



Brand & Identity Guide

Brand & Identity Overview

About this Guide

As Castleton continues to strive for excellence in and out of the classroom, it is imperative that the entire athletic department communicate with a clear, consistent public identity.

Every time someone from Castleton communicates with the public, it contributes to our reputation. Public appearances, publications, stationery, newsletters, t-shirts, displays, business cards, web sites, fliers, signs, uniforms, and other forms of communication represent not just the individual program, but the entire college.

As symbols of the athletics program, the logos must be used appropriately in all forms of communication. When used correctly, the results are strong, consistent graphics that inspire confidence in players and staff, and enhance the reputation of the program and institution.

All Castleton logos, word marks, and verbiage are registered trademarks and subject to proper approval and royalties through Strategic Marketing Affiliates.

This guide covers most, but not all, examples of acceptable usage. All logo usage is subject to the approval of the Director of Marketing & Communications.

By complying with these specifications, you help project a clear, unifying image for the college.

Questions?

If you have any questions regarding the rules outlined in this guide or to seek approval for an exception to these rules, please contact:

Jeff Weld, Director of Marketing & Communications

P: 802-468-6052

E: jeff.weld@castleton.edu



The Logo Set

Castleton's athletics logo is one of the most visible representations of the college's visual identity.

Individuals may not order any merchandise (clothing, stationery, etc.) that does not conform to these guidelines.

All orders of merchandise shall be conducted through an approved, licensed vendor.

All items produced for the purpose of resale are subject to royalties.

Castleton's licensing information can be found here:

castletonsports.com/information/licensing



Primary Athletic Logo

The Castleton primary athletic logo symbolizes Castleton's athletic department. The logo is a representation of the entire department, therefore should only be used in such applications.

Secondary Athletic Logo

The Castleton secondary athletic logo symbolizes Castleton State College and the connection between the College and the Spartan moniker as a whole. This logo is used as a representation of that connection on college apparel and other souvenirs, and should rarely be used by the department of athletics.

Athletic Word Mark

The Castleton athletic word mark symbolizes Castleton's athletic department and should be used, when fitting, to replace the primary or secondary logo.

The Logo Set



Athletic Symbol

The Castleton athletic symbol symbolizes Castleton’s athletic department and should be used whenever a stand-alone logo is required in large applications. This symbol, when used correctly should invoke the viewer to say “Castleton Spartans.”



Athletic Secondary Symbol

The Castleton athletic symbol logo symbolizes Castleton’s athletic department and should be used whenever a stand-alone logo is required in small applications. This symbol, when used correctly should invoke the viewer to say “Castleton Spartans.”



Sport-Specific Logo

The Castleton sport specific logo symbolizes the specific team within Castleton’s department of athletics. Each appears in the space provided below the “Spartans” and is sized accordingly. Additionally, the sport-specific banner is also available to be used, when fitting, to replace the entire logo.

Official Treatments & Colors

The Castleton athletics logo may appear on white, green, black or other neutral-toned colors such as ivory or gray. It may never appear on any other color without consent from the Office of Marketing & Communications.

The logo set is designed to be reproduced in one, two, or three colors.

One-color options are only available in black, white, or PMS 343 green.

The logo set may never appear in another color without consent from the Office of Marketing & Communications.



Symbol - Three Color



Symbol - Two Color



Symbol - PMS 343 Green



Symbol - Black



Symbol - White

PMS 343 - Green

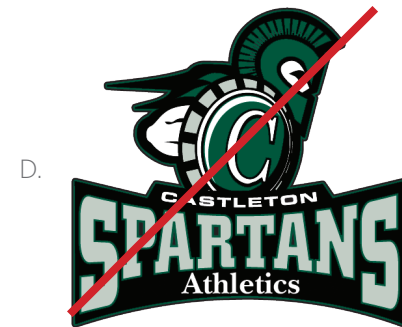
PMS 442 - Gray

Incorrect Usage

The Castleton logo should never be manipulated using editing software and should only appear as outlined in this guide.

Some examples of incorrect usage are outlined here, including:

- A. Do not reproduce the logo from a low-resolution source, such as a website
- B. Do not re-draw, re-set, or distort the logo in any way.
- C. Do not reproduce the logo within a frame, or border.
- D. Do not change the typeface in the logo.
- E. Do not reproduce the logo at any angle other than horizontal.
- F. Do not alter the artwork in any way.





Castleton

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General Information

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