

Hofstra Athletics Visual Identity Usage Guide



Introduction

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



Approved Marks – Primary Word Mark



Approved Marks – Primary Word Mark

Sport Specific



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.

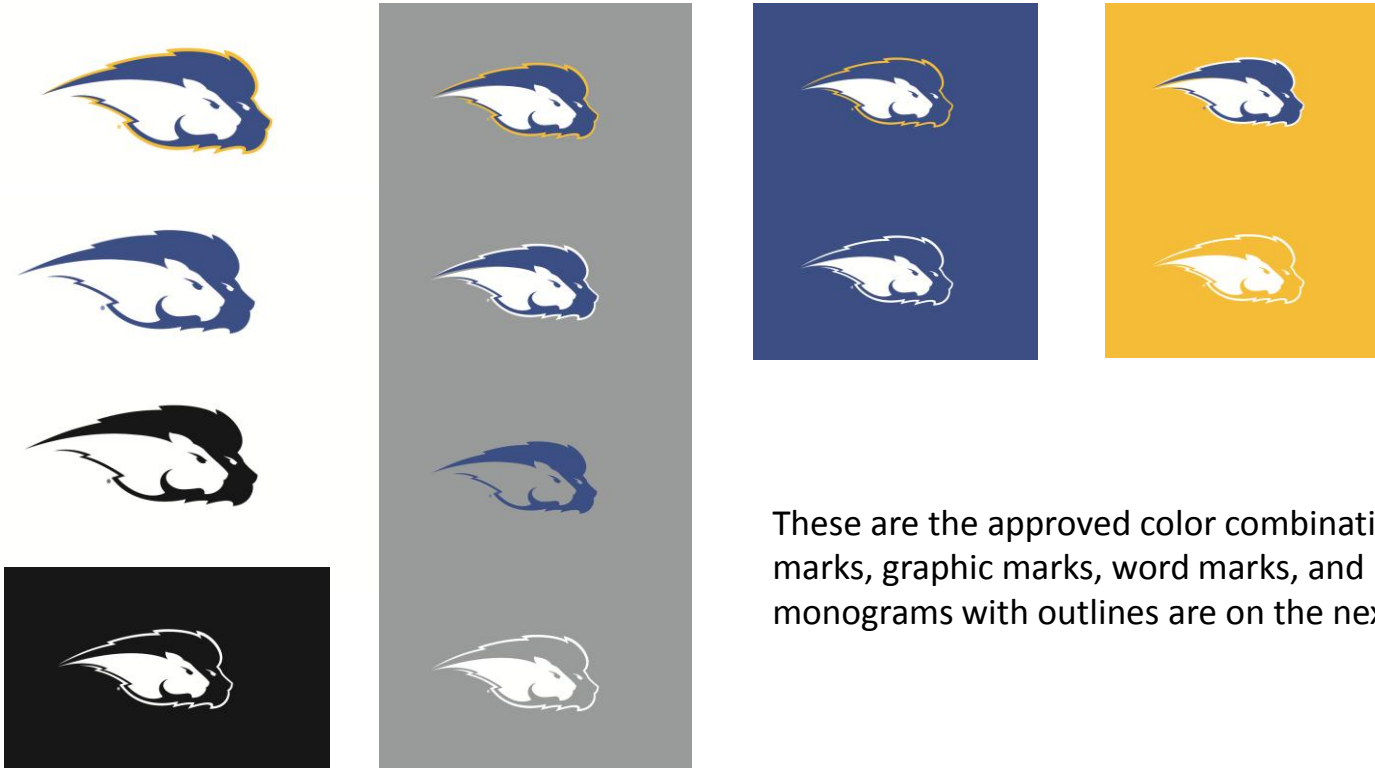
Accepted Color Combinations - H Monogram with Outlines



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.

Color



Hofstra Gold
PMS 123

Hofstra Gold - CMYK
C: 0
M: 0
Y: 85
K: 5

Hofstra Gold - RGB
R: 255
G: 194
B: 17

Hofstra Gold - HEX
FEB612



Hofstra Blue
PMS 661

Hofstra Blue - CMYK
C: 100
M: 38
Y: 0
K: 21

Hofstra Blue - RGB
R: 12
G: 46
B: 135

Hofstra Blue - HEX
0B1E73

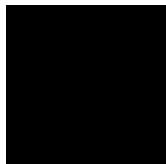


Hofstra Grey*
60% Black

Hofstra Grey - CMYK
C: 0
M: 0
Y: 0
K: 60

Hofstra Grey - RGB
R: 102
G: 102
B: 102

Hofstra Grey - HEX
666666



Hofstra Black**
PMS Black

Hofstra Black - CMYK
C: 0
M: 0
Y: 0
K: 100

Hofstra Black - RGB
R: 0
G: 0
B: 0

Hofstra Black - HEX
000000

*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

***ABCDEFGHIJK
LMNOPQRSTU
VWXYZ***

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

0123456789

Pride Bold Italic Numerals are slightly more upright than the Pride Bold Italic letters. This helps with legibility on uniforms.

Typography 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.

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.



1234567890
1234567890
1234567890



1234567890
1234567890
1234567890



1234567890
1234567890
1234567890
1234567890
1234567890

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



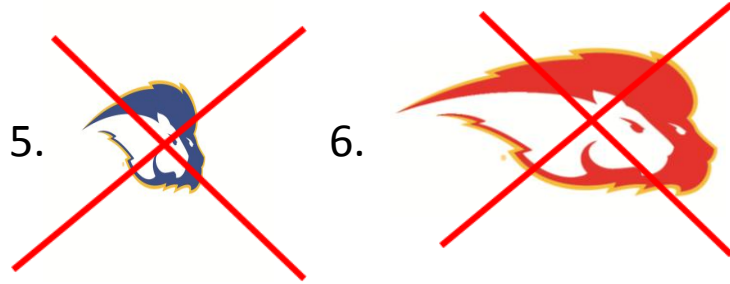
As of April of 2009, the Athletics Department has decided to no longer use the horizontal logo to the left.

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.

Improper Usage



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.



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)

