

Dartmouth Athletics Visual Identity Guidelines



...the occasion
men and six
for Dartmouth
cheer when
the team in
green appea

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Color Palette

We're not called Big Green for nothing—our distinctive shade of green has been used for over 150 years. Dartmouth Athletics branded items should normally include noticeable use of Dartmouth Green.

When color beyond the primary palette is needed for distinction, the secondary and tertiary colors can be used, but not without noticeable use of Dartmouth Green.

Primary Colors

Dartmouth Green
PMS 349
CMYK 95/0/100/50
RGB 0/105/62

Snow White
CMYK 0/0/0/0
RGB 255/255/255

Secondary Color

Midnight Black
CMYK 50/50/50/100
RGB 0/0/0

Tertiary Colors

Winter Gray
PMS 665
CMYK 11/20/0/10
RGB 200/188/208

Granite Gray
PMS 438
CMYK 58/63/59/40
RGB 88/69/69

Primary Mark

Application of the Primary Mark should reflect its status as the most important Dartmouth Athletics symbol—displaying the mark boldly and prominently will maximize its impact.

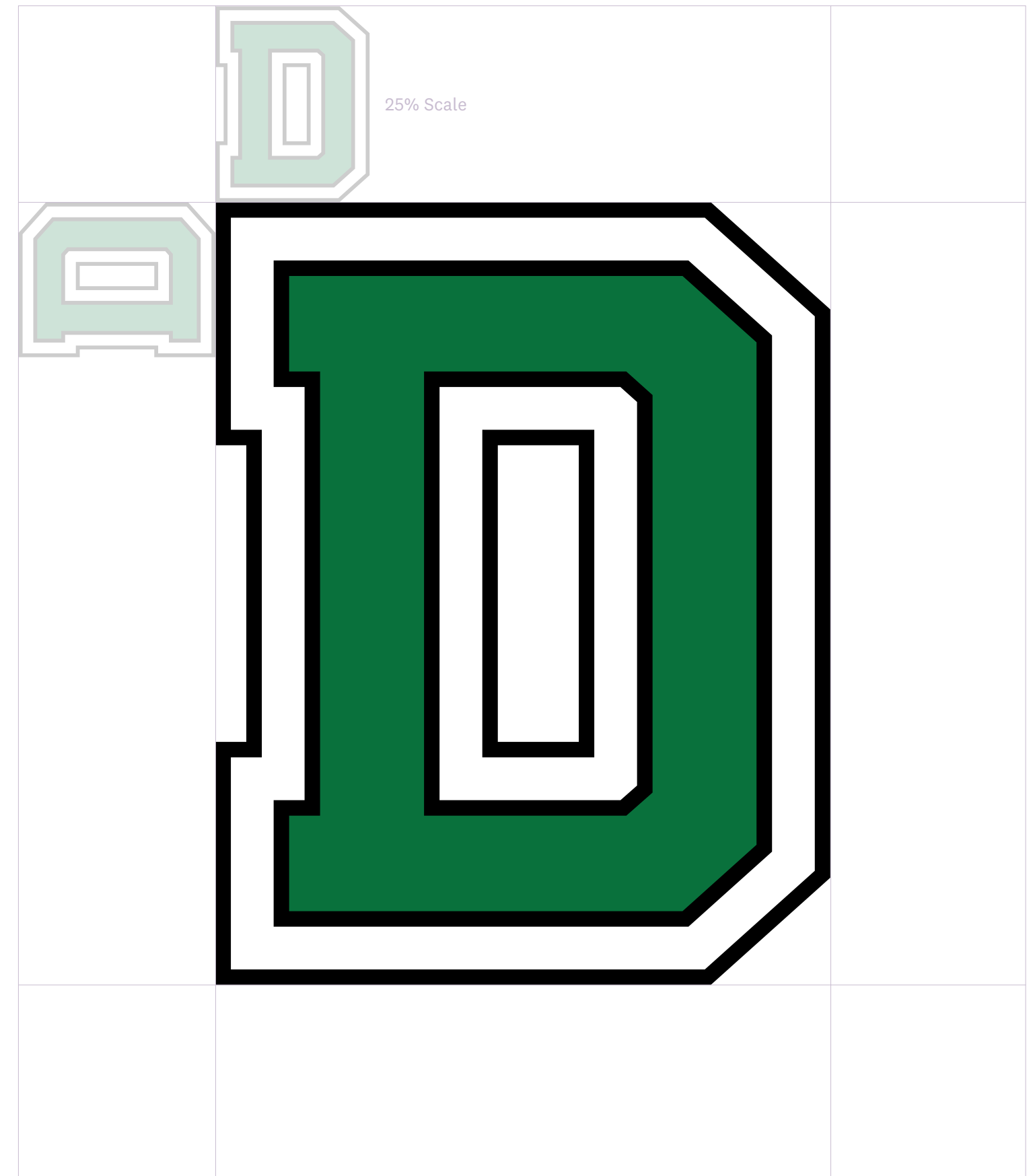
Spacing

The minimum amount of clearance required around the Primary Mark is defined by one-quarter of its height.

Minimum Size

When printed, the Primary Mark must be at least .5” wide in order to be legible. When displayed digitally, the Primary Mark must be at least 30 pixels wide in order to be legible.

