



Brand Guide Booklet

Wolfie Seawolf

Current Version



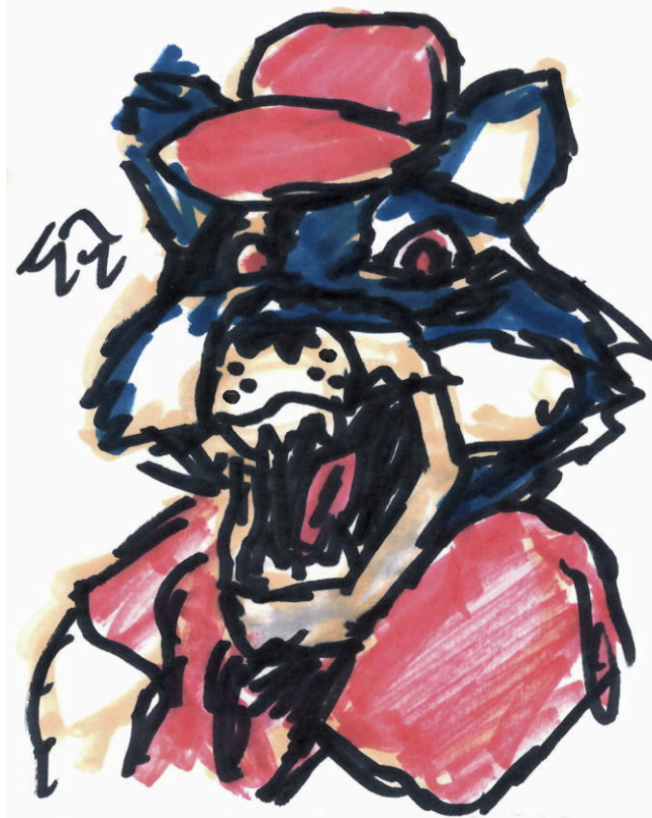
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Created/Managed By: James D Boglioli

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Mission:

Increase Joy in people around campus and the world with fun antics, content, and interactions.

Vision:

Become the most loved college mascot in the nation and win awards while engaging with the community and promoting the brands of the university and athletics.

Wolfie's Archetype:

The Charismatic Amateur

Wolfie is unapologetically himself and inspires others to be the same way. He is a charismatic leader, whose passion and can-do attitude shine through (despite his lack of skill in certain situations). He is always eager to learn and pick up new skills! His amateurism makes him a bit of a jokester, so he will often make jokes & pull pranks!

Stats and Awards

Wolfie Seawolf

Major: **Marine Biology & Cheerleading**

DOB: **Feb 10th, 1995**

Height: **7'-0"**

Fav Color: **Red**

ID# 1080000000

CARD# 6038 3900 2264 8032



Stony Brook University

Mascot



RUNNERUP

2014-2013-2012-2011

NOMINEE

2025-2024-2023



FINALIST – OPEN MASCOT

2025-2024

5th PLACE – OPEN MASCOT

2024

5th PLACE – SPIRIT GAME DAY

2024



CHAMPION

2023-2022

RUNNERUP

2016-2013

OTHER AWARDS

2010 SB Community Service Award, 2009 Three Village Sportsman of the Year
SUNYCUAD Awards for Communication, Social Media, & Event Planning

Wolfie Is:

✓ **Relatable**

Wolfie is just like the students at SBU. He acts in a way they can relate to and is sure to treat those around him respectfully, even when he is joking with them.

✓ **Lighthearted**

Wolfie is always happy and excited, sometimes he may be caught off-beat for a little bit, but it is all in good jest! Wolfie strives to make everyone around him just as happy as he is!

✓ **Confident**

Wolfie is always confident. He loves to be the center of attention, and he knows he deserves to be wherever he is!

✓ **Charismatic**

Wolfie is easily loved, and a little flirtatious. He has a great rapport with everyone he interacts with!

