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.

**REDBIRD ATHLETICS MARKS**
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- Safe Zones and Cropping ........................... 9
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**INSTITUTIONAL MARKS**
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**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 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 giveaways, 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, in addition to 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
**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: OC-100M-B1Y-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: OC-6M-95Y-OK
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 MARKS

<table>
<thead>
<tr>
<th>Weisbecker Scholarship Fund Mark</th>
<th>Redbirds for Life Mark</th>
<th>Reggie’s Kids Club Mark</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="" /></td>
<td><img src="image2" alt="" /></td>
<td><img src="image3" alt="" /></td>
</tr>
<tr>
<td><img src="image4" alt="" /></td>
<td><img src="image5" alt="" /></td>
<td><img src="image6" alt="" /></td>
</tr>
<tr>
<td><img src="image7" alt="" /></td>
<td><img src="image8" alt="" /></td>
<td><img src="image9" alt="" /></td>
</tr>
</tbody>
</table>

### WEISBECKER SCHOLARSHIP FUND MARK

Making a Difference in Student-Athletes

### INSTITUTIONAL MARKS

<table>
<thead>
<tr>
<th>Illinois State University</th>
<th>Illinois State University</th>
<th>Illinois State University</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image10" alt="" /></td>
<td><img src="image11" alt="" /></td>
<td><img src="image12" alt="" /></td>
</tr>
<tr>
<td><img src="image13" alt="" /></td>
<td><img src="image14" alt="" /></td>
<td><img src="image15" alt="" /></td>
</tr>
</tbody>
</table>

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.
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

<table>
<thead>
<tr>
<th>3-Color</th>
<th>2-Color</th>
<th>1-Color, non-white*</th>
<th>Black</th>
</tr>
</thead>
<tbody>
<tr>
<td>![3-Color Logo]</td>
<td>![2-Color Logo]</td>
<td>![1-Color, non-white Logo]</td>
<td>![Black Logo]</td>
</tr>
</tbody>
</table>

### SPORT-SPECIFIC WORDMARKS

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.

**Available sports names**
- BASEBALL
- BASKETBALL
- CROSS COUNTRY
- FOOTBALL
- GOLF
- GYMNASTICS
- SOCCER
- SOFTBALL
- SWIMMING AND DIVING
- TENNIS
- TRACK AND FIELD
- VOLLEYBALL

**Other names**
- ATHLETIC TRAINING
- MEDIA RELATIONS
- STRENGTH AND CONDITIONING

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

All artwork and variations are available in Macintosh and PC digital file formats.
### WEB SITE LOGOTYPE

<table>
<thead>
<tr>
<th>2-Color</th>
<th>1-Color, non-white*</th>
<th>Black</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image-1" alt="GoRedbirds.com" /></td>
<td><img src="image-2" alt="GoRedbirds.com" /></td>
<td><img src="image-3" alt="GoRedbirds.com" /></td>
</tr>
</tbody>
</table>

### UNIFORM WORDMARKS

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

<table>
<thead>
<tr>
<th>2-Color</th>
<th>1-Color, non-white*</th>
<th>Black</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image-4" alt="Illinois State" /></td>
<td><img src="image-5" alt="Illinois State" /></td>
<td><img src="image-6" alt="Illinois State" /></td>
</tr>
<tr>
<td><img src="image-7" alt="Redbirds" /></td>
<td><img src="image-8" alt="Redbirds" /></td>
<td><img src="image-9" alt="Redbirds" /></td>
</tr>
</tbody>
</table>

### 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

**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.

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.

All artwork and variations are available in Macintosh and PC digital file formats.
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.)
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.
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.
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
- NEVER use the “Turkey Neck” version of the logo
- NEVER use the “X-ray” version of the logo

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

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.
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.
INSTITUTIONAL MARKS COMPONENTS

University seal

University logotype

Subscript

Logo

The university 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.

** 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.

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.

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.

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.
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!”

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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