Primary Mark Spacing



Minimum Size print; digital

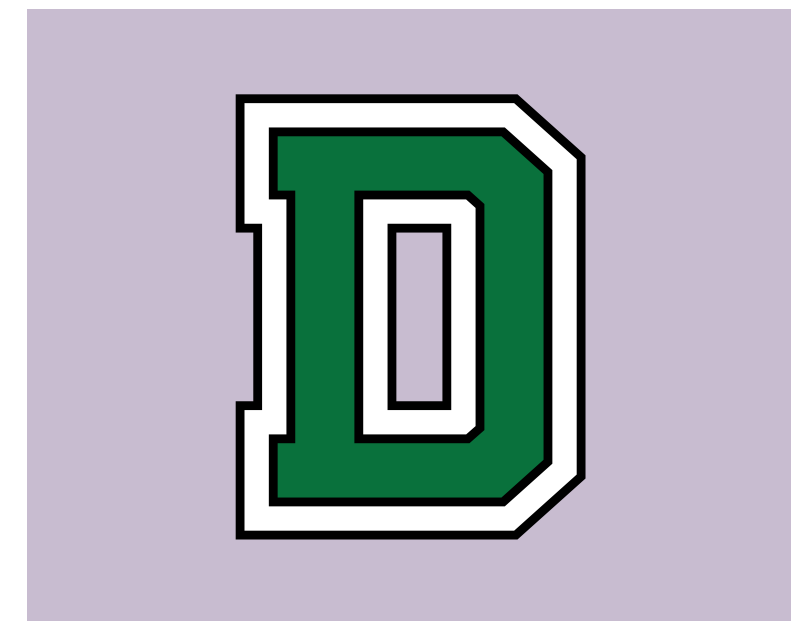
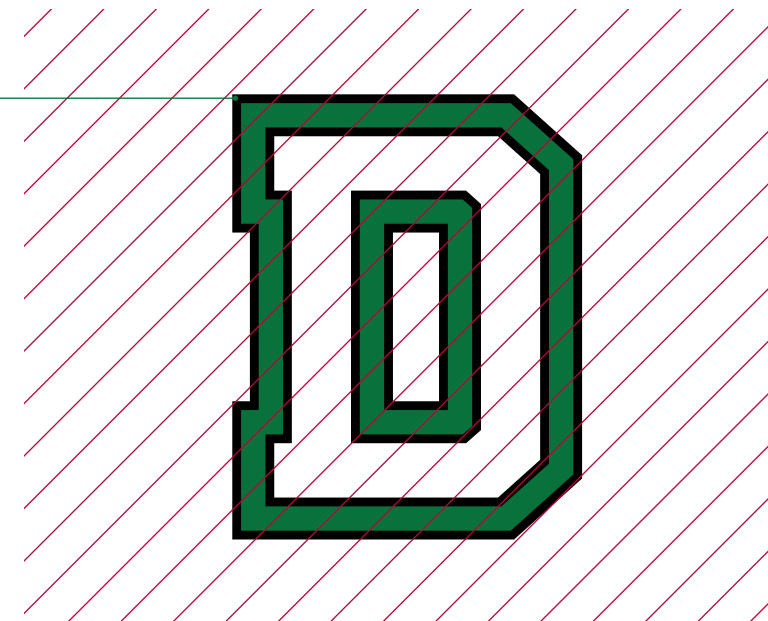


Primary Mark Color

The Primary Mark color and composition should *never* be altered, regardless of background color.



Reversing the color scheme of the Primary mark is never permissible.

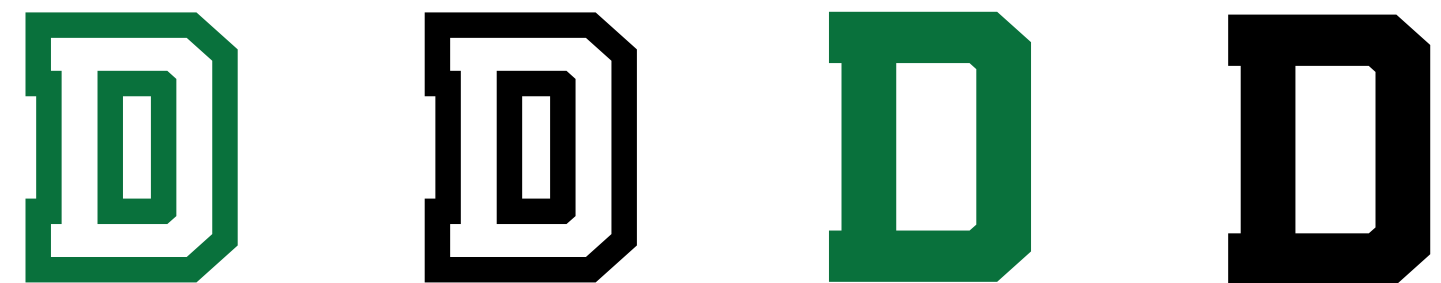


One Color Printing

Alternative Marks

In situations when multiple color printing is not possible, the one color alternative marks may be used. Use of the alternative marks is *only* permissible when use of the Primary Mark is impossible.

When using the alternative marks, we always recommend using the hollow alternative mark (seen on the left) rather than the solid alternative mark.



Wordmark

Our wordmark is a custom mark drawn to pay homage to Dartmouth's historical provenance while making a bold statement in a contemporary setting.

DARTMOUTH

Wordmark

Curved Wordmark

The curved wordmark was created specifically for application on sports apparel, where its curved form lets it live on materials a larger size.

DARTMOUTH

Wordmark Usage

Spacing

The minimum amount of clearance required around the wordmarks is defined by half the height of the “D.”

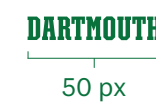
Minimum Size

When printed, the wordmarks must be at least 1” wide in order to be completely legible. When displayed digitally, the wordmarks must be at least 50 pixels wide in order to be legible.

Wordmark Spacing



Minimum Size print; digital



Alternate Wordmark

Legibility of the green wordmark on a dark background can be challenging on some apparel. In instances where a green wordmark on a dark background impedes legibility, the alternate wordmark may be used. The relationship of outline to wordmark is intentionally crafted and should never be altered or recreated.

A white wordmark on a green background presents no legibility issues, so the standard workmark is used in this situation.

