Welcome to the Siena College Saints branding program. On the following pages you will find a body of work that represents years of perfecting the Siena College Saints brand for both logo marks and uniform applications. You will find the new Siena College Saints Brand Management Style Guide Manual contains many new tools to deliver our branding message to Siena College Saints fans everywhere.

The Siena College licensing program and style guide were developed to promote, protect, and control the proper usage of the Siena College brand. The College manages the presentation of the brand which includes all use of trademarks, service marks, logos, insignias, seals, symbols, or slogans that is associated with or referring to Siena College. The College requires all who use these marks to obtain the approval from Siena College before producing any products that utilize the Siena College brand. All uniforms, warm ups, and team apparel must be submitted through the approval process.

Siena College has partnered with Strategic Marketing Affiliates (SMA) to help manage the licensing of the College marks. All revenue generated through licensing is reinvested into Siena College to help fund and support the Siena Athletics program.
OFFICIAL LOGO ART OF THE SIENA COLLEGE SAINTS

WHITE BACKGROUND USAGE  
DARK BACKGROUND USAGE

CORRECT LOGO USAGE
FOR ALL LOGO MARK APPLICATIONS: RESPECT A MARGIN OF 10% THE TOTAL LOGO SIZE:

COLOR SPECIFICATION CHART & CONVERSION TABLE

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OFFICIAL ONE COLOR VERSION

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OFFICIAL PRIMARY MARK
(EMBROIDERY)
OFFICIAL LOGO ART OF THE SIENA COLLEGE SAINTS

WHITE BACKGROUND USAGE  DARK BACKGROUND USAGE

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OFFICIAL LOGO ART OF THE SIENA COLLEGE SAINTS

WHITE BACKGROUND USAGE

DARK BACKGROUND USAGE

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OFFICIAL LOGO ART OF THE SIENA COLLEGE SAINTS

OFFICIAL SECONDARY VISUAL MARK

SIENA BLACK
PANTONE PROCESS BLACK

SIENA GREEN
PANTONE 342 C

SIENA YELLOW
PANTONE 123 C
OFFICIAL LOGO ART OF THE SIENA COLLEGE SAINTS

WHITE BACKGROUND USAGE

DARK BACKGROUND USAGE

CORRECT LOGO USAGE FOR ALL LOGO MARK APPLICATIONS: RESPECT A MARGIN OF 10% THE TOTAL LOGO SIZE:

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OFFICIAL LOGO ART OF
THE SIENA COLLEGE SAINTS

OFFICIAL YOUTH MARK

SIENA BLACK
PANTONE PROCESS BLACK

SIENA GREEN
PANTONE 342 C

SIENA YELLOW
PANTONE 123 C
OFFICIAL LOGO ART OF THE SIENA COLLEGE SAINTS

WHITE BACKGROUND USAGE

DARK BACKGROUND USAGE

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FOR ALL LOGO MARK APPLICATIONS: RESPECT A MARGIN OF 10% THE TOTAL LOGO SIZE:

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SIENA YELLOW
PANTONE 123 C

SIENA GREEN
PANTONE 342 C

SIENA BLACK
PANTONE PROCESS BLACK
OFFICIAL PRIMARY TYPE MARK

SIENA
BLACK
PANTONE PROCESS BLACK

SIENA
GREEN
PANTONE 342 C

SIENA
YELLOW
PANTONE 123 C
# Official Logo Art of the Siena College Saints

## White Background Usage

## Dark Background Usage

### Correct Logo Usage

For all logo mark applications: respect a margin of 10% the total logo size.

### Color Specification Chart & Conversion Table

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## Official One Color Version

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**OFFICIAL LOGO ART OF THE SIENA COLLEGE SAINTS**

**WHITE BACKGROUND USAGE**

**DARK BACKGROUND USAGE**

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**CORRECT LOGO USAGE FOR ALL LOGO MARK APPLICATIONS: RESPECT A MARGIN OF 10% THE TOTAL LOGO SIZE:**

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SIENA YELLOW
PANTONE 123 C

SIENA GREEN
PANTONE 342 C

SIENA BLACK
PANTONE PROCESS BLACK
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OFFICIAL LOGO ART OF THE Siena College Saints

WHITE BACKGROUND USAGE

DARK BACKGROUND USAGE

CORRECT LOGO USAGE
FOR ALL LOGO MARK APPLICATIONS: RESPECT A MARGIN OF 10% THE TOTAL LOGO SIZE:

COLOR SPECIFICATION CHART & CONVERSION TABLE

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SIENA YELLOW
PANTONE 123 C

SIENA GREEN
PANTONE 342 C

SIENA BLACK
PANTONE PROCESS BLACK
OFFICIAL LOGO ART OF THE SIENA COLLEGE SAINTS

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**DARK BACKGROUND USAGE**

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OFFICIAL LOGO ART OF THE SIENA COLLEGE SAINTS

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OFFICIAL LOGO ART OF
THE SIENA COLLEGE SAINTS

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OFFICIAL LOGO ART OF THE SIENA COLLEGE SAINTS

SIENA TENNIS

OFFICIAL SPORT SPECIFIC MARK

SIENA BLACK
PANTONE PROCESS BLACK

SIENA GREEN
PANTONE 342 C

SIENA YELLOW
PANTONE 123 C
Offical Logo Art of The Siena College Saints

White Background Usage

Darker Background Usage

Correct Logo Usage
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**OFFICIAL LOGO ART OF THE SIENA COLLEGE SAINTS**

**WHITE BACKGROUND USAGE**

**DARK BACKGROUND USAGE**

**CORRECT LOGO USAGE**

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OFFICIAL LOGO ART OF
THE SIENA COLLEGE SAINTS

SIENA CROSS COUNTRY

OFFICIAL SPORT SPECIFIC MARK

SIENA BLACK
PANTONE PROCESS BLACK

SIENA GREEN
PANTONE 342 C

SIENA YELLOW
PANTONE 123 C
OFFICIAL LOGO ART OF THE SIENA COLLEGE SAINTS

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OFFICIAL LOGO ART OF THE SIENA COLLEGE SAINTS

WHITE BACKGROUND USAGE

DARK BACKGROUND USAGE

CORRECT LOGO USAGE
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**White Background Usage**

**Dark Background Usage**

**Correct Logo Usage**

For all logo mark applications: respect a margin of 10% the total logo size.
CORRECT LOGO USAGE
FOR ALL LOGO MARK APPLICATIONS: RESPECT A MARGIN OF 10% THE TOTAL LOGO SIZE:

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OFFICIAL ONE COLOR VERSION

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# Official Logo Art of The Siena College Saints

![Logo Art](image)

**White Background Usage**

**Dark Background Usage**

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**Correct Logo Usage**

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OFFICIAL LOGO ART OF THE SIENA COLLEGE SAINTS

WHITE BACKGROUND USAGE

DARK BACKGROUND USAGE

CORRECT LOGO USAGE
FOR ALL LOGO MARK APPLICATIONS: RESPECT A MARGIN OF 10% THE TOTAL LOGO SIZE:

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OFFICIAL ONE COLOR VERSION

SIENA YELLOW
PANTONE 123C

SIENA GREEN
PANTONE 342C

SIENA BLACK
PANTONE PROCESS BLACK

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OFFICIAL LOGO ART OF THE Siena College Saints

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PLEASE NOTE: ALL JERSEY BACK NUMBERS MUST BE 8” TALL

BASEBALL CAP EMBLEM DETAIL

DETAIL JERSEY BACK

PLEASE NOTE: ALL JERSEY FRONT NUMBERS MUST BE 4” TALL

RIGHT SLEEVE EMBLEM DETAIL

LEFT SLEEVE EMBLEM DETAIL

BATTING HELMET

HOME

BASEBALL UNIFORM DESIGN
PLEASE NOTE: ALL JERSEY BACK NUMBERS MUST BE 8” TALL

PLEASE NOTE: ALL JERSEY FRONT NUMBERS MUST BE 4” TALL

BASEBALL CAP EMBLEM DETAIL

DETAIL JERSEY BACK

RIGHT SLEEVE EMBLEM DETAIL

LEFT SLEEVE EMBLEM DETAIL

AWAY

ALTERNATE

BASEBALL UNIFORM DESIGN
PLEASE NOTE: ALL JERSEY BACK NUMBERS MUST BE 8” TALL

BASEBALL CAP EMBLEM DETAIL

DETAIL JERSEY BACK

PLEASE NOTE: ALL JERSEY FRONT NUMBERS MUST BE 4” TALL

RIGHT SLEEVE EMBLEM DETAIL

LEFT SLEEVE EMBLEM DETAIL

DETAIL SIDE

BATTING HELMET

HOME

SOFTBALL UNIFORM DESIGN
PLEASE NOTE: EACH JERSEY BACK NUMBER MUST BE 8.5"H X 5.5"W

PLEASE NOTE: EACH JERSEY FRONT NUMBER MUST BE 6"H X 4"W

DETAIL JERSEY BACK

DETAIL PANT EMBLEM

AWAY

ALTERNATE

WOMEN'S BASKETBALL UNIFORM DESIGN
Please note: each jersey front number must be 6” H X 4” W.

Please note: each jersey back number must be 8.5” H X 5.5” W.

