



YALE ATHLETICS BRAND GUIDELINES

DECEMBER 2019

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YALE UNIVERSITY MISSION

MISSION

Yale is committed to improving the world today and for future generations through outstanding research and scholarship, education, preservation and practice. Yale educates aspiring leaders worldwide who serve all sectors of society. We carry out this mission in an independent and diverse community of faculty, students and alumni.

PRESIDENT SALOVEY SPEAKS ON YALE ATHLETICS

“Athletics are very much a part of what I want Yale’s mission to be with respect to educating our students. Students need to deal with failure, learn how to work as part of a team, subordinate individual goals to those of the whole, and be disciplined and resilient. In short, athletics are central to our mission.”

“Athletics play a very important role at Yale, helping to align community support around the goals of the university, not just for the Athletic Department, but for all of Yale.”

“When Yale does well athletically, an entire community basks in the reflected glory of that performance and it raises our community’s sense of ourselves and our self esteem by reinforcing that shared connection that we have with one another. We are all part of Yale.”

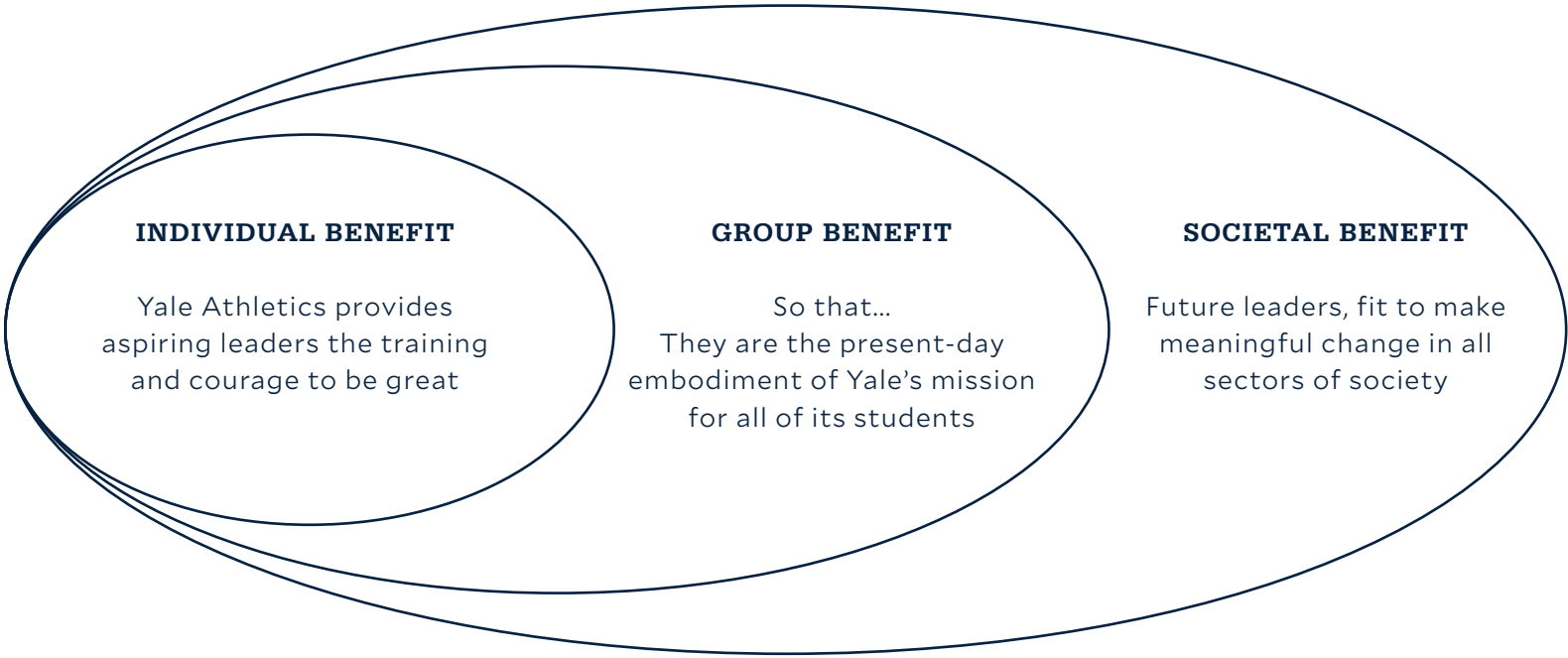
– President Peter Salovey

YALE ATHLETICS NARRATIVE & RIPPLE EFFECT

NARRATIVE

For Yale Athletics, embodying the university’s heritage and mission — to improve the world today and to educate future leaders — is simple. We’re here to win. To be unapologetic in our excellence, relentless in the pursuit of victory, resilient in the face of loss. To provide the training, and the courage, to be great. So that when our student-athletes leave Yale, they’re not only fit to win, they’re fit to lead — to make a meaningful difference in the world.

RIPPLE EFFECT



YALE ATHLETICS BRAND TONE

Confident and resilient, yet humble

Future-focused, while grounded in our storied heritage

Unapologetically excellent, but still growth-oriented

Relentlessly driven and team-oriented



LOGOS

OF YALE ATHLETICS

PRIMARY AND LEGACY LOGOS AND WORD MARKS

PRIMARY LOGO (VARSITY STRIPE)
FULL-COLOR
MIDNIGHT BLUE



PRIMARY WORD MARK LOGO (STRAIGHT)
FULL-COLOR
MIDNIGHT BLUE



LEGACY LOGO
FULL-COLOR
MIDNIGHT BLUE



LEGACY WORD MARK LOGO (ARCHED)
FULL-COLOR
MIDNIGHT BLUE



Four logos represent Yale Athletics. They may be used interchangeably with an emphasis on the primary logo.

The primary logo has an outer line known as the varsity stripe. The varsity stripe signifies excellence as a varsity athlete.

The legacy logo is a Y based off the historical Yale Y logo and should be reserved for select instances such as historical references, throwback designs, or tradition (i.e., the Yale Y sweater).

