Dartmouth Athletics
Visual Identity Guidelines
Come stand up men and sing
for Dartmouth.
Cheer when
the team in
green appears.

For naught avails the strength of Harvard, When they hear
We’re not called Big Green for nothing—our distinctive shade of green has been used for over 150 years. Dartmouth Athletics branded items should normally include noticeable use of Dartmouth Green.

When color beyond the primary palette is needed for distinction, the secondary and tertiary colors can be used, but not without noticeable use of Dartmouth Green.
Primary Mark

Application of the Primary Mark should reflect its status as the most important Dartmouth Athletics symbol—displaying the mark boldly and prominently will maximize its impact.

Spacing
The minimum amount of clearance required around the Primary Mark is defined by one-quarter of its height.

Minimum Size
When printed, the Primary Mark must be at least .5” wide in order to be legible. When displayed digitally, the Primary Mark must be at least 30 pixels wide in order to be legible.
Primary Mark Color

The Primary Mark color and composition should never be altered, regardless of background color.

One Color Printing

Alternative Marks
In situations when multiple color printing is not possible, the one color alternative marks may be used. Use of the alternative marks is only permissible when use of the Primary Mark is impossible.

When using the alternative marks, we always recommend using the hollow alternative mark (seen on the left) rather than the solid alternative mark.
Our wordmark is a custom mark drawn to pay homage to Dartmouth's historical provenance while making a bold statement in a contemporary setting.
The curved wordmark was created specifically for application on sports apparel, where its curved form lets it live on materials a larger size.
Wordmark Usage

**Spacing**
The minimum amount of clearance required around the wordmarks is defined by half the height of the "D."

**Minimum Size**
When printed, the wordmarks must be at least 1” wide in order to be completely legible. When displayed digitally, the wordmarks must be at least 50 pixels wide in order to be legible.
Legibility of the green wordmark on a dark background can be challenging on some apparel. In instances where a green wordmark on a dark background impedes legibility, the alternate wordmark may be used. The relationship of outline to wordmark is intentionally crafted and should never be altered or recreated.

A white wordmark on a green background presents no legibility issues, so the standard workmark is used in this situation.
Typography

Primary Typeface

United Serif Condensed

United Serif Condensed is Dartmouth Athletics’ primary typeface. We use it in two weights, Heavy and Medium, to provide emphasis and clarity in messaging. United Serif Condensed is used for headlines and calls to action. Typography and headlines should generally be set in sentence case, with just the first letter of the first word capitalized, or title case, with the first letter of each title word capitalized. Please refer to pages 18-23 for more information on typography usage.

United Serif Condensed can be licensed at houseind.com/hi/united_serif

Cheer when the team in green appears!

Fight, fight, fight for Dartmouth, and tear on down the field!
National 2
National 2 is Dartmouth Athletics’ secondary typeface. National 2 Extrabold and Regular should be used for all body copy, body copy headers and occasionally for headlines.

Leading
Leading refers to the space between lines of type. It has a major effect on legibility and overall appearance. When setting leading for body text, ensure the leading size is larger than the type size and the text reads comfortably without excessive space between lines.

Dartmouth Athletics Mission Statement

The purpose of all Athletic Department activities is to foster and complement the overall academic and intellectual growth of Dartmouth students and provide experiences that will enable them to interact in a special way with other students, test their own personal limits, and gain from the demands and realities of athletic competition and the success and adversity that go with it.

Comfortable leading ensures character ascenders and descenders don’t collide.
Typography

Headline Usage

Use these guides to create headlines that are bold, consistent, and comfortably read.

**Hierarchy**

Using just two typefaces we are able to create a variety of ways to express hierarchy through weight and size changes. You are not limited to just these examples—use these as a guide to creating good relationships and contrast between text elements.

**Title Case vs ALL CAPS**

Headlines should generally be set in title case with the first letter of each principle word capitalized. However for instances, events, and sports that require more visual impact or intensity, United Serif all caps may be used. Use all caps sparingly—when everything is loud, nothing is loud! In order to avoid confusion with our wordmark, never set “Dartmouth” in all caps in United Serif. Instead, use title case or National 2 in all caps.

