

**CMS Athletics Identity**

Graphic Standards



**CMS**

CLAREMONT • MUDD • SCRIPPS

## A Message from the Associate Vice President for Public Affairs & Communications and the Director of Athletics

We are excited to be presenting the new Claremont McKenna–Harvey Mudd–Scripps Colleges athletics brand.

Today's athletic environment is an increasingly competitive one. Rankings, ratings, the internet—all give prospective student-athletes and their parents more options to evaluate our teams than ever before. CMC Public Affairs and Communications and the CMS Department of Athletics have worked together to shape and refine the updated visual identity. It has been developed to help CMS position itself as a premier athletics department in the NCAA Division III and beyond. The new brand will establish a stronger visual presence, uniting the department, and presenting a more cohesive look and feel to all audiences. The new identity and corresponding Graphic Standards reflect CMS Athletics' style, passion, and character, as well as its traditions, strengths, and values.

These guidelines are designed to protect the investment CMS has made in the new brand image. With your commitment to the standards, CMS will present the strong and unified message that is very important to our communication efforts. A thorough understanding of the elements within this manual is critical. Deviation from these guidelines may create confusion and dilute the brand identity of the department. Therefore, it is extremely important that all athletic department coaches, staff, and vendors adhere to the standards as outlined in this manual.

Our brand identity is a highly valuable asset. Careful execution of the identity program as it has been designed will ensure a successful rollout and long-term implementation. Your support and cooperation are appreciated in its promotion and protection. Please take the time to review all the sections of this manual and share it with anyone responsible for producing materials for CMS.

We believe that we have created a comprehensive manual that makes it easier to follow design and logo standards, but we know questions will arise. Please call Claremont McKenna College Public Affairs & Communications with questions or concerns.

Thank you for your help and commitment to building and maintaining the CMS Athletics brand identity that reflects the vision and excellence we all represent.

Please join us in embracing this new look with pride and enthusiasm.

Sincerely,



**Max Benavidez**  
AVP, Public Affairs & Communications  
CMC



**Mike Sutton**  
Director of Athletics  
CMS Athletics

## Introduction

### How to Use the New Brand

Careful and consistent application of the new logos is one of the keys to the success of the new CMS Athletic Identity Program. Whenever uniforms, apparel, brochures, newsletters, web sites, banners, or other communication pieces are created, they represent the entire Athletic Department. Therefore, it is important to present a consistent look, feel, and level of quality in all athletic-related communications.

This identity and these standards should now replace all other Stag, Athena, and CMS logos not included in this manual that would compete with CMS Athletics' identity and weaken its internal and external presence. Adhering consistently to these standards will help CMS achieve greater recognition in the athletic world, distinguish its teams by visually aligning them with the official recognizable brand, and make a stronger impression on prospective student-athletes and their parents.

### How to Use the Graphic Standards

While no guide can cover all possible issues or situations, this document provides guidelines for any communication vehicle that impacts the CMS reputation — be it print, electronic, or other visual media. Inside, are helpful guidelines for how to utilize the new logos. The successful implementation of this branding initiative will amplify the spirit of the CMS athletic community with fans, alumni, parents, current students, and others.

Information about accessing the logos and other resources are located at the end of this manual.

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## Identity System Logos

### The CMS Logotype

The CMS logotype is the new visual identity for the CMS athletic department.

Within the configurations, the size and position of the elements are fixed (as shown at right) and must not be reconfigured or altered in any way.

The CMS is available in a Pantone (PMS) solid 2-color version and a 4-color process gradient color version.

### Approved Modifications

When the logo is used at a very small size or the specific listing of the college names is not necessary or redundant, it can be appropriate to use the logo without the elements below "ATHLETICS". The line rule, square bullet marks, and the text must be removed together for this to be acceptable to the brand standards.