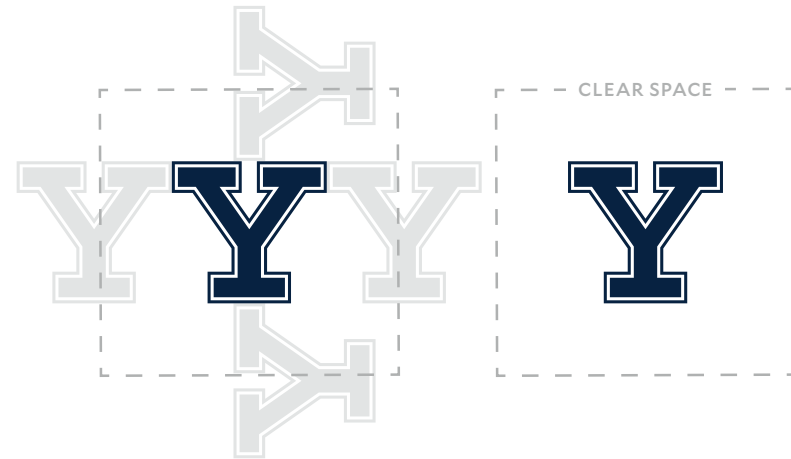
The legacy word mark logo should also be reserved for select historical references.

Never allow typography or another element to overlap the logos. Always maintain clear space around the logos to protect from distracting or competing graphics.

LOGO USAGE

CLEAR SPACE

One Y serif length at the widest and tallest point of the logo.



Clear space is the area around the logo that is free of all other graphic elements such as type, images or other logos. Clear space ensures that the logo will always appear unobstructed and distinct in all environments.

Always keep the logo visible and legible by maintaining the minimum required clear space. While more space is ideal, use the guide above to determine the minimum clear space required. Measure from the tallest and widest point of the logo.

The logo lock-ups outlined in this document should be treated as approved logos and should follow the Y serif measuring system.

The only exception to the clear space rule is when the logo is treated as a secondary element such as a watermark or design embellishment.



LOGO USAGE

MINIMUM SIZING

To protect the integrity, detail and legibility of the logo, a minimum size has been established.



UNACCEPTABLE LOGO TREATMENT

The following are examples of misuse and unacceptable logo treatments.



Do not distort the logo



Do not remove elements of the logo



Do not create new logos



Do not change the proportions of the logo



Do not change the proportions of the logo



Do not remove elements of the logo



COLOR PALETTE

OF YALE ATHLETICS

COLOR PALETTE - DIGITAL & PRINT



**ATHLETICS
MIDNIGHT BLUE**
PANTONE 289C

CMYK 99, 84, 45, 51
RGB 10, 34, 64
HEX 0A2240



OFFICIAL YALE BLUE
PROCESS COLOR

FOR COATED PAPER:
CMYK 100, 75, 8, 40

FOR UNCOATED PAPER:
CMYK 100, 70, 5, 35

RGB 0, 52, 106
HEX 00346A



ATHLETICS GRAY
PANTONE COOL GRAY 5C

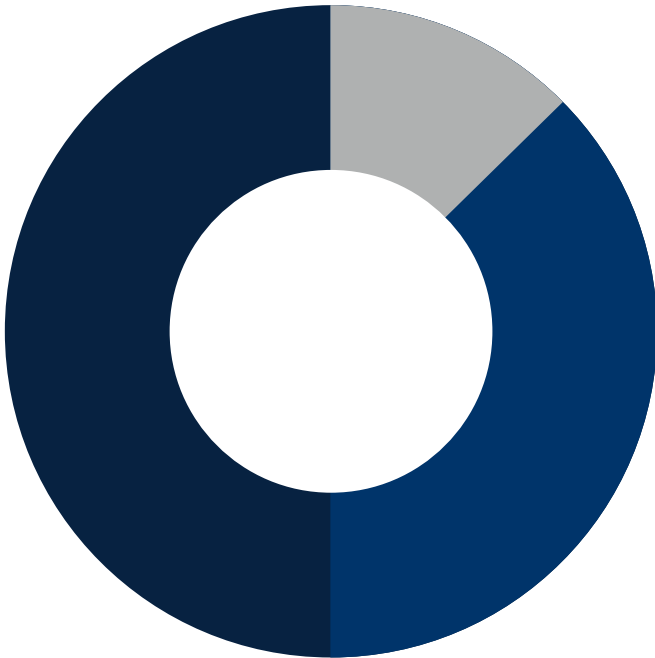
CMYK 31, 25, 25, 0
RGB 177, 177, 177
HEX B1B1B1



**OFFICIAL YALE
CHINA WHITE**
BRIGHT WHITE

CMYK 0, 0, 0, 0
RGB 255, 255, 255
HEX FFFFFFFF

COLOR USAGE



PRIMARY COLOR:
ATHLETICS MIDNIGHT BLUE

SECONDARY COLOR:
OFFICIAL YALE BLUE

TERTIARY COLOR:
ATHLETICS GRAY

WHITE SPACE:
OFFICIAL YALE CHINA WHITE

The correct use of the approved color palette reinforces Yale Athletics, providing a consistent visual experience and ensuring recognition with every interaction. All Yale Athletics communications should adhere to our color palette.

The primary Yale Athletics color is Athletics Midnight Blue, followed by the Official Yale Blue and then Athletics Gray. When designing communications, our color palette should always receive priority with white being a primary element.

Whitespace is an important element and should be used generously. It is the portion of a design left unmarked: the space between graphics, margins and gutters. It is the space between columns, between lines of type, graphics or figures that provides visual breathing room for the eye. Whitespace keeps our materials and spaces looking uncluttered and professional.

Screens of the colors may be used.

