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

INDIVIDUAL BENEFIT
Yale Athletics provides aspiring leaders the training and courage to be great.

GROUP BENEFIT
So that... They are the present-day embodiment of Yale’s mission for all of its students.

SOCIETAL BENEFIT
Future leaders, fit to make meaningful change in all sectors of society.
Confident and resilient, yet humble
Future-focused, while grounded in our storied heritage
Unapologetically excellent, but still growth-oriented
Relentlessly driven and team-oriented
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 - DIGITAL & PRINT

COLOR USAGE

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.
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.
**ACCEPTABLE LOGO COLORS**

<table>
<thead>
<tr>
<th>MIDNIGHT BLUE</th>
<th>ATHLETICS GRAY</th>
<th>YALE CHINA WHITE</th>
<th>BLACK</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="Y" /></td>
<td><img src="image2" alt="Y" /></td>
<td><img src="image3" alt="Y" /></td>
<td><img src="image4" alt="Y" /></td>
</tr>
<tr>
<td><img src="image5" alt="Y" /></td>
<td><img src="image6" alt="Y" /></td>
<td><img src="image7" alt="Y" /></td>
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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.
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.

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

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

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.
ADDITIONAL LOGO LOCKUPS

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

BASKETBALL

YALE ATHLETICS

FOOTBALL

GOLF

GYMNASTICS

ICE HOCKEY

LACROSSE

SAILING

SQUASH

SWIMMING & DIVING

TENNIS

TRACK & FIELD

VOLLEYBALL

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
OF YALE ATHLETICS

Y

FONTs

OF YALE ATHLETICS
Fonts, Primary

Primary Font: Serifa
Official Yale Athletics typeface
All-caps
Regular and medium cuts only

Regular
ABCD EFGHIJKLMNOPQRSTUVWXYZ
1234567890

Medium
ABCD EFGHIJKLMNOPQRSTUVWXYZ
1234567890

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

B1234567890
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
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
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

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
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.

"FOR GOD, FOR COUNTRY AND FOR YALE"

FOR GOD, FOR COUNTRY AND FOR
YALE

#THISISYALE
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.

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**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

**INTERIOR APPLICATION ELEVATION EXAMPLES DON’T**

- Cropping off entire arms or the stem of the Y
- Turning the Y
- Cropping not quite center
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.
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 angle.
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

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.
VARITY STRIPE AND VARITY Y PATTERN

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

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.
VINTAGE BULLDOG MADE OF VARSITY Y’S

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

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.
PHOTOGRAPHY

ATHLETICS GRAY OVERLAY & FULL COLOR

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