the mark. See the examples on the left for each Vintage Sport Specific mark's specific safe zone.



MINIMUM SIZE

Each of the Vintage Sport Specific marks has a minimum allowable size (1/2" wide). In order to ensure clear reproduction and legibility, the Vintage Sport Specific marks must **not** be used any smaller than the sizes shown on the left. It is preferred that when possible the marks be used larger than their minimum size.

For information on using ®s or TMs in very small or very large applications, see page C7.

STYLIZED TIGERHAWK
Shown here in all its color variations.



STYLIZED TIGERHAWK IN AN OVAL
Shown here in all its color variations.



STYLIZED BLOCK "I" TIGERHAWK
Shown here in Full Color.



STYLIZED TIGERHAWK MARKS

The Iowa Athletic brand includes the Stylized Tigerhawk, the Stylized Tigerhawk in an Oval, and the Stylized Block 'I' Tigerhawk as shown on the left. **The Stylized Tigerhawk is HIGHLY restricted and may only be used with special permission from the University of Iowa.**

The Iowa "Old School Collection" Restricted

This is the Iowa "Restricted Old School Collection". To access artwork in the "Restricted Old School Collection", vendors must complete a separate application process, which will determine if the vendor and their products are eligible for consideration. Vendors and products included in the "Restricted Old School Collection" must meet specific enhanced criteria for product quality, pricing, and distribution strategies.



FLYING HERKY MARK RESTRICTED

RESTRICTED: REQUIRES SEPARATE APPLICATION & LICENSE TO ACCESS ARTWORK

"OLD SCHOOL" FLYING HERKY



HERKY ART

The Iowa Restricted "Old School Collection" includes renditions of the very popular Iowa mascot, Herky. There have been many marks created that feature this character. The most commonly used —the Flying Herky mark—is shown on this page.

As part of the Iowa Restricted "Old School Collection", this mark is reserved for special uses and permission **must** be obtained prior to its use. Again, keep in mind that the Flying Herky marks are primarily intended as retail marks and as decorative art. The primary identifying mark for Iowa Athletics is and should always be the Tigerhawk primary mark.

All artwork and variations are available in Macintosh and PC digital file formats.

COLOR VARIATIONS

The Flying Herky marks are available in Full Color and Black and White versions. These are shown on the left.

For information on using these marks on various background colors see page D21.

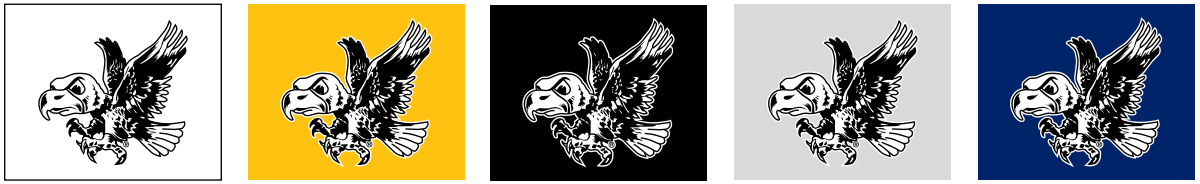
FLYING HERKY USE ON COLOR BACKGROUNDS

RESTRICTED: REQUIRES SEPARATE APPLICATION & LICENSE TO ACCESS ARTWORK

ON WHITE | ON GOLD | ON BLACK | ON LIGHT | ON DARK



FLYING HERKY IN FULL COLOR
Shown on a white, gold, black, light and dark background.



FLYING HERKY IN BLACK AND WHITE
Shown on a white, gold, black, light and dark background.

Frequently it may be desirable to place the "Old School" Flying Herky marks on a field of color. All of the "Old School" Flying Herky marks include a built-in white outline which allows the art to be used on any color background. The only exception is that the full color versions of the "Old School" Flying Herky mark do not work well on an all Hawkeye Gold background and so should **not** be used on that color. Examples of these are shown on the left.



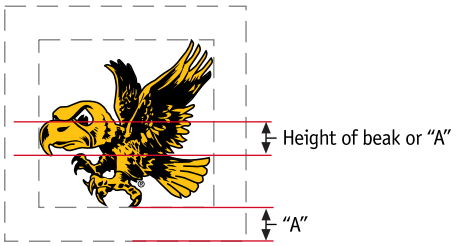
The white outline also means that the "Old School" Flying Herky marks work well on photographic or complex backgrounds as well (see examples above).

In certain circumstances, exceptions to these guidelines may be made but **only** with **prior** approval.

FLYING HERKY SAFE ZONE/MINIMUM SIZE

RESTRICTED: REQUIRES SEPARATE APPLICATION & LICENSE TO ACCESS ARTWORK

SAFE ZONE EQUALS "A" AS SHOWN BELOW





SAFE ZONES

The Flying Herky mark has an established safe zone. This safe zone is intended to maintain the mark's integrity and to avoid visual confusion. No other type or graphic element (including folds, trims or edges) should fall within the safe zone shown. See the example on the left for the Flying Herky mark's specific safe zone.

MINIMUM SIZE

The Flying Herky mark has a minimum allowable size (5/8" wide). In order to ensure clear reproduction and legibility, the Flying Herky mark must not be used any smaller than the size shown on the left. It is preferred that when possible the mark be used larger than its minimum size.

For information on using ®s or TMs in very small or very large applications, see page C7.

RETRO SCRIPT "IOWA" & "HAWKS" LOGOS RESTRICTED

RESTRICTED: REQUIRES SEPARATE APPLICATION & LICENSE TO ACCESS ARTWORK

RETRO SCRIPT IOWA

Shown here in Full Color.



RETRO SCRIPT HAWKS

Shown here in Full Color.



RETRO SCRIPT LOGOS

The Iowa Restricted "Old School Collection" includes artwork for the "Retro Script Iowa," and the "Retro Script Hawks" logos. As part of the Iowa Restricted "Old School Collection", these logos are reserved for special applications and permission **must** be obtained prior to their use. Again, keep in mind that the "Old School" marks are primarily intended as retail marks and as decorative art. The primary identifying mark for Iowa Athletics is and should always be the Tigerhawk primary mark.

All artwork and variations are available in Macintosh and PC digital file formats.

COLOR VARIATIONS

Each of the Retro Script logos is available in full color as shown on the left. For other available color variations, see pages D24 and D25.

For information on using these marks on various background colors, see page D26.

RETRO SCRIPT IOWA LOGO

RESTRICTED: REQUIRES SEPARATE APPLICATION & LICENSE TO ACCESS ARTWORK

FULL COLOR



FULL COLOR FOR USE ON IOWA GOLD ONLY.



ALL IOWA GOLD FOR USE ON BLACK ONLY.



BLACK & WHITE VERSION



WHITE ONLY VERSION.



RETRO SCRIPT IOWA LOGO

Artwork for the "Retro Script Iowa" logo was developed to commemeorate a historical proprietary font associated with Iowa Athletics. Believed to have originated in the 1970's, an example of the "Retro Script Iowa" font is shown on this athletics jersey swatch.



COLOR VARIATIONS

The Retro Script Iowa logo is available in a full color version, a full color version for use on Iowa Gold only, an all Iowa Gold version for use on black only, a black & white version, and a white only version as shown on the left.

For information on using these marks on various background colors see page D26.

RETRO SCRIPT HAWKS LOGO

RESTRICTED: REQUIRES SEPARATE APPLICATION & LICENSE TO ACCESS ARTWORK

FULL COLOR

Hawks™

FULL COLOR FOR USE ON IOWA GOLD ONLY.

Hawks™

ALL IOWA GOLD FOR USE ON BLACK ONLY.

Hawks™

BLACK & WHITE VERSION

Hawks™

WHITE ONLY VERSION.

Hawks™

RETRO SCRIPT HAWKS LOGO

Artwork for the "Retro Script Hawks" logo was developed to commemorate a historical proprietary font associated with Iowa Athletics. Believed to have originated in the 1970's, an example of the "Retro Script Hawks" font is shown on this photo of the beloved Kenny Arnold wearing an Iowa men's basketball jersey worn during Iowa's historic 1980 Final 4 run.