✓ **Excited/Passionate**

Wolfie loves the campus and it's community. He never misses an opportunity to engage with fans! He is the #1 fan of the university & its teams! He also loves trying new things! He IS the Seawolf Spirit!

✓ **Goofy & Creative**

Wolfie loves messing with people in fun and creative ways! Whether it is pretending to eat people's heads or doing fun antics to entertain himself, he is always letting his fun & creative juices flow!





Wolfie Isn't:

X A Wallflower

Wolfie loves to engage with people around campus and will never be caught standing still or alone. He can't be contained at events or confined to a photo booth.

X Aggressive

Wolfie loves to play and make jokes with event attendees, but he is never outwardly aggressive toward them. He is always sure that he leaves all of his jokes on a positive note!

X Controversial

Wolfie doesn't start controversy or engage with partisan groups. He does not pick sides on contentious issues or endorse partisan views.

X Corporate/Stiff

Wolfie is not easily controlled and will not be boring or lack originality. He is a unique individual who will often take things into his own hands to innovate & adapt the situation with his imagination.

X Repetitive/Dull

Wolfie does not do the same bit over and over again, or drive a bit into the ground. He is always looking to interact with people in new and interesting ways and diversify even his core interactions.

X Cringe

Wolfie is cool and relatable, so he stays away from trends and situations that can be viewed as cringe-worthy. He strives to keep up with popular culture.

Wolfie's Signature



Wolfie's signature should remain consistent throughout all branding. The official signature is pictured above and contains Wolfie's name stylized as pictured, and underlined. Items signed by Wolfie should only be signed using the pictured wordmark or by Wolfie himself. No items should be signed by anyone other than Wolfie, and/or in a way that varies from what is pictured above.

The signature may be accompanied by a simple pawprint or a heart, as pictured below. The signature should not be accompanied by any other pictograms or drawings.



Wolfie Brand Assets



Wolfie Standard Vector

This vector may be used in the same way realistic images of Wolfie would be used. It can be used to promote Wolfie's attendance at an event but should be used within the context of all of Wolfie's guidelines. **The image may not be edited or modified in any way.** This includes, but is not limited to, color changes, outfit changes, and cropping.



Wolfie's Head

Wolfie's head may be used the same way as the Wolfie Standard Vector. **The image may not be edited or modified in any way.** This includes, but is not limited to, color changes, outfit changes, and cropping.



Wolfie Football Vector

This vector may only be used to promote football games and homecoming. The use of this image must follow all of the guidelines outlined in Wolfie's brand guide. **The image may not be edited or modified in any way.** This includes, but is not limited to, color changes, outfit changes, and cropping.



Tokyodachi Wolfie

This asset may not be used in any merchandising without express licensing by Tokyodachi. He can be used in non-merch content. The image may be modified only by official SBU marketing professionals and Wolfie's team members.



Wolfie's Paw Print

Wolfie's paw print may be used in official seawolves promotional material and may be modified by university departments to include their logo and/or wordmark. Use must comply with official university branding guidelines on color and typeface.

Good Content:

✓ Current Version

Wolfie should be in his current character version at all times. Old versions of Wolfie featuring old logos, old designs, etc. should not be used. The current version is dated as of **Jan 1st, 2024**. Photos not within the current version must be approved by the Spirit Squad Manager.

✓ Eyes on the Camera

Wolfie should always be looking at the camera when he is pictured in content. He should never appear to be looking at the camera through his mouth!

✓ Athletic & Energetic

Wolfie should appear athletic and energetic in all content. Wolfie should not appear static in videos, and he should not appear clumsy, frail, or tired.

✓ Coordinated

Wolfie should appear coordinated! He always knows where his body is and what he is doing. He should not be unaware of his surroundings, hitting himself with objects, or running into people or things.

✓ Well Groomed

Wolfie should appear well-groomed! His fur should appear brushed and his clothes should appear to be properly worn. He should not be dirty, have matted fur, or appear to be unkempt in any way. Loose threads should be removed or cut, and all pieces must appear well-kept. All logos must also be up-to-date.





