



HOBART STATESMEN

Brand Standards Guide

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INTRODUCTION

Letter From the Athletic Director



Dear Hobart Athletics,

Our athletics brand has long symbolized the commitment, integrity and strength of our beloved Hobart Statesmen. Since 1936 when we were first dubbed the Statesmen, the moniker and our traditional colors of Purple & Orange have provided instant recognition for Hobart College and our student-athletes across the world.

With these powerful symbols, our history and future in mind, we have outlined important identity elements and guidelines so that we may present a consistent story and brand message for Hobart Statesmen Athletics. A brand message that is befitting of true Statesmen.

The following document will help all stakeholders maximize the impact of Hobart Statesmen Athletics by providing the standards required to present a consistent and integrated image in all we undertake in the name of our great programs.

These guidelines exist to build our brand throughout the world. By presenting a consistent image and message in our marketing materials, signage, facilities and uniforms, we are capturing the spirit of our loyal fans, conveying the quality of our teams and preserving the rich history of our athletics programs.

Your cooperation in adhering to the guidelines presented herein, pertaining to logo use, typography, and color palette is appreciated. Thank you for your efforts in unifying the image of Hobart Statesmen Athletics.

Sincerely,

A handwritten signature in black ink, appearing to read 'Brian Miller', written in a cursive style.

Brian Miller

Interim Athletic Director
Hobart Statesmen

Guidelines Purpose



The Hobart Statesmen Athletics brand is one of our most valuable assets. It defines who we are, what we do and what we represent as an athletics program. The following pages help ensure all members are working together to communicate the Hobart Statesmen Athletics brand with a consistent image and voice.

The Hobart Statesmen marks used to represent our athletics brand must be replicated and produced according to the associated guidelines contained herein. As a representative of the athletics department, it is your role to follow these guidelines and protect the foundational elements upon which our brand is built.

Adhering to these guidelines will allow us to communicate our brand in a consistent, compelling and unified manner. Correct application is crucial in helping Hobart College carve out a unique and relevant position throughout the competitive landscape of collegiate athletics.

All materials in this document are the property of Hobart and William Smith Colleges. This includes, but is not limited to, printed and/or electronic text and images. Written permission from a duly appointed representative of Hobart and William Smith Colleges is required for any use or publication, public or private, of any material contained herein. There is not implied consent for any use, publication, republication or transmission of material owned by Hobart and William Smith Colleges.

FILE FORMATS AND USAGE

All applications of Hobart Athletics brand assets must receive written approval from Peggy Kowalik, Director of Publications. This includes: the development of new logos, all forms of advertising and marketing, event collateral, merchandise, web applications, audio branding elements, copywriting and photography.

Please direct all requests to the appropriate contact listed below. All requests for approval must be made at least three (3) business days prior to the release of the final artwork.

Hobart and William Smith Colleges reserve the right to deny approval for any request found not to be in line with these established guidelines. Because each situation creates unique challenges and new modes and methods of communication frequently arise, this outline contains a certain degree of flexibility pending consultation with the contact below. Hobart and William Smith Colleges is ultimately responsible for approving applications that interpret the established standards. In any situation of question, please reach out as early as possible in the process to ensure timely completion and approval. Such uses will be considered and directed on an individual basis. The goal is to meet the needs of every Hobart and William Smith Colleges marketing partner without adversely affecting the basic uniformity upon which a successful brand identity program is based.

Hobart and William Smith Colleges will thus provide all digital assets and instruct all partners to use only original artwork for reproduction of these marks. Printed images extracted from publications should never be used for scanning or paste ups when preparing graphics for an application. Elements and logos may not be electronically or manually altered. All questions or inquires should be directed to:

Peggy Kowalik
Director of Publications
Hobart and William Smith Colleges
O: (315) 781-3695
E: kowalik@hws.edu

BRAND IDENTITY



Brand Identity **Hobart Statesmen Primary Logo**

Full Color

The Hobart Statesmen Primary Logo is shown here in Full Color on White and Black backgrounds.

These versions of the logo should be used whenever possible; however, additional marks are provided for situations where One Color and Black & White versions are needed for production.



HOBART



Single Color

The Hobart Statesmen Primary Logo is shown here in Single Color on White and Black backgrounds.

In high-profile or merchandise applications, the Full Color Primary Logo is always the preferred version of this logo for use. The Single Color Primary Logo should only be used in simple, low-profile applications where printing costs are a significant factor.



HOBART

Brand Identity **Hobart Statesmen Primary Logo**

Black & White

The Hobart Statesmen Primary Logo is shown here in Black & White on White and Black backgrounds.



HOBART

Full Color

The Hobart Statesmen Secondary Logo is shown here in Full Color on White and Black backgrounds.

This version of the Secondary Logo should be the preferred option; however, additional iterations are provided where One Color and Black & White versions are needed for production.



STATESMEN

Single Color

The Hobart Statesmen Secondary Logo is shown here in Single Color on White and Black backgrounds.

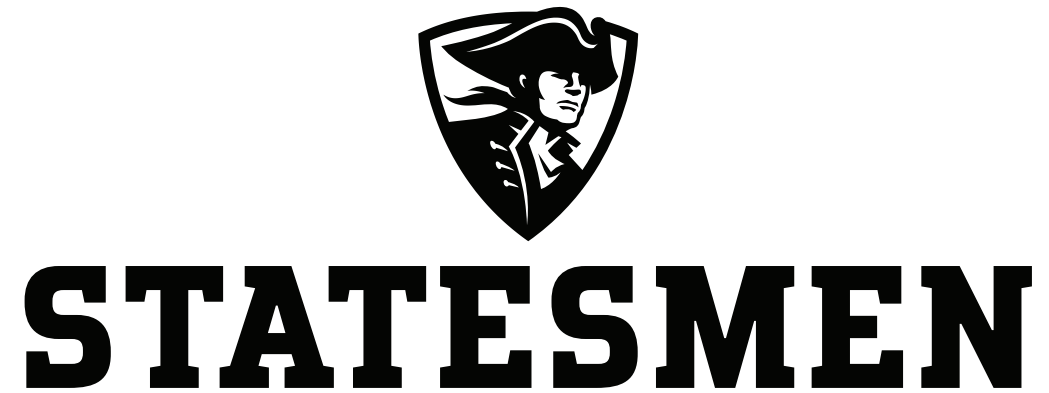
In high-profile or merchandise applications, the Full Color Secondary Logo is always the preferred version of this logo for use. The Single Color Secondary Logo should only be used in simple, low-profile applications where printing costs are a significant factor.



Brand Identity **Hobart Statesmen Secondary Logo**

Black & White

The Hobart Statesmen Secondary Logo is shown here in Black & White on White and Black backgrounds.



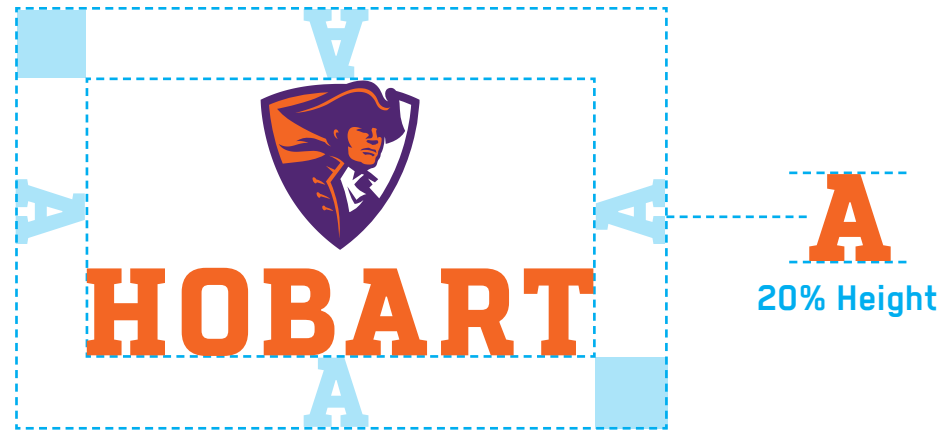
Brand Identity Primary & Secondary Logo Clear Space

Clear Space

On this page are specifications to determine the minimum distance required between the Hobart Statesmen Primary and Secondary Logos and other visual elements.

