



REDBIRD
ATHLETICS

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TABLE OF CONTENTS

Trademark Use Policies.....	2
Redbird Athletics Colors	3
Redbird Athletics and Institutional Marks	4

REDBIRD ATHLETICS MARKS

Color Variations.....	5
Use on Backgrounds	8
Safe Zones and Cropping	9
Minimum Sizes and Embroidery	10
Standards and Violations.....	11
Redbird Athletics Stationery.....	12

INSTITUTIONAL MARKS

Overview	13
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REDBIRD ATHLETICS

Redbird Athletics sponsors 19 teams that, with the exception of football, gymnastics, and men's tennis, compete at the NCAA Division I level in the Missouri Valley Conference. Football competes at the NCAA Division I Football Championship Subdivision (FCS) level in the Missouri Valley Football Conference. Gymnastics competes as a NCAA Division I member belonging to the Midwest Intercollegiate Conference. Men's tennis competes at the NCAA Division I level as an associate member of the Summit League.

MEN'S SPORTS

BASEBALL
BASKETBALL
CROSS COUNTRY
FOOTBALL
GOLF
TENNIS
TRACK AND FIELD
(INDOOR AND OUTDOOR)

WOMEN'S SPORTS

BASKETBALL
CROSS COUNTRY
GOLF
GYMNASTICS
SOCCER
SOFTBALL
SWIMMING AND DIVING
TENNIS
TRACK AND FIELD
(INDOOR AND OUTDOOR)
VOLLEYBALL

WEISBECKER SCHOLARSHIP FUND (WSF)

The WSF is the fundraising arm of Redbird Athletics and is an annual fund that covers the cost of scholarships for 400 Redbird student-athletes.

REDBIRD FOR LIFE (RB4L)

RB4L is an organization of former student-athletes, coaches, and managers that earned a varsity letter.

REGGIE'S KIDS CLUB

Reggie's Kids Club is a free membership for kids 12 and under.

RED ALERT

Red Alert is the official student section for Redbird Athletics.

The names and images presented in this manual are the trademark and copyright properties of Illinois State University.

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TRADEMARK USE POLICIES

THE UNIVERSITY'S TRADEMARKS

All names, nicknames, abbreviations, slogans, mottos, logos, symbols, campus physical features, and other representations that identify Illinois State University and Redbird Athletics are trademark properties. **These trademarks may not be used without the University's approval.**

USE OF TRADEMARKS ON COMMERCIAL PRODUCTS

Anyone wanting to use the University's trademarks on products made available in the commercial marketplace must be licensed and pay royalties. IMG College Licensing serves as the University's agent for the execution of commercial license agreements and the collection of royalties. **All designs that include the University's trademarks must be approved by University Marketing and Communications.**

USE OF TRADEMARKS ON PRODUCTS PURCHASED BY THE UNIVERSITY

Anyone wanting to use the University's trademarks on products purchased by the University for its use, or as give aways, or for short-term fundraising efforts, but not for continuous public resale, must be licensed as an internal campus supplier. Royalties are not typically required. **All products and designs that include the University's trademarks must be approved by University Marketing and Communications. University units placing orders for products bearing the University's trademarks are not authorized to provide final product or design approval.**

USE OF TRADEMARKS IN ASSOCIATION WITH SPONSORSHIP ARRANGEMENTS

Anyone wanting to use the University's trademarks in association with a sponsorship arrangement with a unit of the University must execute an agreement with that unit addressing the expectations of the arrangement as dictated by the University's sponsorship policy. Any arrangement that involves the use of the University's trademarks on products must adhere to the policies outlined above. **All products and designs that include the University's trademarks must be approved by University Marketing and Communications. University units involved in the execution of sponsorship arrangements are not authorized to provide final product or design approval.**

USE OF REDBIRD ATHLETICS IDENTITY BY OTHER UNITS OF THE UNIVERSITY

The Redbird Athletics identity program is used to identify and promote Redbird Athletics. However, other campus units and departments do have the opportunity to use the Redbird head logo in certain circumstances. Academic units, programs, and organizations cannot use the Redbird head as part of their standardized university logo, but are able to use it for use on one-time special projects, such as apparel, promotional items, or specialty products. The identification of nonacademic units, programs, or organizations of the University may include the Redbird head as part of their standardized university logo, in addition to apparel and products. When the nickname "Redbirds" is used by departments other than Athletics, the official word mark should *not* be used.