HAT

Hat appears curved, damaged, and has incorrect logos.

EYES/MOUTH

Eyes are not visible to the camera, and Wolfie appears to be looking at the camera through his mouth

ARMS

Arms appear poorly crossed and do not look natural. Paws improperly lined and are damaged.

WAIST

Waistline is visible and pants are sagging

DRAWSTRING

Drawstring is visible. Should be tied and tucked into pants

LOGOS

Outdated logo is visible on the pants. Logos must match current iteration and university branding.

LEGS

Fur on legs appears to be loose fitting and unathletic. Causes Wolfie to appear shorter.

SHOES

Shoes do not match. The height of his shoes are incorrect, and they are poorly tied.

Bad Content:

X Clothing Incorrect

Wolfie should not be pictured with any part of his outfit in disarray. His suspenders should not be visible, his shoes should match, his pants should not be sagging, and his shirt should be properly worn. His shoes must always be in one piece and properly tied.

X Murky Identity

Wolfie is always himself! No content should insinuate that Wolfie has another identity. There's never any question of who Wolfie is!

X Straps & Buckles

There should be no visible straps, buckles, or other internals visible in any content. All straps, strings, buckles, velcro, etc. should be tucked away and out of sight.

X Lack of Clothing

Wolfie should always appear properly clothed. He should not be missing shorts/pants or a shirt to adequately cover his body. Wolfie's entire body should appear to be covered in either his clothing or his fur.

X Poor Quality Hat

Wolfie's hat should always adequately clear his eyes. His hat should not appear floppy or cover his eyes. All logos pictured on Wolfie's hat must also be up-to-date.

X Costumes & Editing

The Spirit Squad Manager must approve all special costumes and any photos taken of Wolfie not in his standard outfit before use. Editing or modification of photos of Wolfie is prohibited. Wolfie should not be altered in any way.

Tools of the Trade

Wolfie's Hat

Wolfie loves to take off his hat and use it for many things! From putting it on children's heads or using it to fan himself to pantomiming using it as a pot to cook over a fire, Wolfie has loads of ideas!



Seawolves United Flag

Wolfie is always sure to bring his flag to the big game to wave it around & hype up the crowd. Wolfie is also known to bring his flag to media shoots to make his appearance *that much* larger!



Wolfie's Handlers

Wolfie takes his handlers everywhere with him! They act as the bridge between Wolfie and the event staff. They are always happy to help with content & bring an event to the next level; be it taking photos or any other event need!



Seawolf Spirit

Wolfie brings his can-do attitude and love of Stony Brook everywhere he goes! He is a pillar of the community and loves interacting with anyone and everyone, especially children and dogs!



Keep Wolfie Away From



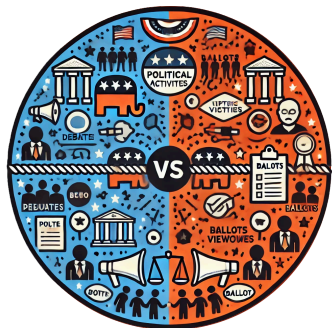
Construction

Wolfie should never be pictured with construction or other campus obstructions in the background, including police barricades on campus.



Inappropriate Gesture

Wolfie should not be pictured making inappropriate gestures. Examples include gang signs and middle fingers. Wolfie will also not take photographs with anyone making any inappropriate gestures, and if such a picture is captured, it is not to be posted.



Partisan Activities

Wolfie keeps out of politics and religion. He should never be seen promoting political groups or parties. Wolfie will distance himself from religious views or any other controversy. Wolfie takes photos with politicians but does not endorse them.



Alcohol/Drugs

Wolfie will not take photos in any environment where alcohol or drugs, including any paraphernalia (red solo cups, bong, etc) will be present and visible. All evidence of such should be removed before a picture is taken.