COLOR SWATCHES - INTERIORS

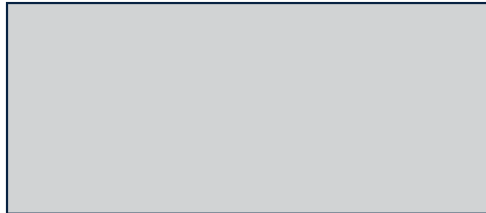
PAINT SWATCHES



SHERWIN WILLIAMS
YALE ATHLETICS BLUE
*CUSTOM



BENJAMIN MOORE WHITE
OC-151 WHITE



BENJAMIN MOORE
CAPE MAY
COBBLESTONE 1474

Similar to the approved digital and printed Yale color palette, the Interior color swatches and chosen paints have been hand selected to ensure brand consistency across medias. The correct use of the approved color palette and paint numbers reinforce Yale Athletics, providing a consistent visual experience and ensuring recognition within every environment. All Yale Athletics Branded Interiors should adhere to our color palette.

The primary Yale Athletics interior color is Yale Blue, followed by the Official White. When designing, our color palette should always receive priority with white being a primary element.

*P-1 Paint Formula - Sherwin Williams

10			PAINT RECYCLING FEE	1	1.60	1.60N
6501-86950	GALLON	B20T2654	PM 200 0 EG ULTRA	1	20.17	20.17N
Custom: YALE BLUE						
CCE*Color Cast				OZ	32	64 128
B1 Black				-	61	- -
W1 White				-	11	- -
L1 Blue				4	57	- -
R3 Magenta				-	62	1 1
Custom Manual Match						

ACCEPTABLE LOGO COLORS

MIDNIGHT BLUE



YALE

YALE

ATHLETICS GRAY



YALE

YALE

YALE CHINA WHITE



BLACK



YALE

YALE

Yale Athletics logos have color options to meet various printing and production needs.

The Yale logos can appear in Midnight Blue, Athletics Gray, Yale China White and Black.

USAGE OF OFFICIAL YALE BLUE WITH ATHLETICS LOGOS

OFFICIAL YALE BLUE
ONLINE/DIGITAL AND
ON-SCREEN ONLY



YALE

YALE

**YALE CHINA WHITE ON
THE OFFICIAL YALE BLUE**



YALE

YALE

*The Yale logos may appear
in Yale China White on the
Official Yale Blue*

In order to visually separate the Athletics logos from the university logos, while still ensuring alignment, it is acceptable to use the Official Yale Blue for online/digital and on-screen purposes only. In print, Midnight Blue is preferred.

It is acceptable to place the Athletics logos in Yale China White on the Official Yale Blue.



LOGO LOCKUPS

OF YALE ATHLETICS

LOGO LOCKUPS WITH UNDER ARMOUR

UNDER ARMOUR LOGO
MIDNIGHT BLUE



VERTICAL LOCKUP
MIDNIGHT BLUE



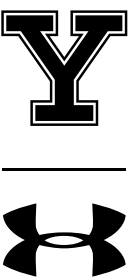
ATHLETICS
GRAY



YALE CHINA
WHITE



BLACK



OFFICIAL YALE BLUE
ONLINE/DIGITAL AND
ON-SCREEN ONLY



YALE CHINA WHITE
ON THE OFFICIAL
YALE BLUE



USAGE

Only use these approved lockups when combining the Yale logo with Under Armour. Both logos should feel visually equal and balanced.

The lockups may only appear in the colors represented here: Midnight Blue, Athletics Gray, Yale China White and Black. It is acceptable for the lockup to appear in the Official Yale Blue for online/digital and on-screen purposes only. The lockup can appear in white on the Official Yale Blue.

HORIZONTAL LOCKUP
MIDNIGHT BLUE



ATHLETICS GRAY



YALE CHINA WHITE



BLACK



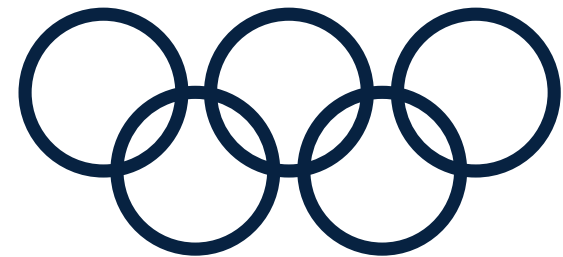
OFFICIAL YALE BLUE
ONLINE/DIGITAL AND
ON-SCREEN ONLY



YALE CHINA WHITE ON THE
OFFICIAL YALE BLUE



ADDITIONAL LOGO LOCKUPS



Women at
50 Yale 150

The Under Armour lockup template may be used for other Yale partnerships. Follow the same formatting guidelines outlined on the previous page.

A one color version of the partner logo is preferred and should align with the color guidelines outlined on the previous page.

LOGO LOCKUPS WITH SPORTS

CREATING LOCKUPS

Step 1



Step 2



Step 3



TEMPLATE GUIDELINES

Only use these approved lockups when combining the Yale logo with sports.

Serifa medium, all caps, midnight blue, tracked out to 25

Lettering is one serif height

Center text under logo

Allow one line of text for spacing between the Y and text





FONTS

OF YALE ATHLETICS

FONTS, PRIMARY

PRIMARY FONT: SERIFA

Official Yale Athletics typeface

All-caps

Regular and medium cuts only

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

NUMBERS

For large numbers with a cap height over 1 inch,
use the following.

B 1 2 3 4 5 6 7 8 9 0

FONTS, SECONDARY

SECONDARY FONT: MALLORY
 Yale’s ADA compliment typeface
 Upper and lower case
 Only use cuts listed below

LIGHT
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

LIGHT ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BOOK
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

BOOK ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MEDIUM
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

MEDIUM ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BOLD ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BLACK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BLACK ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SECONDARY FONT: YALE NEW
 Yale University typeface
 Upper and lower case
 Only use cuts listed below

ROMAN
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BOLD ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

FONTS, SECONDARY

SECONDARY FONT: *Snell Roundhand*

Yale’s preferred script typeface

Upper and lower case, should not be set in all-caps or widely tracked

Three cuts available

Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

Black

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

Scripts are infrequently used in Yale Athletics design work but can be appropriate for invitations, formal occasions, etc.



