



RETAIL GUIDE

VERSION 1.0 - REVISED 7/1/26

QUICK FACTS

ESTABLISHED	NICKNAME	MASCOT	CONFERENCE	COORDINATES
1858	Cyclones	Cy	Big 12	42.02° N, 93.64° W

GENERAL GUIDELINES

- Iowa State marks must be used **exactly as provided** and may not be altered in **form, proportion, color, or overall appearance**. Do not **stretch, compress, crop, distort, reverse, recolor, or modify** any mark. All details must remain **clean, crisp, and clearly visible**.
- Iowa State marks may be incorporated into a larger design as long as the **integrity of the mark is protected**. University marks must remain **clearly recognizable** and may not be visually **dominated, crowded, or obscured** by other marks, graphics, or design elements.
- Avoid product colors, imprint colors, or design treatments that create a **black-and-gold impression**.
- Iowa State marks may not be **copyrighted, trademarked, or otherwise claimed** by a vendor or third party.
- When referencing the university's founding year, use **"Est. 1858"** or **"Established 1858"** rather than **"Since 1858."**
- References to **drugs, tobacco, or related products** may not be used in conjunction with Iowa State marks.

COMMON MISUSE



Never alter the proportions.



Never dissect, cover, or crop the logo.



Never add graphic components.

Iowa State University's marks are controlled under a licensing program administered by the Collegiate Licensing Company. Any use of these marks requires written approval from CLC.

NOTICES, COLOR, AND TYPE

TRADEMARK NOTICE OVERVIEW

use ® when

All marks appearing on apparel, including headwear and footwear, should use the ® notice.

Verbiage that uses ® on apparel, but TM on non-apparel:

Iowa State University ®
Iowa State ®
ISU ®
Cyclones ®
Cy-Hawk ®

Exception:

The word "Cyclones" should use the ® notice when it appears on apparel, flags, or banners.

use TM when

All marks appearing on non-apparel items should use the TM notice.

Verbiage that uses TM on both apparel and non-apparel:

State™
Cy™
Clone(s)™
Cyclone™
Cyclone Nation™
Jack Trice Stadium™
Clone Cone™
Hilton™
Hilton Magic™
Hilton Coliseum™
Hilton South™
Struck by a Cyclone™

PRIMARY TYPEFACE

CYCLONE NATION REGULAR

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

A€

CYCLONE NATION BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

A€

PRIMARY COLORS

PANTONE 187 C
CMYK: 0, 100, 74, 26
RGB: 166, 25, 50

MADEIRA RAYON: 1181

CYCLONE CARDINAL

HEX#
a61932

PANTONE 123 C
CMYK: 0, 16, 89, 0
RGB: 255, 200, 54

MADEIRA RAYON: 1172

CYCLONE GOLD

HEX#
ffc836

PANTONE 202 C
CMYK: 1, 98, 58, 44
RGB: 135, 40, 55

MADEIRA RAYON: 1374

ACCENT CARDINAL

HEX#
872837

SECONDARY COLOR

ATHLETICS MARKS

PRIMARY MARKS

FULL - COLOR



ALTERNATIVE



2 - COLOR



ALTERNATIVE



1 - COLOR



ALTERNATIVE



ATHLETICS MARKS

SECONDARY MARKS

Punching Cy must be used with another identifying Iowa State trademark.

FULL - COLOR



1 - COLOR



WORDMARKS

"Iowa State" and "Cyclones" may be used in any type style but if the type style is similar to the wordmarks shown, the actual wordmark should be used.

2 - COLOR

IOWA STATE

CYCLONES

IOWA STATE

CYCLONES

IOWA
STATE

IOWA
STATE

1 - COLOR

IOWA STATE

CYCLONES

IOWA STATE

CYCLONES

IOWA
STATE

IOWA
STATE

1 - COLOR

IOWA STATE

CYCLONES

IOWA STATE

CYCLONES

IOWA
STATE

IOWA
STATE

YOUTH ATHLETICS MARKS

YOUTH TORNADO MARKS

FULL - COLOR



2 - COLOR



1 - COLOR



YOUTH MASCOT HEAD MARKS



YOUTH MASCOT MARKS

GOLD OUTLINE



WHITE OUTLINE



FULL - COLOR



1 - COLOR



USAGE NOTE

This collection is intended for youth product use only, including merchandise designed, sized, or marketed for infants, toddlers, children, and youth audiences.

University Marks

University Wordmarks

Light Background

IOWA STATE UNIVERSITY.

IOWA STATE UNIVERSITY.
OF SCIENCE AND TECHNOLOGY

IOWA STATE UNIVERSITY.
OF SCIENCE AND TECHNOLOGY

IOWA
STATE.

IOWA STATE
UNIVERSITY.

IOWA STATE.

ISU.

Dark Background

IOWA STATE UNIVERSITY.

IOWA STATE UNIVERSITY.
OF SCIENCE AND TECHNOLOGY

IOWA STATE UNIVERSITY.
OF SCIENCE AND TECHNOLOGY

IOWA
STATE.

IOWA STATE
UNIVERSITY.

IOWA STATE.

ISU.

Primary Colors

PANTONE 186 C
CMYK: 0, 100, 80, 5
RGB: 201, 18, 53

PANTONE 142 C
CMYK: 0, 21, 77, 0
RGB: 241, 192, 82

MADEIRA RAYON: 1484

MADEIRA RAYON: 1171

UNIVERSITY CARDINAL

UNIVERSITY GOLD

HEX#
c91235

HEX#
f1c052

PANTONE 1815 C
CMYK: 2, 97, 72, 52
RGB: 125, 39, 45

MADEIRA RAYON: 1374

CONTRAST CARDINAL

HEX#
7d272d

Secondary Color

University Marks

Campanile Marks

1 - Color



2 - Color



University Skyline

1 - Color



2 - Color



University Seals



Usage Note

- University marks must follow all *general guidelines and trademark notice requirements*.
- Use only approved University *colors, fonts, and mark files* as provided.
- The *University Seal* is reserved for special use only.
- *Generic Campanile or tornado* designs may not be created or used.