COLOR VARIATIONS

The Retro Script Hawks logo is available in a full color version, a full color version for use on Iowa Gold only, an all Iowa Gold version for use on black only, a black & white version, and a white only version as shown on the left.

For information on using these marks on various background colors, see page D26.

RETRO SCRIPT USE ON COLOR BACKGROUNDS

RESTRICTED: REQUIRES SEPARATE APPLICATION & LICENSE TO ACCESS ARTWORK

ON WHITE	ON GOLD	ON BLACK	ON LIGHT	ON DARK
Iowa Hawks	~~Iowa Hawks~~	~~Iowa Hawks~~	Hawks	Iowa
THE RETRO SCRIPT LOGOS IN FULL COLOR				
~~Iowa Hawks~~	Hawks	~~Iowa Hawks~~	~~Hawks~~	~~Iowa~~
THE RETRO SCRIPT LOGOS IN FULL COLOR FOR USE ON IOWA GOLD ONLY				
~~Iowa~~	~~Hawks~~	Iowa	~~Hawks~~	~~Iowa~~
THE RETRO SCRIPT LOGOS IN ALL IOWA GOLD FOR USE ON BLACK ONLY				
Iowa Hawks	Hawks	~~Iowa Hawks~~	Hawks	Iowa
THE RETRO SCRIPT LOGOS IN BLACK & WHITE				
~~Iowa Hawks~~	~~Hawks~~	Iowa	~~Hawks~~	Iowa
THE RETRO SCRIPT LOGOS IN WHITE ONLY				

Frequently it may be desirable to place the Retro Script marks on a field of color. Most of the Retro Script marks include a built-in outline which allows the art to be used on any color background. The only exception is that the full color version of the Retro Script marks does **not** work well on an all Hawkeye Gold or an all black background and so should **not** be used on those colors. Full color artwork for use on Iowa Gold only and an all Iowa Gold artwork for use on black only backgrounds has been created for this purpose. Also, the white only version of the Retro Script marks should **never** be used on an all white, an all Iowa Gold, or light background since none of these backgrounds provide sufficient contrast. Examples of these are shown on the left.



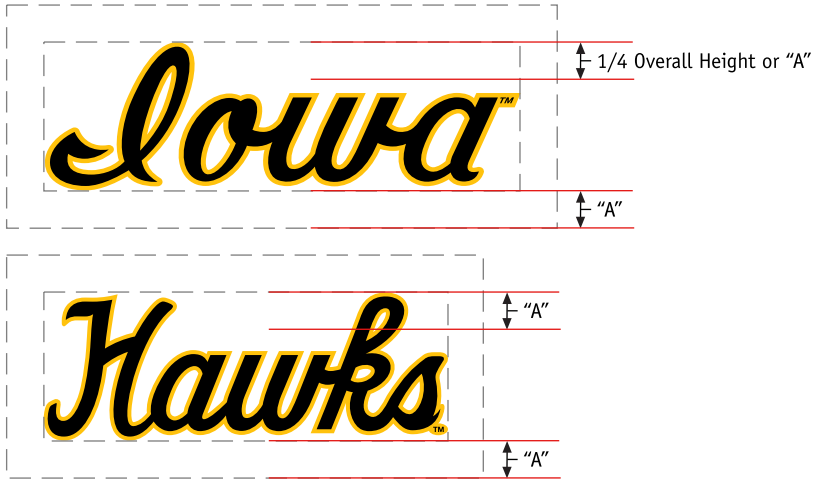
The Retro Script marks that have an outline will make use on photographic or complex backgrounds easy (see examples above).

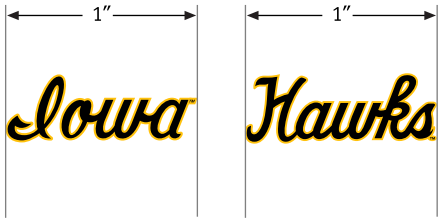
In certain circumstances, exceptions to these guidelines may be made but **only** with **prior** approval.

RETRO SCRIPT SAFE ZONES/MINIMUM SIZE

RESTRICTED: REQUIRES SEPARATE APPLICATION & LICENSE TO ACCESS ARTWORK

SAFE ZONE EQUALS 1/4TH THE OVERALL HEIGHT AS SHOWN BELOW





SAFE ZONES

Each of the Retro Script marks has an established safe zone. This safe zone is intended to maintain the mark's integrity and to avoid visual confusion. No other type or graphic element (including folds, trims or edges) should fall within the safe zone shown. The safe zone for each of the Retro Script marks is equal to one fourth the overall height of the mark (or "A"). This spacing is uniform on all sides of the mark. See the examples on the left.

MINIMUM SIZE

Each of the Retro Script marks has a minimum allowable size. In order to ensure clear reproduction and legibility, the Retro Script marks must not be used any smaller than the sizes shown on the left. It is preferred that when possible the marks be used larger than their minimum size.

For information on using ®s or TMs in very small or very large applications, see page C7.

RESTRICTED: REQUIRES SEPARATE APPLICATION & LICENSE TO ACCESS ARTWORK

FOOTBALL HERKY





RUNNING FOOTBALL HERKY





ADDITIONAL ART AVAILABLE



AllSports Herky



Goalpost Herky



Gridiron Herky



Herky Express



Hiking Herky



Herky The Kicker



Reading Herky



Ticket Herky



Papa Herky



Quarterback Herky

The Iowa Restricted "Old School Collection" also includes renditions of the very popular Iowa mascot, Herky, as created by Dick Spencer. The Football Herky and the Running Football Herky marks constitute the "Dick Spencer Portfolio" and are shown on this page.

As part of the Iowa Restricted "Old School Collection", the "Dick Spencer Portfolio" marks are reserved for special uses and permission **must** be obtained prior to its use. Keep in mind that all of the "Dick Spencer Portfolio" marks are primarily intended as retail marks and as decorative art. The primary identifying mark for Iowa Athletics is and should always be the Tigerhawk primary mark.

All artwork and variations are available in Macintosh and PC digital file formats.

COLOR VARIATIONS

The Football Herky and Running Football Herky marks are available in Full Color and Black and White versions. These are shown on the left.

For information on using these marks on various background colors, see page D29.

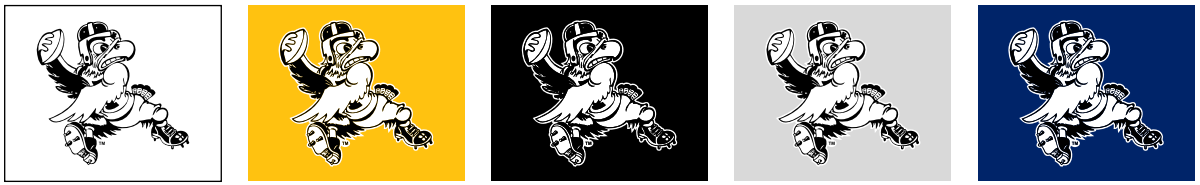
THE DICK SPENCER PORTFOLIO ON COLOR BACKGROUNDS

RESTRICTED: REQUIRES SEPARATE APPLICATION & LICENSE TO ACCESS ARTWORK

ON WHITE | ON GOLD | ON BLACK | ON LIGHT | ON DARK



FOOTBALL HERKY IN FULL COLOR
Shown on a white, gold, black, light and dark background.



FOOTBALL HERKY IN BLACK AND WHITE
Shown on a white, gold, black, light and dark background.



RUNNING FOOTBALL HERKY IN FULL COLOR
Shown on a white, gold, black, light and dark background.



RUNNING FOOTBALL HERKY IN BLACK AND WHITE
Shown on a white, gold, black, light and dark background.