Adherence to these clear space standards ensures the consistent application of the Hobart Statesmen Primary and Secondary Logos.

The clear space around the Primary and Secondary Logo must be at least 20% of the standard height of the "A" in either mark.



Minimum Size Requirements

The minimum size required for the Hobart Statesmen Primary and Secondary Logos is shown here.

For embroidery and merchandise applications, the Hobart Statesmen Primary and Secondary Logos should be reduced no smaller than 2" high.

For digital and print applications, the Hobart Statesmen Primary and Secondary Logos should be reduced no smaller than 50 pts high.

Note: Although only the Full Color Primary Logo is shown here, these rules apply to all versions of the Primary and Secondary Logos.

Embroidery and Merchandise:



Digital:



Brand Identity Primary & Secondary Logo Size Misusage

Misusage

The Hobart Statesmen Primary and Secondary Logos must be treated consistently in order to maintain the integrity of the Hobart Statesmen brand identity.

The following rules apply:

A: Do Not Change Proportions

B: Do Not Skew

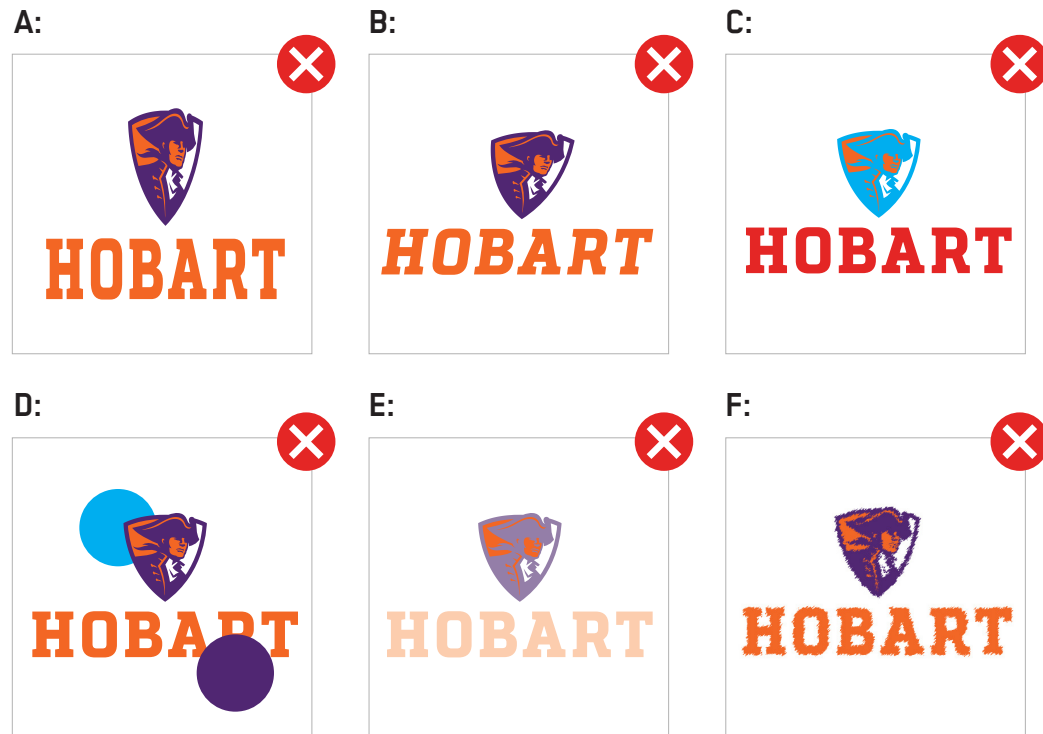
C: Do Not Change Colors

D: Do Not Invade Clear Space

E: Do Not Tint or Shade

F: Do Not Add Effects or Filters

Note: Although only the Full Color Primary Logo is shown here, these misusage rules apply to all versions of the Primary and Secondary Logos.



Brand Identity **Hobart Statesmen Primary Icon**

Full Color

The Hobart Statesmen Primary Icon is shown here in Full Color on White and Black backgrounds.

This version of the Primary Icon should be used whenever possible; however, additional icons are provided for situations where One Color and Black & White versions are needed for production.



Brand Identity **Hobart Statesmen Primary Icon**

Single Color

The Hobart Statesmen Primary Icon is shown here in Single Color on White and Black backgrounds.



Brand Identity **Hobart Statesmen Primary Icon**

Black & White

The Hobart Statesmen Primary Icon is shown here in Black & White on White and Black backgrounds.



Full Color

The Hobart Statesmen Secondary Icon is shown here in Full Color on White and Black backgrounds.

This version of the Secondary Icon should be used whenever the Primary Icon cannot be used.



Single Color

The Hobart Statesmen Primary Icon is shown here in Single Color on White and Black backgrounds.



Black & White

The Hobart Statesmen Secondary Icon is shown here in Black & White on White and Black backgrounds.



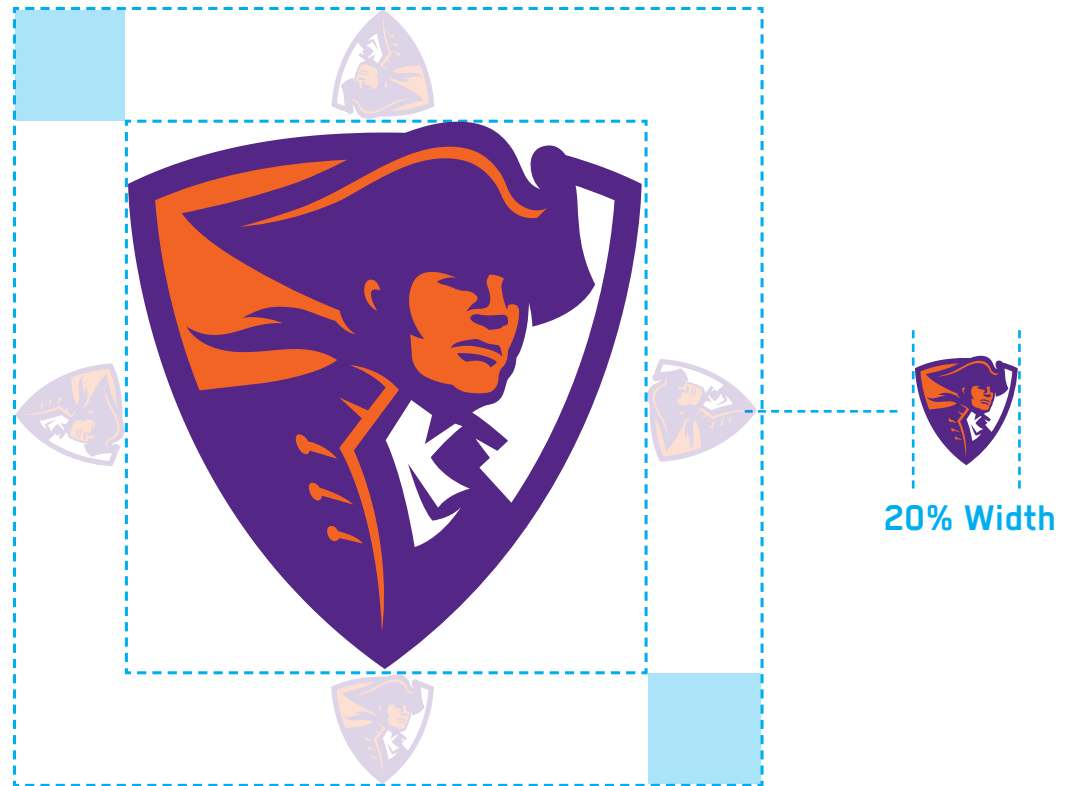
Clear Space

On this page are specifications to determine the minimum distance required between the Hobart Statesmen Primary Icon and other visual elements.