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**United Serif Headlines**

- **Title**
  - United Heavy 54pt
  - United Medium 54pt

- **Subtitle**
  - United Medium 54pt

**Title**

- United Heavy 54pt
- United Medium 40pt

**Subtitle**

- United Medium 40pt
- United Medium 41pt

**National 2 Headlines**

- **Title**
  - National 2 Extrabold 41pt
  - National 2 Regular 32pt

- **Subtitle**
  - National 2 Extrabold 36pt
  - National 2 Regular 36pt

**Title**

- National 2 Extrabold 41pt
- National 2 Regular 29pt

**Subtitle**

- National 2 Extrabold 41pt
- National 2 Regular 29pt

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**Softball Game Day!**

- **Title Case**
  - National 2 Title Case

**Football Game Day!**

- **Title Case**
  - National 2 Title Case

**SOFTBALL GAME DAY!**

- **All Caps**
  - United Serif All Caps Headline

**FOOTBALL GAME DAY!**

- **All Caps**
  - United Serif All Caps Headline

**Dartmouth**

- **All Caps**
  - United Serif All Caps Headline
Use this as a guide when setting larger bodies of text. Always create a hierarchy by choosing contrasting weights and sizes to organize and prioritize content, and guide the reader’s eye through the content.

Dartmouth Athletic Sponsors

Bringing top student-athletes to campus and sending coaches to their homes

Who are the Athletic Sponsors?
Athletic Sponsors include more than 1,000 Dartmouth alumni, parents, and supporters who love Dartmouth, who love sports, who either played or watched athletics as undergraduates, and who feel that Dartmouth should be a leader in the classroom and on the field. We are men and women in our 20’s and 90’s and we are represented by nearly every class.

Why Do We Do What We Do?
We know that success on the playing surface begins long before the contest starts... it has its genesis in recruiting. Without outstanding talent, success can only be an occasional dream. We are therefore committed to providing Dartmouth coaches with the resources they need to recruit exceptional student-athletes. We also know that Dartmouth has a unique and powerful trump card in the “place” as President Dickey used to call it. The “gleaming, dreaming walls of Dartmouth...” are close to irresistible when experienced in person. That’s Dartmouth’s edge! The trick is to get student-athletes face to face with this great institution to make a decision for Dartmouth. That’s the primary focus of what we do. We fly student-athletes to Hanover and send coaches to their homes. We’ve been doing it every year since 1955 when Ort Hicks ’21 founded the sponsor program.
Primary Lockups

What is a Lockup?
A lockup is the intentional arrangement of a logo and its accompanying elements.

The official Dartmouth Athletics lockups are shown below. The relationship between size and space of each element has been highly considered and should never be recreated or altered.

Which Should I Use?
Lockups scale from casual and informal to the three element lockup that indicates a formal, official Dartmouth Athletics status and tone. Choose which lockup to use based on the tone of the item being produced and the available space.
Primary Lockups

Color

Color

When the lockup is applied on a background that impedes legibility of the text, the text color may be knocked out to white. The primary mark color never changes, no matter the background color.

One Color Printing

Alternative Lockup

In situations when multiple color printing is not possible, a one color alternative lockup may be used. Use of the alternative lockup is only permissible when use of the standard lockup is impossible. When using the alternative lockup, we always recommend using the hollow alternative mark (seen on the left) rather than the solid alternative mark.
Primary Lockups

Usage

Spacing
The minimum amount of clearance required around the lockups containing the primary mark is defined by one-quarter of the primary mark height.

For the lockup containing just the wordmark, the minimum amount of clearance required is defined by half the height of the “D” of the wordmark.

Minimum Size
Refer to the diagrams on the right to determine the minimum size for legibility for each secondary lockup.

Printed Minimum Size
Digital Minimum Size

![Printed Minimum Size](image1)

![Digital Minimum Size](image2)

![Printed Minimum Size](image3)

![Digital Minimum Size](image4)

![Printed Minimum Size](image5)

![Digital Minimum Size](image6)

![Printed Minimum Size](image7)

![Digital Minimum Size](image8)
Secondary Marks

Lone Pine

The Lone Pine is the secondary mark for the Dartmouth Athletics department. When appearing on collateral and merchandise it must always be used with the primary mark or wordmark rather than on its own.

