Hofstra Athletics Visual Identity Usage Guide
The following guidelines have been developed to build a strong visual identity for the Hofstra University Department of Athletics in all intra-university and external communications. By adhering to these guidelines, we will create and support a consistent, familiar and sophisticated image. This will inspire pride in our student-athletes, prospective student-athletes, alumni, administration, staff, fans and the general public.

The Hofstra Pride refers to a pack of lions, male and female, who work together towards a common goal and symbolize determination and strength. The Pride conveys both the teamwork and togetherness that are traits of lions living in a pride, that have a close bond and work together for the good of the entire group.
Approved Marks - Teams

Logos have been made for the following Hofstra University teams and organizations:

- Pride
- Athletics
- Men’s Basketball
- Women’s Basketball
- Basketball
- Golf
- Cross Country
- Field Hockey
- Men’s Lacrosse
- Women’s Lacrosse
- Lacrosse
- Men’s Soccer
- Women’s Soccer
- Soccer
- Softball
- Strength
- Tennis
- The Pride
- Volleyball
- Baseball
- Wrestling
- Cheerleading
- Dance
- Band
- Pride Club
Primary vs. Secondary Logos

Primary Logos

May be used on their own, as they say Hofstra in the logo.

Primary Logo

Primary Word Mark

Primary H Word Mark

Secondary Logos

May not be used on their own. Must be accompanied by a primary logo in another location (on apparel, on flyer, etc.) or the words: “HOFSTRA” in Pride Bold Italic font.

H Monogram

Graphic Mark
H Primary Mark Variations

To use any variation of this logo, please email Christina.Arnone@hofstra.edu
Approved Marks – Primary Logo

Black and white logo should only be used for print purposes, not on any apparel.
Approved Marks - Primary

Hofstra Pride
Hofstra Band
Hofstra Baseball
Hofstra Basketball
Hofstra Cross Country
Hofstra Athletics
Hofstra Cheerleading
Hofstra Field Hockey
Hofstra Golf
Hofstra Lacrosse
Hofstra Pride Club
Hofstra Dance
Hofstra Men’s Basketball
Hofstra Men’s Lacrosse
Hofstra Men’s Soccer
The Pride
Hofstra Soccer
Hofstra Softball
Hofstra Tennis
Hofstra Volleyball
Hofstra Women’s Lacrosse
Hofstra Women’s Soccer
Hofstra Women’s Basketball
Hofstra Wrestling
Approved Marks – Primary Word Mark
Approved Marks – Primary Word Mark
Sport Specific

HOFSTRA PRIDE
HOFSTRA BAND
HOFSTRA BASEBALL
HOFSTRA BASKETBALL
HOFSTRA CROSS COUNTRY
HOFSTRA ATHLETICS
HOFSTRA CHEERLEADING
HOFSTRA FIELD HOCKEY
HOFSTRA GOLF
HOFSTRA LACROSSE
HOFSTRA PRIDE CLUB
DANCE
HOFSTRA MEN'S BASKETBALL
HOFSTRA MEN'S LACROSSE
HOFSTRA MEN'S SOCCER
HOFSTRA SOCCER
HOFSTRA SOFTBALL
HOFSTRA TENNIS
HOFSTRA VOLLEYBALL
HOFSTRA WOMEN'S BASKETBALL
HOFSTRA WOMEN'S LACROSSE
HOFSTRA WOMEN'S SOCCER
HOFSTRA WRESTLING

ATHLETICS VISUAL IDENTITY GUIDE
UPDATED SEPTEMBER 2013
Approved Marks – Secondary Logo

H Monogram

H marks should no longer have TM or R mark next to them. If you need updated files, contact the Marketing Office.
Accepted Color Combinations - H Monogram with Outlines
Approved Marks – Secondary Logo
Graphic Mark
Accepted Color Combinations - Logos