Social Media Quick Guide

Brand Goals

Wolfie seeks to grow his online following and promote himself, the university, and athletics. His brand centers around himself in a way that aligns with younger audiences, but ties into university branding and atmosphere.

Audience

Wolfie is looking to engage primarily with prospective students, current students, and recent graduates.

Voice

Wolfie's social media should always be from his perspective. Wolfie's socials post in the 1st person and all reposts from other accounts must relate to Wolfie and his interests

Audio

Wolfie will never use a 1st person human voice. A voiceover may be utilized in the 3rd person. Robotic voices are preferred. Any typed captions should be in the 1st person if no 3rd person voiceover is present, and captions are preferred.



WOLFIE SEAWOLF | BRAND STRATEGY



BRAND POSITIONING STATEMENT

Increase joy in people around campus and the world with fun antics, content, and interactions while becoming the most loved mascot in the nation by winning awards while promoting the brands of the university and athletics.

GOALS

- BRAND AWARENESS**
Position Wolfie as a fun and engaging mascot by showcasing his unique personality and skillset.
- BUILDING COMMUNITY**
Build a positive online community where Seawolves and other fans can connect. Foster school spirit and love of the university mascot.
- SCHOOL PROMOTION**
Help to increase the visibility of relevant initiatives around campus and in the campus community. Showcase Wolfie's engagement, and foster school spirit.
- ENGAGING CONTENT**
Create high-quality, engaging, visual content that draws attention to Wolfie & the university (including its athletic achievements).

KEY AUDIENCES AND DESIRED NET PERCEPTIONS

CURRENT STUDENTS

Wolfie is a student that I can relate to. He experiences Stony Brook like me, and loves every second of it. He is the first thing I think about when I think of school spirit. He is everywhere, attending fun campus events!

FACULTY/STAFF

Wolfie is a fun and caring individual who has an amazing and profoundly personal relationship to me, and makes every day at SBU magical

PROSPECTIVE STUDENTS

Wolfie is a bastion of school spirit, who makes me want to become a Seawolf like him. He is always engaged in fun campus activities, and I would love to be involved like him!

ALUMNI

Wolfie is an ever-lasting and steady representation of what it means to be a Seawolf and an SBU Alum.

PARENTS

Wolfie shows me what it is like to be an engaged student at SBU, and makes me feel at peace knowing there are so many fun ways for my child to have fun and meet friends

COMMUNITY

Wolfie displays Seawolf pride and compassion everywhere he goes. He is a highly involved pillar of the community who cares deeply about people locally, nationally, and globally.

CONTENT MIX

CAMPUS LIFE

Wolfie puts emphasis on the wide variety of opportunities around campus, constantly attempting to highlight all of the amazing events he is attending. He is not just a brand tool that attends large campus events. He is at everything, from the smallest tabling event to the largest concert on campus.

IMPACT & CULTURE

Wolfie strives to put Seawolves on the map, locally, nationally, and globally. He is constantly attending local charity events, and putting himself on a national stage to show just what Seawolves have to offer, and how much they care.

ACADEMICS

Wolfie takes time to highlight some of the amazing academic and research opportunities on campus. Be it a little-known but exciting class, a fun research opportunity, or an opportunity to study abroad, Wolfie wants all Seawolves to know just how much is at their fingertips!

STRATEGY BY PLATFORM

INSTAGRAM POSTS

- Strive to show Wolfie's involvement in the Stony Brook Community, and his larger impact.
- Present a more serious side of Wolfie, where he is seen as a normal student & community member.

INSTAGRAM REELS

- Show the more funny and entertaining side of Wolfie. This is where his personality can shine through.
- Should feel fast paced and energetic, and strive to stop scrolling to make students (current and perspective) think of the university as a whole

INSTAGRAM STORIES

- Live feed of where Wolfie is, as well as where he will be.
- Reposting content others have gathered of him at events, as a recap
- Promoting relevant initiatives from other campus organizations.