*CMS Logotype – Solid Color Version*



*CMS Logotype – Gradient Color Version*



## Identity System Logos

### CMS Mascots Logo

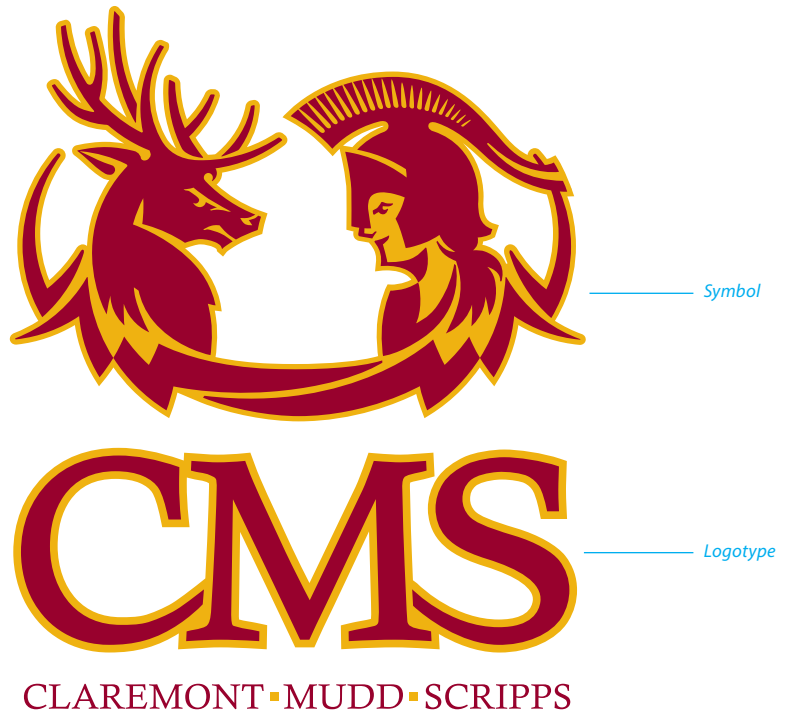
The CMS Mascots Logo is the new visual identity for joint CMS athletic department ventures.

The signature is comprised of the new joint mascots symbol and CMS logotype.

Within the logo configurations, the size and position of the symbol and the logotype are fixed and must not be reconfigured or altered in any way.

The CMS Mascots Logo is available in a Pantone (PMS) solid 2-color version and a 4-color process gradient color version. Horizontal versions are also available.

*CMS Mascots Logo – Solid Color Version*



*CMS Mascots Logo – Gradient Color Version*



## Identity System Logos

### Athenas Logo

The CMS Athenas Logo is the new visual identity for CMS athletic department's women's teams.

The signature is comprised of the new CMS Athenas symbol and CMS logotype.

Within the horizontal and vertical configurations, the size and position of the symbol and the logotype are fixed and must not be reconfigured or altered in any way.

The CMS Athenas Logo is available in a Pantone (PMS) solid 2-color version and a 4-color process gradient color. Horizontal versions are also available.

*CMS Athenas Logo – Solid Color Version*



*CMS Athenas Logo – Gradient Color Version*



## Identity System Logos

### Stags Logo

The CMS Stags Logo is the new visual identity for CMS athletic department's men's teams.

The signature is comprised of the new CMS Stags symbol and CMS logotype.

Within the horizontal and vertical configurations, the size and position of the symbol and the logotype are fixed and must not be reconfigured or altered in any way.

The CMS Stags Logo is available in a Pantone (PMS) solid 2-color version and a 4-color process gradient color version. Horizontal versions are also available.

*CMS Stags Logo – Solid Color Version*



*CMS Stags Logo – Gradient Color Version*



## CMS Athletics Color Palette

### CMS Color Palette

The official identity colors of the CMS Identity System are cardinal, gold, and dark cardinal. When using the Pantone® Matching System (PMS), the standard inks for these colors are PMS 202 (Cardinal), PMS 124 (Gold), and PMS 1817 (Dark Cardinal).

In addition to the two primary colors, a secondary palette of Dark Cardinal is available for use in certain applications.

The solid 2-color logo versions use the primary Cardinal and Gold colors. The gradient color logo versions use the official gradient color of Cardinal transitioning to Dark Cardinal.

All logos may be produced in a single color when multiple colors are not available. PMS 202 (or its CMYK equivalent) is preferred. If the preferred colors are not available, please select a similar color that provides sufficient contrast and saturation.

#### Primary Colors



**CMS Cardinal**  
Pantone Colors: PMS 202  
Process Colors: C0, M100, Y61, K43  
RGB Colors: R129, G0, B49  
HEX Code: 60001E



**CMS Gold**  
Pantone Colors: PMS 124  
Process Colors: C0, M28, Y100, K6  
RGB Colors: R222, G176, B46  
HEX Code: DEB02E

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#### Secondary Color



**CMS Dark Cardinal**  
Pantone Colors: PMS 1817  
Process Colors: C0, M90, Y100, K66  
RGB Colors: R96, G25, B0  
HEX Code: 601900

#### Gradient Color



**CMS Cardinal transition to Dark Cardinal**

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## Preferred Typeface

### Typeface

Consistent use of a specifically selected typeface will result in a visual style that is more recognizable to our external audiences. Although not required in every instance, we strongly recommend the Calisto type family for your applications. Examples of the Calisto typeface are shown at right.