Frequently it may be desirable to place the Football Herky or Running Football Herky marks on a field of color. Both marks include a built-in white outline which allows the art to be used on any color background. The only exception is that the full color versions of the Football Herky and Running Football Herky marks do not work well on an all Hawkeye Gold background and so should **not** be used on that color. Examples of these are shown on the left.



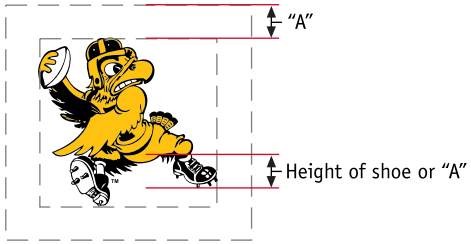
The white outline also means that both marks work well on photographic or complex backgrounds as well (see examples above).

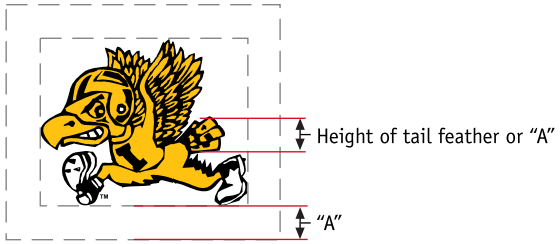
In certain circumstances, exceptions to these guidelines may be made but **only** with **prior** approval.

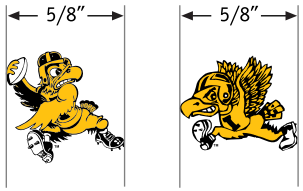
THE DICK SPENCER PORTFOLIO SAFE ZONES/MINIMUM SIZE

RESTRICTED: REQUIRES SEPARATE APPLICATION & LICENSE TO ACCESS ARTWORK

SAFE ZONE EQUALS "A" AS SHOWN BELOW







SAFE ZONES

Both the Football Herky and the Running Football Herky marks have an established safe zone. This safe zone is intended to maintain the mark's integrity and to avoid visual confusion. No other type or graphic element (including folds, trims or edges) should fall within the safe zone shown. See the examples on the left for each mark's specific safe zone.

MINIMUM SIZE

Both the Football Herky and the Running Football Herky marks have a minimum allowable size (5/8" wide). In order to ensure clear reproduction and legibility, these marks must not be used any smaller than the sizes shown on the left. It is preferred that when possible the marks be used larger than their minimum size.

For information on using ®s or TMs in very small or very large applications, see page C7.

IOWA SPECIAL COLLECTIONS

T he following section showcases a special collection of marks that while tremendously important to the Iowa Athletics brand have a more limited usage. **Therefore, these marks are reserved for special distribution channels and users. Use of these logos requires prior written approval from Iowa Athletics.** It is important to remember that these marks are primarily for retail and decorative use and are **never** to be used as identifying marks. The Tigerhawk marks are always to be used as the primary brand identifiers for Iowa Athletics.



CY-HAWK SERIES PRIMARY LOGO

PRIMARY LOGO
Shown here in full color with four-color Iowa Corn logo.



ALTERNATE PRIMARY LOGO
Shown here in full color with two-color Iowa Corn logo.



BLACK & WHITE PRIMARY LOGO



ALL WHITE PRIMARY LOGO



COLOR VARIATIONS

The Cy-Hawk Series family of marks were designed to create a memorable brand for the annual match ups between the Iowa State Cyclones and the Iowa Hawkeyes. The preferred primary logo is shown at top left. This mark utilizes the four-color Iowa Corn logo. When necessary, an optional primary logo is available with the Iowa Corn logo simplified to two colors. The primary Cy-Hawk Series logo is available in both full color, black & white and all white versions. These are shown on the left.

All artwork and variations are available in Macintosh and PC digital file formats.

CY-HAWK SERIES PRIMARY LOGO ON COLOR BACKGROUNDS

ON WHITE | ON MID-TONE | ON BLACK | ON LIGHT | ON COMPLEX



EXAMPLES OF THE PRIMARY CY-HAWK SERIES LOGO WITH FOUR-COLOR IOWA CORN LOGO
Shown on a white, red, black, light and complex background.



EXAMPLES OF THE PRIMARY CY-HAWK SERIES LOGO WITH TWO-COLOR IOWA CORN LOGO
Shown on a white, red, black, light and complex background.



EXAMPLES OF THE BLACK & WHITE PRIMARY CY-HAWK SERIES LOGO
Shown on a white, red, black, light and complex background.



EXAMPLES OF THE ALL WHITE PRIMARY CY-HAWK SERIES LOGO
Shown on a white, red, black, light and complex background.

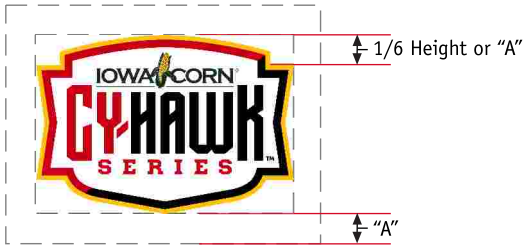
Frequently it may be desirable to place the Cy-Hawk Series logos on a field of color. As shown in the examples on the left, all of the artwork has been created with a built-in outline shape that allows it to work clearly on any background. For this reason it is not necessary to alter the logos before placing them on any color, photograph or complex background. This is true of the full color logos, the black & white logos and all white logos.

The all white version of the logo should never be used on light color backgrounds or on any complex backgrounds.

In certain circumstances, exceptions to these guidelines may be made but **only** with **prior** approval.

CY-HAWK SERIES LOGO SAFE ZONES/MINIMUM SIZE

EQUALS 1/6TH HEIGHT OF LOGO OR "A"



SAFE ZONES

Each of the Cy-Hawk Series logos has an established safe zone. This safe zone is intended to maintain the graphic's integrity and to avoid visual confusion. No other type or graphic element (including folds, trims or edges) should fall within the safe zone shown. The safe zone for each of the Cy-Hawk Series logos is equal to one sixth the overall height of the graphic (or "A"). This spacing is uniform on all sides of the logo. See the examples on the left.



MINIMUM SIZE

Each of the Cy-Hawk Series logos has a minimum allowable size. In order to ensure clear reproduction and legibility, the Cy-Hawk Series logos must **not** be used any smaller than the size shown on the left. It is preferred that when possible the logos be used larger than its minimum size.

For information on using ®s or TMs in very small or very large applications, see page C7.

CY-HAWK SERIES SECONDARY LOGO

SECONDARY LOGO
Shown here in full color with four-color Iowa Corn logo.



ALTERNATE SECONDARY LOGO
Shown here in full color with two-color Iowa Corn logo.



BLACK & WHITE SECONDARY LOGO



ALL WHITE SECONDARY LOGO



COLOR VARIATIONS

The Cy-Hawk Series secondary logo is a “short hand” version of the full logo. This logo is only to be used it is desired to have both school colors on the words “Cy-Hawk”. The preferred secondary logo is shown at top left. This mark utilizes the four-color Iowa Corn logo. When necessary, an optional primary logo is available with the Iowa Corn logo simplified to two colors. The primary Cy-Hawk Series logo is available in both full color, black & white and all white versions. These are shown on the left.

All artwork and variations are available in Macintosh and PC digital file formats.

CY-HAWK SERIES SECONDARY LOGO ON COLOR BACKGROUNDS

ON WHITE | ON MID-TONE | ON BLACK | ON LIGHT | ON COMPLEX



EXAMPLES OF THE SECONDARY CY-HAWK SERIES LOGO WITH FOUR-COLOR IOWA CORN LOGO
Shown on a white, red, black, light and complex background.



EXAMPLES OF THE SECONDARY CY-HAWK SERIES LOGO WITH TWO-COLOR IOWA CORN LOGO
Shown on a white, red, black, light and complex background.



EXAMPLES OF THE SECONDARY BLACK & WHITE CY-HAWK SERIES LOGO
Shown on a white, red, black, light and complex background.