DESIGN ELEMENTS, TREATMENTS, AND FABRICATION

OF YALE ATHLETICS

BULLDOG GRAPHIC AND TYPE TREATMENTS

BULLDOG GRAPHICS

VINTAGE BULLDOG



LEGACY YALE BULLDOG



YALE Y BULLDOG LOCKUP (NO LONGER IN USE)



Bulldogs are to be used sparingly and are not an acceptable replacement for the Yale logos.

Bulldogs can appear on internal facing materials or in private spaces such as team clothing, locker rooms, offices, etc. External facing materials such as university issued uniforms, public athletics spaces, signage, etc. should use the Primary logo to represent Yale Athletics.

The legacy Yale Bulldog should be reserved for select instances and requires approval for use.

The Yale Y bulldog lockup is no longer an acceptable Yale Athletics logo and should not be used to represent athletics. Use the Primary logo in place of the Yale Y bulldog lockup.

Bulldog graphics may appear in any color of the approved Yale Athletics color palette.

TYPE TREATMENTS

“FOR GOD, FOR COUNTRY AND FOR YALE”

FOR GOD, FOR COUNTRY AND FOR

YALE

#THISISYALE

PRIMARY LOGO INTERIOR APPLICATIONS

INTERIOR APPLICATION ELEVATION EXAMPLES



Cut in half. This treatment is great to use where there are corners.



Top and bottom crop



Single side crop



Framed within a wall

The Primary Logo (with the varsity stripe), may be used for interior applications. Its use helps carry the brand throughout a space.

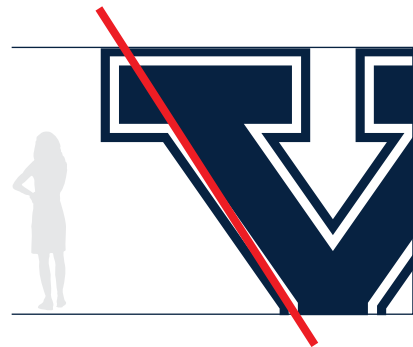
The correct use of the Primary Logo reinforces the visual recognition of Yale Athletics and provides a consistent experience with every interaction. Altering the logo in any way is unacceptable.

The Primary Logo may appear in any color of the approved Yale Athletics color palette.

Scaling of the logo is acceptable. Ensure that the proportions are not changed.

The Primary Logo may be cropped. Follow the cropping guides to the left to ensure that the logo stays as recognizable as possible.

INTERIOR APPLICATION ELEVATION EXAMPLES **DON'T**



Cropping off entire arms or the stem of the Y



Turning the Y

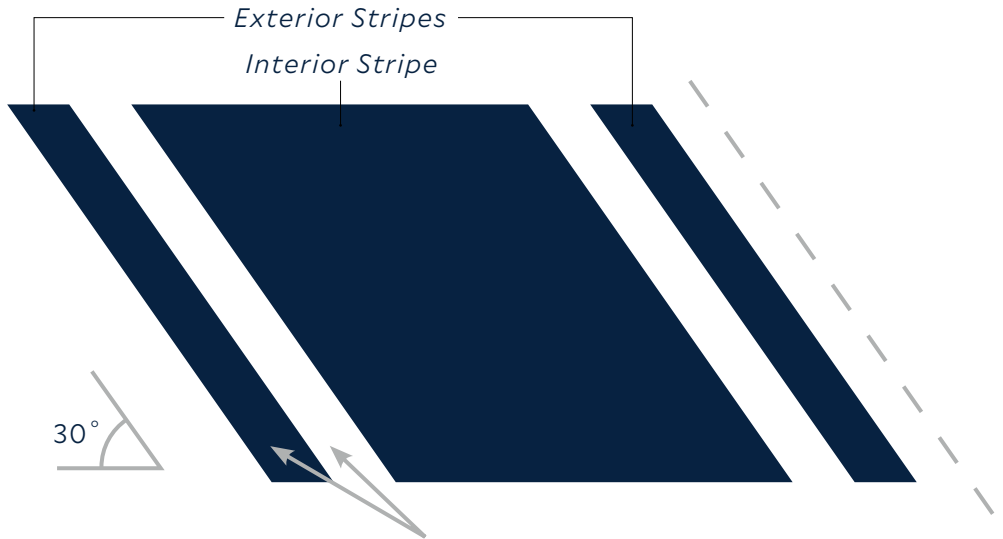


Cropping not quite center

YALE VARSITY STRIPE



The varsity stripe is the cropped left or right arm of the primary logo

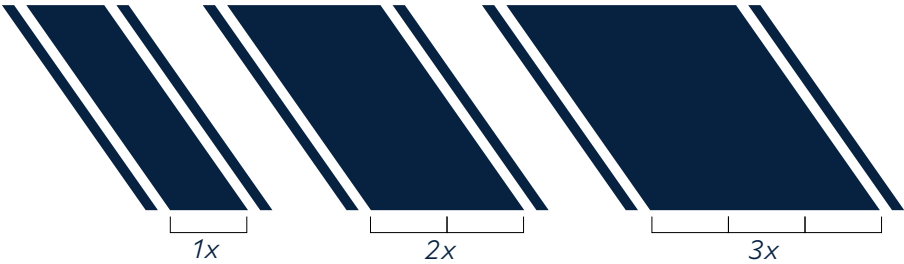


The varsity stripe always appears at a 30 degree angle

Outer blue stripe and white stripe are the same width

Observe clear space of one stripe width around the varsity stripe

STRIPE PATTERN RATIO



The varsity stripe is the cropped left or right arm of the primary logo. The stripe adds a dynamic angle, directional suggestion and visual interest to a space or layout.

The correct use of the stripe reinforces the visual recognition of Yale Athletics and provides a consistent experience with every interaction. Altering the stripe in any way is unacceptable.

The stripe may appear in any color of the approved Yale Athletics color palette.

Screens of the stripe are acceptable.