USE OF THE UNIVERSITY'S IDENTITY WITH THIRD-PARTY IDENTITY

No third-party identity may appear in direct association with any aspect of the University's identity. Sponsorship arrangements may allow for third-party identification, but only with case-by-case approval from Redbird Sports Properties.

TRADEMARK NOTICES

All names, nicknames, abbreviations, slogans, mottos, symbols, logos, campus physical features, and other representations that identify Illinois State University are trademark properties requiring the appropriate trademark notices. Exception is granted for university publications.

NAMES

"Illinois State University" (in any form) requires ® notice
"Illinois State" (in any form) requires ® notice
"State" name (in any form) requires ™ notice
"I-State" name (in any form) requires ™ notice

NICKNAMES

"Redbirds" (in any form) requires ® notice
"Birds" (in any form) requires ™ notice

ABBREVIATIONS

"ISU" (in any form) requires ™ notice

MASCOT NAME

"Reggie Redbird" (in any form) requires ® notice

REDBIRD ATHLETICS COLORS

Athletics colors

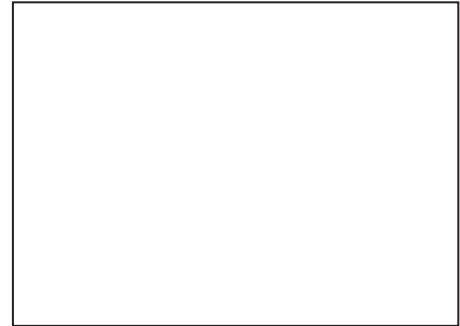
Color is one of the most important elements of the Illinois State University athletic identity system.

The colors on the right are the official colors for all of the Illinois State Athletics logos. If these colors are not available the logos should be printed in all black.*



Redbird Red

The official Illinois State red is Pantone® 186**
Process Equivalent: 0C-100M-81Y-4K
Web Equivalent: 206R-20G-43B

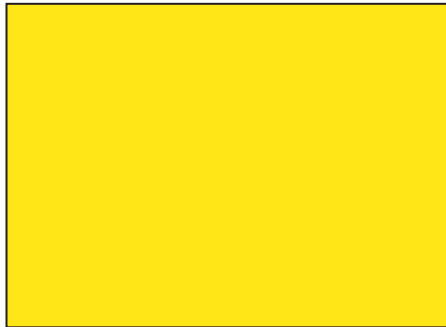


White

Support colors

In addition to the overall Athletics colors shown above, the Illinois State University Athletics logos utilize Redbird Yellow as an important support color. Redbird Yellow is used in the Redbird Logo beak and feet only.

The Illinois State identity system also utilizes black as an important support color. When the official colors are not available, most Illinois State logos and art may be printed in all black.*



Redbird Yellow

The official Illinois State yellow is Pantone® 108**
Process Equivalent: 0C-6M-95Y-0K
Web Equivalent: 246R-218G-23B



Black

* See individual artwork guidelines.

** 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 1000.

REDBIRD ATHLETICS AND INSTITUTIONAL MARKS

REDBIRD ATHLETICS MARKS

WEISBECKER SCHOLARSHIP FUND MARK

REDBIRDS FOR LIFE MARK

REGGIE'S KIDS CLUB MARK

		
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INSTITUTIONAL MARKS

		
<p>The University logo as it appears above is the preferred logo. When space or production method prohibits its use, any of the four logotypes to the right is acceptable.</p>		

ATHLETICS MARKS COLOR VARIATIONS

3-Color

2-Color

1-Color, non-white*

Black



All Redbird Athletics logos and wordmarks are registered trademarks and require ® notices.

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



* White ink logos for printing on dark product are available upon request. See Page 7.