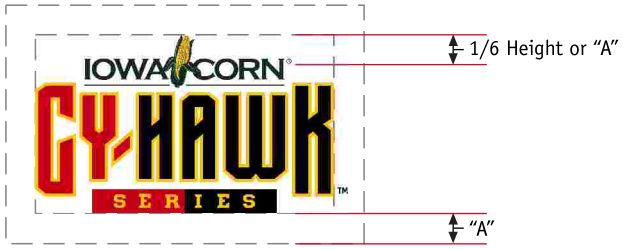


EXAMPLES OF THE SECONDARY ALL WHITE CY-HAWK SERIES LOGO
Shown on a white, red, black, light and complex background.

Frequently it may be desirable to place the Cy-Hawk Series secondary logo on a field of color. Because the Cy-Hawk Series secondary logo does NOT have a outer containing shape, it should only be used on a white or light gray background. On other light backgrounds, use the black & white version, and on dark backgrounds use the all white version. Never use the Cy-Hawk Series secondary logo on a busy or complex background.

In certain circumstances, exceptions to these guidelines may be made but **only** with **prior** approval.

CY-HAWK SERIES SECONDARY LOGO SAFE ZONES/MINIMUM SIZE



SAFE ZONES

Each of the Cy-Hawk Series secondary logos has an established safe zone. This safe zone is intended to maintain the graphic's integrity and to avoid visual confusion. No other type or graphic element (including folds, trims or edges) should fall within the safe zone shown. The safe zone for each of the Cy-Hawk Series secondary logos is equal to one sixth the overall height of the graphic (or "A"). This spacing is uniform on all sides of the logo. See the examples on the left.



MINIMUM SIZE

Each of the Cy-Hawk Series secondary logos has a minimum allowable size. In order to ensure clear reproduction and legibility, the Cy-Hawk Series secondary logos must **not** be used any smaller than the size shown on the left. It is preferred that when possible the logos be used larger than its minimum size.

For information on using ®s or TMs in very small or very large applications, see page C7.

THE HEROES GAME FAMILY OF MARKS

HEROES GAME PRIMARY LOGO
Shown here in full color with a white background.



HYVEE PRIMARY LOGO
Shown here in full color with a white background.



HEROES GAME HORIZONTAL LOGO
Shown here in full color with a white background.



HYVEE HORIZONTAL LOGO
Shown here in full color with a white background.



SCHOOL SPECIFIC VERSIONS
Shown here in full color with a white background.





HYVEE SCHOOL SPECIFIC VERSIONS
Shown here in full color with a white background.



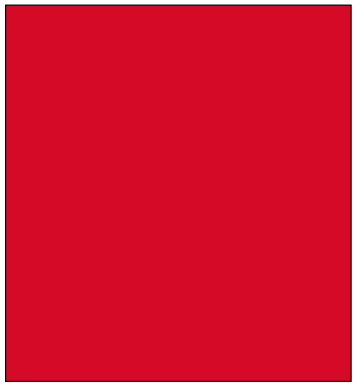


The Heroes Game family of marks were designed to create a consistent brand for the annual football match up between the Nebraska Cornhuskers and the Iowa Hawkeyes. At the same time, there are many variations to choose from so that there should be a design compatible to any application. The primary mark, as shown on the far left of the top row, is the preferred mark of The Heroes Game.

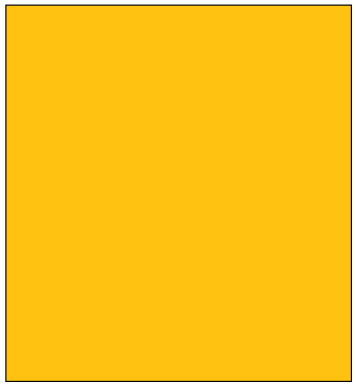
All artwork and variations are available in Macintosh and PC digital file formats.

For more information on using the Primary Heroes Game logos, please see pages E10 through E12. ***For a detailed usage guide for the complete family of Heroes Game marks, contact Iowa Athletics.***

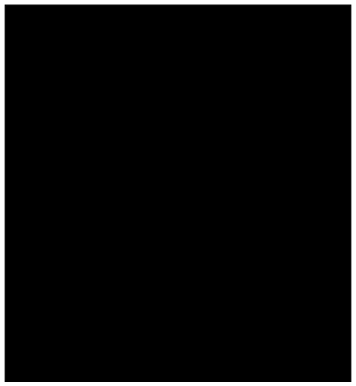
THE HEROES GAME OFFICIAL COLORS



NEBRASKA RED
(in lieu of use *Pantone® 186
Process Equivalent: 0c 100m 81y 4k)



IOWA GOLD
(in lieu of use *Pantone® 116
Process Equivalent: 0c 15m 95y 0k)



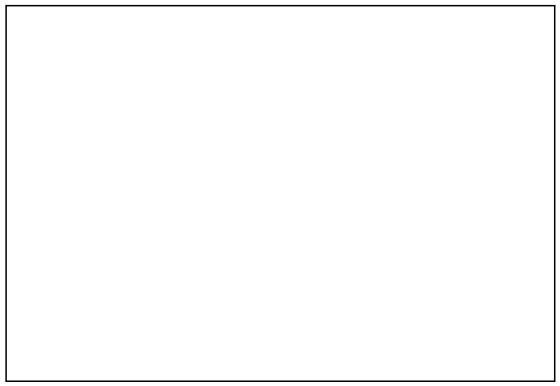
IOWA BLACK
(Process Equivalent: 100k)

THE SCHOOL COLORS

All branding for The Heroes Game features the school colors of the University of Nebraska and the University of Iowa. The colors on the left are the official colors for both universities. It is very important to match these colors faithfully when reproducing The Heroes Game Logos. It is greatly preferred that all of The Heroes Game logos be used in full color. If this is not possible then the logos should be printed in all black on light backgrounds and all white on dark backgrounds (see the pages that follow for more details).



HEROES GRAY/DARK SILVER
(in lieu of use *Pantone® 423 Process Equivalent: 47k)
Note: *Pantone® 8400 Dark Silver can be substituted for Heroes Gray if desired.



HEROES WHITE

THE SUPPORT COLORS

In addition to the school colors shown above, The Heroes Game identity system utilizes both gray/dark silver and white as important support colors. It is very important to match the gray/dark silver faithfully when reproducing The Heroes Game Logos. Note that this color has the option of being either gray or a dark silver metallic. Either option is acceptable and must match the *Pantone® color indicated. Keep in mind that this is a DARK silver option and so a standard silver will not be an acceptable substitute.

*Pantone® is a registered trademark of Pantone, Inc. The colors shown on this page and throughout this manual are not intended to match the PANTONE Color Standards. For the PANTONE Color Standards, refer to the current edition of the PANTONE Color Formula Guide.

THE HEROES GAME PRIMARY LOGO COLOR VARIATIONS

FULL COLOR WITH WHITE BACKGROUND

BLACK ONLY WITH WHITE BACKGROUND

FULL COLOR WITH BLACK BACKGROUND

WHITE ONLY WITH BLACK BACKGROUND

The primary Heroes Game logo is available in both full color and black and white versions. These are shown on the left.

For information on using these logos on various background colors see the pages that follow.

NOTE: The two logos on the bottom left on black can be used on a black background without the black outline shapes. This is only true on a black background. See samples below.





THE HEROES GAME PRIMARY LOGO ON COLOR BACKGROUNDS

ON LIGHT	ON DARK	ON MID-TONE	ON COMPLEX
			

PRIMARY LOGO IN FULL COLOR WITH WHITE BACKGROUND.
Shown on a light, dark, mid-tone and complex background.

PRIMARY LOGO IN BLACK WITH WHITE BACKGROUND.
Shown on a light, dark, mid-tone and complex background.

PRIMARY LOGO IN FULL COLOR WITH BLACK BACKGROUND.
Shown on a light, dark, mid-tone and complex background.

