

COLGATE

ATHLETICS

IDENTITY BOOK

Version 1.0 — 2020



WHY A STRONG COLGATE ATHLETICS IDENTITY MATTERS

AN IDENTITY IS NOT A LOGO, TAGLINE, SET OF COLORS OR ADVERTISEMENTS. AN IDENTITY IS PERCEPTION; IT IS THE SUM OF PEOPLE'S EXPERIENCES—WHAT THEY THINK AND FEEL WHEN THEY HEAR A NAME OR ENGAGE WITH AN ORGANIZATION.

A strong Colgate University Athletics identity raises awareness, drives recognition and unifies stakeholders by:

- Centralizing what we, as an athletics program, stand for and represent
- Differentiating our program from our competitors both within the Patriot League and nationally
- Articulating our unique values and story in a manner that resonates with our target audiences
- Sharing our rich history of athletic and academic success
- Substantiating the value of our exemplary scholar-athlete experience
- Promoting the success of not only our collective program, but each of our individual teams

This Identity Book is designed to guide you, our partner, in assuring a unified message is always presented.



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OUR VISION

OUR VISION

TO BE AN INCLUSIVE COMMUNITY OF COMPETITIVE EXCELLENCE:

We involve and empower everyone associated with Colgate Athletics, recognizing the inherent worth and dignity of all; we are a diverse group of people who care about each other, share common goals and actively invest in our collective success; we strive to get better and we share a goal to win; and we consistently perform at the upper range of our potential.





OUR PILLARS

OUR PILLARS

OUR PILLARS REPRESENT THE VALUES AND ATTRIBUTES THAT MAKE COLGATE ATHLETICS UNIQUE.

They represent the core of who we are as an athletics program, serving to support our platform and guiding our overall story.



OUR PILLARS



**TRUE
SCHOLAR
ATHLETES**



**CHAMPIONS
OF EXCELLENCE**



**STEWARDS
OF COLGATE**



OUR PILLARS



TRUE SCHOLAR ATHLETES

WHY TRUE SCHOLAR ATHLETES?

- **An Uncompromising Scholar-Athlete Experience:**

Our holistic approach emphasizes excellent academics and competitive Division I Athletics to ensure our scholar-athletes have the opportunity to thrive in every field and arena.

- **Academic Integration:**

As true representatives of the student body, our scholar-athletes are deeply embedded into the fabric of our campus and surrounding community and wholly committed to fulfilling their academic pursuits and athletic aspirations.

- **A Foundation for Life Success:**

We take tremendous pride in educating our scholar-athletes through the values and life lessons ingrained in athletic competition. While always striving to win, true success is measured by our ability to develop the physical, mental and social capabilities of our scholar-athletes.



OUR PILLARS



WHY CHAMPIONS OF EXCELLENCE?

- **Competing for Life:**
Our scholar-athletes view every day as an opportunity to get better. They relentlessly train, practice and compete because they are determined to push their limits and maximize their potential.
- **A Rich History:**
Our 25 NCAA Division I athletic teams carry a proud tradition of excellence in sport—our success at the national level, and our Conference Titles are a testament to not only our athletic talents, but our commitment to hard work and the pursuit of success.
- **We Set the Standard:**
As a model Division I Athletics Program, we maintain rigorous standards and strive for high moral character because true excellence can't be measured by statistics or wins and losses.



OUR PILLARS



STEWARDS
OF COLGATE

WHY STEWARDS OF COLGATE?

- **Our Home Away From Home:**

Our beautiful campus is a true home away from home for all of us; it's where we learn, grow, inspire and build lifelong bonds. This sentiment is celebrated by all of our scholar-athletes. Together we stand united as a beacon for Colgate and Central New York.

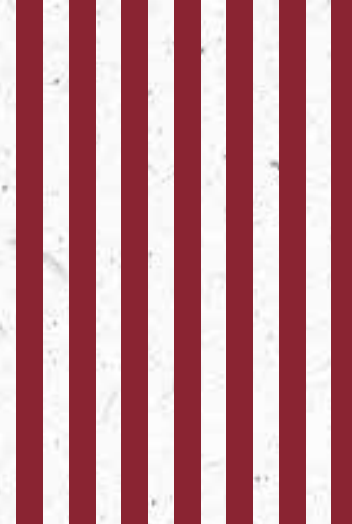
- **A Life of Leadership:**

Everyone associated with our athletics program is committed to carrying out our University's legacy of leadership; we uphold rigorous standards on and off the field to strengthen our campus, community and to exemplify what Colgate represents.