ATHLETICS MARKS COLOR VARIATIONS

3-Color

2-Color

1-Color, non-white*

Black

SPORT-SPECIFIC WORDMARKS

			
<p>All Redbird logos and wordmarks that have a banner below them may be customized with approved copy other than "Redbirds" as demonstrated here. Look below for a list of available sports names.</p> <p>Available sports names</p> <p>BASEBALL BASKETBALL CROSS COUNTRY FOOTBALL GOLF GYMNASTICS SOCCER SOFTBALL SWIMMING AND DIVING TENNIS TRACK AND FIELD VOLLEYBALL</p> <p>Other names</p> <p>ATHLETIC TRAINING MEDIA RELATIONS STRENGTH AND CONDITIONING</p>			
			

* White ink logos for printing on dark product are available upon request. See Page 7.

ATHLETICS MARKS COLOR VARIATIONS

WEB SITE LOGOTYPE

2-Color

1-Color, non-white*

Black

GoREDBIRDS.COM

GoREDBIRDS.COM

GoREDBIRDS.COM

UNIFORM WORDMARKS

2-Color

1-Color, non-white*

Black

All wordmarks with an arched bottom are for use on sports UNIFORMS ONLY.

ILLINOIS STATE

ILLINOIS STATE

ILLINOIS STATE

REDBIRDS

REDBIRDS

REDBIRDS

UNIFORM NUMBERS

1 2 3 4 5
6 7 8 9 0

1 2 3 4 5
6 7 8 9 0

1-COLOR WHITE (OR LIGHT) INK ON DARK PRODUCT

Printing in white or light inks or engraving where the image will show lighter than the base material requires an alternate version of the Redbird head/body logos. These logos are available upon request. For access to these logos or questions about their use, please contact Zach Schroeder, assistant athletics director for marketing, at (309) 438-5000.

CORRECT USE



Upon request, white-ink versions of logos are available for proper use. As illustrated above, the Redbird should appear with white eye and black pupil.

INCORRECT USE



A common mistake is using the one-color "black" version for white (or "light") imprints onto dark products. This causes the awkward "X-ray" effect illustrated above.

ATHLETICS MARKS USE ON BACKGROUNDS

BACKGROUNDS

Frequently it may be desirable to place the Athletics identity logos on a field of color. As shown in the examples on the right, all artwork has been created with a built-in white outline shape that allows it to work clearly on any background. For this reason it is not necessary to reverse Athletics logos out of dark backgrounds.



Black applications of the logo on different backgrounds

One-color applications of the logo on different backgrounds



Two-color applications of the logo on different backgrounds



Three-color applications of the logo on different backgrounds



Examples of other Athletics logos on different backgrounds. (Existing Athletics logo: when used on black or dark backgrounds, "Illinois State" and "Redbirds" become red and the Redbird head is rendered with a white outline. Never use this mark on overly complicated or busy backgrounds.)

ATHLETICS MARKS SAFE ZONES / CROPPING

SAFE ZONES

Each of the Illinois State University Athletics 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 Illinois State Athletics logos is equal to the size of the logo itself. See the examples at right for each Athletics logo's specific safe zone.



CROPPING

In certain instances, it is permissible to use the Redbird head and Redbirds wordmark as design elements as illustrated in this manual. In these circumstances, the Redbird head and wordmark may be reproduced in a large scale and may be cropped for impact. Permission and approval from University Marketing and Communications is **required** in order to use only a portion of the logo in any layout.



ATHLETICS MARKS MINIMUM SIZES / EMBROIDERY

MINIMUM SIZES

Each of the Illinois State Redbird Athletics logos has a minimum allowable size. In order to ensure clear reproduction and legibility, the logos may not be used any smaller than the sizes shown below.



EMBROIDERY

There may be instances when the Athletics logos are reproduced using embroidery. Depending upon the quality of the embroidery technique, and the size of the reproduction, some of the logo detail may be impossible to reproduce. In these special cases, it is permissible to drop the white letter highlights as illustrated here. **Permission from University Marketing and Communications MUST be obtained to reproduce any Athletics logo without the highlights.**



ATHLETICS MARKS STANDARDS / VIOLATIONS

ART STANDARDS

Do not alter designs.