Frutiger is the preferred sans serif alternative.

In cases when these fonts are not available, please select a similar font that provides sufficient legibility and style.

#### Athletic Logos Typeface

**CALISTO REGULAR**  
1234567890

***CALISTO ITALIC***  
1234567890

**CALISTO BOLD**  
1234567890

***CALISTO BOLD ITALIC***  
1234567890

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#### Athletic Logos Alternative Typeface

**FRUTIGER REGULAR**  
1234567890

***FRUTIGER ITALIC***  
1234567890

**FRUTIGER BOLD**  
1234567890

***FRUTIGER BOLD ITALIC***  
1234567890



## Staging the Logos

### Minimum Staging for the Logos

On all visual communications—online or print or product applications—it is vital that the logo be distinctly positioned so that it always stands apart from other text or visual elements. To ensure this visual separation, the logo must be surrounded by an area free of any graphic intrusions that may diminish its visual presence and impact.

Always try to surround the logo with a minimum of free space X, where X is the height of the small cap letter of the logotype. This area should be free of any competing graphic intrusion, typography, photographic, or illustrated image. The edge of a printed or web page should ideally use a minimum of twice this amount of space whenever possible.

### Small-Scale Use

It is recommended that the three variations of the CMS Mascot Logo artwork (duel, Stag, and Athena) not be used smaller than 1.5" in height for print applications.

Where the reproduction size will impact legibility in applications such as embroidery, pins, or other small scale items, a simplified version of these logos has been developed (see page 13). Please refer to the CMS Athletics website ([cmsathletics.org](http://cmsathletics.org)) to download these specific logo variations.

Logo Spacing Area



Units of Measurement for Spacing Area



## CMS Athletics Logo Configurations

File names are formatted as follows: 01\_CMS; 02\_CMS; etc.

### Stacked Monogram Logo

The stacked monogram is an important and recognizable part of the historic CMS visual identity. It is not to be used attached to the mascot symbol or used along with any of the new logos. (See the image to the right of the logo for an example of unacceptable use.)

#### CMS Stacked Logo

01 | Apparel



#### Unacceptable Use



DO NOT attach the mascot logo or any other part of the new CMS brand.

### New Logo Color Versions

There are two color version for each logo. The solid 2-color version is to be used for most apparel production and other applications that have limited color options and/or reproduction capability. The gradient version is to be used for most print and web application and occasional apparel when specific production techniques are available.

#### CMS Logotype

02 | Apparel



03 | Print/Web/Apparel



#### CMS Mascots Logo

04 | Apparel



05 | Print/Web/Apparel



06 | Apparel



07 | Print/Web/Apparel



#### CMS Combination Logo

08 | Apparel



09 | Print/Web/Apparel



#### CMS Elements

10 | Apparel



12 | Apparel



11 | Print/Web/Apparel



13 | Print/Web/Apparel



## Athenas Logo Configurations

File names are formatted as follows: 01\_Athena; 02\_Athena; etc.

### Athenas Logotype

01 | Apparel



02 | Print/Web/Apparel



### Athenas Mascot Logo

03 | Apparel



04 | Print/Web/Apparel



05 | Apparel



06 | Print/Web/Apparel



### Athenas Logo Elements

07 | Apparel



08 | Print/Web/Apparel



09 | Apparel



10 | Print/Web/Apparel



### Special Use

The Special Use Mascot Element may be used when there is inadequate space to accommodate the width of the arch around the mascot. (For example, a small vertically oriented area on the back of a baseball hat.)

### Athenas Special Use Mascot Element

11 | Apparel



12 | Print/Web/Apparel



## Stags Logo Configurations

File names are formatted as follows: 01\_Stags; 02\_Stags; etc.