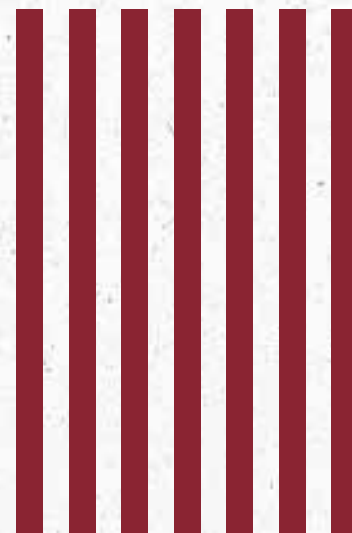
- **An Eternal Source of Pride:**

We wear our jerseys, our colors and the Colgate name 24/7, because we perpetually uphold the values and beliefs that our great University stands for and represents.





OUR ESSENCE



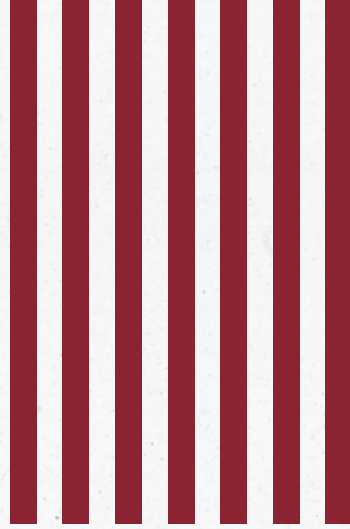
OUR ESSENCE

**THE COLGATE ATHLETICS
ESSENCE IS A SINGLE STATEMENT
THAT EMBODIES THE HEART
AND SOUL OF WHO WE ARE.**

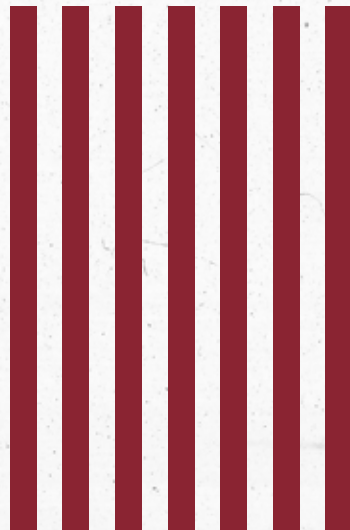
Derived from our pillars, it is the foundation
from which we present our story to the world.



OUR ESSENCE



**PURSUING EXCELLENCE
IN EVERY ARENA**



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OUR PLATFORM

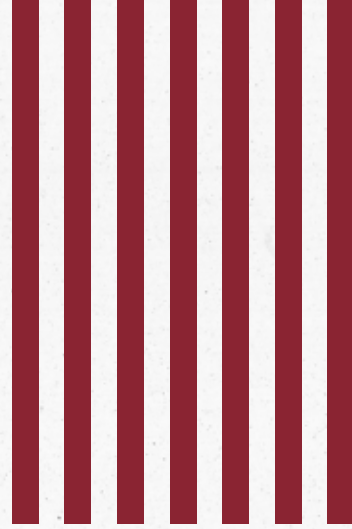
OUR PLATFORM

THE COLGATE ATHLETICS PLATFORM IS THE EXTERNAL EXPRESSION OF OUR IDENTITY.

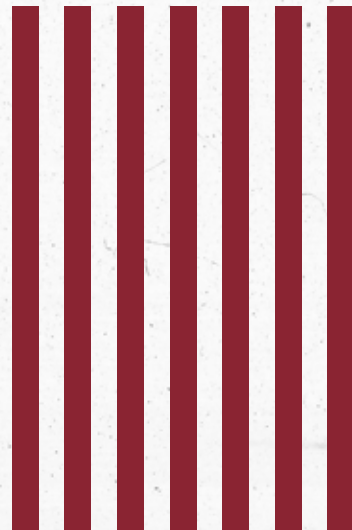
It enlivens our foundational attributes to connect with each of our unique audiences.



OUR PLATFORM



EVERY FIELD EVERY ARENA



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OUR PLATFORM

EVERY FIELD EVERY ARENA

RATIONALE

- We excel in every sport, academic field and pursuit we compete in
- We are an inclusive community who values each sport and scholar-athlete equally
- We are committed to achieving excellence in the form of personal and collective success in both academics and athletics



OUR PLATFORM

EVERY FIELD EVERY ARENA

AS A STAND-ALONE MESSAGE

Serves as an overarching expression to communicate the multi-dimensionality of Colgate scholar-athletes; the pursuit of excellence in academics, athletics and the community.

Appropriate Applications:

- In-venue (arenas, fields, athletic facilities, etc.)
- Backdrops/textural elements on social media and web pages
- Headlines for certain Identity collateral (e.g. programs, fact books, recruiting materials)



OUR PLATFORM

EVERY FIELD EVERY ARENA

AS A SIGN-OFF OR SUPPORTING MESSAGE:

Adds emphasis and clarity to the narrative for communications which showcase the multi-dimensionality of the Colgate scholar-athlete.