In a single layout only use one orientation of the stripe, left or right, not both.

Scaling of the stripe is acceptable. When using it as an individual element, ensure that the proportions are not changed. One exception is to extend either the left or right exterior stripe into a full flood of color as shown on page 28.

When the varsity stripe is used in a pattern, the interior stripe may be altered in size. Make sure that its proportions are 1x, 2x, or 3x the original width. View page 30 with glass film.

YALE VARSITY STRIPE APPLICATION



Photography and the bulldog cropped into the interior stripe. Keep the photo or graphic inside of the interior stripe. It should not bleed into the two outer stripes.



The stripe as a watermark



Full bleed stripe with text/logo

MISUSE OF THE VARSITY STRIPE



Do not rotate the stripe



Do not change the angle of the stripe



Do not change the proportions of the stripes



Do not combine left and right stripes in a single layout



Do not unnecessarily crop the stripe



Do not unnecessarily crop the stripe



Always make sure there is enough contrast when using the stripe as a watermark, 20% opacity is recommended



Text is too close to the stripe, always observe a distance of one stripe for clear space

MISUSE OF THE VARSITY STRIPE – BEFORE/AFTER



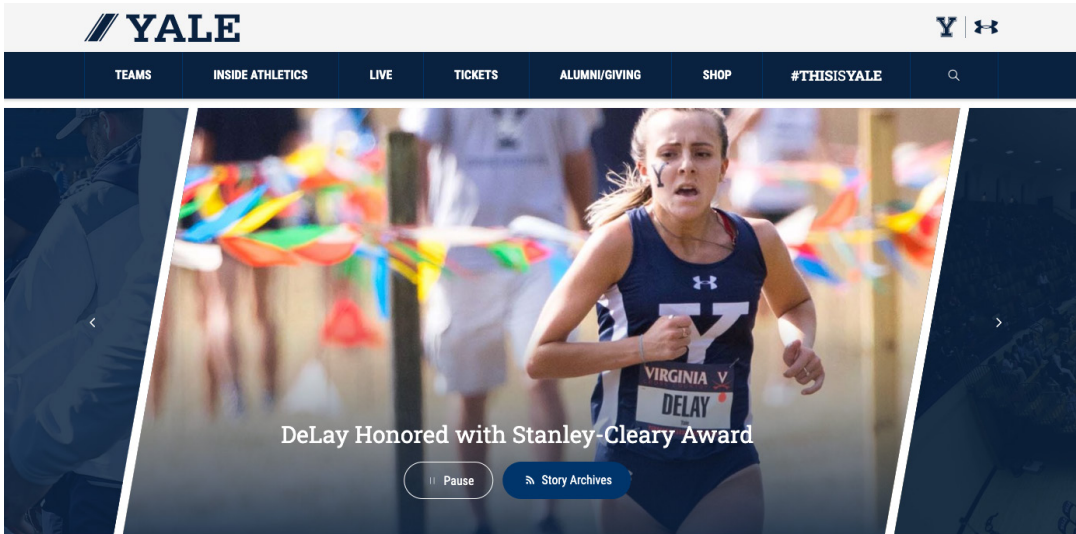
BEFORE

*Needs updating:
Text is too close
to the stripe.*



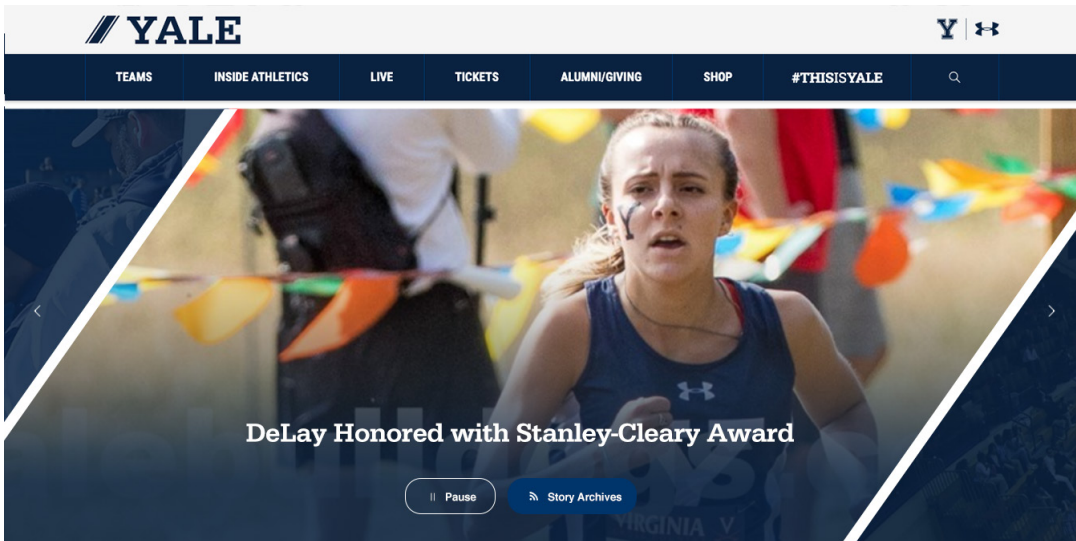
AFTER

*Observe a distance
of one stripe for
clear space.*



BEFORE

*Needs updating:
Angle of the
images is off from
the brand stripe*



AFTER

*Adjust to match the
varsity stripe anlge*

YALE VARSITY STRIPE INTERIOR APPLICATION

SAMPLE ELEVATION



The varsity stripe can help add visual interest or suggest directionality within a space. Only use one orientation of the stripe, left or right, not both.

Scaling of the stripe is acceptable. When using it as an individual element, ensure that the proportions are not changed. One exception is to extend either the left or right exterior stripe into a full flood of color as shown here. This treatment should only be used with interior applications and not for print or social.

You may use a variety of materials when using the varsity stripe within a space. Screens, vinyls, paint, and gloss are all acceptable.