CONTENT CHECKLIST

RELATABLE

Content must relate to audiences as much to the higher-ed community as to the general public.

LIGHTHEARTED

Wolfie doesn't take himself too seriously, even when he is being serious. Wolfie should be happy and excited

NON-CORPORATE

Wolfie shouldn't appear dull, stiff, repetitive, or cringe. His voice should always shine through

INCLUSIVE

Avoid controversial topics, and strive to make all content accessible via captions and alt-text when possible.

COMMUNITY MANAGEMENT

BUILDS COMMUNITY

Organically create and curate connection points between Wolfie and the broader global community. Strive to target audiences of all ages, and spread the idea of Stony Brook and Stony Brook Athletics in a subconscious manner

DRIVES ENGAGEMENT

Amplify the campus community and campus life via engaging and interesting content. Strive to showcase Stony Brook's growing campus involvement and positive impact on students and community, through brand awareness and attendance.

STEERS CLEAR OF CONTROVERSY

Wolfie should feel inclusive for all students & community members. To do this, Wolfie does not share opinions on controversial topics, and stays away from things like religious views and election cycles. Wolfie's pages are not a place to discuss, engage in, or promote controversial topics

Wolfie Throughout History



Original Wolfie (1995 - 2001)

Wolfie first came to life on February 10th, 1995, when Stony Brook Athletics officially went D1. He was selected from over 200 possible mascots by a 32-person committee comprised of the campus community. Wolfie started as a teal and grey seawolf with blue shoes.



Second Iteration (2001 - 2005)

Moving into his teenage years, Wolfie grew an all-new blue coat and saw a great increase in the size of his head! His neck was nowhere to be seen, and he had replaced his blue shoes with bare paws. His teenage years didn't last long, however. Soon Wolfie transitioned into adulthood. Every once in a while, this Wolfie will reappear for a look back into the 90s, or a very special campus event.



Final Iteration (2005 - Present)

Wolfie's final version is by far his most iconic. Featuring a big smile, grey fur, and dressed in Stony Brook red from head to toe, Wolfie will catch everyone's attention. Wolfie first appeared with his iconic hat in 2008 for the very first Red Friday, and since then it has been a staple part of his outfit! This is also the stage where Wolfie began to win accolades and awards locally and nationally.



AWARDS

2025 UCA Open Mascot Finalist
2024 UCA Open Mascot 5th Place
2024 UCA Open Mascot Finalist
2023 Mascot Madness Champion
2022 Mascot Madness Champion
2016 Mascot Madness Runner-up
2013 Mascot Madness Runner-up
2025 Best Mascot of LI Nominee
2024 Best Mascot of LI Nominee
2023 Best Mascot of LI Nominee
2014 Best Mascot of LI Runner-up
2013 Best Mascot of LI Runner-up
2012 Best Mascot of LI Runner-up
2011 Best Mascot of LI Runner-up
2010 SB Community Service Award
2009 Three Village Sportsman of the Year
SUNYCUAD Award for Communication
SUNYCUAD Award for Social Media
SUNYCUAD Award for Event Planning

CONTACT

PHONE:
631-632-WOLF

WEBSITE:
<https://stonybrookathletics.com/sports/2016/9/2/meet-wolfie.aspx>

EMAIL:
Wolfie@StonyBrook.edu

WOLFIE SEAWOLF

Mascot

EDUCATION

Stony Brook University
Feb 1995 - Present
Double major in Cheerleading and Marine Biology. GPA of 4.0

WORK EXPERIENCE

Stony Brook Athletics - Mascot
Feb 1995 - Present
Act as heart of school spirit at all home football and basketball games, as well as at senior nights for every team! Travel for tournaments.

Stony Brook University - Mascot
Feb 1995 - Present
Act in university content shoots & represent Stony Brook University on campus and in the community.