Appropriate Applications:

- Social posts celebrating the academic and athletic accomplishments of a Colgate team and/or scholar-athlete
- Recruiting materials that communicate the athletic and academic prowess of Colgate or a specific program

- Can be used as a sign-off for these communications or as a supporting message to its associated Identity headlines
- Should not be used for messaging communicating a specific game, match-up or athletic performance/accomplishment

Inappropriate Applications:

- Game-day/match-up advertisements and/or social media posts
- Communications acknowledging an athletic performance or accomplishment (e.g. player of the week, All Conference honors, etc.)





OUR PERSONALITY

OUR PERSONALITY

OUR PERSONALITY ENLIVENS THE SPIRIT AND VALUES STEMMING FROM OUR PILLARS AND PLATFORM.

It is a set of human traits that personify who we are as an athletics program, providing context and parameters for our communications that enable our audiences to understand what makes us unique.



OUR PERSONALITY

THOUGHTFUL

We are empathetic and inclusive, embracing diversity of all kinds because we appreciate the value of different perspectives.

HOW IT COMES TO LIFE

We encapsulate the welcoming and inclusive aspects of our campus through a distinctly accessible tone.

We celebrate all forms of diversity and demonstrate our appreciation for everyone through positive and uplifting language.

We never exclude or speak down to anyone.



OUR PERSONALITY

DRIVEN

We are relentless, energetic and perpetually focused on our individual and collective goals.

HOW IT COMES TO LIFE

Our Identity expression reflects the relentless work ethic of our scholar-athletes.

We use inspiring, yet grounded language, while communicating our scholar-athletes' resilience, growth and achievements in sport, the classroom and throughout the community.



OUR PERSONALITY

ENTHUSIASTIC

We are passionate, positive and eager to chase excellence in everything we pursue.

HOW IT COMES TO LIFE

We share our fanaticism for our program through engaging and positive messaging that promotes the success of our teams and scholar-athletes.

Our communications stress positive language and an open dialogue to encourage the Colgate community to spread their fandom.



OUR PERSONALITY

COHESIVE

We are a tight-knit group bound together by our commitment to the whole; we value collaboration and teamwork and lean on each other to meet challenges head on.

HOW IT COMES TO LIFE

We maintain a consistent voice, leveraging the attributes ingrained in our Identity pillars and Identity essence, to communicate our rich culture of achievement and our profound love for Colgate.



OUR PERSONALITY

BOLD

We are strong and vibrant, united by our quest to bring out the best in every scholar-athlete and undaunted in our collective pursuit of excellence.

HOW IT COMES TO LIFE

We are always proud to communicate our scholar-athletes' academic, athletic, community-based and professional achievements.

We share personal success stories, statistics and credible endorsements to validate the profound impact of Colgate Athletics.





OUR AUDIENCES

OUR AUDIENCES

THE BEST IDENTITIES CONNECT WITH THEIR AUDIENCES THROUGH CONSISTENT AND RELEVANT MESSAGING.

They immediately convey a set of values and beliefs and speak a common language despite communicating with different audience segments. The following pages outline the attributes and messaging points that enable us to maximize engagement with each of our audiences.



OUR AUDIENCES: CURRENT & PROSPECTIVE SCHOLAR-ATHLETES NARRATIVE THEMES

THE BEST OF BOTH WORLDS:

- The opportunity to compete at the highest level of college athletics
- A prestigious education/degree from a top-ranked university
- The ability to showcase their talents on a national stage while competing for Patriot League Titles and National Championships
- A model scholar-athlete experience and a beautiful college campus

GENERATIONAL ALIGNMENT:

- Like Gen Z'ers we are inclusive and globally-conscious
- We both celebrate diversity and champion individuality
- We both seek to forge genuine connections with people from different backgrounds
- We both understand and cherish our ability to impact more than a game

A SHARED STUDENT-FIRST CULTURE:

- Our scholar-athletes are at the heart of everything we do and every decision we make
- We empower our scholar-athletes to architect their own educational experience
- Developing the whole person, not just the athlete, is at the core of our mission
- Unyielding support from coaches, faculty and staff to maximize our student athlete's athletic and intellectual potential
- Resources and support from dynamic coaches and staff who want the best for our scholar-athletes

OUR AUDIENCES: PARENTS OF CURRENT & PROSPECTIVE SCHOLAR-ATHLETES NARRATIVE THEMES

A FOUNDATION FOR PROFOUND SUCCESS:

- A prestigious education that prepares students to take on a lifetime of personal and career success
- An expansive alumni network providing direct access to gainful employment
- Immersive and dynamic academic programming, study abroad and internship opportunities

A CLOSE-KNIT CULTURE OF ACHIEVEMENT:

- Ambitious and hardworking scholar-athletes/students who bring out the best in each other
- Successful athletic programs and coaches; renowned academic programs and faculty
- A safe and inclusive campus community filled with opportunity and resources to develop successful citizens of the world