Adherence to these clear space standards ensures the consistent application of the Hobart Statesmen Primary and Secondary Icons.

The clear space around the Primary & Secondary Logo can be determined by taking 20% of the mark's original width.

Note: Although only the Full Color Primary Icon is shown here, these clear space rules apply to all iterations of the Hobart Statesmen Icons.



Minimum Size Requirements

The minimum size required for both the Hobart Statesmen Primary & Secondary Icons is shown here.

For embroidery and merchandise applications, the Hobart Statesmen Icons should be reduced no smaller than 1.75" high.

For digital and print applications, the Hobart Statesmen Icons should be reduced no smaller than 50 pts high.

Note: Although only the Full Color Primary Icon is shown here, these clear space rules apply to all iterations of the Hobart Statesmen Icons.

Embroidery and Merchandise:

1.75" High



Digital:

50 pts



Misusage

The Hobart Statesmen Primary & Secondary Icons must be treated consistently in order to maintain the integrity of the Hobart Statesmen brand identity.

The following rules apply:

A: Do Not Change Proportions

B: Do Not Skew

C: Do Not Change Colors

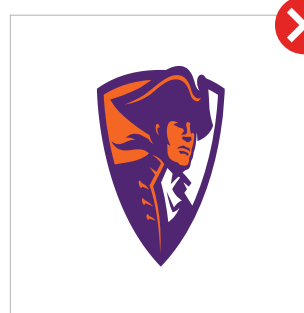
D: Do Not Invade Clear Space

E: Do Not Tint or Shade

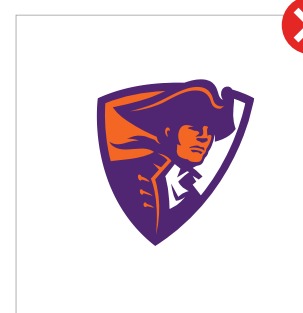
F: Do Not Add Effects or Filters

Note: Although only the Full Color Primary Icon is shown here, these misusage rules apply to all iterations of the Hobart Statesmen Icons.

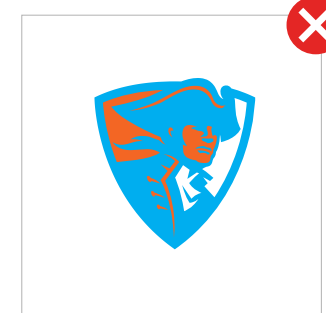
A:



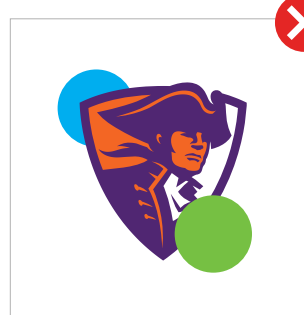
B:



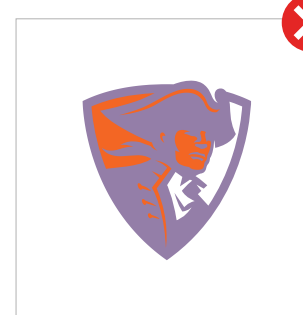
C:



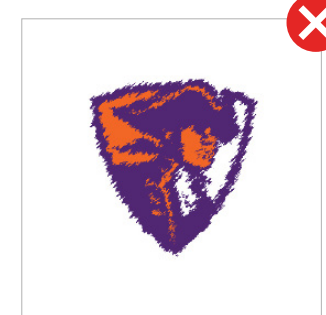
D:



E:



F:



Full Color

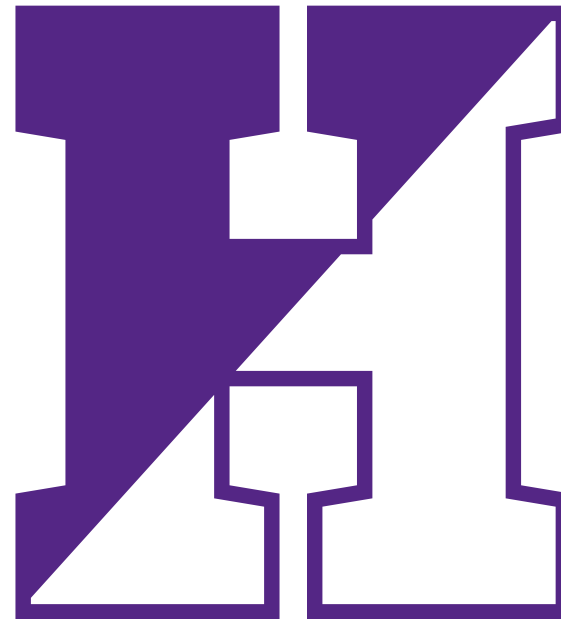
The Hobart Statesmen Monogram is shown here in Full Color on White and Black backgrounds.

This version of the Hobart Statesmen Monogram should be used whenever the Primary Icon cannot be used.



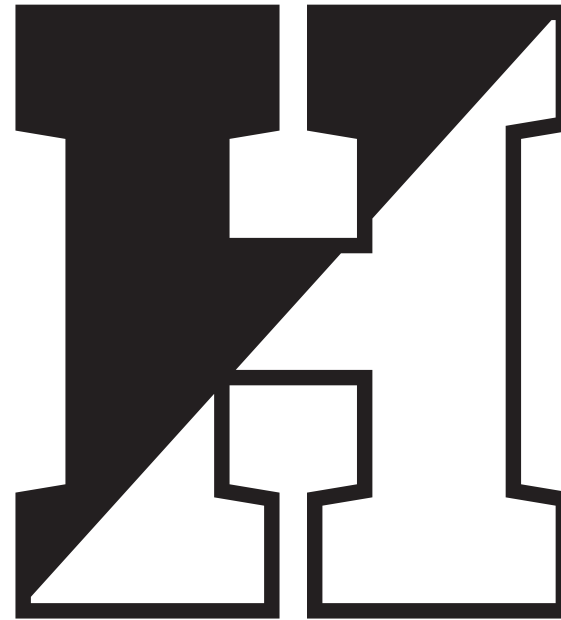
Single Color

The Hobart Statesmen Monogram is shown here in Single Color on White and Black backgrounds.



Black & White

The Hobart Statesmen Monogram is shown here in Black & White on White and Black backgrounds.



Full Color

The Hobart Wordmark is shown here in Full Color on White and Black backgrounds.



Black & White

The Hobart Wordmark is shown here in Black & White on White and Black backgrounds.



Brand Identity **Hobart Sports-Specific Marks**

Full Color

The Hobart Sports-Specific Marks are shown here in Full Color on White backgrounds.

HOBART
ATHLETICS

HOBART
BASKETBALL

HOBART
CROSS COUNTRY

HOBART
FOOTBALL

HOBART
GOLF

HOBART
HOCKEY

HOBART
LACROSSE

HOBART
ROWING

HOBART
SAILING

HOBART
SOCCER

HOBART
SQUASH

HOBART
STATESMEN

HOBART
TENNIS

Full Color

The Hobart Sports-Specific Marks are shown here in Full Color on Black backgrounds.



Single Color

The Hobart Sports-Specific Marks are shown here in Orange on White backgrounds.

HOBART
ATHLETICS

HOBART
BASKETBALL

HOBART
CROSS COUNTRY

HOBART
FOOTBALL

HOBART
GOLF

HOBART
HOCKEY

HOBART
LACROSSE

HOBART
ROWING

HOBART
SAILING

HOBART
SOCCER

HOBART
SQUASH

HOBART
STATESMEN

HOBART
TENNIS

Brand Identity **Hobart Sports-Specific Marks**

Single Color

The Hobart Sports-Specific Marks are shown here in Orange on Black backgrounds.