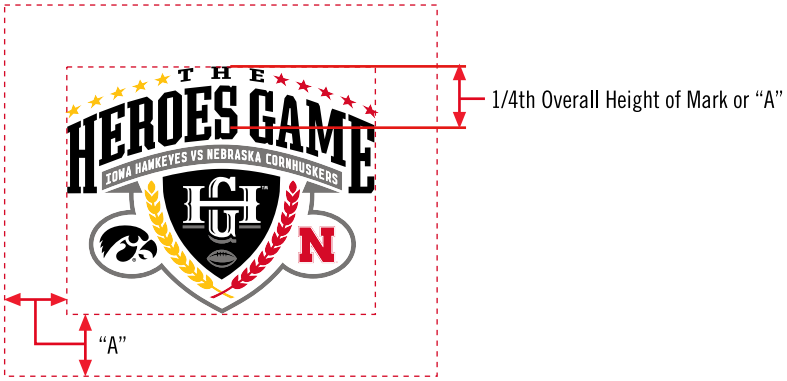
PRIMARY LOGO IN WHITE WITH BLACK BACKGROUND.
Shown on a light, dark, mid-tone and complex background.

Frequently it may be desirable to place The Heroes Game logos on a field of color. As shown in the examples on the left, all of the artwork has been created with a built-in outline shape that allows it to work clearly on any background. For this reason it is not necessary to alter the logos before placing them on any color, photograph or complex background. This is true of the full color logos and the black and white logos.

The logos may be used in all white on dark color backgrounds with prior approval. The logo may be used in all black on light color backgrounds with prior approval. The all white version of the logo should **never** be used on light color backgrounds or on any complex backgrounds. The all black version of the logo should **never** be used on dark color backgrounds or on any complex backgrounds.

HEROES GAME LOGOS SAFE ZONES/MINIMUM SIZE

EQUALS ONE-FOURTH THE OVERALL HEIGHT OF MARK OR "A"



SAFE ZONE

Each of The Heroes Game logos has an established safe zone. This safe zone is intended to maintain the logo's integrity and to avoid visual confusion. No other type or graphic element (including folds, trims or edges) should fall within the safe zone shown. The safe zone for The Heroes Game logos is equal to one fourth of the overall height of the logo ("A"). This safe zone spacing is uniform on all sides of the logo. See the example on the left for The Heroes Game Primary logo's specific safe zone.



MINIMUM SIZE

Each of The Heroes Game logos has a minimum allowable size. In order to ensure clear reproduction and legibility, the The Heroes Game Primary logo must **not** be used any smaller than the size shown on the left. It is preferred that when possible the logos be used larger than their minimum size.

For information on using ®s or TMs in very small or very large applications, see page C7.

HEROES GAME TROPHY ART

SHOWN HERE IN FULL COLOR



Primary Mark With Type Below



Primary Mark With Type Above



Wordmark



Trophy Alone

BLACK & WHITE VERSIONS



Primary Mark With Type Below



Primary Mark With Type Above



Wordmark



Trophy Alone

HEROES GAME TROPHY ART

Artwork has been created for the Heroes Game Trophy. The full color versions of the marks are shown at the top left. Keep in mind that the Heroes Game Trophy marks are only to be used as a secondary identifier. The primary identifying mark for Iowa Athletics is and should always be the Tigerhawk primary mark.

All artwork and variations are available in Macintosh and PC digital file formats.

COLOR VARIATIONS

The *preferred* use of any of the Heroes Game Trophy marks is the full color version. The Heroes Game Trophy marks may be used as a black and white version only when use of the full color version is not practical. The acceptable variations are shown at the bottom left.

For information on using these graphics on various background colors, see page E14.

PANTONE 116	PANTONE 186	PANTONE 464	PANTONE 421
PANTONE 423	BLACK	WHITE	

HEROES GAME TROPHY ART ON COLOR BACKGROUNDS

ON WHITE | ON GOLD | ON BLACK | ON LIGHT | ON DARK

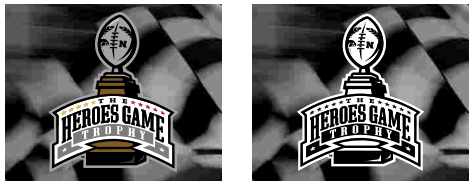


EXAMPLES OF THE FULL COLOR HEROES GAME TROPHY MARKS
Shown on a white, gold, black, light and dark background.



EXAMPLES OF THE BLACK & WHITE HEROES GAME TROPHY MARKS
Shown on a white, gold, black, light and dark background.

Frequently it may be desirable to place one of the Heroes Game Trophy marks on a field of color. The Heroes Game Trophy marks include a built-in outline which allows the art to be used on any color background.

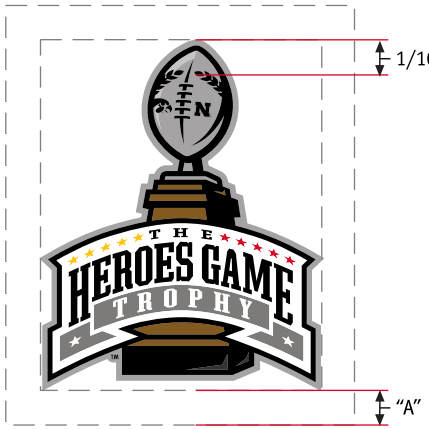


The built-in outline also means that the Heroes Game Trophy marks work well on photographic or complex backgrounds (see examples above).

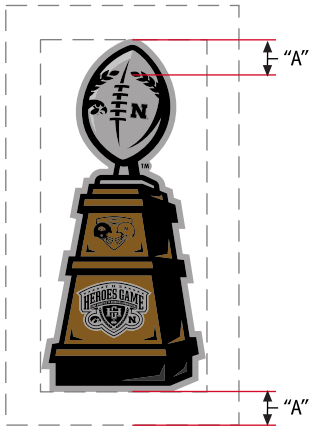
In certain circumstances, exceptions to these guidelines may be made but **only** with **prior** approval.

HEROES GAME TROPHY ART SAFE ZONES

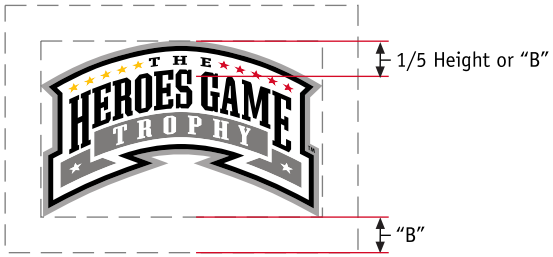
EQUALS 1/10TH OVERALL HEIGHT OF MARK OR "A"







EQUALS 1/5TH OVERALL HEIGHT OF MARK OR "B"



SAFE ZONES

Each of the Heroes Game Trophy marks has an established safe zone. This safe zone is intended to maintain the graphic's integrity and to avoid visual confusion. No other type or graphic element (including folds, trims or edges) should fall within the safe zone shown. The safe zone for each of the Heroes Game Trophy marks that includes an illustration of the trophy is equal to one tenth the overall height of the graphic (or "A"). The safe zone for the Heroes Game Trophy Wordmark is equal to one fifth the overall height of the graphic (or "B"). This spacing is uniform on all sides of the mark. See the examples on the left.

HEROES GAME TROPHY ART MINIMUM SIZE



MINIMUM SIZE

Each of the Heroes Game Trophy marks has a minimum allowable size. In order to ensure clear reproduction and legibility, the Heroes Game Trophy marks must **not** be used any smaller than the size shown on the left. It is preferred that when possible the marks be used larger than the minimum size.

For information on using ®s or TMs in very small or very large applications, see page C7.

IOWA FRYfest MARKS

IOWA FRYfest LOGOS IN FULL COLOR





IOWA FRYfest SPONSOR LOGOS IN FULL COLOR





FRYfest

Artwork has been created for FRYfest, an event held as a celebration of all that is Hawkeye and named in honor of legendary Iowa football coach Hayden Fry. There are many variations to choose from so that there should be a design compatible to any application. The full color versions of all the FRYfest marks are shown at left. Keep in mind that the FRYfest marks are primarily intended as retail marks and as decorative art. The primary identifying mark for Iowa Athletics is and should always be the Tigerhawk primary mark.