### Stags Logotype

01 | Apparel



02 | Print/Web/Apparel



### Stags Mascot Logo

03 | Apparel



04 | Print/Web/Apparel



05 | Apparel



06 | Print/Web/Apparel



### Stags Logo Elements

07 | Apparel



08 | Print/Web/Apparel



09 | Apparel



10 | Print/Web/Apparel



### Special Use

The Special Use Mascot Element may be used when there is inadequate space to accommodate the width of the arch around the mascot. (For example, a small vertically oriented area on the back of a baseball hat.)

### Stags Special Use Mascot Element

11 | Apparel



12 | Print/Web/Apparel



## Sport or Department Names Logo Configurations

File names are formatted as follows: 01\_SportName; 02\_SportName; etc.

### Sport Name Logos

Each CMS athletic team has a set of logos customized for their sport. These logos are available as an additional branding option to the official CMS brand logos. Both the official logos and these sport variations may be used.

### Approved Modifications

When the logo is used at a very small size or the specific listing of the college names is not necessary or redundant, it can be appropriate to use the logo without the elements below "SPORT NAME". The line rule, square bullet marks, and the text must be removed together for this to be acceptable to the brand standards.



### Sport CMS Logotype

01 | Apparel

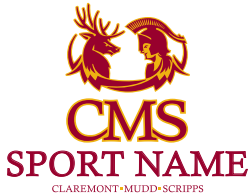


02 | Print/Web/Apparel



### Sport CMS Mascots Logo

03 | Apparel



04 | Print/Web/Apparel



05 | Apparel



06 | Print/Web/Apparel



### Sport Athenas Logotype

07 | Apparel



08 | Print/Web/Apparel



### Sport Athenas Mascot Logo

09 | Apparel



10 | Print/Web/Apparel



11 | Apparel



12 | Print/Web/Apparel



### Sport Stags Logotype

13 | Apparel



14 | Print/Web/Apparel



### Sport Stags Mascot Logo

15 | Apparel



16 | Print/Web/Apparel



17 | Apparel



18 | Print/Web/Apparel



## CMS Colored Background Logo Variations

File names are formatted as follows: 01\_CMS-Color; 02\_CMS-Color; etc.

### Simplified Logos on Colored Backgrounds

There are several acceptable color variations (1-color, 2-color, and 3-color) of the main logos for use on colored backgrounds. Since legibility and details of the logo can be lost when produced on a background other than white, the elements in these symbols have been simplified. These should be used primarily for apparel and not for print applications. These logos are also approved for embroidery. They should be used exactly as they are shown on these specific background colors.

Please contact CMC Public Affairs & Communications with any questions regarding using a logo on colored or textured backgrounds.

### Approved Modifications

When the logo is used at a very small size or the specific listing of the college names is not necessary or redundant, it can be appropriate to use the logo without the colleges listed below "CMS". Both the text and the square bullet marks must be removed together for this to be acceptable to the brand standards.

#### CMS 1-Color Logos

01 | 1-Color on Cardinal



02 | 1-Color on Gold



#### CMS 2-Color Logos

03 | 2-Color on Cardinal



04 | 2-Color on Gold



05 | 2-Color on Gray



06 | 2-Color on Black



#### CMS 3-Color Logos

07 | 3-Color on Gray



08 | 3-Color on Black



## Athenas Colored Background Logo Variations

File names are formatted as follows: 01\_Athenas-Color; 02\_Athenas-Color; etc.

### Athenas 1-Color Logos

01 | 1-Color on Cardinal



02 | 1-Color on Gold



### Athenas 2-Color Logos

03 | 2-Color on Cardinal



04 | 2-Color on Gold



05 | 2-Color on Gray



06 | 2-Color on Black



### Athenas 3-Color Logos

07 | 3-Color on Gray



08 | 3-Color on Black



## Stags Colored Background Logo Variations

File names are formatted as follows: 01\_Stags-Color; 02\_Stags-Color; etc.

### Stags 1-Color Logos

01 | 1-Color on Cardinal



02 | 1-Color on Gold



### Stags 2-Color Logos

03 | 2-Color on Cardinal



04 | 2-Color on Gold



05 | 2-Color on Gray



06 | 2-Color on Black



### Stags 3-Color Logos

07 | 3-Color on Gray



08 | 3-Color on Black





## Sport Name Colored Background Logo Variations

File names are formatted as follows: 01\_SportName-Color; 02\_SportName-Color; etc.