Home

Men’s Basketball Uniform Design
PLEASE NOTE: EACH JERSEY FRONT NUMBER MUST BE 6"H X 4"W

PLEASE NOTE: EACH JERSEY BACK NUMBER MUST BE 8.5"H X 5.5W

DETAIL JERSEY BACK

DETAIL PANT EMBLEM

AWAY

ALTERNATE

MEN'S BASKETBALL UNIFORM DESIGN
PLEASE NOTE:
ALL JERSEY BACK NUMBERS MUST BE 12" TALL

PLEASE NOTE:
ALL JERSEY FRONT NUMBERS MUST BE 10" TALL

DETAIL JERSEY BACK

DETAIL PANT EMBLEM OPTIONS

HOME

MEN’S LACROSSE UNIFORM DESIGN
PLEASE NOTE: ALL JERSEY BACK NUMBERS MUST BE 12" TALL

PLEASE NOTE: ALL JERSEY FRONT NUMBERS MUST BE 10" TALL

DETAIL JERSEY BACK

DETAIL PANT EMBLEM OPTIONS

AWAY

ALTERNATE

MEN’S LACROSSE UNIFORM DESIGN
PLEASE NOTE:
ALL JERSEY
BACK NUMBERS
MUST BE
10" TALL

PLEASE NOTE:
ALL JERSEY
FRONT NUMBERS
MUST BE 6" TALL

DETAIL
JERSEY
BACK

DETAIL
SKIRT
EMBLEM

HOME

WOMEN’S LACROSSE UNIFORM DESIGN
PLEASE NOTE:
ALL JERSEY
BACK NUMBERS
MUST BE
10” TALL

PLEASE NOTE:
ALL JERSEY
FRONT NUMBERS
MUST BE 6” TALL

DETAIL JERSEY
BACK

DETAIL SKIRT
EMBLEM

AWAY

ALTERNATE

WOMEN’S LACROSSE UNIFORM DESIGN
PLEASE NOTE:
ALL JERSEY BACK NUMBERS MUST BE 9” TALL

DETAIL JERSEY BACK

PLEASE NOTE:
ALL JERSEY FRONT NUMBERS MUST BE 4” TALL

DETAIL PANT EMBLEM

HOME

MEN’S SOCCER UNIFORM DESIGN
PLEASE NOTE:
ALL JERSEY BACK NUMBERS MUST BE 9” TALL

DETAIL JERSEY BACK

PLEASE NOTE:
ALL JERSEY FRONT NUMBERS MUST BE 4” TALL

DETAIL PANT EMBLEM

AWAY

ALTERNATE

MEN’S SOCCER UNIFORM DESIGN
PLEASE NOTE: ALL JERSEY BACK NUMBERS MUST BE 9" TALL

PLEASE NOTE: ALL JERSEY FRONT NUMBERS MUST BE 4" TALL

DETAIL JERSEY BACK

DETAIL PANT EMBLEM

HOME

WOMEN’S SOCCER UNIFORM DESIGN
HOME

WOMEN’S CROSS COUNTRY UNIFORM DESIGN
AWAY

WOMEN’S CROSS COUNTRY UNIFORM DESIGN
MEN’S CROSS COUNTRY UNIFORM DESIGN
NOTE: The NEC logo is only a placeholder. We need to replace it with a vector file.

PLEASE NOTE: ALL JERSEY BACK NUMBERS MUST BE 8” TALL

DETAIL JERSEY BACK

PLEASE NOTE: ALL JERSEY FRONT NUMBERS MUST BE 4” TALL

DETAIL SKIRT EMBLEM

HOME

WOMEN’S FIELD HOCKEY UNIFORM DESIGN
WOMEN’S FIELD HOCKEY UNIFORM DESIGN

PLEASE NOTE: ALL JERSEY BACK NUMBERS MUST BE 8” TALL

PLEASE NOTE: ALL JERSEY FRONT NUMBERS MUST BE 4” TALL

DETAIL JERSEY BACK

DETAIL SKIRT EMBLEM

AWAY

ALTERNATE
HEADWEAR EMBLEM DETAIL

DETAIL SUIT EMBLEM

HOME

SWIMMING & DIVING UNIFORM DESIGN
HEADWEAR EMBLEM DETAIL

DETAIL SUIT EMBLEM

AWAY

SWIMMING & DIVING UNIFORM DESIGN
WOMEN’S WATERPOLO UNIFORM DESIGN

AWAY

HEADWEAR EMBLEM DETAIL

DETAIL SUIT EMBLEM
MEN’S TENNIS UNIFORM DESIGN

HOME

RIGHT SLEEVE EMBLEM DETAIL

MAAC

DETAIL PANT EMBLEM
AWAY

MEN’S TENNIS UNIFORM DESIGN
DETAIL JERSEY BACK

HOME

WOMEN’S TENNIS UNIFORM DESIGN
AWAY

WOMEN’S TENNIS UNIFORM DESIGN
For more information on this style manual or other Siena College Saints Licensing questions, contact:

Ken Grant
Assistant Athletics Director
515 Loudon Road, Loudonville, NY 12211
Phone (518) 783-2940
kgrant@siena.edu

For information on developing branding programs, contact:

Phoenix Design Works, INC
325 West 38th Street
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