Hobart Sports-Specific Marks

Single Color

The Hobart Sports-Specific Marks are shown here in Purple on White backgrounds.

HOBART
ATHLETICS

HOBART
BASKETBALL

HOBART
CROSS COUNTRY

HOBART
FOOTBALL

HOBART
GOLF

HOBART
HOCKEY

HOBART
LACROSSE

HOBART
ROWING

HOBART
SAILING

HOBART
SOCCER

HOBART
SQUASH

HOBART
STATESMEN

HOBART
TENNIS

Hobart Sports-Specific Marks

Black & White

The Hobart Sports-Specific Marks are shown here in Black on White backgrounds.

HOBART
ATHLETICS

HOBART
BASKETBALL

HOBART
CROSS COUNTRY

HOBART
FOOTBALL

HOBART
GOLF

HOBART
HOCKEY

HOBART
LACROSSE

HOBART
ROWING

HOBART
SAILING

HOBART
SOCCER

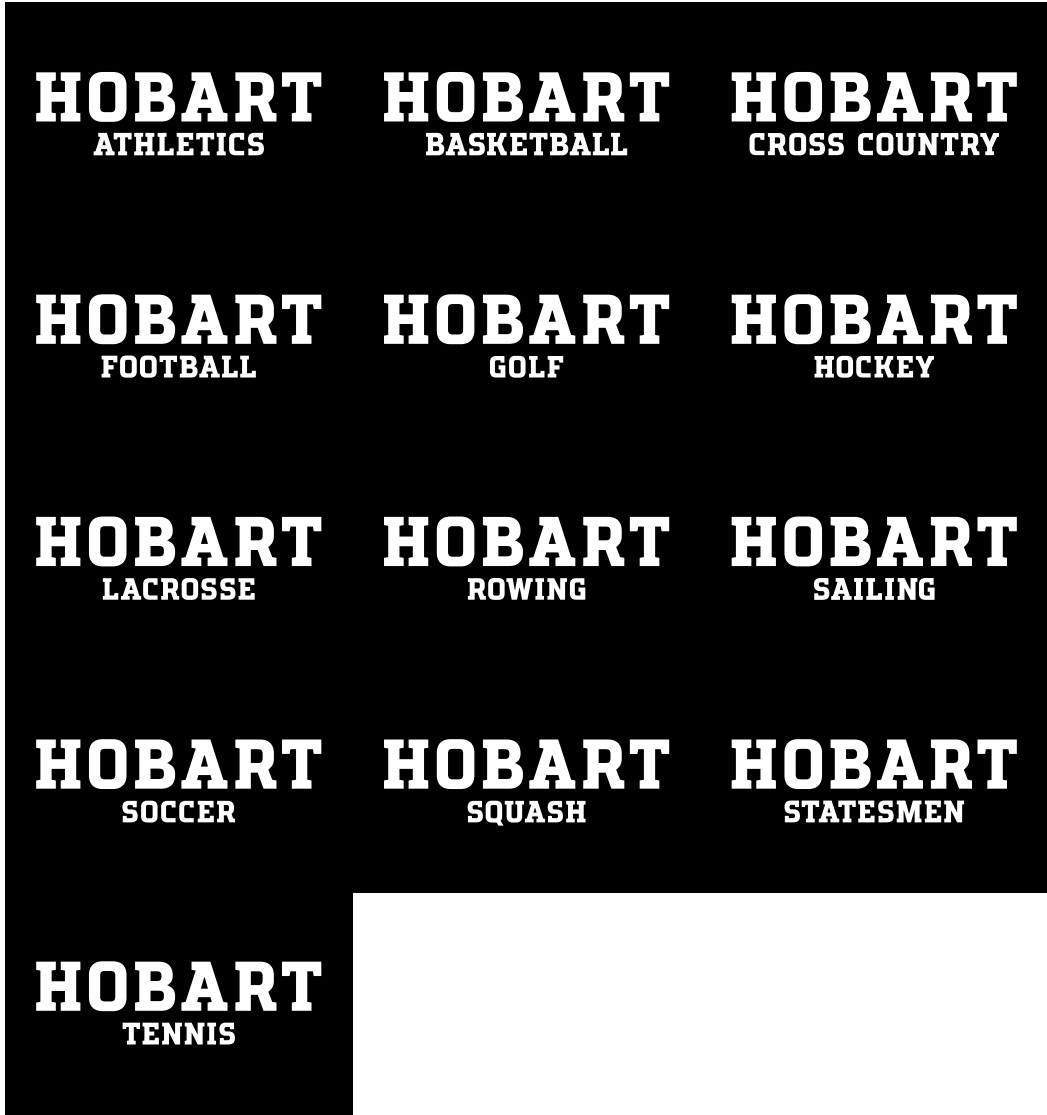
HOBART
SQUASH

HOBART
STATESMEN

HOBART
TENNIS

Black & White

The Hobart Sports-Specific Marks are shown here in White on Black backgrounds.



Full Color

The Statesmen Wordmark is shown here in Full Color on White and Black backgrounds.



Black & White

The Statesmen Wordmark is shown here in Black & White on White and Black backgrounds.



STATESMEN

Statesmen Sports-Specific Marks

Full Color

The Statesmen Sports-Specific Marks are shown here in Full Color on White backgrounds.

HOBART
STATESMEN

STATESMEN
ATHLETICS

STATESMEN
BASKETBALL

STATESMEN
CROSS COUNTRY

STATESMEN
FOOTBALL

STATESMEN
GOLF

STATESMEN
HOCKEY

STATESMEN
LACROSSE

STATESMEN
ROWING

STATESMEN
SAILING

STATESMEN
SOCCER

STATESMEN
SQUASH

STATESMEN
TENNIS

Statesmen Sports-Specific Marks

Full Color

The Statesmen Sports-Specific Marks are shown here in Full Color on Black backgrounds.



Statesmen Sports-Specific Marks

Single Color

The Statesmen Sports-Specific Marks are shown here in Orange on White backgrounds.

HOBART
STATESMEN

STATESMEN
ATHLETICS

STATESMEN
BASKETBALL

STATESMEN
CROSS COUNTRY

STATESMEN
FOOTBALL

STATESMEN
GOLF

STATESMEN
HOCKEY

STATESMEN
LACROSSE

STATESMEN
ROWING

STATESMEN
SAILING

STATESMEN
SOCCER

STATESMEN
SQUASH

STATESMEN
TENNIS

Statesmen Sports-Specific Marks

Single Color

The Statesmen Sports-Specific Marks are shown here in Orange on Black backgrounds.



Statesmen Sports-Specific Marks

Single Color

The Statesmen Sports-Specific Marks are shown here in Purple on White backgrounds.

HOBART
STATESMEN

STATESMEN
ATHLETICS

STATESMEN
BASKETBALL

STATESMEN
CROSS COUNTRY

STATESMEN
FOOTBALL

STATESMEN
GOLF

STATESMEN
HOCKEY

STATESMEN
LACROSSE

STATESMEN
ROWING

STATESMEN
SAILING

STATESMEN
SOCCER

STATESMEN
SQUASH

STATESMEN
TENNIS

Statesmen Sports-Specific Marks

Black & White

The Statesmen Sports-Specific Marks are shown here in Black on White backgrounds.

HOBART
STATESMEN

STATESMEN
ATHLETICS

STATESMEN
BASKETBALL

STATESMEN
CROSS COUNTRY

STATESMEN
FOOTBALL

STATESMEN
GOLF

STATESMEN
HOCKEY

STATESMEN
LACROSSE

STATESMEN
ROWING

STATESMEN
SAILING

STATESMEN
SOCCER

STATESMEN
SQUASH

STATESMEN
TENNIS

Black & White

The Statesmen Sports-Specific Marks are shown here in White on Black backgrounds.



Full Color

The Hobart and William Smith Primary Icon Combined Marks are shown here in Full Color on White backgrounds.