These are the approved color combinations for the primary marks, graphic marks, word marks, and H monograms. The H monograms with outlines are on the next page.
<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hofstra Gold</td>
<td>C: 0, M: 0, Y: 85, K: 5</td>
<td>R: 255, G: 194, B: 17</td>
<td>FEB612</td>
</tr>
<tr>
<td>PMS 123</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hofstra Blue</td>
<td>C: 100, M: 38, Y: 0, K: 21</td>
<td>R: 12, G: 46, B: 135</td>
<td>0B1E73</td>
</tr>
<tr>
<td>PMS 661</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hofstra Grey*</td>
<td>C: 0, M: 0, Y: 0, K: 60</td>
<td>R: 102, G: 102, B: 102</td>
<td>666666</td>
</tr>
<tr>
<td>60% Black</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hofstra Black**</td>
<td>C: 0, M: 0, Y: 0, K: 100</td>
<td>R: 0, G: 0, B: 0</td>
<td>000000</td>
</tr>
<tr>
<td>PMS Black</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Hofstra Grey may be used for printed materials and practice gear only.  
**Hofstra Black is only to be used for printed material.

Please note: Please use the conversion chart when producing pieces for print, screen and web. Do not attempt to match these swatches. Always refer to the Pantone Matching System for accurate results (www.Pantone.com).
Typography & Numerals

Pride Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Pride Bold Italic Numerals

0123456789

Pride Bold Italic is a proprietary typeface, made exclusively for the Hofstra Athletics Department. It should not be used for large pieces of text, only for titling or small amounts of text.

The font does not include punctuation and should therefore not be used in creating sentences or words with apostrophes.

Pride Bold Italic Numerals are slightly more upright than the Pride Bold Italic letters. This helps with legibility on uniforms.
These are the approved color combinations for Pride Bold Italic. Please do not add strokes, gradients or other effects to the typography or numerals. When creating uniforms, avoid using gold-on-white, white-on-gold, or blue-on-grey combinations, due to lack of contrast.
Numerals Usage

These are the approved color combinations for Pride Bold Italic. Please do not add strokes, gradients, or other effects to the typography or numerals. When creating uniforms, avoid using gold-on-white, white-on-gold, or blue on grey combinations, due to lack of contrast.
Program Letterhead & Envelope

Ordering Athletics letterhead, envelopes and business cards must be done through one of the department secretaries through the University’s print shop.
Uniforms

When creating uniforms, remember to place dark numerals on light backgrounds and light numerals on dark backgrounds. This will help spectators, officials and broadcasters identify players.

If possible, use one of the provided marks. If you need to use the font Pride Bold Italic, follow the simple rule on the right for consistency.

When creating new jerseys that don’t use existing word marks, keep the lettering consistently straight across the chest. DO NOT place the letters on an arc or angle.
Apparel

All apparel purchased by all athletic teams, spirit support, recreation teams, etc. using any of the logos listed in this guide, must be Hofstra colors – Blue, Gold, White only

– This includes items for promotions, alumni days, and events.

The only exception is varsity team practice gear – Hofstra grey t-shirts and sweat suits, and these can ONLY be worn at practices.

There shall be NO apparel purchased or worn in black, even if this gear is donated by an apparel company.

Parents/fans who wish to purchase their own apparel with Hofstra logos on them must be approved by the marketing office. Coaches and team administrators should send these requests to the marketing department to ensure that appropriate colors and logos are used.
Merchandise

Many pieces of merchandise can be easily created for coaches, fans and students with the provided logos in this guide.
Logos No Longer In Use

As of April of 2009, the Athletics Department has decided to no longer use the horizontal logo to the left.
**Improper Usage**

1. Do not reverse the logo direction.

2. Do not stack the graphic and word mark separately. Use the Primary vertical or sport specific logo.

3. Do not change image placement or direction. Use only those logos provided, with lions facing to the right and word marks remaining horizontal.

4. Do not add words or phrases to existing Primary logos. Use the sport-specific logo. Words or phrases can be added to the secondary logos.
5. Do not adjust the proportionality of any mark.

6. Do not change any color schemes. Do not invert colors. Use only Hofstra colors and approved color variations.

7. Do not use any other image to create a custom image. Logos must be independent from any other image.

*the exception would be when logos are made for a special events such as Fan Fest, Midnight Madness, Run With Pride 5K and need to be approved by the marketing department.
Improper Usage
The Most Common Mistake

8. Do not reverse colors of the two lions. The female lion should NEVER be in blue and should ALWAYS be in white.

The only exception is on a one color grey t-shirt where the female is in grey and the male is in blue (see page 13)