Spacing

The minimum amount of clearance required around the Lone Pine is defined by one-quarter of its height.

Minimum Size

When printed, the Lone Pine must be at least .25” wide in order to be legible. When displayed digitally, the Lone Pine must be at least 20 pixels wide in order to be legible.
Secondary Marks

Lone Pine Color

**Color**

When the Lone Pine adopts color other than Dartmouth Green, it should sit on a Dartmouth Green background. It is preferred to use the Lone Pine in white rather than Winter Gray. If only white and black printing is allowed, the Lone Pine can be used in white on a black background or black on a white background.
Secondary Marks
Lone Pine Placement

When placing the Lone Pine on team apparel and merchandise it must always be a secondary element in scale and placement in relation to the Primary Mark or Wordmark.

The examples to the right show proper placement of the Lone Pine in context.

We recommend placing the Lone Pine on the sleeves or reverse sides of team apparel as seen in the examples to the right. This furthers the Dartmouth Athletics narrative while letting the primary mark and wordmark retain the most impactful placement.
Secondary Marks
Sport-Specific Lockups
Secondary Marks
Sport-Specific Lockups

General Lockups

Dartmouth Basketball
Dartmouth Cross Country
Dartmouth Equestrian
Dartmouth Golf
Dartmouth Hockey
Dartmouth Lacrosse
Dartmouth Rowing
Dartmouth Rugby
Dartmouth Sailing
Dartmouth Skiing
Dartmouth Squash
Dartmouth Swimming & Diving
Dartmouth Tennis
Dartmouth Track & Field
Dartmouth Volleyball

Women's Sports Lockups

Dartmouth Women's Basketball
Dartmouth Women's Cross Country
Dartmouth Women's Equestrian
Dartmouth Women's Golf
Dartmouth Women's Hockey
Dartmouth Women's Lacrosse
Dartmouth Women's Rowing
Dartmouth Women's Rugby
Dartmouth Women's Soccer
Dartmouth Women's Softball
Dartmouth Women's Squash
Dartmouth Women's Swimming & Diving
Dartmouth Women's Tennis
Dartmouth Women's Track & Field

Men's Sports Lockups

Dartmouth Baseball
Dartmouth Men's Basketball
Dartmouth Men's Cross Country
Dartmouth Football
Dartmouth Men's Hockey
Dartmouth Men's Lacrosse
Dartmouth Heavyweight Rowing
Dartmouth Lightweight Rowing
Dartmouth Men's Soccer
Dartmouth Men's Squash
Dartmouth Men's Tennis
Dartmouth Men's Golf
Dartmouth Men's Swimming & Diving
Dartmouth Men's Track & Field

Samples of Alternate Lockups

Dartmouth Cheer
Dartmouth Facilities
Dartmouth Marketing
Dartmouth Recreation
Dartmouth Women's Club Basketball
Dartmouth Sports Medicine
Secondary Marks

Customized Logos

Additional logos tailored for specific teams can be created only with approval from the Dartmouth Athletics Marketing team. Any customized logos created may not alter or visually impede the Primary Mark.
Secondary Marks
Sport-Specific Logo Usage

While each sport has a lockup including the Dartmouth Athletics Wordmark and Primary Mark, some sports have additional symbols.

Spacing
The minimum amount of clearance required around the Primary Mark lockups is defined by one-quarter of the Primary Mark height.

The minimum amount of clearance required around the Wordmark lockups is defined by half the height of the wordmark “D.”

The minimum amount of clearance required around the symbols is one-quarter the height of the symbol.

Minimum Size
Refer to the diagrams on the right to determine the minimum size for legibility for each sport-specific mark.
In order to maintain brand consistency we recommend creating social media avatars that are in line with the strategy on the right. Consistency is achieved through the use of a Dartmouth Green background, the primary mark, and specific sport set in National 2.

Square avatars must also be centered within circle as most social media platforms use a mix of square and circle avatars.

Dartmouth Green RGB: 0/105/62

National 2 All Caps
Don’ts

The following institutional marks and discontinued Athletics marks should not be used on Dartmouth uniforms, apparel, web pages or any collateral, merchandise, or other media.

Current Institutional Marks

Discontinued Athletics Marks