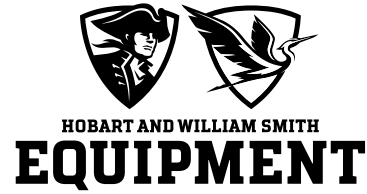
Full Color

The Hobart and William Smith Primary Icon Combined Marks are shown here in Full Color on Black backgrounds.



Black & White

The Hobart and William Smith Primary Icon Combined Marks are shown here in Black on White backgrounds.



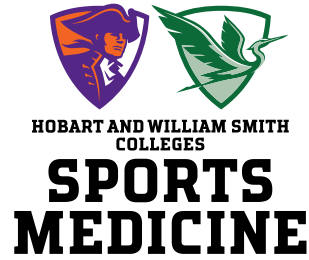
Black & White

The Hobart and William Smith Primary Icon Combined Marks are shown here in White on Black backgrounds.



Full Color

The Hobart and William Smith Colleges Primary Icon Combined Marks are shown here in Full Color on White backgrounds.



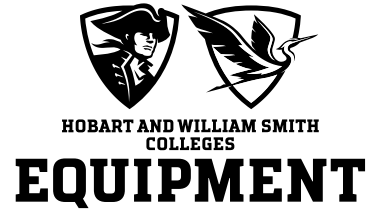
Full Color

The Hobart and William Smith Colleges Primary Icon Combined Marks are shown here in Full Color on Black backgrounds.



Black & White

The Hobart and William Smith Colleges Primary Icon Combined Marks are shown here in Black on White backgrounds.



Brand Identity Combined Programs and Departments

Black & White

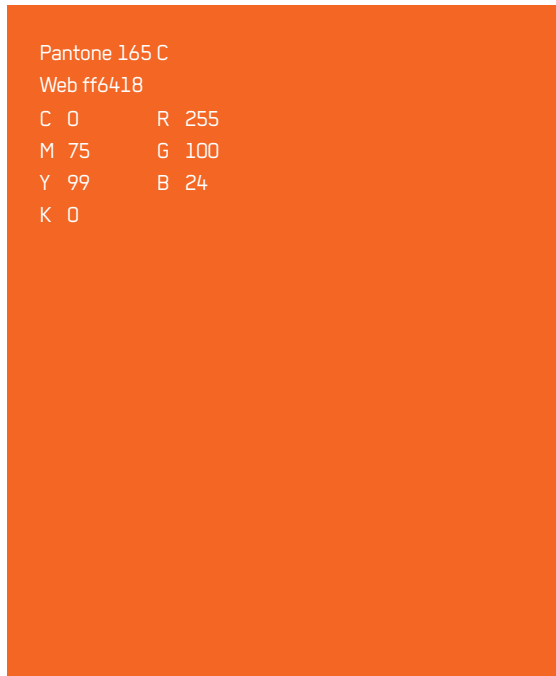
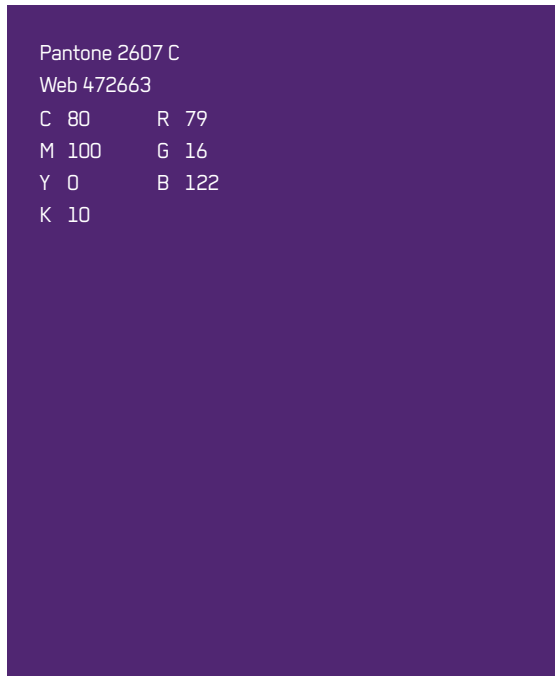
The Hobart and William Smith Colleges Primary Icon Combined Marks are shown here in White on Black backgrounds.





COLOR

Primary Color Palette

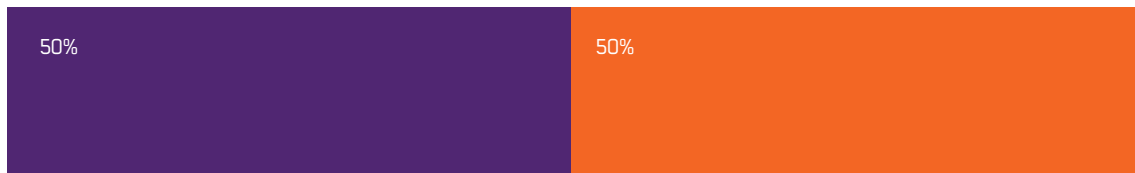


The Hobart Athletics primary colors are listed in the chart to the left. Color chips are presented in Pantone, CMYK, RGB & Web.

Use only the electronic files for reproduction and only the approved color specifications shown.

The Color Balance shown to the lower left represents the approximate ratio of color use for our complete identity. The overall visual output, as opposed to every produced item, should reflect this ratio.

Color Balance



TYPOGRAPHY

Aa

TT Polls Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789**

Aa

TT Polls Regular

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789**

TT Polls

Presented to the left is the approved font and weights for TT Polls, the primary font for Hobart Statesmen Athletics.

TT Polls Bold should be used for top-level or prominent communications to convey strength and generate excitement.

No versions of TT Polls are meant to be typeset in Microsoft Office applications, and are only permitted for use within design applications.

Additionally, no versions of TT Polls should be italicized or skewed in any manner.



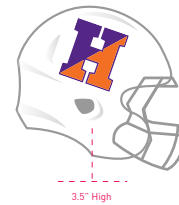
UNIFORMS & APPAREL

Football

JERSEY: The preferred placement of the Hobart Wordmark is 11" wide on the front of the jersey centered between the sleeve seams. The preferred placement for the Primary Icon is 2.5" high centered on the left sleeve.

PANTS: The preferred placement of the Hobart Monogram is 2.5" high, on the front panel of the left leg.

HELMET: The preferred placement of the Hobart Monogram is 3.5" high on both sides of the Helmet.



Basketball

JERSEY: The preferred placement of the Hobart Wordmark is 11" wide on the front of the jersey centered between the sleeve seams.

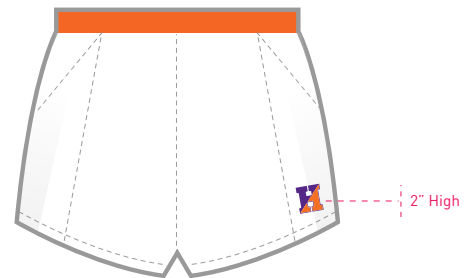
SHORTS: The preferred placement of the Hobart Monogram is 2" high, on the bottom corner of the left leg.



Cross Country

JERSEY: The preferred placement of the Hobart Wordmark is 11" wide on the front of the jersey centered between the sleeve seams.