DARTMOUTH

DARTMOUTH



Typography

Primary Typeface

United Serif Condensed

United Serif Condensed is Dartmouth Athletics' primary typeface. We use it in two weights, Heavy and Medium, to provide emphasis and clarity in messaging. United Serif Condensed is used for headlines and calls to action. Typography and headlines should generally be set in sentence case, with just the first letter of the first word capitalized, or title case, with the first letter of each title word capitalized. Please refer to pages 18-23 for more information on typography usage.

United Serif Condensed can be licensed at houseind.com/hi/united_serif

United Serif Condensed Heavy

Cheer when
the team in
green appears!

United Serif Condensed Medium

Fight, fight, fight
for Dartmouth,
and tear on
down the field!

Typography

Secondary Typeface

National 2

National 2 is Dartmouth Athletics' secondary typeface. National 2 Extrabold and Regular should be used for all body copy, body copy headers and occasionally for headlines.

Leading

Leading refers to the space between lines of type. It has a major effect on legibility and overall appearance. When setting leading for body text, ensure the leading size is larger than the type size and the text reads comfortably without excessive space between lines.

Comfortable leading ensures character ascenders and descenders don't collide.

National 2 Extrabold

Dartmouth Athletics Mission Statement

National 2 Regular

The purpose of all Athletic Department activities is to foster and complement the overall academic and intellectual growth of Dartmouth students and provide experiences that will enable them to interact in a special way with other students, test their own personal limits, and gain from the demands and realities of athletic competition and the success and adversity that go with it.

Typography

Headline Usage

Use these guides to create headlines that are bold, consistent, and comfortably read.

Hierarchy

Using just two typefaces we are able to create a variety of ways to express hierarchy through weight and size changes. You are not limited to just these examples—use these as a guide to creating good relationships and contrast between text elements.

Title Case vs ALL CAPS

Headlines should generally be set in title case with the first letter of each principle word capitalized. However for instances, events, and sports that require more visual impact or intensity, United Serif all caps may be used. Use all caps sparingly—when everything is loud, nothing is loud! In order to avoid confusion with our wordmark, never set “Dartmouth” in all caps in United Serif. Instead, use title case or National 2 in all caps.

Setting “Dartmouth” in United Serif all caps looks too similar to our wordmark. Instead, use title case or National 2 for these headlines instead.

United Serif Headlines

Title
Subtitle

United Heavy 54pt
United Medium 54pt

Title
Subtitle

United Medium 54pt
United Medium 54pt

Title
Subtitle

United Heavy 54pt
United Medium 40pt

Title
Subtitle

United Heavy 54pt
National 2 Regular 29pt

National 2 Headlines

Title
Subtitle

National 2 Extrabold 36pt
National 2 Regular 36pt

Title
Subtitle

National 2 Extrabold 36pt
National 2 Regular 32pt

Title
Subtitle

National 2 Extrabold 41pt
United Medium 41pt

Title
Subtitle

National 2 Extrabold 41pt
United Medium 41pt

United Serif Title Case Headline

Softball
Game Day!

United Serif All Caps Headline

SOFTBALL
GAME DAY!

National 2 Title Case

Football
Game Day!

United Serif All Caps Headline

FOOTBALL
GAME DAY!

All Caps Dartmouth

DARTMOUTH

DARTMOUTH

Typography

Body Text

Use this as a guide when setting larger bodies of text. Always create a hierarchy by choosing contrasting weights and sizes to organize and prioritize content, and guide the reader's eye through the content.

Title
United Serif
Condensed Heavy

Header
United Serif
Condensed Medium

Body Header
National 2
Extrabold

Body
National 2
Regular

Dartmouth Athletic Sponsors

Bringing top student-athletes to campus and sending coaches to their homes

Who are the Athletic Sponsors?

Athletic Sponsors include more than 1,000 Dartmouth alumni, parents, and supporters who love Dartmouth, who love sports, who either played or watched athletics as undergraduates, and who feel that Dartmouth should be a leader in the classroom and on the field. We are men and women in our 20's and 90's and we are represented by nearly every class.

Why Do We Do What We Do?

We know that success on the playing surface begins long before the contest starts... it has its genesis in recruiting. Without outstanding talent, success can only be an occasional dream. We are therefore committed to providing Dartmouth coaches with the resources they need to recruit exceptional student-athletes. We also know that Dartmouth has a unique and powerful trump card in the "place" as President Dickey used to call it. The "gleaming, dreaming walls of Dartmouth..." are close to irresistible when experienced in person. That's Dartmouth's edge! The trick is to get student-athletes face to face with this great institution to make a decision for Dartmouth. That's the primary focus of what we do. We fly student-athletes to Hanover and send coaches to their homes. We've been doing it every year since 1955 when Ort Hicks '21 founded the sponsor program.

Primary Lockups

What is a Lockup?

A lockup is the intentional arrangement of a logo and its accompanying elements.

The official Dartmouth Athletics lockups are shown below. The relationship between size and space of each element has been highly considered and should never be recreated or altered.

Which Should I Use?

Lockups scale from casual and informal to the three element lockup that indicates a formal, official Dartmouth Athletics status and tone. Choose which lockup to use based on the tone of the item being produced and the available space.

Least formal

Most formal

DARTMOUTH
BIG GREEN



BIG GREEN

DARTMOUTH
ATHLETICS



ATHLETICS



DARTMOUTH
ATHLETICS



DARTMOUTH
BIG GREEN



DARTMOUTH
ATHLETICS



DARTMOUTH
BIG GREEN

Primary Lockups Color

Color

When the lockup is applied on a background that impedes legibility of the text, the text color may be knocked out to white. The primary mark color *never* changes, no matter the background color.



