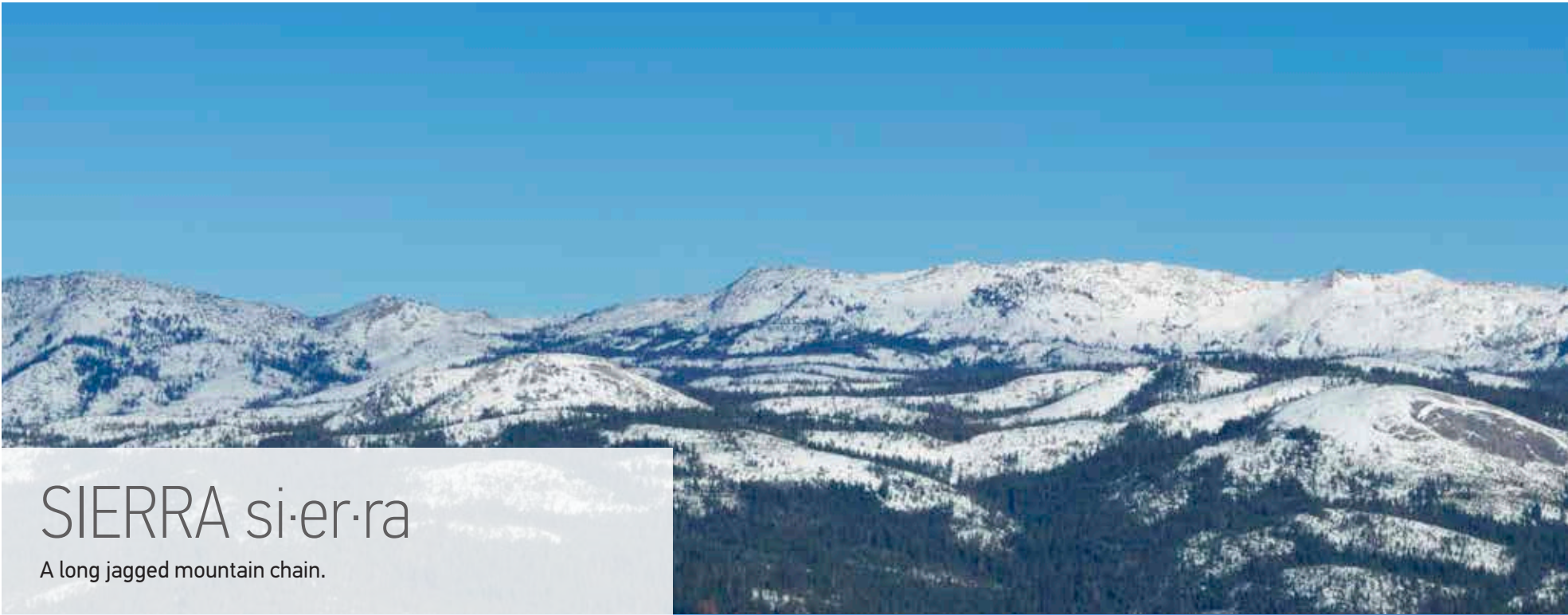


# SIERRA COLLEGE ATHLETICS BRANDING GUIDELINES

January 2018





## SIERRA si·er·ra

A long jagged mountain chain.

## WOLVERINE wol·ver·ine

A carnivorous North American mammal with black, shaggy hair with white markings. The wolverine has a reputation for ferocity and strength out of proportion to its size.



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**NOTE:** The wolverine mascot and athletic typography and branding featured in this publication are to be used solely by the Sierra College Athletics Department. They are not intended to be used in academic or administrative materials.



# WHY ATHLETICS IDENTITY AND BRAND MATTER

A true brand identity permeates the organization: uniforms, signage, emails, posters and more. Defining our Athletics mascot, color palette, type and graphic elements is just the beginning. Our brand embodies who we are, helps individuals know us at a glance and gives student athletes, coaches, alumni, employees and community fans a way to visually convey their identification and pride at being a *Wolverine*.

# The Basics

To ensure a consistent representation of the Sierra College Athletics brand, it is important to adopt and implement the new approved branding standards and phase out old graphics from general use. It also assures that there is no violation of copyright law or other legal issues. The guidelines help create a modern, consistent and cohesive look for Sierra College Athletics.

It's simple to follow the General Branding Rules:

1. Always use official electronic artwork provided by Sierra College Marketing.
2. Do not alter or recreate the graphics in any way.
3. Only use approved designated color combinations.