VARSITY STRIPE AND DESTINATION SIGNAGE

SINGLE LINE LETTERING

YALE ATHLETICS

DOUBLE LINE LETTERING

**STRENGTH &
CONDITIONING**

When pairing a small stripe with text, match the font cap-height.

In a single layout only use one orientation of the stripe, left or right, not both. For Destination Signage, use the pre-set direction and scale as shown to the left.

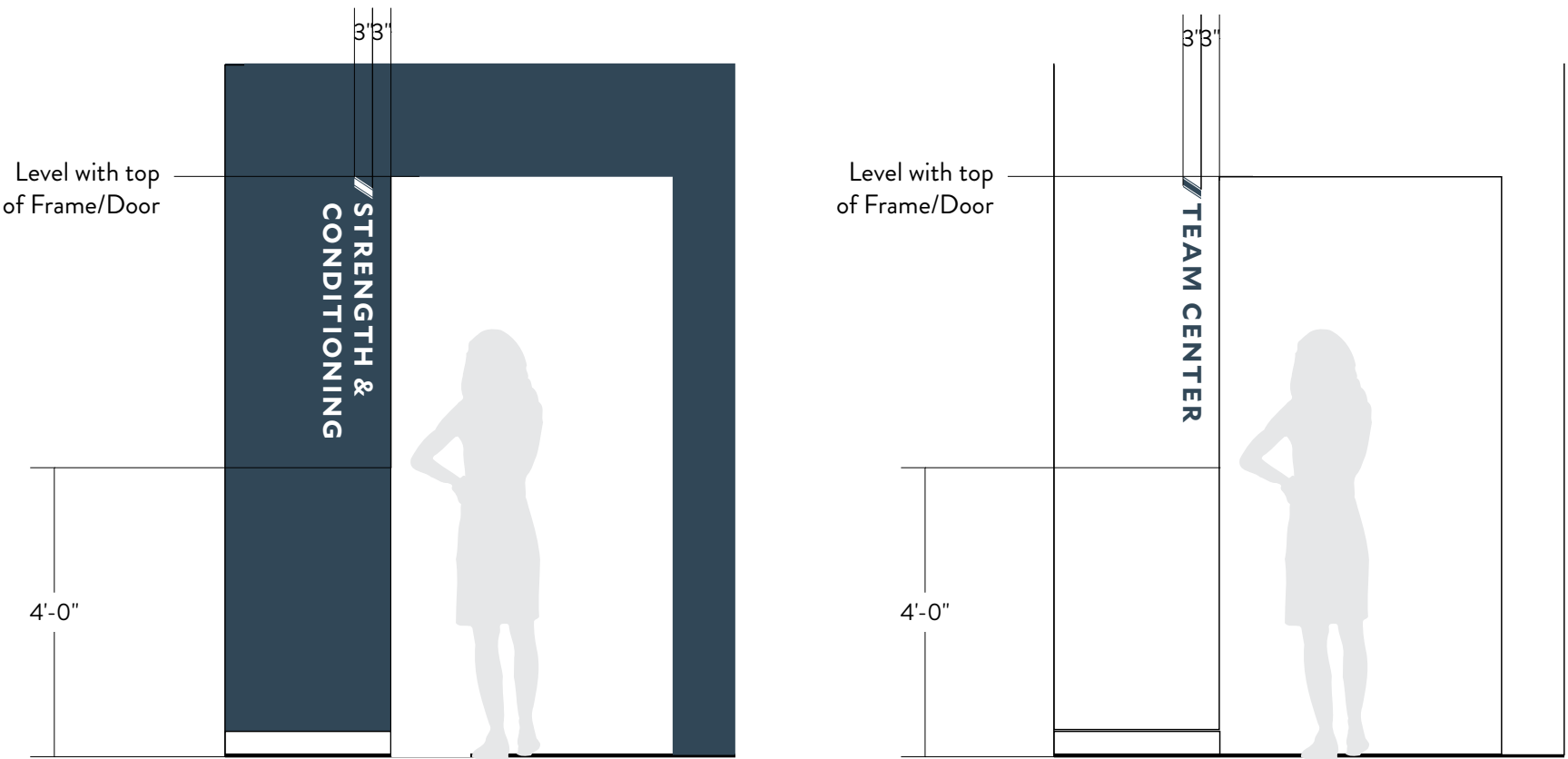
Scaling of the stripe is acceptable as long as the proportions are not changed.

DESTINATION SIGNAGE SPECIFICATIONS:

Material: 1/2" Thick laser-cut acrylic, painted either Benjamin Moore OC-151 White or Benjamin Moore 2067-10 Midnight Navy with a clear coat. Pin mounted flush to gyp walls. Paint color dependent upon destination signage function.

Mounting/Location: Destination signage will be placed within corridors and hallways, typically next to doorways and room entrances. If next to a door, align the top of the Varsity Stripe with the top of the door. Otherwise, typical mounting height is 8' 4" from the floor to the top of the stripe. Be conscience of how long each word is and where it ends on the wall. Break into two lines if the text would breach 4' off the ground.

When possible and room allows, the text should be positioned 3" away from the edge of the door frame.