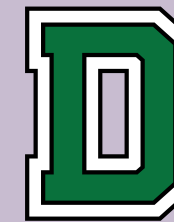
BIG GREEN



**DARTMOUTH
BIG GREEN**

**DARTMOUTH
ATHLETICS**

**DARTMOUTH
BIG GREEN**



**DARTMOUTH
BIG GREEN**

One Color Printing

Alternative Lockup

In situations when multiple color printing is not possible, a one color alternative lockup may be used. Use of the alternative lockup is *only* permissible when use of the standard lockup is impossible. When using the alternative lockup, we always recommend using the hollow alternative mark (seen on the left) rather than the solid alternative mark.



**DARTMOUTH
BIG GREEN**



**DARTMOUTH
BIG GREEN**

Primary Lockups Usage

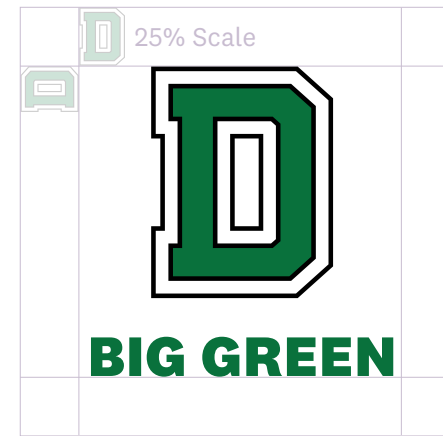
Spacing

The minimum amount of clearance required around the lockups containing the primary mark is defined by one-quarter of the primary mark height.

For the lockup containing just the wordmark, the minimum amount of clearance required is defined by half the height of the "D" of the wordmark.

Minimum Size

Refer to the diagrams on the right to determine the minimum size for legibility for each secondary lockup.



Printed Minimum Size



Digital Minimum Size



Printed Minimum Size



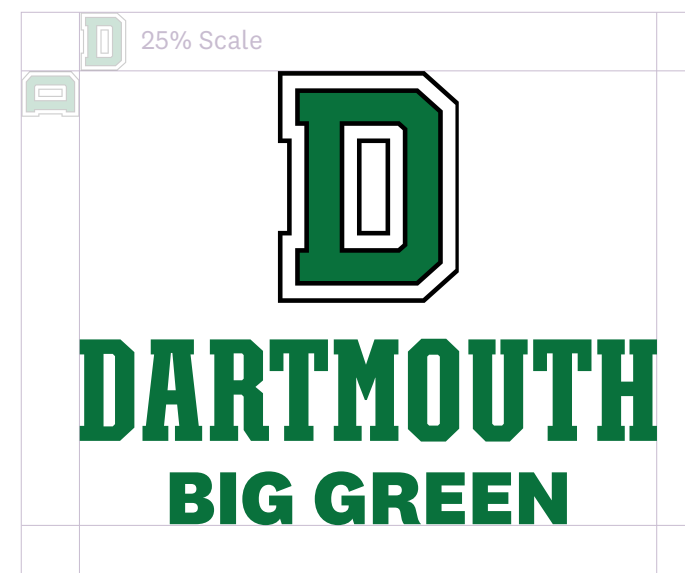
Digital Minimum Size



Printed Minimum Size



Digital Minimum Size



Printed Minimum Size



Digital Minimum Size



Secondary Marks

Lone Pine

The Lone Pine is the secondary mark for the Dartmouth Athletics department. When appearing on collateral and merchandise it must always be used with the primary mark or wordmark rather than on its own.

