Introduction

As Hilbert College strives to provide students with an exceptional educational experience, clear consistent messaging about the college is imperative to raising the institution’s visibility and increasing a positive awareness toward the college. The Hilbert athletics Hawks logo is one of the most visible representations of the college’s visual identity. By using the Hawks logo consistently, it will assist Hilbert athletics in establishing and maintaining a strong, positive image and reputation. Its correct usage shows the college is a united team, taking pride in the successes of our students, while instilling confidence in student-athletes and reflecting quality and professionalism in Hilbert athletics.

The purpose of this athletics visual identity guide is to provide a branding message for the Hilbert athletics program that is consistently identifiable in all applications. It is also designed to provide information about the Hilbert Hawks logo and parameters for its use. Use of the Hilbert Hawks logo for any purposes must adhere to these guidelines.

This guide provides information on many, but not all, typical applications for the athletics logo. For clarification or questions on appropriate usage, please contact the:

Director of Athletics
926-8800
On campus: Ext. 233

Thank you for your cooperation in communicating Hilbert athletics in a clear and consistent manner.
Athletics Visual Identity Guidelines

The graphic elements contained in this guide are not to be altered in any way and are reserved for use by Hilbert College athletics only. Any exceptions must be approved by the director of athletics.

Some basic guidelines:

- Individuals may not order any merchandise (uniforms, stationery, etc.) that does not conform to these guidelines, including all items purchased/produced in-house or by third-party vendors.

- Apparel-related items may require additional guidelines. Contact the director of athletics for more information.

- All design and ordering of stationery, envelopes and business cards must be initiated through the director of athletics.

- The Hilbert Hawks logo is unique. Using standard fonts will not accurately reproduce the typography.

- When printing names of individual teams and programs, Hilbert’s approved, specially designed type font must be used.

- Use of the previous Hawks image and other athletics design elements must be discontinued as new items are ordered.

- Use of the images shown in this guide must appear in a horizontal and square position. See the section on Incorrect Usage for more information.

- Images shown are only a sampling of how the Hawks logo can be personalized to fit each athletic program.

- The athletics director may cease production or may require an order to be revised for any uniform order or other apparel order that uses the athletics logo incorrectly or does not comply with the approved athletics colors.
Primary Logo

The primary logo is preferred for most uses. Where possible, print the entire image in blue (PMS 286), White and Gold (PMS 109).

Secondary Logo

Additional options have been designed to allow for flexibility within the athletics logo system when it's not possible to use the three-color primary logo. The following are available options. Use of one of these options must be approved by the director of athletics.
Sport-Specific Logos
The primary Hilbert Hawks athletics logo may be personalized with a specific sport. Below are athletics/team-specific logos that may be used on light colored backgrounds:

The primary three-color Hilbert Hawks logo may be used on a dark background as it’s been created with an outline shape and color that allows it to work clearly on any dark colored background:
**Area Surrounding Logo**
To maintain the integrity of the Hilbert Hawks identity, a certain amount of space around the logo must be kept clear of competing visual typographic elements. No other artwork may appear in the area immediately surrounding the logo.

**Colors**
Use the following information for matching the Hilbert Hawks colors in the primary logo.

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**Pantone Matching System (PMS)**

<table>
<thead>
<tr>
<th>Color</th>
<th>PMS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blue</td>
<td>PMS 286</td>
</tr>
<tr>
<td>Gold</td>
<td>PMS 109</td>
</tr>
</tbody>
</table>

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**CMYK (4-process color)**

<table>
<thead>
<tr>
<th>Color</th>
<th>C</th>
<th>M</th>
<th>Y</th>
<th>K</th>
</tr>
</thead>
<tbody>
<tr>
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</tr>
<tr>
<td>Gold</td>
<td>0</td>
<td>25</td>
<td>95</td>
<td>0</td>
</tr>
</tbody>
</table>

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**Web and Other Electronic Media**

<table>
<thead>
<tr>
<th>Color</th>
<th>R</th>
<th>G</th>
<th>B</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blue</td>
<td>0</td>
<td>93</td>
<td>170</td>
</tr>
<tr>
<td>Gold</td>
<td>238</td>
<td>177</td>
<td>17</td>
</tr>
</tbody>
</table>
**Athletics Uniforms**
The Hilbert College word mark must appear on all athletic uniforms and all game warm-up shirts. Based on sport uniform code, the word mark will be displayed across the front panel of both home and away uniforms. With permission from the director of athletics, the word mark may appear across the shoulder panels on the back of home and away jerseys.