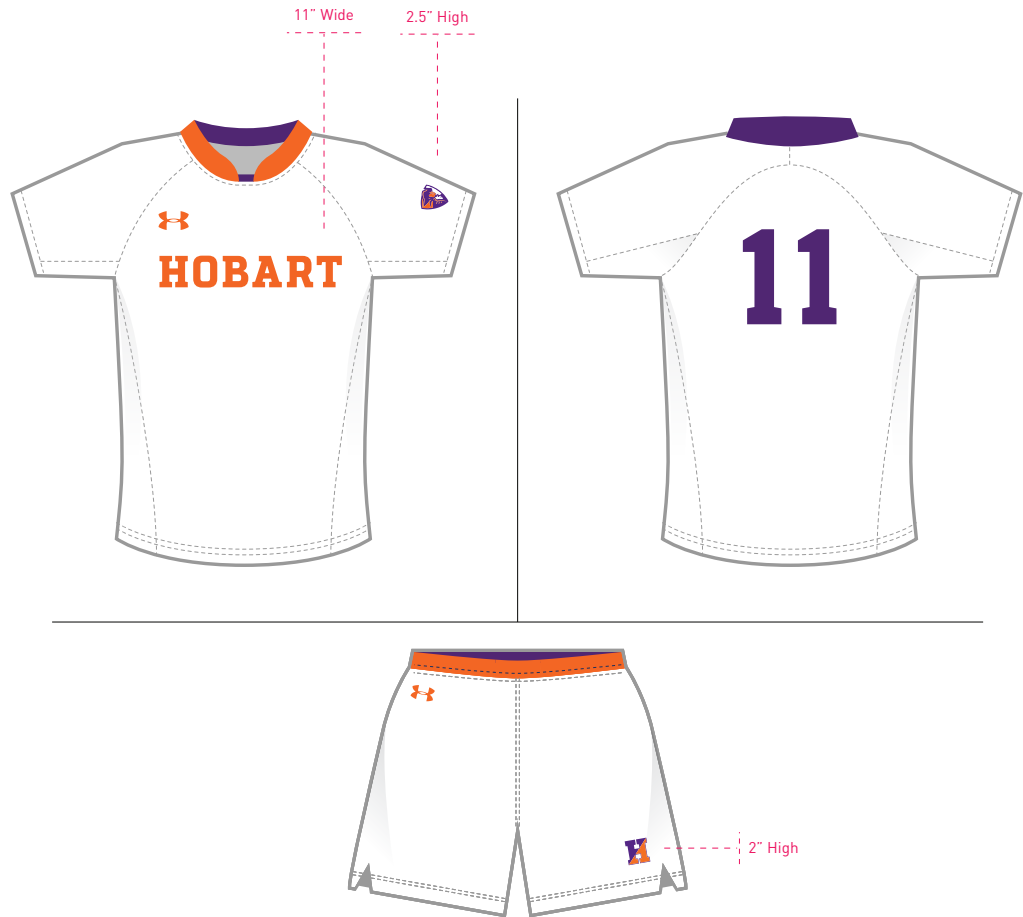
SHORTS: The preferred placement of the Hobart Monogram is 2" high, on the bottom corner of the left leg.



Soccer

JERSEY: The preferred placement of the Hobart Wordmark is 11" wide on the front of the jersey centered between the sleeve seams. The preferred placement for the Primary Icon is 2.5" high centered on the left sleeve.

SHORTS: The preferred placement of the Hobart Monogram is 2" high, on the bottom corner of the left leg.



Tennis

POLO: The preferred placement of the Primary Icon is 2.5" high placed on the left chest between the sleeve seam and collar. The preferred placement for the Hobart Wordmark is 5" wide placed on the back beneath the collar.

SHORTS: The preferred placement of the Hobart Monogram is 2" high, on the bottom corner of the left leg.



Lacrosse

JERSEY: The preferred placement of the Hobart Wordmark is 11" wide on the front of the jersey centered between the sleeve seams. The preferred placement for the Primary Icon is 2.5" high centered on the left sleeve.

SHORTS: The preferred placement of the Hobart Monogram is 2" high, on the bottom corner of the left leg.

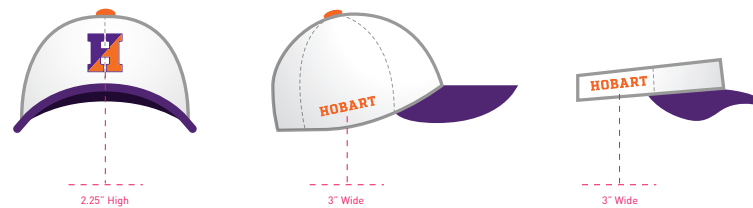
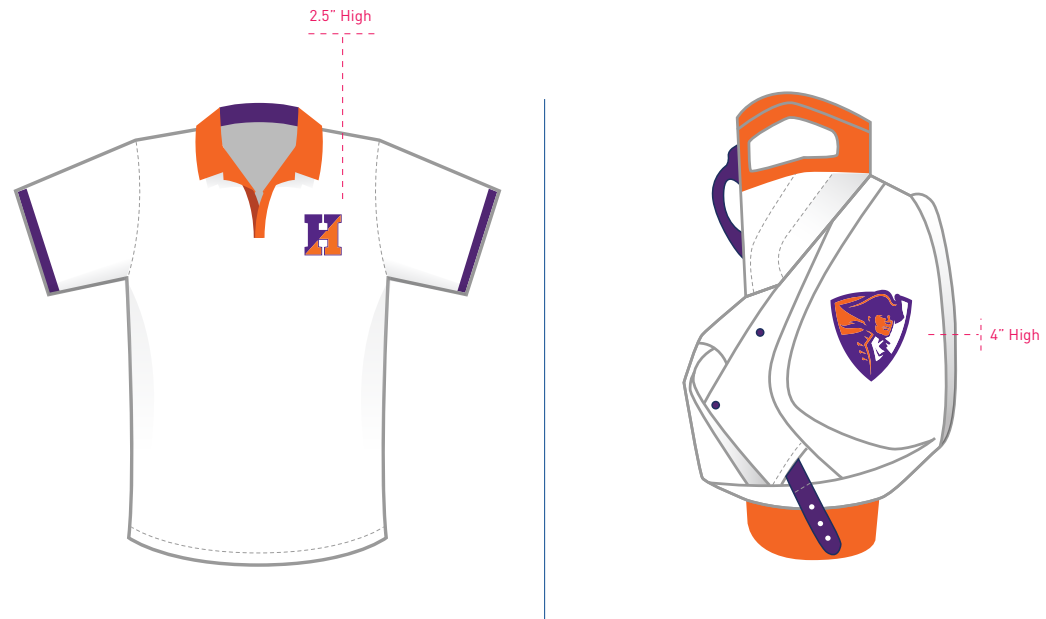


Golf

POLO: The preferred placement of the Hobart Monogram is 2.5" high placed on the left chest between the sleeve seam and collar.

BAG: It is also encouraged to include the Primary Icon on golf bags. The preferred placement of this is 4" high on the large side panel.

CAP/VISOR: The preferred placement of the Hobart Monogram is 2.25" high centered on the cap. The preferred placement of the Hobart Wordmark is 3" wide on the right panel of the cap and/or visor.