### Simplified Logos on Colored Backgrounds

There are several acceptable color variations (1-color, 2-color, and 3-color) of the sport name logos for use on colored backgrounds. Since legibility and details of the logo can be lost when produced on a background other than white, the elements in these symbols have been simplified. These should be used primarily for apparel and not for print applications. These logos are also approved for embroidery. They should be used exactly as they are shown on these specific background colors.

Please contact CMC Public Affairs & Communications with any questions regarding using a logo on colored or textured backgrounds.

### Approved Modifications

When the logo is used at a very small size or the specific listing of the college names is not necessary or redundant, it can be appropriate to use the logo without the colleges listed below "SPORT NAME". Both the text and the square bullet marks must be removed together for this to be acceptable to the brand standards.

#### Sport CMS 1-Color Logos

01 | 1-Color on Cardinal



02 | 1-Color on Gold



#### Sport CMS 2-Color Logos

03 | 2-Color on Cardinal



04 | 2-Color on Gold



05 | 2-Color on Gray



06 | 2-Color on Black



#### Sport CMS 3-Color Logos

07 | 3-Color on Gray



08 | 3-Color on Black





## Athenas Sport Names

### Sport Athenas 1-Color Logos

09 | 1-Color on Cardinal



10 | 1-Color on Gold



### Sport Athenas 2-Color Logos

11 | 2-Color on Cardinal



12 | 2-Color on Gold



13 | 2-Color on Gray



14 | 2-Color on Black



### Sport Athenas 3-Color Logos

15 | 3-Color on Gray



16 | 3-Color on Black



## Stags Sport Names

### Sport Stags 1-Color Logos

17 | 1-Color on Cardinal



18 | 1-Color on Gold



### Sport Stags 2-Color Logos

19 | 2-Color on Cardinal



20 | 2-Color on Gold



21 | 2-Color on Gray



22 | 2-Color on Black



### Sport Stags 3-Color Logos

23 | 3-Color on Gray



24 | 3-Color on Black



## Unacceptable Uses of the Athletic Logos

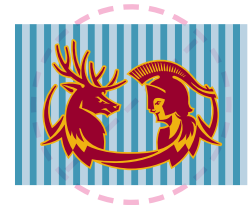
### Unacceptable Uses

The logo must always be reproduced exactly as it appears in the Graphic Standards. The size and position of the symbol and the logotype are fixed, and must not be altered. Shown at right are some examples of misuse of the Athletic Identity System logos. These types of errors must be avoided at all times. These examples apply to all versions of the logos.

Certain variations to the existing system may be acceptable depending on the application. Please contact the CMC Office of Public Affairs and Communications before proceeding.



*DO NOT violate the designated free space area around the logo with a graphic element or text.*



*DO NOT flip or distort any elements of the logos.*

*DO NOT display the logos on a background that has inadequate contrast or is overly busy.*



*DO NOT substitute a different font for any elements of the logo or increase the thickness of the outlines.*

*DO NOT substitute a different color for any elements of the logo.*



*DO NOT alter or create a new size relationship between the symbol and the logotype.*

*DO NOT alter the alignment relationship between the symbol and the logotype or create a new text outline.*



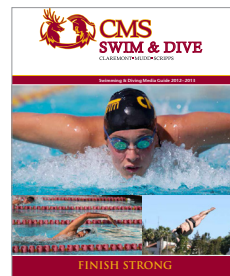
*DO NOT create new configurations of the logos or combine elements from other logos.*

## Appropriate Uses of the CMS Athletic Logos

### Standard Use of the Brand

Samples of standard appropriate use of the new brand on apparel, uniforms, and print applications.

*Example of appropriate use of the Stacked Monogram CMS on a uniform*



### Custom Use of the Brand

Certain variations to the existing system may be available on a per project basis when working with the CMC Office of Public Affairs and Communications. Provided on the right are a few samples of those custom applications.