Standardized designs for logos and wordmarks may not be altered in any way except to enlarge or reduce.

The Redbird faces to the right.

The Redbird head logo and Redbird full-body logo always face to the right. Exceptions to this standard are allowed only in unique situations when the application circumstances dictate (e.g., football helmets), and only with case-by-case approval from the Office of University Marketing and Communications.

TEXT STANDARDS

“Illinois” and “State” must always appear in the same font size and style and be the same color as each other.

“Redbirds” is always one word.

UNACCEPTABLE USE OF LOGOS

So that Illinois State University Athletics can maintain the design integrity of its identity logos and maximize each logo's effectiveness as an identifier, it is mandatory that all logos be applied as indicated in this manual without modification. The logos are not to be altered in any way. Shown below are unacceptable uses of the Illinois State Athletics logos.



NEVER switch colors



NEVER use unapproved color combinations



NEVER change typefaces



NEVER resize elements



NEVER redraw parts



NEVER add shapes



NEVER distort shapes



NEVER use type without the outline art



NEVER add taglines



NEVER reverse marks



NEVER alter angle



NEVER flip Redbird icon art



NEVER use without white outline



NEVER use without proper background contrast

“TURKEY NECK” AND “X-RAY” LOGO VIOLATIONS



NEVER use the “Turkey Neck” version of the logo



NEVER use the “X-ray” version of the logo

Two widespread violations of the Illinois State brand include what are referred to as the “Turkey Neck” and “X-ray” logos. The “Turkey Neck” logo is an unapproved imitation of the Redbird head logo that features an extended Redbird neck area. The “X-ray” logo occurs when the incorrect Redbird head/body logo is printed on a dark product, resulting in the eye and beak area being darker than the background (see Page 7 for correct usage). Both of these logos are violations of the Illinois State brand and should never be used.

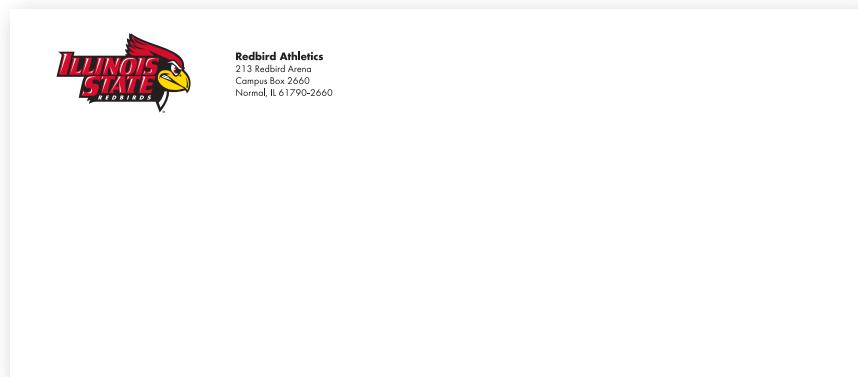
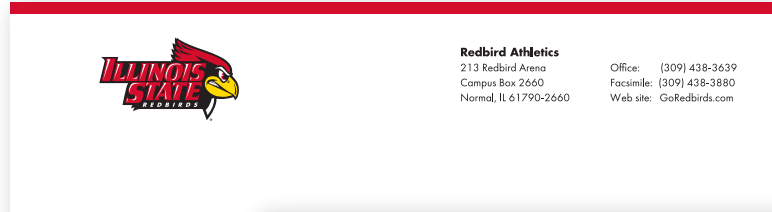
REDBIRD ATHLETICS STATIONERY

REDBIRD ATHLETICS STATIONERY

The Illinois State University Athletics stationery makes use of the revised Athletics primary logotypes and is to be used by all persons in the Department of Athletics. The Athletics letterhead, business card, and envelope print in Redbird Red, Redbird Yellow, and Black. Fonts on letterhead are Futura Bold 9pt/12pt, and Futura Book 9pt/12pt. Futura Bold 8pt/10pt, and Futura Book 8pt/10pt. Fonts on the business cards are Futura Bold 8pt/10pt, and Futura Book 8pt/10pt. (title) and 7/9pt for the address and phone number information.