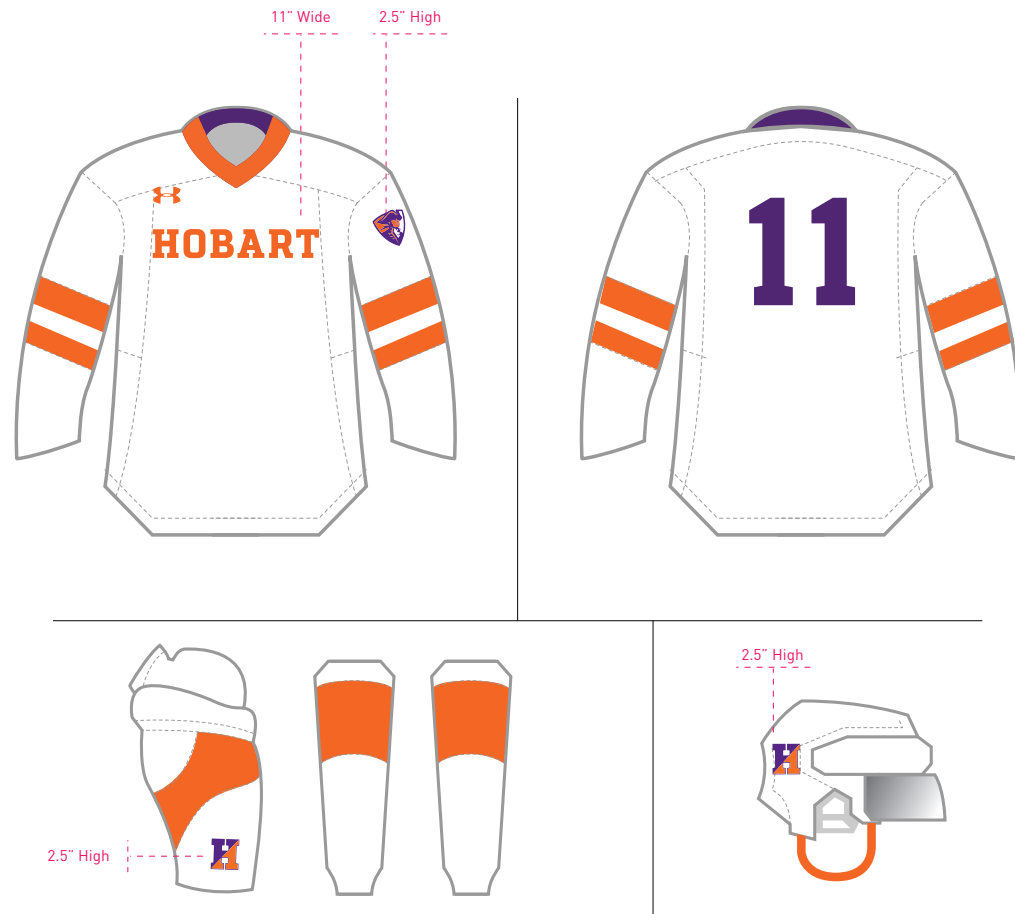


Hockey

JERSEY: The preferred placement of the Hobart Wordmark is 11" wide on the front of the jersey centered between the sleeve seams. The preferred placement for the Primary Icon is 2.5" high centered on the left sleeve.

Pants/Socks: The preferred placement of the Hobart Monogram is 2.5" high on the bottom of the right leg.

HELMET: The preferred placement of the Hobart Monogram is 2.5" high on both sides of the Helmet.



Rowing, Sailing & Squash

SHIRT: The preferred placement of the Hobart Wordmark is 11" wide on the front of the shirt centered between the sleeve seams. The preferred placement for the Primary Icon is 2.5" high centered on the back beneath the collar.

SHORTS: The preferred placement of the Hobart Monogram is 2" high, on the bottom corner of the left leg.



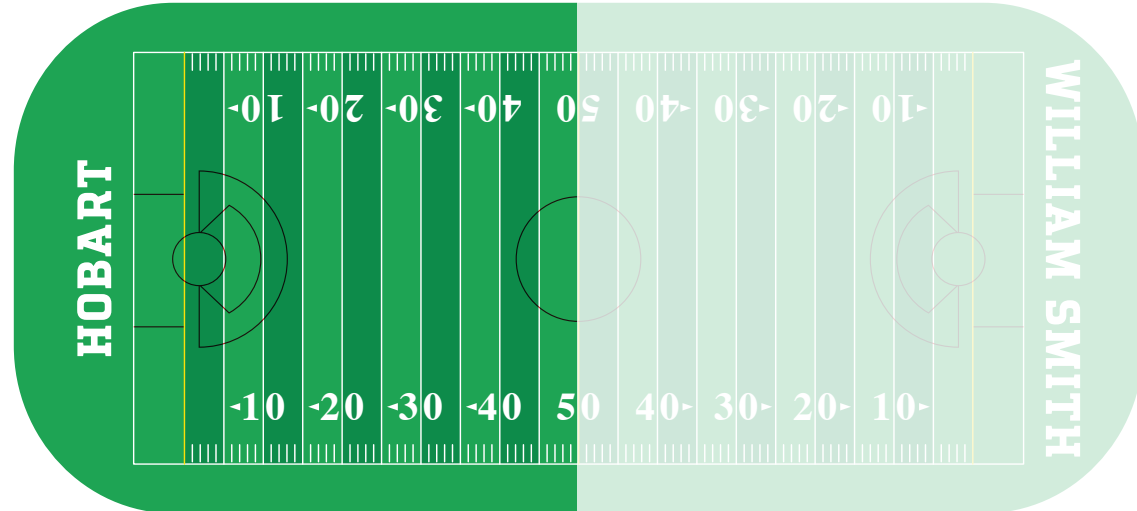
PLAYING SURFACES



Application **Playing Surfaces**

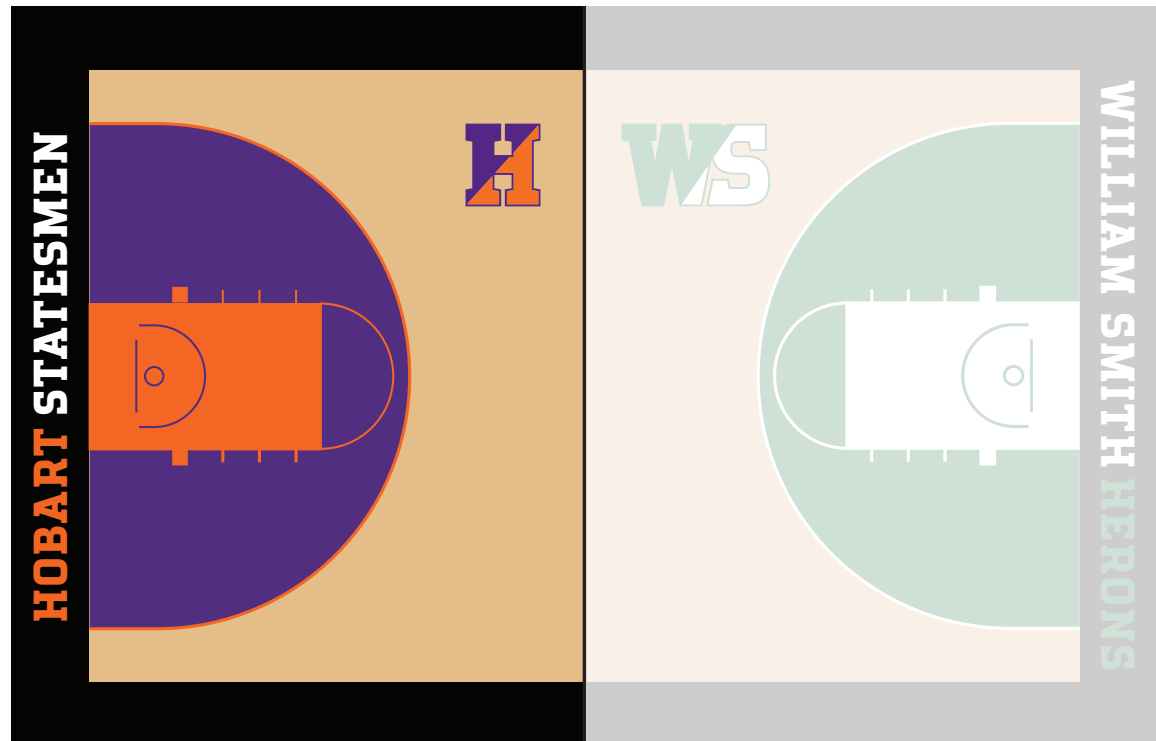
Football/Lacrosse Field

The preferred placement of the Hobart Wordmark is shown here. Any logos being applied should face the appropriate TV angle of the respective field.