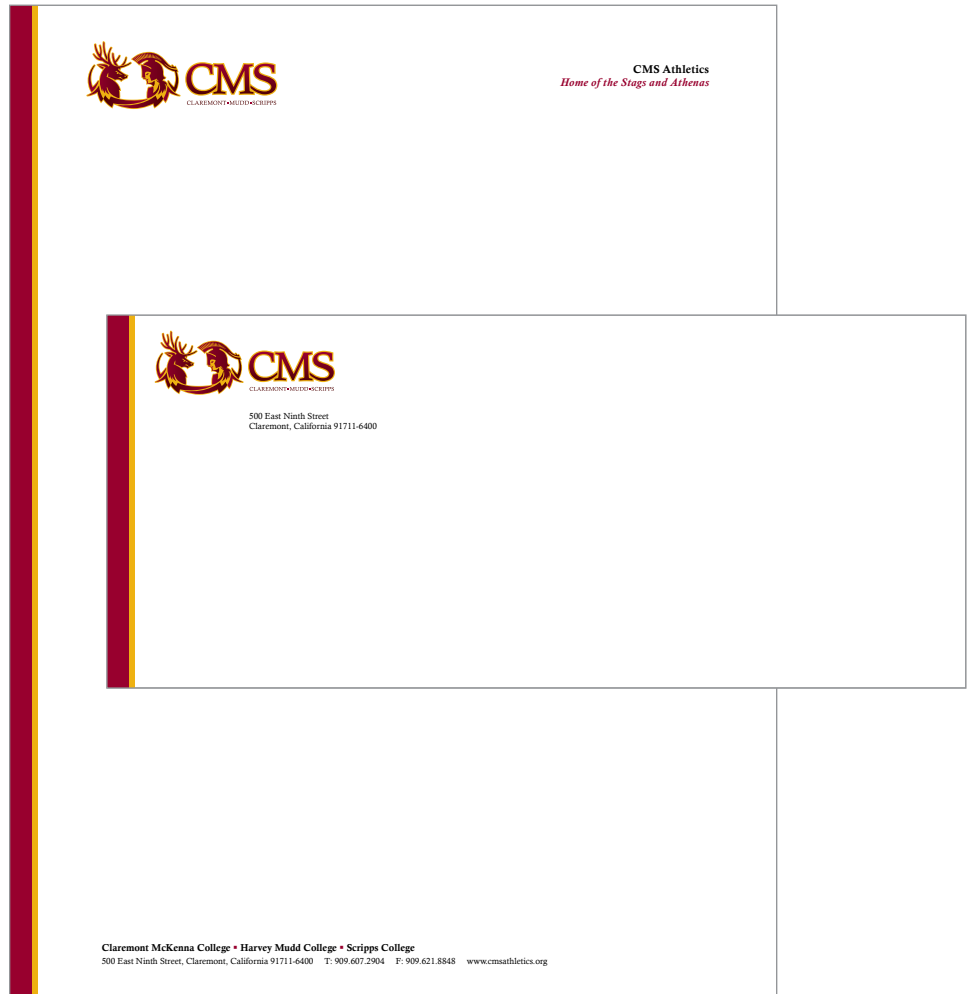
Before proceeding with the reproduction of any of these or other brand variation designs, please contact the CMC Office of Public Affairs and Communications via email at [publicaffairs@cmc.edu](mailto:publicaffairs@cmc.edu) or by phone 909-621-8099.



## Stationery

Stationery carries the most official and personal of CMS Athletic's communications. Letters will likely represent individuals speaking on behalf of CMS. For these reasons, it is critical that the visual and written content maintain the highest level of quality in preparation and production. With that in mind, a stationery system has been designed that incorporates the updated identity. Please avoid inclusion of unauthorized graphic elements or copy including slogans, unofficial symbols, photographs, etc. that will deter from the message and the impact of the CMS brand.

### Letterhead and #10 Envelope



### Business Card Front



### Business Card Back Options



## Logo Files and Usage Questions

Careful and consistent application will be one of the keys to the success of the new CMS Athletic Identity Program. Whenever a brochure, newsletter, web site, banner, uniform, t-shirt, or other communication piece is created, it represents the entire Athletic Department. Therefore, it is important that we present a consistent look, feel, and level of quality in all of our athletic-related communications. This document provides guidelines for any communication vehicle that impacts the CMS reputation — be it print, electronic, or other visual media. Careful execution of the identity program as it has been designed will ensure a successful rollout and long-term implementation.

The CMS Athletic Department Identity System is managed by the Claremont McKenna College Office of Public Affairs and Communications.

This manual is available online, where any updates will also be included. Downloadable logo files are available at [www.cmsathletics.com/secure](http://www.cmsathletics.com/secure). Any special circumstances that may require a deviation from the standards outlined in this guide should be approved by the Claremont McKenna College Office of Public Affairs and Communications.

Please direct all enquiries regarding brand and logo use to:

**CMC Public Affairs and Communications**

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Claremont, CA 91711  
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publicaffairs@cmc.edu