All artwork and variations are available in Macintosh and PC digital file formats.

COLOR VARIATIONS

All of the FRYfest artwork is available in full color as shown on the left. For other color variations available for the FRYfest marks, and on using these marks on various background colors, see pages E18 AND E19.

The Iowa FRYfest logos are also available with a sponsor logo attached (as shown at bottom left). The use of these sponsor versions is restricted and approval is required prior to their use.

IOWA FRYfest MARKS COLOR VARIATIONS

IOWA FRYfest LOGOS IN BLACK & WHITE









COLOR VARIATIONS

The *preferred* use of the FRYfest marks is the full color version. The FRYfest marks may be used as a black and white version only when the full color version is not practical. The acceptable variations are shown to the left.

For information on the use of the FRYfest marks on various color backgrounds, see the next page. All artwork and variations are available in Macintosh and PC digital file formats.

The Iowa FRYfest logos are also available with a sponsor logo attached. The use of these sponsor versions is restricted and approval is required prior to their use.

IOWA FRYfest MARKS ON COLOR BACKGROUNDS

ON WHITE | ON GOLD | ON BLACK | ON LIGHT | ON DARK



EXAMPLES OF THE FRYfest MARKS IN FULL COLOR
Shown on a white, gold, black, light and dark background.



EXAMPLES OF THE FRYfest MARKS IN BLACK AND WHITE
Shown on a white, gold, black, light and dark background.

Frequently it may be desirable to place the FRYfest marks on a field of color. All of the FRYfest marks include a built-in white outline which allows the art to be used on any color background. Examples of these are shown on the left.

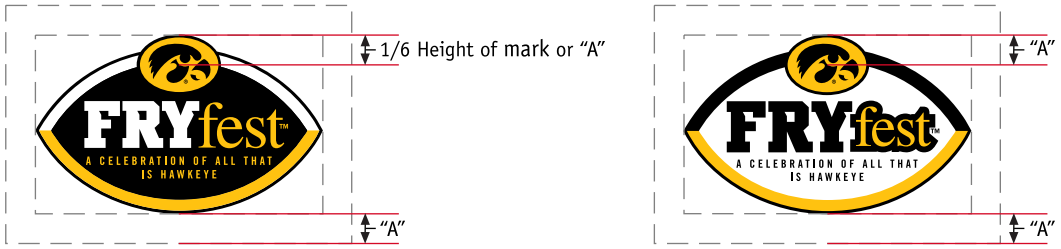


The white outline also means that the FRYfest marks work well on photographic or complex backgrounds as well (see examples above).

In certain circumstances, exceptions to these guidelines may be made but **only** with **prior** approval.

IOWA FRYfest MARKS SAFE ZONES

EQUALS 1/6TH HEIGHT OF FRYfest MARK OR "A"



SAFE ZONES

Each version of the FRYfest mark has an established safe zone. This safe zone is intended to maintain the mark's integrity and to avoid visual confusion. No other type or graphic element (including folds, trims or edges) should fall within the safe zone shown. The safe zone for each version of the FRYfest mark is equal to one sixth the overall height of the mark (or "A"). This spacing is uniform on all sides of the mark. See the examples on the left for each marks' specific safe zone.

IOWA FRYfest MARKS MINIMUM SIZE



MINIMUM SIZE

Each of the FRYfest marks has a minimum allowable size. In order to ensure clear reproduction and legibility, the FRYfest mark must not be used any smaller than the sizes shown on the left. It is preferred that when possible the marks be used larger than their minimum size.

For information on using ®s or TMs in very small or very large applications, see page C7.

IOWA FRYfest GRAPHICS

Shown here in full color.





IOWA FRYfest GRAPHICS

Shown here in Black & White.





FRYfest GRAPHICS

Artwork has been created for use as a FRYfest graphics in both vertical and horizontal formats. The full color versions of the graphics are shown at the top left. Keep in mind that the graphics are primarily intended for use as decorative art during the FRYfest event. The primary identifying mark for Iowa Athletics is and should always be the Tigerhawk primary mark.

All artwork and variations are available in Macintosh and PC digital file formats.

COLOR VARIATIONS

The *preferred* use of the FRYfest graphics is one of the full color versions. The FRYfest graphics may be used as a black and white version only when use of the full color version is not practical. The acceptable variations are shown at the left.

For information on using these graphics on various background colors, see page E23.

The Iowa FRYfest graphics are restricted in their use. Approval is required prior to using these graphics.

IOWA FRYfest GRAPHICS ON COLOR BACKGROUNDS

ON WHITE | ON GOLD | ON BLACK | ON LIGHT | ON DARK



EXAMPLES OF THE VERTICAL FRYfest GRAPHIC IN FULL COLOR
Shown on a white, gold, black, light and dark background.



EXAMPLES OF THE HORIZONTAL FRYfest GRAPHIC IN FULL COLOR
Shown on a white, gold, black, light and dark background.



EXAMPLES OF THE VERTICAL FRYfest GRAPHIC IN BLACK & WHITE
Shown on a white, gold, black, light and dark background.



EXAMPLES OF THE HORIZONTAL FRYfest GRAPHIC IN BLACK & WHITE
Shown on a white, gold, black, light and dark background.

Frequently it may be desirable to place the FRYfest graphics on a field of color. All of the FRYfest graphics include a built-in white outline which allows the art to be used on any color background. Examples of these are shown on the left.



The white outline also means that the FRYfest graphics work well on photographic or complex backgrounds as well (see examples above).

In certain circumstances, exceptions to these guidelines may be made but **only** with **prior** approval.

IOWA FRYfest GRAPHICS SAFE ZONES/MINIMUM SIZE

EQUALS 1/6TH HEIGHT OF FRYfest GRAPHIC OR "A"





SAFE ZONES

Each version of the FRYfest graphic has an established safe zone. This safe zone is intended to maintain the graphic's integrity and to avoid visual confusion. No other type or graphic element (including folds, trims or edges) should fall within the safe zone shown. The safe zone for each version of the FRYfest graphic is equal to one sixth the overall height of the graphic (or "A"). This spacing is uniform on all sides of the graphic. See the examples on the left for each graphics' specific safe zone.





MINIMUM SIZE

Each of the FRYfest graphics has a minimum allowable size. In order to ensure clear reproduction and legibility, the FRYfest graphic must not be used any smaller than the sizes shown on the left. It is preferred that when possible the graphics be used larger than their minimum size.

For information on using ®s or TMs in very small or very large applications, see page C7.

FINKBINE GOLF COURSE LOGO

FINKBINE GOLF COURSE LOGO

Shown here in full color.



Two Color Option



Black & White version



FOR USE ON DARK BACKGROUNDS ONLY

Shown here in an All White, Two Color (No Outline), and One Color versions.







FINKBINE GOLF COURSE

Artwork has been created for the Finkbine Golf Course logo. The full color version of the mark is shown at the top left. Keep in mind that the Finkbine Golf Course marks are only to be used as an identifier for the golf course. The primary identifying mark for Iowa Athletics is and should always be the Tigerhawk primary mark.

All artwork and variations are available in Macintosh and PC digital file formats.

COLOR VARIATIONS

The *preferred* use of the Finkbine Golf Course logo is the full color version. The Finkbine Golf Course logo may be used as a two color option, black and white, all white, two color (no outline), or one color version only when use of the full color version is not practical. The acceptable variations are shown at the left.

For information on using these graphics on various background colors, see page E26.

FINKBINE GOLF COURSE LOGO ON COLOR BACKGROUNDS

ON WHITE | ON GOLD | ON BLACK | ON LIGHT | ON DARK



EXAMPLES OF THE FULL COLOR FINKBINE GOLF COURSE LOGO
Shown on a white, gold, black, light and dark background.