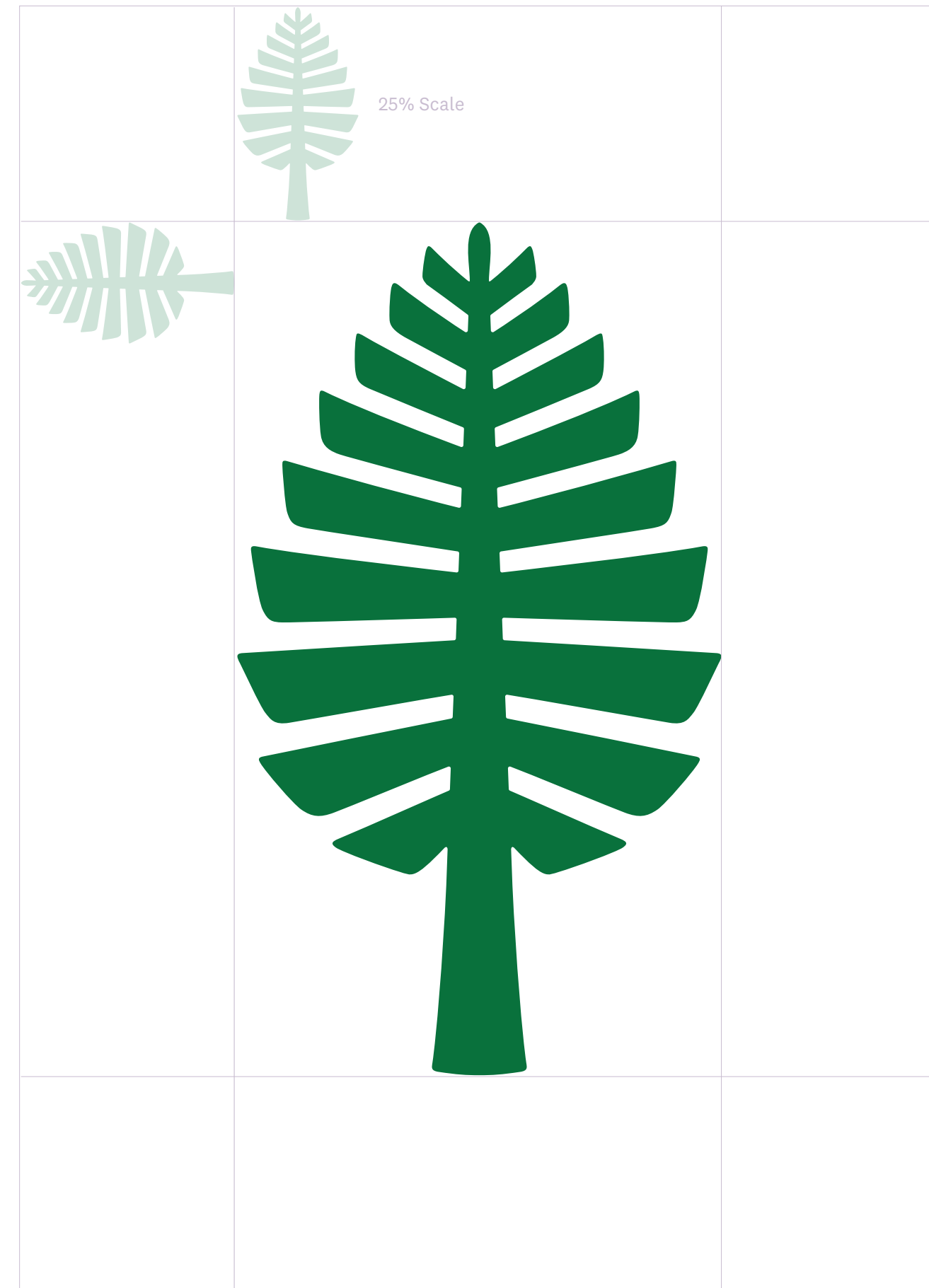
Spacing

The minimum amount of clearance required around the Lone Pine is defined by one-quarter of its height.

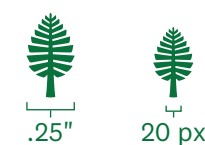
Minimum Size

When printed, the Lone Pine must be at least .25" wide in order to be legible. When displayed digitally, the Lone Pine must be at least 20 pixels wide in order to be legible.

Spacing



Minimum Size print; digital

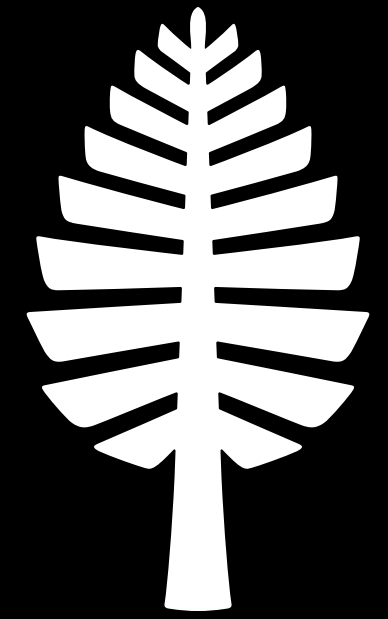


Secondary Marks

Lone Pine Color

Color

When the Lone Pine adopts color other than Dartmouth Green, it should sit on a Dartmouth Green background. It is preferred to use the Lone Pine in white rather than Winter Gray. If only white and black printing is allowed, the Lone Pine can be used in white on a black background or black on a white background.



When possible, it is preferred to use the lone pine in white rather than winter gray on a green background.