DESTINATION SIGNAGE EXAMPLE ELEVATIONS

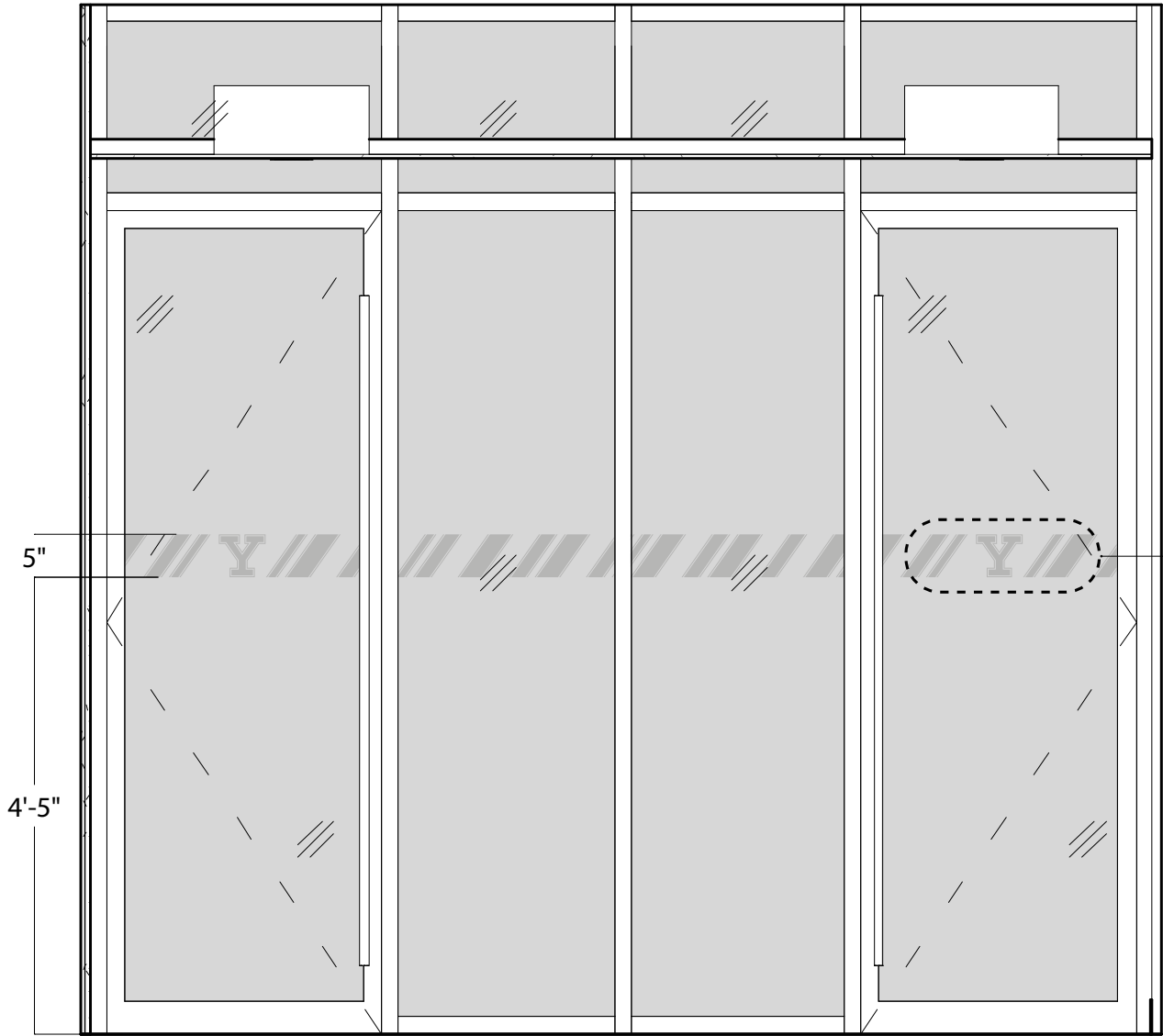
VARSITY STRIPE AND VARSITY Y PATTERN

A set pattern has been determined for combining the Varsity Stripe and Varsity Y. When pairing the Varsity Stripe with the Varsity Y, ensure that their heights match.

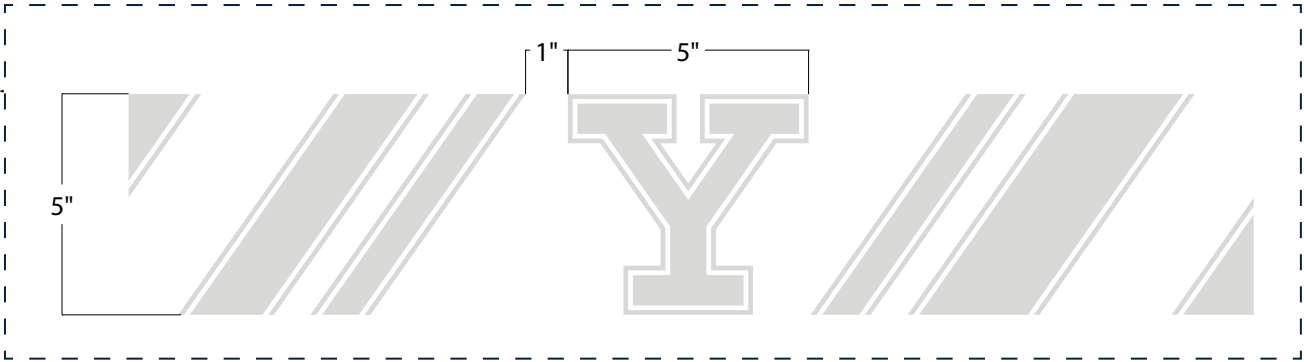
SAFETY FILM

Application: Always 5" tall, 4'-5" off the ground. Y is centered within the main door glass panel and applied to the first surface of the glass (on the exterior of a room).

