

# QUICK REFERENCE STYLE AND BRANDING GUIDE

UNIVERSITY OF IOWA DEPARTMENT OF INTERCOLLEGIATE ATHLETICS

## TIGERHAWK



### THE PRIMARY MARK

The Iowa Athletics primary mark, known as the Tigerhawk, was designed to create a consistent brand for the Iowa Hawkeyes. This mark should not be changed or altered in any way and its use must adhere to the standards in this manual. There are many variations to choose from so that there should be a design compatible to any application. Artwork was created for use both on a white or light background and also for use on a black or dark background.

The Tigerhawk, as the primary retail and identifying mark for Iowa Athletics, should not be used for promotional purposes or as an identifier of University Departments or Student Organizations.

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

### FIGHT FOR IOWA

Artwork has been created for the Fight for Iowa logos which are to be used as a thematic rallying cry for the University of Iowa and Hawkeye Nation. The full color versions of the marks are shown at the top left. Keep in mind that the Fight for Iowa marks are only to be used as a secondary identifier. The primary identifying mark for Iowa Athletics is and should always be the Tigerhawk primary mark.

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



## WORDMARKS

**IOWA HAWKEYES** ***IOWA HAWKEYES***  
**HAWKEYES** ***HAWKEYES***  
**Hawkeyes** ***Hawkeyes***

**IOWA HAWKEYES**  
**Iowa Hawkeyes**  
**IOWA HAWKEYES**  
**Iowa Hawkeyes**

### WORDMARKS

In addition to the primary marks, there is a set of word mark art which further creates a consistent brand for the Iowa Hawkeyes. As shown on the left, the word mark art is available both in italicized and non-italicized versions. These word marks are not intended to be used in place of the primary mark (Tigerhawk). They are instead intended to be support graphics for use in conjunction with the Tigerhawk marks. These word marks should only be used with prior approval.

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

**#Hashtags**  
**#Hawkeyes**  
**#FightForIowa**

## THE PRIMARY PALETTE

The colors on the left are the official colors for the Iowa Hawkeyes. It is very important to match these colors faithfully when reproducing the retail marks. It is greatly preferred that all Iowa Hawkeyes marks be used in both of these colors whenever possible. If this is not possible then the marks should be printed in all Hawkeye Gold where allowed, all black on light backgrounds and all white on dark backgrounds (see page A4 for more details).

NOTE: Always match the Hawkeye Gold as closely as possible in thread, fabric, ink, etc.

### THE SUPPORT COLOR

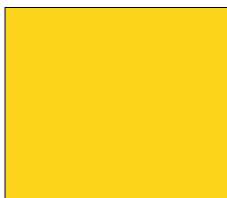
In addition to the primary palette shown above, the Iowa Hawkeyes marks utilize white as an important support color.

## IOWA FONTS

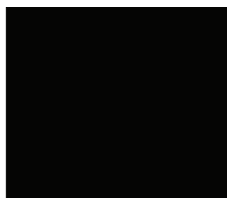
Hawkeye Bold and Hawkeye Bold Italic are the custom fonts created exclusively for Iowa Athletics and are featured in many of the Iowa Athletics marks. Hawkeye Bold and Hawkeye Bold Italic are available only from the Iowa Hawkeyes Athletic Department and may be used only with prior approval.

**HAWKEYE BOLD**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789!@#\$%^&\*()\_+}{":?><**

**HAWKEYE BOLD ITALIC**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789!@#\$%^&\*()\_+}{":?><**



**HAWKEYE GOLD**  
 (in lieu of use \*Pantone® 116)  
 Process Equivalent: 0c 15m 95y 0k  
 RGB Equivalent: 255r 194g 13b  
 Madeira Thread: 910-1069 Classic Rayon #40  
 Hex Code: #FCD116



**HAWKEYE BLACK**



**HAWKEYE WHITE**