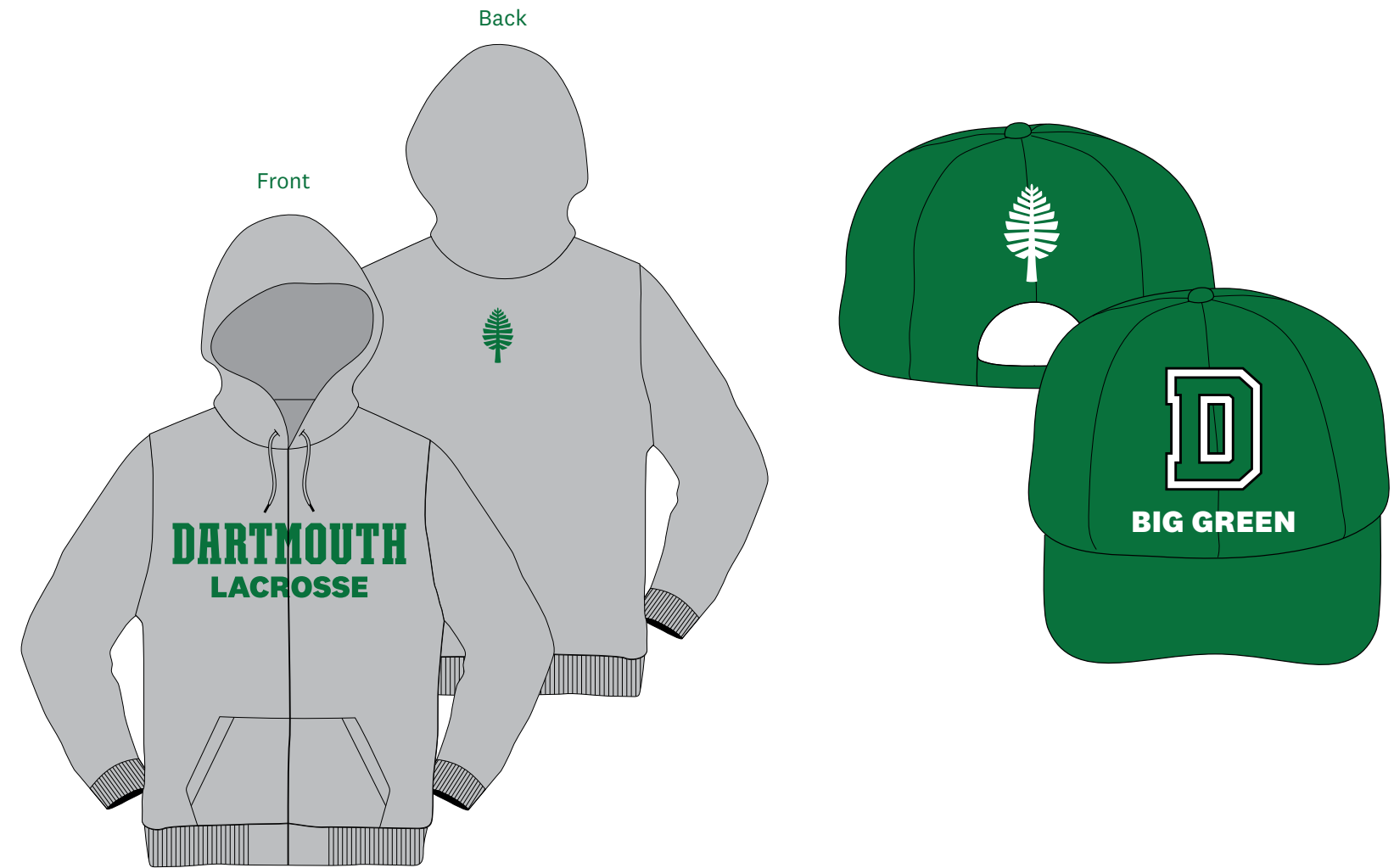


Secondary Marks

Lone Pine Placement

When placing the Lone Pine on team apparel and merchandise it must always be a secondary element in scale and placement in relation to the Primary Mark or Wordmark.

The examples to the right show proper placement of the Lone Pine in context.









We recommend placing the Lone Pine on the sleeves or reverse sides of team apparel as seen in the examples to the right. This furthers the Dartmouth Athletics narrative while letting the primary mark and wordmark retain the most impactful placement.



Secondary Marks

Sport-Specific Lockups















General Lockups

 BASKETBALL	 CROSS COUNTRY	 EQUESTRIAN	 GOLF	 HOCKEY	 LACROSSE
 ROWING	 RUGBY	 SAILING	 SKIING	 SOCCER	 SQUASH
 SWIMMING & DIVING	 TENNIS	 TRACK & FIELD	 VOLLEYBALL		

Women's Sports Lockups

 WOMEN'S BASKETBALL	 WOMEN'S CROSS COUNTRY	 WOMEN'S EQUESTRIAN	 WOMEN'S GOLF	 FIELD HOCKEY	 WOMEN'S HOCKEY
 WOMEN'S LACROSSE	 WOMEN'S ROWING	 WOMEN'S RUGBY	 WOMEN'S SOCCER	 SOFTBALL	 WOMEN'S SQUASH
 WOMEN'S SWIMMING & DIVING	 WOMEN'S TENNIS	 WOMEN'S TRACK & FIELD	 WOMEN'S VOLLEYBALL		

Men's Sports Lockups

 BASEBALL	 MEN'S BASKETBALL	 MEN'S CROSS COUNTRY	 FOOTBALL	 MEN'S LACROSSE	 LIGHTWEIGHT ROWING
 HEAVYWEIGHT ROWING	 MEN'S GOLF	 MEN'S HOCKEY	 MEN'S SQUASH	 MEN'S SOCCER	 MEN'S SWIMMING & DIVING
 MEN'S TENNIS	 MEN'S TRACK & FIELD				

Samples of Alternate Lockups

 CHEER	 FACILITIES	 MARKETING	 RECREATION	 WOMEN'S CLUB VOLLEYBALL	 SPORTS MEDICINE
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Secondary Marks