**HILBERT COLLEGE**

All Hilbert athletics uniforms will be in Hilbert blue or white. If the exact PMS blue 286 is unavailable, vendors must achieve the closest possible match and the color must be approved by the director of athletics.

All athletics uniforms must be approved by Hilbert’s director of athletics. Please obtain a uniform proof and proposed color fabric from the vendor for approval before production. After approval, a confirmation will be provided and uniforms may then be ordered.

The athletics director may cease production of any uniform order that uses the athletics logo incorrectly or may require an order to be revised.

If permitted to place an athletic logo on the leg panel of game shorts or pants, either Option A or Option B will be acceptable.

**Option A**

**Option B**

**Uniform Numbers**
The size of jersey numbers on the front and back of uniforms will be based on sport-specific sizing requirements per the NCAA sport manual.

**NCAA Logos**
Per the NCAA sport-specific manual, if NCAA logos are required to be placed on uniform jerseys, the Hilbert head coach must inform the director of athletics of this requirement.
Design and Project Approvals
Any coach, team or Hilbert College staff/faculty wishing to use the Hilbert Hawks logo must have the design or project approved by the director of athletics.

- Complete and submit an athletics design or project approval form. The form is available on the Hilbert Intranet.
- Submit a completed form to the athletics director for approval. Allow 5-7 business days for approval.
- Athletics uniforms, apparel or other materials purchased from an outside vendor requires a final proof approval by the athletics director.
- Team t-shirts must have the sport-specific team logo on the front. Coaches may determine what will appear on the back of the t-shirt. All team t-shirts will be ordered through the same vendor designated by the director of athletics.
- The items which require pre-approval:
  - All game apparel - uniforms, sweat suits, shooting shirts, warm-up t-shirts, jackets, and hats.
  - All apparel worn to and from contests - travel suits, hats and jackets.
- Approved color combinations:
  - All apparel tops must be blue or white and may have a black accent color sewn into top.
  - Apparel bottoms may include black for sweat suits only.
  - Coaching apparel/gear – all black may be worn though royal blue and white is preferred, especially when attending recruiting events.
  - Practice t-shirts may be white, blue, black or grey. Grey is permitted for practice t-shirts only and should not be used for any other apparel.
Incorrect Usage
Correct use of the Hilbert Hawks identity is important for building recognition. Here are some typical variations that are to be avoided and are not permitted.

- Do not change the logo colors. Do not tint the colors of the logo.
- The logo may not be printed at an angle other than horizontal. Never tilt or rotate the logo.
- Do not use the old Hawks logo.
- Do not put the logo on a patterned background.
- Do not use portions of the logo to create another logo or word mark.
- Do not alter the dimensions of the logo so that it’s disproportionate or distorted.
- The logo should not be reproduced from a Web site or previously printed publication.
- The logo should not be printed within a border or other type of artwork.
- Do not reverse or flip the logo. The Hawk’s beak must be on the right side of the image.
- Never change the logo’s typeface.
- The Hawks logo represents Hilbert athletics only. It does not identify the college overall, academic programs and other areas of the institution.
Hilbert College Athletics
Design and Project Approval Form

Name:_______________________________________ Date:______________________

Department:______________________________ Position/Title:________________________

Phone:______________________________ E-mail:__________________________________

Requested Item(s):
Uniform ______
Warm-Up Suit ______
T-Shirt ______
Shorts ______
Sweatshirt ______
Jacket ______
Hat ______

Other:___________________________________________________________________________

_________________________________________________________________________________

Item(s) being ordered for: __________________________________________________________

On what color will the item(s) be printed?
White ______
Blue ______
Black ______
Grey (practice t-shirts only) ______
Other (please explain): ____________________________________________________________

Item(s) needed by (date):___________________________________________________________

Vendor Name:__________________________________________________________________

Address:_______________________________________________________________________

Vendor Contact Name:___________________________________________________________ Phone Number:____________________

OFFICE USE ONLY

Date Received:_________________________ Date Approved/Denied:_____________________

Date Proof Received:____________________ Approved by:______________________________

Signature:____________________________ Approved by: _____________________________ Date:________________________