INTRODUCTION

The Indiana State Sycamores - A modern take on a rich tradition

A new day is dawning in Terre Haute. Indiana State Sycamores athletics, a tradition forged by legends like World Champion Larry Bird, World Record holder Cheryl Bridges and Hall of Fame coach John Wooden begins a new era in its rich history. A program with a storied past will bring forth a modern brand to help write the story for a new generation of Sycamores.

Beaming with pride for the state it calls home, the Indiana state outline remains the cornerstone of the athletic brand. A typeface that projects power and tradition, arced to honor the emblem that represented this fabled program for more than three decades. The two elements united against an “I” so there’s no mistaking where the Sycamores call home.

Welcome to the future of the Indiana State University Sycamores.

March On!
PRIMARY LOGO APPLICATIONS

Primary

Primary - One Color

Primary - One Color On Blue
PRIMARY LOGO APPLICATIONS

Primary Horizontal

Primary Horizontal - One Color

Primary Horizontal - On Blue

Primary Horizontal - One Color On Blue

Primary Horizontal - On Blue

Primary Horizontal - One Color On Blue
COLOR PALETTE

Colors swatches appear in PANTONE. These are the only acceptable colors for use with all Indiana State marks.

PMS 293c
C 100
M 87
Y 0
K 0

PMS Cool Gray 2c
C 17
M 14
Y 15
K 0

White
C 0
M 0
Y 0
K 0
This is the acceptable typeface for use in relevant applications. Typeface consistency, in conjunction with color standards, will help imprint the Indiana State brand in the minds of all consumers.
VINTAGE MARKS

Vintage - Primary

Vintage - Baseball

Vintage - Throwback

For use exclusively on Indiana State Baseball hats/helmets ONLY.
DO NOT adjust the width or the height or skew the logo.

Do not adjust the width or the height or skew the logo.

Do not reverse or change colors in any way other than noted within this guide.
CLEAR SPACE/SAFETY ZONE STANDARDS

A minimum distance is required between the Indiana State primary marks and all other graphic elements.

To determine the minimum distance between the primary mark and all other graphic elements:
1. Draw a measurement box around the “I” in the Indiana State mark. This square will become your measurement starting point.
2. The size of the safety zone must equal the distance of this measurement box.
3. Extend the safety zone at the top and sides of the primary mark.

Adherence to the clear space/safety zone standards provides for a consistent look to the Indiana State marks, protects the proprietary nature of the Indiana State marks and is used to defend against unauthorized use.

A minimum distance is required between the Indiana State word mark and all other graphic elements.

To determine the minimum distance between the word mark and all other graphic elements:
1. Draw a measurement box around the “N” in Indiana State. This square will become your measurement starting point.
2. The size of the safety zone must equal the distance of this measurement box.
3. Extend the safety zone at the top, bottom and sides of the word mark. This sets up your guidelines all around.

No graphic elements may fall within the pink lines.