# MAIN LOGO OVERVIEW

## Sierra Rising.

Our namesake mountain range that dominates the region has a strong, firm and broad base that supports dramatic peaks reaching for the sky. The Sierra Nevada can be seen by every community we serve. The mountains symbolize the journey of our students as they reach for their goals. Our commitment is to help them build a solid foundation and provide pathways to the summit. Timeless and enduring, Sierra College continues to rise.

# Our Logo

Our logo is the core of our brand. The Sierra College logo is the main graphic for our campuses, programs and general use. The Sierra College logo is designed for use in print, web, video and all other uses.



## Logo Components

The Sierra College logo has two main elements: the bold S rising from the mountain range, and the custom designed logotype. The logo is BOTH the logotype and S together.

Our logo must appear on all printed materials, videos and campus websites. (Events use a different logo; please see main Branding Guidelines.)

- Do not separate the logo from the S. The S symbol may not be used on its own. There are limited exceptions, please see next page.
- Do not change the typeface: it has been custom designed and cannot be substituted.
- Do not stretch or change the logo proportions or add other graphic elements
- See page 2.6 for additional usage details

# General Logo Usage

## Clear Space

The Sierra College logo requires the use of space around it. The clear space around the logo should be a minimum of the capital letter S in the logotype. No other graphics, text or other elements should crowd this space.



# Athletics Special Usage

Sierra College Athletics has special needs for the logo, and is allowed, in limited use, to use the bold S rising from the mountain range on its own.

This usage should be limited to practice wear, hats, and other items where the complete logo would not fit.

# Logo Color and Usage

The Sierra College logo can be used on a variety of backgrounds. There are two-color and one-color options available. If the background color is a solid color, use the version which is the most readable. Some layouts are structured on their photos. If the Sierra College logo needs to be on a background photo, place the logo in a clear location or place in a box, using the clearspace area.



## Logo Color and Usage continued...

### Proportions

The logo must appear in the proportions shown. Do not stretch, distort, redraw or type text.



Keep proportions



Do not stretch



Do not compress



Do not redraw or retype the custom lettering

### Legibility

Please place the logo where it can be easily read. Do not place on busy or unreadable backgrounds.



Do place on a readable background



Do not place on unreadable or non-college colors



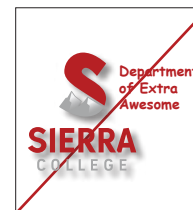
Do not place on busy photo background

### Other Elements

Do not add other elements, drop shadows, modify or retype the logo.



Do not add elements



Do not add text or drop shadows



Do not rearrange, resize or recolor



Do not retype or use the Rising S as an initial or separate element

# Sierra Team Logos

When our separate sport programs need to identify themselves, the logo at preferred size can include the department or program in title case, 11pt, PF Din Regular, Granite Gray, with a .75 line in Cool Gray below the logo.



Program names in Title Case, PF Din Regular,  
Granite Gray



# Logo for Merchandise

The Sierra College logo has an alternate version for merchandise use. This is because the blend in the mountain graphic is difficult to reproduce in some formats (like shirts, hats, giveaways and others). The solution is a halftone screen, where small dots create the blend. Most professional vendors can use this type of graphic. If your vendor needs this file, another file type or anything else, please have them contact [branding@sierracollege.edu](mailto:branding@sierracollege.edu) with any questions.



example: white on red halftone,  
all options are available



Do not use the  
logo with a solid  
shape



Do not use  
another pattern  
to create blend



# SIERRA COLLEGE MASCOT

The Sierra College mascot is the Wolverine. The wolverine, though rare, is tough beyond measure, and has a reputation for ferocity and strength out of proportion to its size, with the documented ability to kill prey many times larger than itself. Its large, five-toed paws with crampon-like claws enable them to climb up and over steep cliffs, trees and snow-covered peaks with ease.

The wolverine spirit is embodied in the strength of Sierra College Athletics.

# Our Mascot

The Sierra College wolverine mascot graphic reflects the fierce nature and black and white markings of a wild wolverine, while also using the school Colors of Cardinal and White.



# Mascot Color and Usage

There are multiple color variations of the mascot for your variety of projects. For more options on background colors, please see the next page.



Three or full color option



two color option



one color option, black



one color option, red

*\*These logos always need to be accompanied by type stating the Sierra College name somewhere on the apparel or product. For example, if using the wolverine graphic or paw logo then somewhere on the product the Sierra College Athletics type or main Sierra College logo needs to be displayed.*

## Mascot Color and Usage continued...



Full color option



Three color option



Two color option



One color option



Do not use the Wolverine as a white imprint.