EXAMPLES OF THE TWO COLOR OPTION FINKBINE GOLF COURSE LOGO
Shown on a white, gold, black, light and dark background.



EXAMPLES OF THE BLACK & WHITE FINKBINE GOLF COURSE LOGO
Shown on a white, gold, black, light and dark background.



EXAMPLES OF THE DARK BACKGROUND FINKBINE GOLF COURSE LOGOS
Shown on a white, gold, black, light and dark background.

Frequently it may be desirable to place the Finkbine Golf Course logo on a field of color. The Finkbine Golf Course full color, two color option, and the black & white versions of the logo include a built-in outline which allows the art to be used on any color background. The only exceptions are the "for use on dark background versions" of the Finkbine Golf Course logo. These logos do **not** work well on an all white, an all Hawkeye Gold, or light backgrounds, since none of these backgrounds provides sufficient contrast, and so should **not** be used on those colors.



The outline also means that the Finkbine Golf Course full color, two color option, and the black & white versions of the logo work well on photographic or complex backgrounds as well (see examples above).

In certain circumstances, exceptions to these guidelines may be made but **only** with **prior** approval.

FINKBINE GOLF COURSE LOGO SAFE ZONE/MINIMUM SIZE

EQUALS 1/6TH HEIGHT OF FINKBINE GOLF COURSE LOGO OR "A"





SAFE ZONES

The Finkbine Golf Course logo has an established safe zone. This safe zone is intended to maintain the graphic's integrity and to avoid visual confusion. No other type or graphic element (including folds, trims or edges) should fall within the safe zone shown. The safe zone for the Finkbine Golf Course logo is equal to one sixth the overall height of the graphic (or "A"). This spacing is uniform on all sides of the logo. See the example on the left.

MINIMUM SIZE

The Finkbine Golf Course logo has a minimum allowable size. In order to ensure clear reproduction and legibility, the Finkbine Golf Course logo must **not** be used any smaller than the size shown on the left. It is preferred that when possible the logo be used larger than its minimum size.

For information on using ®s or TMs in very small or very large applications, see page C7.

RETAILER TOOL KIT

Additional graphics and marks have been specifically created for use on select retail products and campaigns. These graphics and marks fall under the Iowa Hawkeyes brand as its retail collection. It is important to remember that these marks are primarily for retail and decorative use and are **never** to be used as identifying marks. The Tigerhawk marks are always to be used as the primary brand identifiers for Iowa Athletics.



RETAILER NOTICE

SHOWN HERE IN FULL COLOR



EXAMPLE OF THE RETAILER NOTICE USED IN AN AD



Artwork has been created for a Retailer Notice that identifies a vendor as one selling University of Iowa officially licensed products. The Retailer Notice may be used by an indivudual retailer in ads, on a website, a Facebook page, and other promotional outlets. The Retailer Notice may only be used with **prior** permission from the University of Iowa.

COLOR VARIATIONS

The Retailer Notice is available in full color and in black & white. There are several variations to choose from so that there should be a design compatible to most applications. The full color versions are shown at left.

All artwork and variations are available in Macintosh and PC digital file formats.

RETAILER NOTICE IN-STORE BANNERS & SIGNAGE

VERTICAL BANNER

(Below): Artwork for the vertical banner was created at a final size of 1 ft. by 3 ft. 8 inches. The banner may be resized proportionately to suit its final use, but only with **prior** permission.





HORIZONTAL BANNER

(Above): Artwork for the horizontal banner was created at a final size of 1 ft. by 3 ft. The banner may be resized proportionately to suit its final use, but only with **prior** permission.



22″ x 28″ SIGNAGE

(At Left): Artwork may be resized proportionately to suit its final use, but only with **prior** permission.

Artwork has been created for the Iowa Retailer Notice in-store signage and banners. The signage and banners were created to draw attention to officially licensed Iowa merchandise at its point of purchase in a retail environment. Shown at left are the 22″ x 28″ signage and the horizontal and vertical options for the banners. Keep in mind that the Iowa Retailer Notice signage and banners are only to be used as an identifier for select retailers. The primary identifying mark for Iowa Athletics is and should always be the Tigerhawk primary mark.

All artwork and variations are available in Macintosh and PC digital file formats.

PRINTING SPECIFICATIONS

Final artwork for the Iowa Retailer Notice in-store signage and banners is only available from Iowa Athletics.

The Iowa Retailer Notice graphics are restricted in their use. Approval is required prior to using these graphics.

THE IOWA OLD SCHOOL COLLECTION LOGO

OLD SCHOOL COLLECTION LOGO
Shown here in full color.



Two color version



Black & White version



All White version



IOWA OLD SCHOOL COLLECTION

Artwork has been created for the Iowa Old School Collection logo. The full color version of the mark is shown at the top left. Keep in mind that the Iowa Old School Collection marks are only to be used as an identifier for select retail products. The primary identifying mark for Iowa Athletics is and should always be the Tigerhawk primary mark.

All artwork and variations are available in Macintosh and PC digital file formats.

COLOR VARIATIONS

The *preferred* use of the Iowa Old School Collection logo is the full color version. The Iowa Old School Collection logo may be used as a two color, black and white, or all white version only when use of the full color version is not practical. The acceptable variations are shown at the left.

For information on using these graphics on various background colors, see page F5.

OLD SCHOOL COLLECTION LOGO ON COLOR BACKGROUNDS

ON WHITE | ON GOLD | ON BLACK | ON LIGHT | ON DARK



EXAMPLES OF THE FULL COLOR OLD SCHOOL COLLECTION LOGO
Shown on a white, gold, black, light and dark background.



EXAMPLES OF THE TWO COLOR OLD SCHOOL COLLECTION LOGO
Shown on a white, gold, black, light and dark background.



EXAMPLES OF THE BLACK & WHITE OLD SCHOOL COLLECTION LOGO
Shown on a white, gold, black, light and dark background.



EXAMPLES OF THE ALL WHITE OLD SCHOOL COLLECTION LOGO
Shown on a white, gold, black, light and dark background.

Frequently it may be desirable to place the Old School Collection logo on a field of color. The Old School Collection full color, two color, and black & white, and the all white versions of the logo include a built-in outline which allows the art to be used on any color background. The only exception is the all white version. The all white logos do **not** work well on an all white, an all Hawkeye Gold, or light backgrounds since none of these backgrounds provides sufficient contrast, and so should **not** be used on those colors.

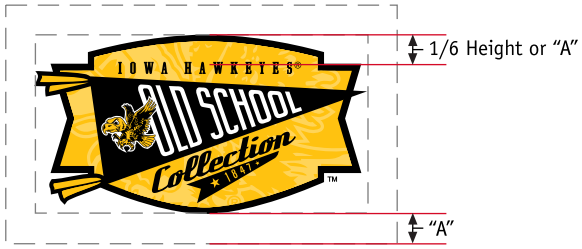


The built-in outline also means that full color, two color and black & white versions of the Old School Collection logos work well on photographic or complex backgrounds (see examples above).

In certain circumstances, exceptions to these guidelines may be made but **only** with **prior** approval.

OLD SCHOOL COLLECTION LOGO SAFE ZONES/MINIMUM SIZE

EQUALS 1/6TH HEIGHT OF LOGO OR "A"



SIMPLIFIED MARK

Shown here in full color.



Note: The simplified version of the logo may only be used with **prior** permission and must appear with the Indicia Statement (see page 53).



SAFE ZONES

The Old School Collection logo has an established safe zone. This safe zone is intended to maintain the graphic's integrity and to avoid visual confusion. No other type or graphic element (including folds, trims or edges) should fall within the safe zone shown. The safe zone for the Old School Collection logo is equal to one sixth the overall height of the graphic (or "A"). This spacing is uniform on all sides of the logo. See the example on the left.

SIMPLIFIED MARK

Artwork for a simplified Old School Collection logo was created for use on smaller applications. The simplified version of the logo may only be used with **prior** permission and must appear with the Indicia Statement (see page 53).