TRUE EDUCATORS & MENTORS:

- Structured and supportive environments that seek to bring out the best in each scholar-athlete
- Programming and resources to help scholar-athletes with their studies and career goals



OUR AUDIENCES: ALUMNI NARRATIVE THEMES

PRIDE & NOSTALGIA:

- As former scholar-athletes our alumni are driven by the idea of paying it forward
- Make them feel part of the program
- Stewards of Colgate; driven by a sense of pride and the traditions that bind us all together

KEEP THEM IN THE KNOW:

- Provide updates regarding program initiatives, scholar-athlete and team success stories (both on the field and off)
- Make them feel part of the program
- Engage them with two-way engagement via social platforms; create a conversation and show them how much you value their contributions to the program and wider Colgate community

GIVE THEM A PLATFORM:

- Provide the resources (athletics website, blog, social media channels) to let them relay a true-to-life account of how Colgate Athletics propelled them to achieve success in their life
- Create online communities via social media to encourage conversation and re-spark connections
- Strategically reach out to prominent alumni to make them feel valued and provide them with the tools to share their unique Colgate story



OUR AUDIENCES: COMMUNITY MEMBERS & FANS NARRATIVE THEMES

OUR HOME, OUR REGION:

- Driven by a sense of community and connectedness
- A lifelong community united in our quest to uphold the values of our University
- Leverage the unifying power of sport to create a sense of belonging; a herd mentality that empowers our community to cheer

COMMUNICATE OUR PROWESS:

- Make fans and community members feel proud of being part of Colgate Athletics by sharing academic and athletic success stories of our students
- Express the difference and impact we make in the community by promoting our service initiatives
- Continually communicate our values to reinforce the notion that we, as an athletics program, are forever committed to doing things the right way

DIVISION I THE RIGHT WAY:

- Whether it's a trip to the Big Dance or your typical Saturday afternoon, we provide family-friendly and affordable access to Division I Athletics
- Our scholar-athletes are people that everyone can cheer for; true role models whose work in the classroom, on the field and within the community serve as an inspiration for all
- We uphold standards of excellence that are uncommon in Division I Athletics, because we know our collective goals and impact extend far beyond sports



OUR MESSAGING

OUR MESSAGING

OUR MESSAGING LEVERAGES ACADEMIC AND ATHLETIC TERMS TO EXPRESS THE DUALITY OF THE COLGATE SCHOLAR-ATHLETE EXPERIENCE

It utilizes a confident and bold tone with a quick-hitting, punchy style to fully own the “Every Field, Every Arena” Campaign Platform.



OUR MESSAGING

EVERY DAY IS GAME DAY

There are no days off as a Colgate scholar-athlete and every day is an opportunity to shine in sport, the classroom or throughout the campus community.

CHANGE MORE THAN JUST THE GAME

Our scholar-athletes are leaders who impact far more than a scoreboard or box score.

UNRIVALED & UNCOMPROMISED

We are the best of both worlds and we are forever committed to doing things the right way.

GUARDIANS OF THE GATE

We uphold the rich history of Colgate by competing for the name on the front of our jerseys.

Our headlines serve as the external expression of our brand voice and personality. Whether appearing online, in display ads, on campus or within recruiting materials, these headlines convey our scholar-athlete's pursuit of excellence in sport and throughout life.

Appropriate Use of Headlines:

- Headlines should be used as a lead-in for any external medium (social posts, display, outdoor, in-venue, print, apparel and/or recruiting materials) intended to communicate the brand essence of Colgate Athletics.
- Headlines should be used as a lead-in for any external medium (social posts, display, outdoor, in-venue, print, apparel and/or recruiting materials) intended to serve as a rallying cry, spotlight specific scholar-athlete achievements, awards and/or performances and announce Colgate Athletics match-ups/games and initiatives.

Inappropriate Use of Headlines:

- Headlines, with regards to tone and personality, should not vary between program; the effectiveness of our messaging system relies on consistency across all of our individual teams.
- Headlines should not be used for formal or internal communications or for any materials that are not related to Colgate Athletics.



CONTACT

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NICKI MOORE

Vice President and Director of Athletics

315-228-7783

colgateAD@colgate.edu

JULIANA SMITH

Deputy Athletics Director/SWA

315-228-7852

jbsmith@colgate.edu

YARIV AMIR

Senior Associate Athletics Director,

Primary Identity Contact

315-228-6547

yamir@colgate.edu

LAURA SGRECCI

Senior Associate Athletics Director for

External Affairs & Strategic Advancement

315-228-7996

lsGRECCI@colgate.edu

LORI GODSHALK

Sr. Administrative Assistant, Huntington

315-228-7783

lgodshalk@colgate.edu