Sport-Specific Lockups

General Lockups

DARTMOUTH
BASKETBALL

DARTMOUTH
CROSS COUNTRY

DARTMOUTH
EQUESTRIAN

DARTMOUTH
GOLF

DARTMOUTH
HOCKEY

DARTMOUTH
LACROSSE

DARTMOUTH
ROWING

DARTMOUTH
RUGBY

DARTMOUTH
SAILING

DARTMOUTH
SKIING

DARTMOUTH
SOCCER

DARTMOUTH
SQUASH

DARTMOUTH
SWIMMING
& DIVING

DARTMOUTH
TENNIS

DARTMOUTH
TRACK & FIELD

DARTMOUTH
VOLLEYBALL

Men's Sports Lockups

DARTMOUTH
BASEBALL

DARTMOUTH
MEN'S BASKETBALL

DARTMOUTH
MEN'S CROSS
COUNTRY

DARTMOUTH
FOOTBALL

DARTMOUTH
MEN'S HOCKEY

DARTMOUTH
MEN'S LACROSSE

DARTMOUTH
HEAVYWEIGHT
ROWING

DARTMOUTH
LIGHTWEIGHT
ROWING

DARTMOUTH
MEN'S SOCCER

DARTMOUTH
MEN'S SQUASH

DARTMOUTH
MEN'S TENNIS

DARTMOUTH
MEN'S GOLF

DARTMOUTH
MEN'S SWIMMING
& DIVING

DARTMOUTH
MEN'S
TRACK & FIELD

Women's Sports Lockups

DARTMOUTH
WOMEN'S
BASKETBALL

DARTMOUTH
WOMEN'S CROSS
COUNTRY

DARTMOUTH
WOMEN'S
EQUESTRIAN

DARTMOUTH
WOMEN'S GOLF

DARTMOUTH
FIELD HOCKEY

DARTMOUTH
WOMEN'S HOCKEY

DARTMOUTH
WOMEN'S LACROSSE

DARTMOUTH
WOMEN'S ROWING

DARTMOUTH
WOMEN'S RUGBY

DARTMOUTH
WOMEN'S SOCCER

DARTMOUTH
SOFTBALL

DARTMOUTH
WOMEN'S SQUASH

DARTMOUTH
WOMEN'S SWIMMING
& DIVING

DARTMOUTH
WOMEN'S TENNIS

DARTMOUTH
WOMEN'S
TRACK & FIELD

DARTMOUTH
WOMEN'S
VOLLEYBALL

Samples of Alternate Lockups

DARTMOUTH
CHEER

DARTMOUTH
FACILITIES

DARTMOUTH
MARKETING

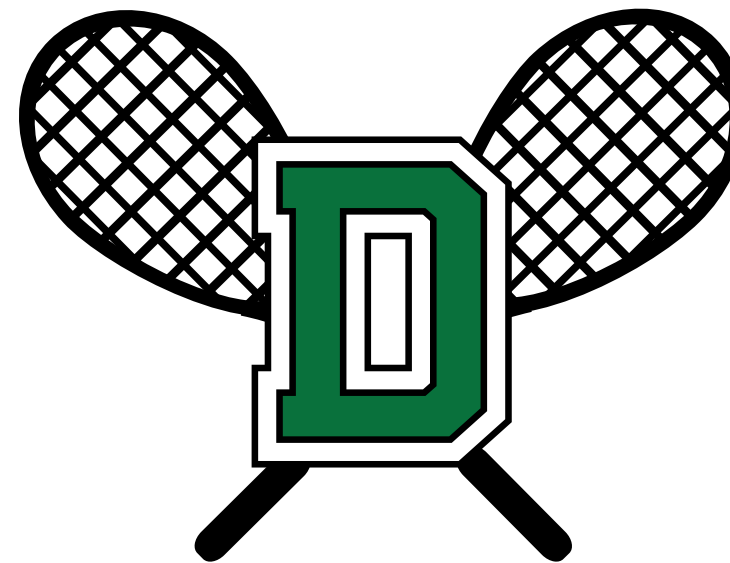
DARTMOUTH
RECREATION

DARTMOUTH
WOMEN'S CLUB
BASKETBALL

DARTMOUTH
SPORTS MEDICINE

Secondary Marks Customized Logos

Additional logos tailored for specific teams can be created only with approval from the Dartmouth Athletics Marketing team. Any customized logos created may not alter or visually impede the Primary Mark.



Secondary Marks

Sport-Specific Logo Usage

While each sport has a lockup including the Dartmouth Athletics Wordmark and Primary Mark, some sports have additional symbols.

Spacing

The minimum amount of clearance required around the Primary Mark lockups is defined by one-quarter of the Primary Mark height.

The minimum amount of clearance required around the Wordmark lockups is defined by half the height of the wordmark "D."

The minimum amount of clearance required around the symbols is one-quarter the height of the symbol.

Minimum Size

Refer to the diagrams on the right to determine the minimum size for legibility for each sport-specific mark.

Primary Mark Lockups



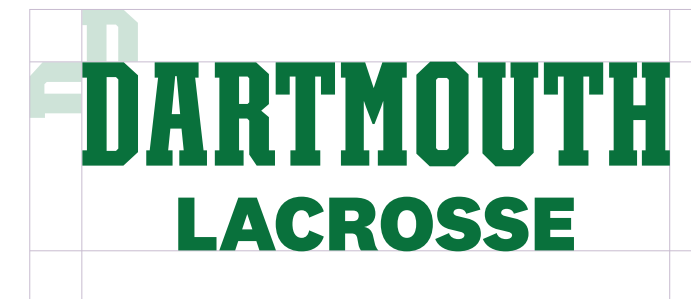
Printed Minimum Size



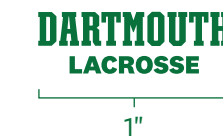
Digital Minimum Size



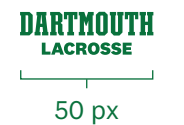
Wordmark Lockups



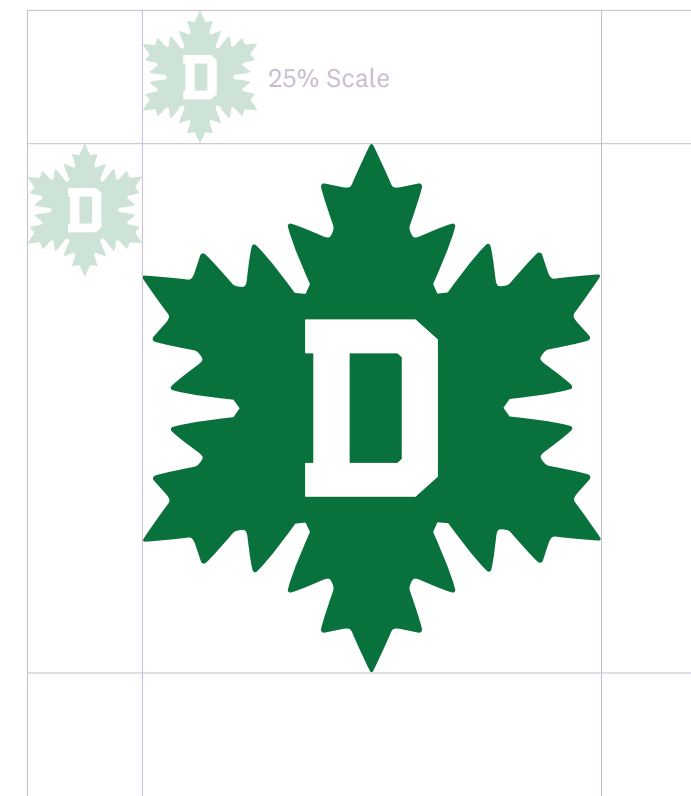
Printed Minimum Size



Digital Minimum Size



Symbols



Printed Minimum Size with Text



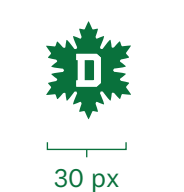
Digital Minimum Size with Text



Printed Minimum Size without Text



Digital Minimum Size without Text



Brand Application

Social Media

In order to maintain brand consistency we recommend creating social media avatars that are in line with the strategy on the right. Consistency is achieved through the use of a Dartmouth Green background, the primary mark, and specific sport set in National 2.



Square avatars must also be centered within circle as most social media platforms use a mix of square and circle avatars.