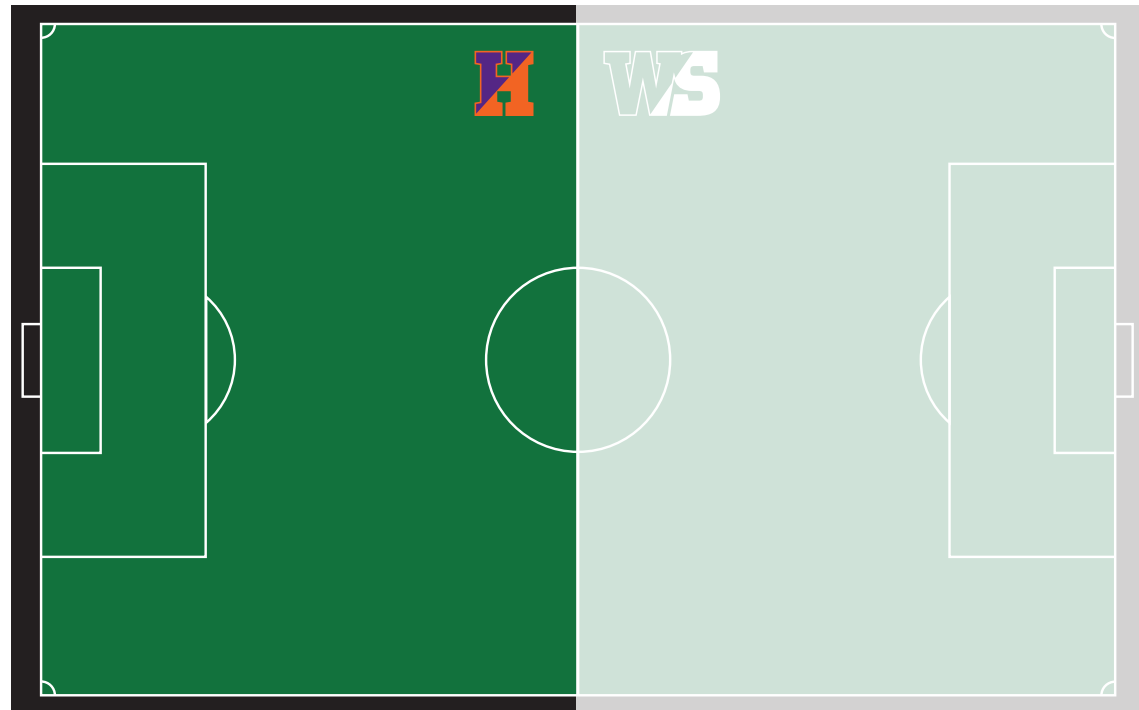
Basketball Court

The preferred placement of the Hobart Monogram and Wordmark is shown here. Any logos being applied should face the appropriate TV angle of the respective arena.



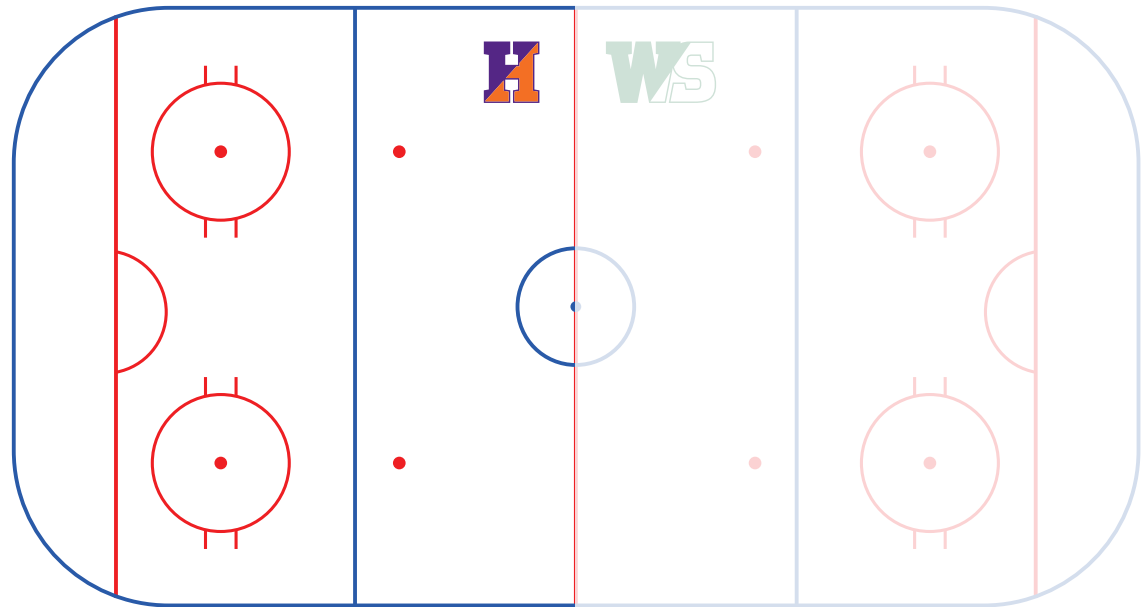
Soccer Field

The preferred placement of the Hobart Monogram is shown here. Any logos being applied should face the appropriate TV angle of the respective field.



Hockey Rink

The preferred placement of the Hobart Monogram is shown here. Any logos being applied should face the appropriate TV angle of the respective arena.





PRINT

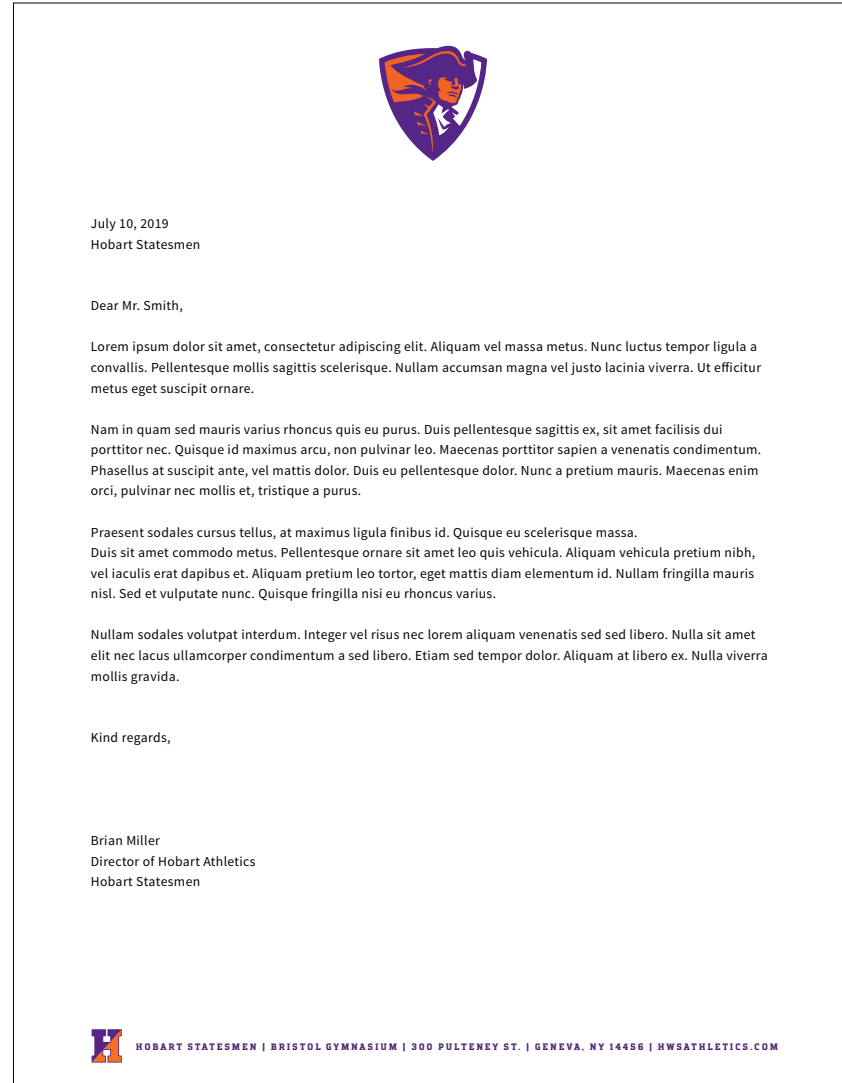
Media Backdrop

Shown to the right is an example of the Hobart Statesmen media backdrop.



Letterhead

Shown to the right is an example of the Hobart Statesmen letterhead.



Business Card

Shown to the right is an example of the Hobart Statesmen business card.





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