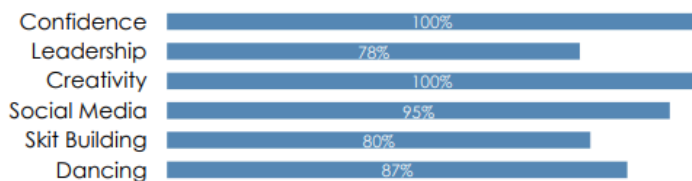
CLUBS AND ACTIVITIES

Rowing Club - Member
Feb 1995 - Present
Attend practices multiple times a week and compete at regattas.

Stony Brook Cheer Team
Feb 1995 - Present
Prepare and perform in national competitions every year, perform stunts at basketball and football games. Attend biweekly practices.

Stony Brook Dance Team
Feb 1995 - Present
Dance in performances throughout the year both locally and nationally. Dance in content shoots and practice biweekly

SKILLS



Staff Information

Wolfie

Contact Information: Wolfie@StonyBrook.edu

Wolfie is always engaged in events, and his job is always to make them more fun and bring the Stony Brook spirit! He is the most engaged member of campus and strives to be at every event on campus and in the surrounding community. Wolfie strives to be a role model for students and display Seawolf spirit in the community.

Spirit Squad Manager

Contact Information: James.Boglioli@StonyBrook.edu

The Spirit Squad Manager is like Wolfie's agent. They are responsible for handling Wolfie's day-to-day operations. They manage the brand image and keep the brand guide up to date. They also deal with all incoming requests. The Spirit Squad Manager handles the yearly budget and all fund allocations. They also hire, staff, and train all persons related to Wolfie's operations. All brand questions can be directed to the Spirit Squad Manager for clarification.

Wolfie's Spotters

Wolfie's spotters are in charge of keeping Wolfie safe and the public safe from Wolfie. They are tasked with being Wolfie's bridge between himself and the community. They also handle the brand image at events and are tasked with keeping Wolfie away from things he should not be involved in. They are his eyes and ears. Wolfie's Spotters are also tasked with gathering content for Wolfie's social media and national submission tapes. Spotters are also happy to help people take photos with Wolfie when available.

Appearance Request Process

Step 1: Submit an Appearance Request

Submit a request using the [Wolfie Appearance Request Form](#). By submitting a request, requesters agree to all the Wolfie Appearance Request Guidelines (next page). Event requests submitted with incomplete or incorrect information, or requests submitted with less than the required notice may be denied, with or without receipt of appearance.

Step 2: Receipt of Appearance Request Sent

The requester will receive a receipt of appearance, confirming that the event has been added to Wolfie's calendar, and notify the requester of the next steps. If an outside non-charity organization is requesting the event, the assessed fee will be included, and necessary steps to pay the assessed fee will be provided to the requester once the fee is agreed upon.

Step 3: Appearance Request Confirmed

The requester will receive confirmation of Wolfie's appearance approximately 7 days prior to the appearance. If any changes need to be made or any special requests need to be processed, this is the requester's last chance to make them.

Step 4: Wolfie Appears at Event

Wolfie will appear at the requester's event. A spotter will be present that can answer any questions the requester may have. The requester will seek to make contact with the requester upon arrival to assess any needs. Wolfie may leave at any time, depending on the event's need. He will not overstay his welcome!

Step 5: Wolfie Satisfaction Survey

The requester will receive a survey to evaluate Wolfie's performance at their event. If you need clarification about anything that happened at your event, reach out to the Spirit Squad Manager.

These policies may change at any time, without notice. It is the job of the individual to keep themselves up-to-date regarding these policies.