# ATHLETICS TYPE

Type is an important graphic element of the Sierra College Athletics identity. A new custom typeface with wolverine claw marks emphasizes toughness, while a custom script offers even more options. The mountains that feature so prominently in our main logo and surrounding landscape are also available in the type, and there are many design variations to explore.

# Sierra Claw

The new Sierra College athletic type is a variation on the new Sierra College logo, with coordinating colors, line weight and angles. It also incorporates sharp angles, similar to claw marks.

**SIERRA COLLEGE**  
**WOLVERINES**



**SIERRA**  
COLLEGE

# Type Variations

Athletics offers many type variations. A few are shown below. Any can be customized for a specific team, print requirements, embroidery and more. Please contact [branding@sierracollege.edu](mailto:branding@sierracollege.edu) for assistance.

for larger use  
where the  
mountains in  
letters are visible



for smaller  
use where a  
cleaner design  
is needed



## Type Script Option

Some teams like the option of a script typeface. A custom solution using *Sierra* or *Wolverines* is shown below. This can be customized for a specific team, print requirements, embroidery and more. Please contact [branding@sierracollege.edu](mailto:branding@sierracollege.edu) for assistance.



Customize with any sport

## Typography—PF DIN Text

PF Din Text is a strong sans serif typeface. Its lines and curves have a warm, modern flare. PF Din Text is suitable for use in large headlines and banners, as well as small body copy. It comes in a wide variety of weights. Sierra College branding uses PF Din Text as its exclusive sans serif typeface.

PF Din Text (Standard) is available for purchase from [myfonts.com](https://myfonts.com). We are unable to provide the font due to licensing restrictions. If you cannot obtain a license for PF Din Text, Arial is an accepted substitute, though not preferred.

[ PF DIN Text—Regular *PF DIN Text—Italic* **PF DIN Text—Bold** ***PF DIN Text—Bold Italic*** ]

## Typography—Sierra Claw

Sierra Claw is a custom-created sans serif typeface, with claw imperfections in the lettering.

Sierra Claw is only for use in provided graphics; there is not a downloadable version. Sierra Claw is suitable for larger use; when smaller type is needed, please use PF Din, as the claw marks will not reproduce in small formats.

**SIERRA COLLEGE WOLVERINES**



# ATHLETICS COLORS AND SECONDARY ELEMENTS

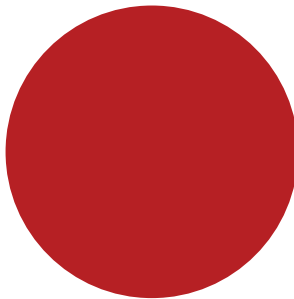
## Beyond the Logo

There are a lot of separate pieces that come together to create a brand identity. Color is fundamental in establishing and communicating the Sierra College Athletics brand. Other graphic elements enhance the Athletic identity. Together, they help create a cohesive brand.

# Color Palette—Athletic

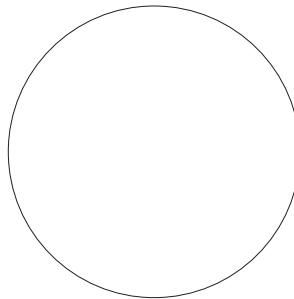
Sierra College's official school colors are Cardinal Red and White. Cool Gray, Granite Gray and True Black support these colors.

**Note:** Please be aware that the color name is just a word choice. When given a color choice by a vendor, please use the color specifications written below the name and good judgment to choose the most similar color. Have a color-specific question? We are happy to help you choose at [branding@sierracollege.edu](mailto:branding@sierracollege.edu).



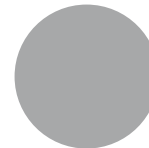
## **Cardinal Red**

C 20 M 100 Y 100 K 10  
Pantone 484 C  
Pantone 1805 U  
RGB 175 33 36  
Hex AF2124



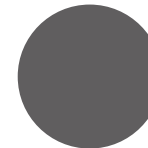
## **White**

C 0 M 0 Y 0 K 0  
Pantone —  
Pantone —  
RGB 255 255 255  
Hex FFFFFFFF



## **Cool Gray**

C 5 M 5 Y 5 K 35  
Pantone Cool Gray 6C  
Pantone Cool Gray 6U  
RGB 157 157 157  
Hex 9D9D9D