Dartmouth Green
RGB 0/105/62

National 2 All Caps

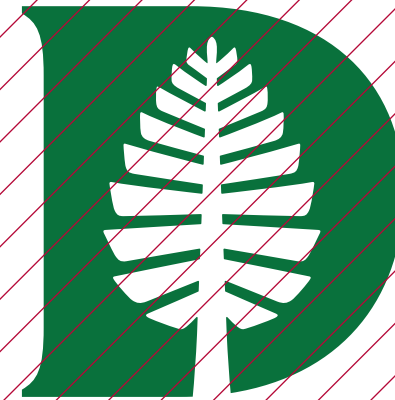


Don'ts

The following institutional marks and discontinued Athletics marks should not be used on Dartmouth uniforms, apparel, web pages or any collateral, merchandise, or other media.

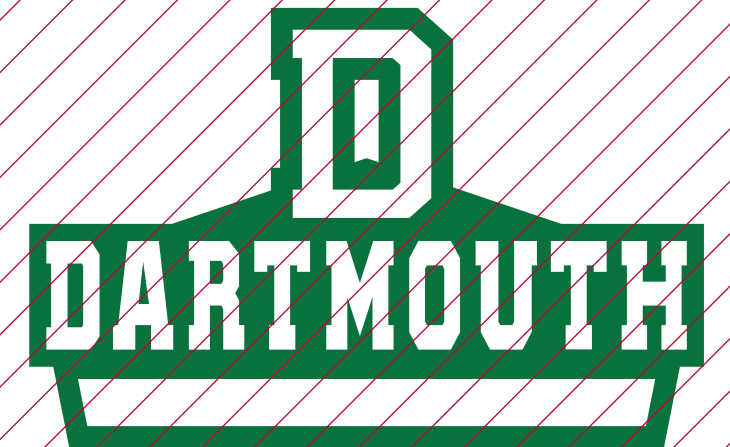
Current Institutional Marks

DARTMOUTH



Discontinued Athletics Marks

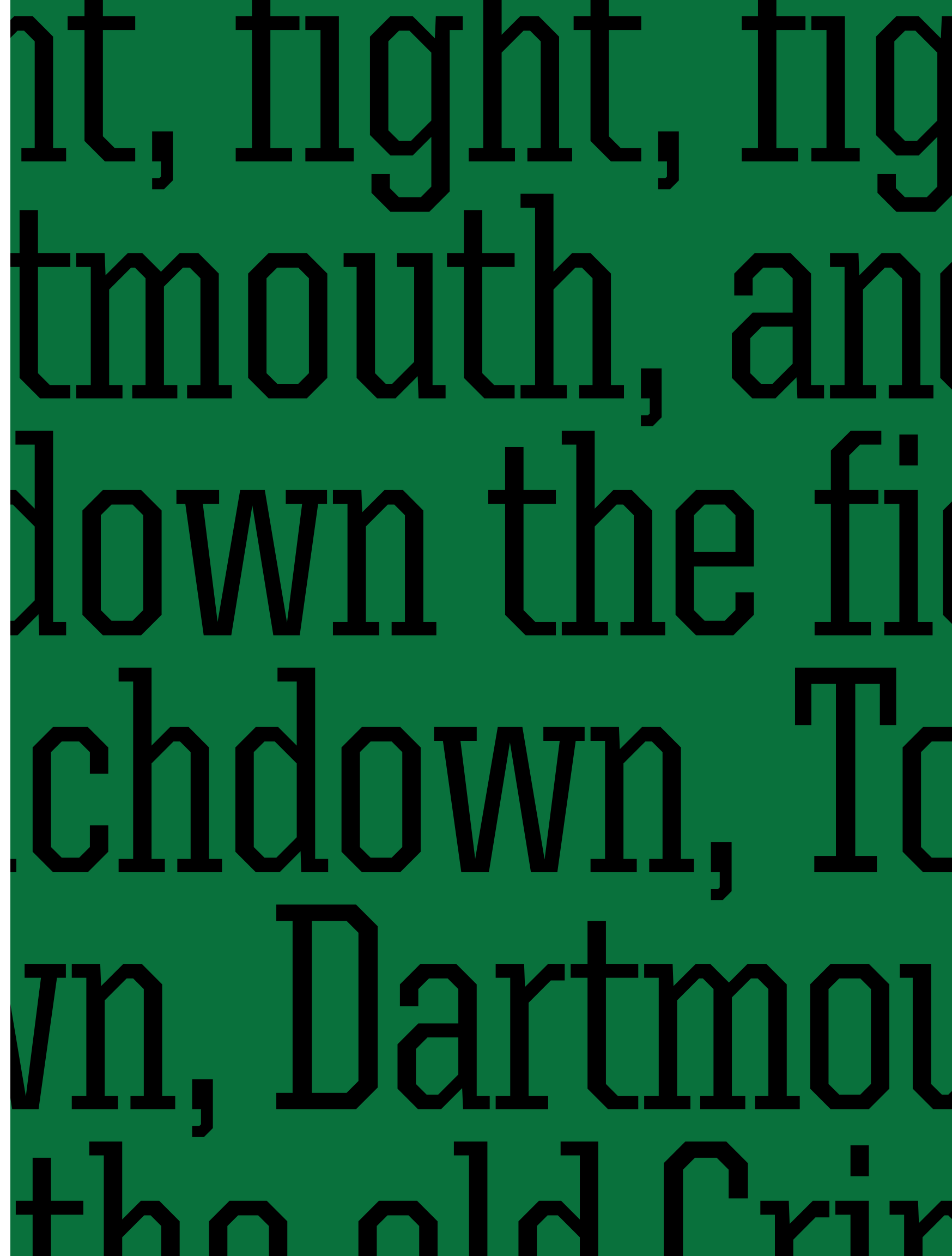
DARTMOUTH



DARTMOUTH

Questions?

Contact the Dartmouth Athletics
Marketing Department:
athletics.marketing@dartmouth.edu





DARTMOUTH
BIG GREEN