All Illinois State University items must be ordered through University Marketing and Communications-Printing Services.

Letters and memos should have a one-inch left margin and a one-inch right margin. Letters should begin one inch below the Athletics logo at the top. Letters and memos should employ block style, with flush left, ragged right margins, and single-spaced paragraphs with double spacing between paragraphs.



#10 ENVELOPE

INSTITUTIONAL MARKS OVERVIEW

INSTITUTIONAL MARKS COMPONENTS



The seal always sits on a circle of white. The ring around the seal is evident when the logo is printed on a shaded background. The minimum size for the University logo is 2" wide in print.



STANDARD LOGO COLORS

The colors on the right are the official colors for all of the Illinois State Institutional logos. If these colors are not available the logos should be printed in all black.



Red
The official Illinois State red is Pantone® 186**
Process Equivalent: OC, 100M, 81Y, 4K
Hexadecimal Equivalent: CE1126



White



Black

** See Page 3 for Pantone explanation.

COLOR VARIATIONS

The logo may be used on a variety of colored backgrounds. The colors of the individual elements can change to provide optimum contrast. Keep the following standards in mind:

- The seal should always be in red, when red is available, or all black. The seal is always represented in one solid color.
- The University logotype must be in black or white.
- The subscript may be black or white, only if red provides insufficient contrast.



Printing with white ink

The seal should always appear as a positive and not as a reverse. Tip: The pages of the book in the center of the seal should always be the lighter color. An alternate version of the seal is available when printing with white ink, such as an imprint on a dark product.



positive



negative

LOGO CLEAR SPACE

Maintain a minimum distance between any part of the logo and other elements appearing with it or the edge of the page. Minimum space is determined by the letter S in State.



X = the height of the letter S in State



OTHER INSTITUTIONAL MARKS

The University logo as it appears in the examples above is the standard, preferred logo. When space or production method prohibits its use, any of the four logotypes at right are acceptable.

ILLINOIS STATE UNIVERSITY
University logotype

ILLINOIS STATE UNIVERSITY
University logotype long

ILLINOIS STATE
Illinois State logotype

Illinois State University
University logotype italic

When printing on promotional products: the logo, logotypes above, or words "Illinois State" or "Illinois State University", a circle-R/registered trademark ® is used.

MORE INFORMATION

Identity questions may be emailed to identity@IllinoisState.edu

University Marketing and Communications
Phone: (309) 438-8404

For more information about Illinois State University identity standards and University names and logos on products, visit IllinoisState.edu/Identity. You will find a variety of helpful documents and resources.

REDBIRD ATHLETICS

CONTACT INFORMATION:

Contact for product and design approvals and authorization agreements:

UNIVERSITY MARKETING AND COMMUNICATIONS

Illinois State University
109 Alumni Center
Campus Box 3420
Normal, IL 61790-3420
Phone: (309) 438-8404
Fax: (309) 438-8411
Email: dmkabbe@IllinoisState.edu

Contact for Athletics branding:

REDBIRD ATHLETICS

Illinois State University
206 Redbird Arena
Campus Box 2660
Normal, IL 61790-2660
Phone: (309) 438-5000
Fax: (309) 438-3513
Website: GoRedbirds.com
Email: zrschro@IllinoisState.edu

Contact for standard commercial licensing agreements:

IMG COLLEGE LICENSING

1075 Peachtree Street, Suite 3300
Atlanta, GA 30309
imgcollegelicensing.com

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This document is available in alternative formats upon request by contacting University Marketing and Communications at (309) 438-8404.

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UNIVERSITY MARKETING AND COMMUNICATIONS ♻️ 19-5889 printed on recycled paper

ILLINOIS STATE UNIVERSITY FIGHT SONG

Go you Redbirds on to battle!

Fight for ISU.

Raise the banner, Red and White;

To this emblem we'll be true.

So let us cheer the Redbirds on to victory!

Every voice proclaim: "We've got the fight!

We've got the might!

Let's win this game!"