Wolfie Appearance Request Guidelines

Stony Brook Athletics

REQUESTS MUST BE SUBMITTED TWO (2) WEEKS PRIOR TO EVENT

All appearances are booked on a first-come, first-served basis, and are dependent upon Wolfie's availability

POLICIES FOR WOLFIE APPEARANCES:

- Stony Brook Athletics Reserves the right to refuse any appearance request.
 - Priority is given to Athletics events (Followed by campus events)
 - Employee academic schedules take precedence over all events
- **All appearances are limited to 1 hour.** Any longer appearances require special approval.
- A **private & lockable** place for Wolfie to change and store belongings must be provided
 - Public changing areas & bathrooms will not be permitted.
- Wolfie's **maximum time in the suit is 45 min** (out of an hour), and less than that in excessive heat and humidity.
- Requesters must provide drinking water for the duration of the appearance.
- The Wolfie suit is the property of Stony Brook Athletics and **is not rented or loaned under any circumstances.** The Wolfie Team consists of students who Stony Brook Athletics specially trains.
- When applicable, **free parking must be provided** by the requester.
- With an outdoor event, please keep us posted on a rain date or any location change. In case of inclement weather, Wolfie will not be able to attend.
- Wolfie will require a "spotter" who is also a member of the Wolfie staff. Please be aware that staffing your event will require at least two (2) members of our team.
- Do not advertise that Wolfie will be attending your event until you receive confirmation

Upon receipt of your online request, you will receive a confirmation email. Your event will then be placed on the appearance calendar as tentative. One week prior to your event – or sooner if at all possible – you will be notified if your request was able to be filled.

External Requests are subject to an appearance fee, More information: [External Request Policy](#)

PHOTOGRAPHY:

- Photographers at this event need to understand that Stony Brook University and Stony Brook University Athletics have registered trademarks. As such, photographers may only take candid, individual and/or group photos. All photos must comply with Wolfie's Brand Guidelines.
- Photographers may not take a photo of Wolfie to sell, reproduce or use for promotional purposes. Also, registered trademark logos of Stony Brook University and Stony Brook University Athletics cannot be used for sale, reproduction or promotional usage either.
- For more information regarding any use of Stony Brook University and Stony Brook University Athletics trademarks and/or SB Athletics trademarks, please visit the Stony Brook University Trademark Licensing website: www.stonybrook.edu/sb/toolkit/licensing

Contact:

James Boglioli
Spirit Squad Manager, Stony Brook Athletics
James.Boglioli@stonybrook.edu
(716) 504-7420

By submitting a request and/or reading this document, individuals have acknowledged that they have read and understand the policies related to booking an appearance with Stony Brook Athletics. Individuals further understand that by completing the online request form, they are not guaranteed that their request will be fulfilled. Stony Brook Athletics reserves the right to cancel any event for any reason including, but not limited to: illness, personal emergency, class issues, and conflicts.



Wolfie External Request Cost Policy *Stony Brook Athletics*

REQUESTS MUST BE SUBMITTED TWO (2) WEEKS PRIOR TO EVENT

All appearances are booked on a first-come, first-served basis, and are dependent upon Wolfie's availability

Wolfie charges an event fee based on travel distance, travel length, and event length. This fee will be calculated upon initial request processing using the [Wolfie Appearance Cost Calculator](#), and must be paid in full at least 7 days before the event. Appearance fees are calculated based on the distance that Wolfie is required to travel, as well as the length of the event.

The following nonprofits are exempt from the appearance fee, as long as an IRS determination letter is provided:

- 501(c)3
- 501(c)4
- 501(c)19
- 501(c)23
- 501(k)

There will be no refunds made in the event of a requested event cancellation. Rescheduling may be considered, provided that the new event date is within the same academic year. If any other event changes are requested (greater appearance length, different event location, etc.) an additional fee may be assessed.

In the event Wolfie is required to cancel an appearance, a 75% refund will be processed for your appearance fee.

Appearance rates are as follows*:

- First Hour: \$50.00
- Additional Hours: \$60.00
- Travel Hours: \$40.00
- Cost Per Mile: \$0.65

All external events must also abide by the [Appearance Guidelines](#). Any questions relating to these policies may be directed to wolfie@stonybrook.edu

*Time periods are rounded up to the nearest hour.

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