Material: 3M Dusted Crystal Glass Vinyl



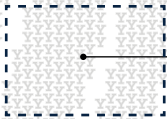
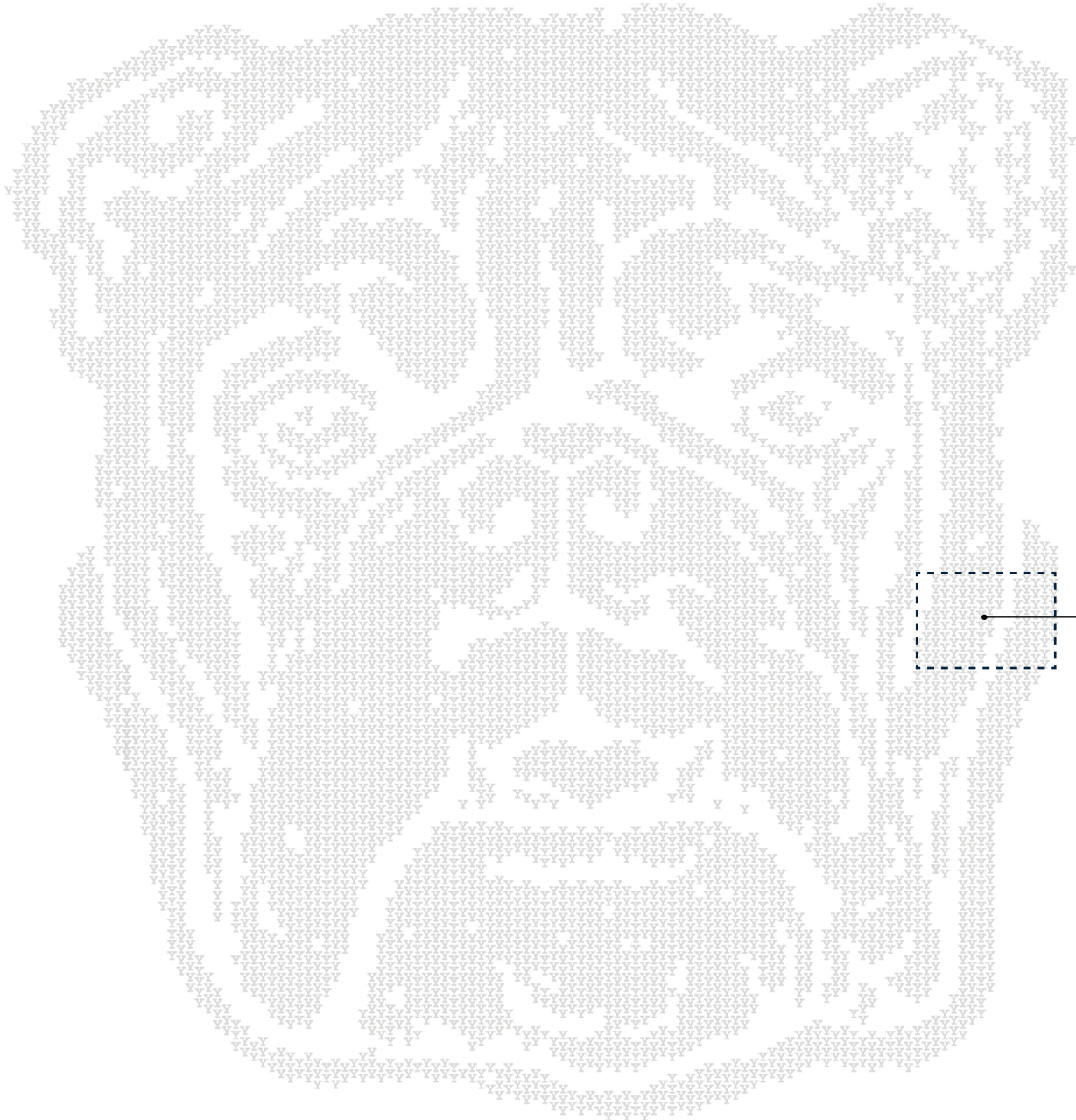
Detail



Example of full glass film pattern with Varsity Y and Varsity Stripe

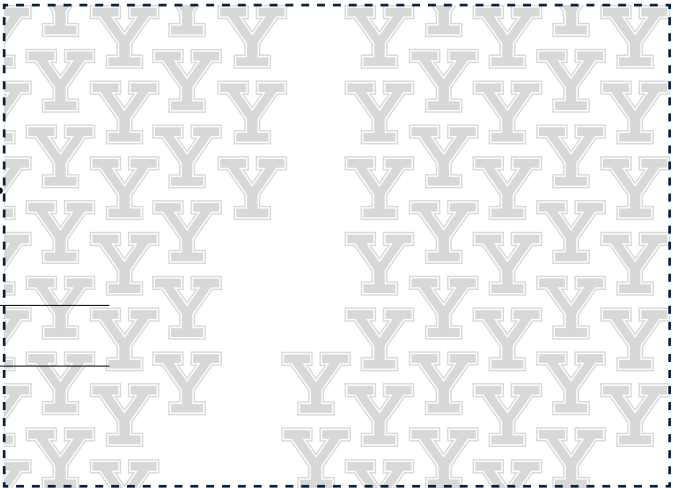
EXAMPLE ELEVATION

VINTAGE BULLDOG MADE OF VARSITY Y'S



Detail

1 1/2"



For use in interior spaces only, this graphic is composed of multiple Varsity Y's staggered to create the Vintage Bulldog. Minimum size of one of the Varsity Y's when printing this graphic is approximately 1 1/2".

This graphic can be cropped, but a generous amount of the Bulldog must be identifiable. At least 3/4 must be visible.

VARSITY Y AND ‘YALE’ MADE OF VARSITY Y’S

VARSITY Y OF VARSITY Y’S



For use in interior spaces only, these graphics are composed of multiple Varsity Y's staggered to create the Varsity Y and YALE. Minimum size of one of the Varsity Y's when printing this graphic is approximately 1 1/2". Reference previous page.

Follow the guidelines on page 25 of the primary logo interior applications for proper ways to crop the Varsity Y made of Varsity Y's.

The 'YALE' made of varsity Y's graphic should not be cropped.

YALE OF VARSITY Y’S



PHOTOGRAPHY

PHOTOGRAPHY

ATHLETICS GRAY OVERLAY & FULL COLOR



CONSIDERATIONS & TONE

Yale Athletics photography can appear in full color or gray scale using the Athletics Gray as an overlay.

Consider the following when choosing photography that represent Yale Athletics:

- Action and high energy shots
- Genuine, authentic and confident
- Select photos that demonstrate grit, resilience, determination, intensity, passion, victory or teamwork
- Celebratory - past and present
- Clean backgrounds
- Include Yale logo(s) when possible
- Natural lighting when possible
- Avoid over processing photos
- Avoid unnecessary filters



**FPO: Yale Athletics to provide Yale owned images*