MINIMUM SIZE

Each of the Old School Collection logos has a minimum allowable size. In order to ensure clear reproduction and legibility, the Old School Collection logos must **not** be used any smaller than the sizes shown on the left. It is preferred that when possible the logo be used larger than its minimum size.

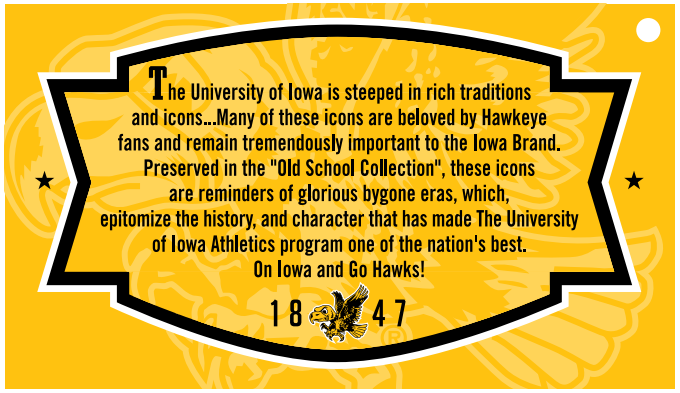
For information on using ®s or TMs in very small or very large applications, see page C7.

OLD SCHOOL COLLECTION HANG TAG ARTWORK

FRONT



BACK



Artwork has been created for the Iowa Old School Collection Hang Tag. The hang tag was created to identify product as part of the Iowa Old School Collection in a retail environment. Keep in mind that the Iowa Old School Collection hang tags are only to be used as an identifier for select retail products. The primary identifying mark for Iowa Athletics is and should always be the Tigerhawk primary mark.

All artwork and variations are available in Macintosh and PC digital file formats.

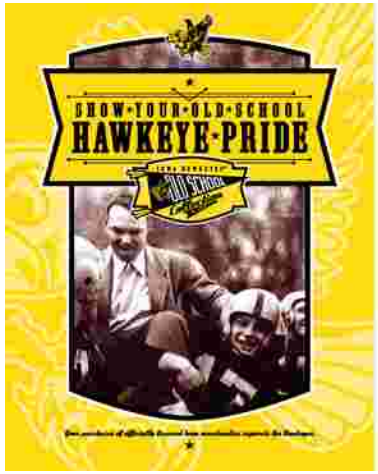
PRINTING SPECIFICATIONS

Final artwork for the Iowa Old School Collection Hang Tag is only available from Iowa Athletics.

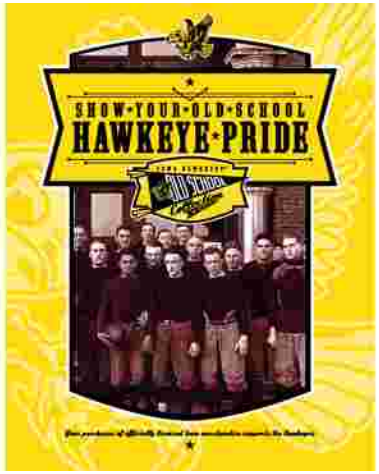
The Iowa Old School Collection graphics are restricted in their use. Approval is required prior to using these graphics.

THE IOWA OLD SCHOOL COLLECTION IN-STORE SIGNAGE

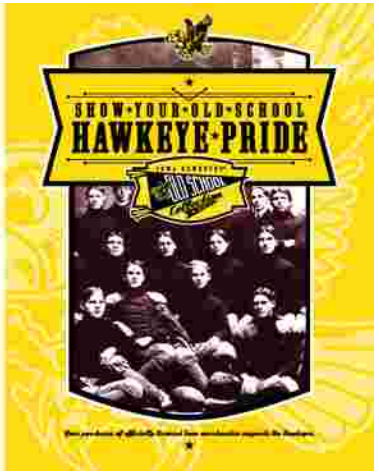
***FINAL PRINTED SIZE OF THE IN-STORE SIGNAGE EQUALS 22″ x 28.″**



Option A: The Coach



Option B: On The Steps



Option C: The Team

**But the signage may be resized proportionately.*

Artwork has been created for a series of the Iowa Old School Collection in-store signage. The signage was created to promote the Iowa Old School Collection at its point of purchase in a retail environment. Shown at left are three available image options for the signage (additional images in the series are available for use from Iowa Athletics). Keep in mind that the Iowa Old School Collection signage is only to be used as an identifier for select retail products. The primary identifying mark for Iowa Athletics is and should always be the Tigerhawk primary mark.

All artwork and variations are available in Macintosh and PC digital file formats.

PRINTING SPECIFICATIONS

Final artwork for the Iowa Old School Collection signage is only available from Iowa Athletics.

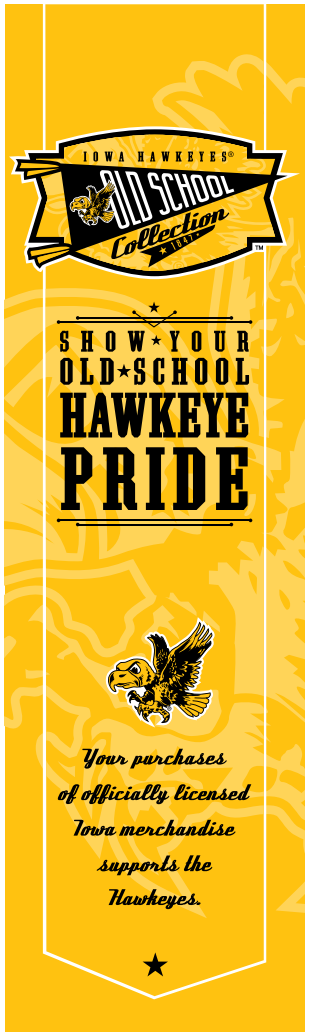
The Iowa Old School Collection graphics are restricted in their use. Approval is required prior to using these graphics.

THE IOWA OLD SCHOOL COLLECTION IN-STORE BANNERS



HORIZONTAL BANNER (Above): Artwork for the horizontal banner was created at a final size of 2.5 ft. by 8 ft. The banner may be resized proportionately to suit its final use, but only with **prior** permission.

VERTICAL BANNER (At Right): Artwork for the vertical banner was created at a final size of 2 ft. by 7 ft. The banner may be resized proportionately to suit its final use, but only with **prior** permission.



Artwork has been created for the Iowa Old School Collection in-store banners. The banners were created to draw attention to the Iowa Old School Collection at its point of purchase in a retail environment. Shown at left are the horizontal and vertical options for the banners. Keep in mind that the Iowa Old School Collection banners are only to be used as an identifier for select retail products. The primary identifying mark for Iowa Athletics is and should always be the Tigerhawk primary mark.

All artwork and variations are available in Macintosh and PC digital file formats.

PRINTING SPECIFICATIONS

Final artwork for either of the Iowa Old School Collection in-store banners is only available from Iowa Athletics.

The Iowa Old School Collection graphics are restricted in their use. Approval is required prior to using these graphics.

THE IOWA OLD SCHOOL COLLECTION STICKER



STICKER:
Artwork for the oval sticker was created at a final size of 4 1/2 inches by 2 5/8 inches.

Artwork has been created for an Iowa Old School Collection sticker. The sticker was created to identify merchandise as part of the Iowa Old School Collection. Shown at left is the sticker in full color. Keep in mind that the Iowa Old School Collection sticker is only to be used as an identifier for select retail products. The primary identifying mark for Iowa Athletics is and should always be the Tigerhawk primary mark.

All artwork and variations are available in Macintosh and PC digital file formats.

PRINTING SPECIFICATIONS

Final artwork for the Iowa Old School Collection sticker is only available from Iowa Athletics.

The Iowa Old School Collection graphics are restricted in their use. Approval is required prior to using these graphics.

CONTACT INFORMATION

For additional information regarding the use of the University of Iowa marks and for approvals for their use, please contact:

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