## **Granite Gray**

C 10 M 10 Y 10 K 70  
Pantone Warm Gray 10 C  
Pantone Warm Gray 11 U  
RGB 97 96 97  
Hex 616061



## **True Black**

C 0 M 0 Y 0 K 100  
Pantone Black C  
Pantone Black U  
RGB 0 0 0  
Hex 000000

# Athletic Secondary Elements\*

The claw marks and sport paw are fun secondary graphic elements. They should not be used as a standalone identifier for Sierra College and should be used sparingly. If your team needs a specific element, please contact [branding@sierracollege.edu](mailto:branding@sierracollege.edu).



claw marks



sport paw with balls  
other sports available

*\*These logos always need to be accompanied by type stating the Sierra College name somewhere on the apparel or product. For example, if using the wolverine graphic or paw logo then somewhere on the product the Sierra College Athletics type or main Sierra College logo needs to be displayed.*



# QUESTIONS? ANSWERS.

# Frequently Asked Questions

## **Why should I care about branding?**

Branding is more than just making us all look good. It is continuing to build on our strong identity as Sierra College. Our new branding will give athletes, coaches, students, staff and the community an instantly recognizable look to a program they already know. Consistent use of the same images and colors, including the look and feel of materials and projects, will strengthen our identity. To ensure a modern, consistent representation of the Sierra College Athletics brand, it is important to adopt and implement the new approved branding standards and phase out old graphics from general use.

## **Can I use the rising S without the logotype?**

No: the S is an integral part of the Sierra College logo and cannot be altered or modified to fit a design. The S symbol may not be used on its own. There are limited exceptions for Athletics (use may be permitted on merchandise when the logo will not fit and on practice materials). Please contact [branding@sierracollege.edu](mailto:branding@sierracollege.edu) for details.

## **Where do I find the new Sierra College Athletics logos?**

You can download the Sierra College logo from the Marketing and Public Relations page in Inside.Sierra. A general Athletics graphics package is available by emailing [branding@sierracollege.edu](mailto:branding@sierracollege.edu). For specific sport uses each logo is custom created, so please contact us to discuss your individual needs.

## **I want to print the new logo on a backpack/jersey/polo/etc.!**

Great! Each usage has some specific needs. Regular printing (on paper) projects can use the .jpg and .pdf files that can be found on Inside.Sierra and in the Athletics package. Most screen-printed or embroidered projects will require a special version of the Sierra College logo with a halftone screen. Let us know what your project is, and we can give you the correct logo version for that type of project.

## **I love and want to use the new Athletics mascot and Athletics branding!**

The wolverine mascot and athletic typography and branding featured in this publication are to be used solely by the Sierra College Athletics Department. They are not intended to be used in academic or administrative materials. The Sierra College bookstore will have mascot merchandise, as will individual teams.

## *Frequently Asked Questions continued*

### **The Sierra College official Athletic color palette is confusing. What do the numbers mean?**

Our official school colors are Cardinal Red and White and have been since at least 1955. The support colors have been chosen to coordinate with our Primary colors.

Please be aware that the color name (like “Cardinal Red”) is just a word choice. Those numbers written below the color are known industry standards for printing colors. When given a color choice by a vendor, please use the color specifications written below the name in these guidelines and good judgment to choose the most similar color. Have a color specific question? We’re happy to help you choose.

### **But I want to do my own design; why do I need these guidelines?**

The guidelines help create a modern, consistent and cohesive look for Sierra College Athletics. It also assures that there is no violation of copyright law or other legal issues. It’s just a few rules:

1. Always use official electronic artwork provided by Sierra College Marketing.
2. Do not alter or recreate the graphics in any way.
3. Only use approved designated color combinations.

And the final rule: Need help? Please ask [branding@sierracollege.edu](mailto:branding@sierracollege.edu)

## Contact

We’re happy to answer any questions about the new logo and these guidelines. Please contact us for logo usage, branding questions, work orders and any other concerns.

### **Sierra College Marketing Department**

location: UT

phone: (916) 660-7272

general email: [marketing@sierracollege.edu](mailto:marketing@sierracollege.edu)

brand email: [branding@sierracollege.edu](mailto:branding@sierracollege.edu)



BRANDING IS ABOUT CONSISTENCY, YET IS AN EVER EVOLVING PROCESS. THE SIERRA COLLEGE ATHLETICS BRAND IDENTITY GUIDELINES IN THIS MANUAL WILL GROW AND CHANGE WITH THE NEEDS OF SIERRA COLLEGE ATHLETICS. VERSION 1/2018