

A large, stylized green heron logo is positioned on the right side of the page, facing right. The logo is composed of multiple overlapping, semi-transparent green outlines of the heron's body, wings, and tail, creating a sense of motion and depth. The background is a solid, dark green color.

# **WILLIAM SMITH HERONS**

Brand Standards Guide

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A large, stylized green graphic of a heron in flight, positioned behind the main title. The heron is depicted with its wings spread, facing right. The graphic is composed of various shades of green, creating a layered, almost ethereal effect. The background is a light, muted green, and the bottom of the page features a solid dark green horizontal bar.

# **INTRODUCTION**

# Letter From the Athletic Director



## Dear William Smith Athletics,

Our athletics brand has long symbolized the leadership, community and strength of our beloved William Smith Herons. Since field hockey players Mary Stowell Nelson '82 and Ginger Adams Simon '83 entered HERONS into a campus-wide mascot contest, the Herons and our traditional Green have provided instant recognition for William Smith College and our student-athletes across the world. Since that contest in 1981, we have made our mark as Herons on women's intercollegiate athletics.

With these powerful symbols, our history and future in mind, we have outlined important identity elements and guidelines so that we may present a consistent story and brand message for William Smith Athletics. A brand message that is befitting of true Herons.

The following document will help all stakeholders maximize the impact of William Smith Athletics by providing the standards required to present a consistent and integrated image in all we undertake in the name of our great programs.

These guidelines exist to build our brand throughout the world. By presenting a consistent image and message in our marketing materials, signage, facilities and uniforms, we are capturing the spirit of our loyal fans, conveying the success of our teams and preserving the rich history of our athletics programs.

Your cooperation in adhering to the guidelines presented herein, pertaining to logo use, typography, and color palette is appreciated. Thank you for your efforts in unifying the image of William Smith Athletics.

Sincerely,

A handwritten signature in green ink that reads "Deb Steward". The signature is fluid and cursive, with a long, sweeping underline.

## Deb Steward

Athletic Director  
Director of Athletics

# Guidelines Purpose

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The William Smith Athletics brand is one of our most valuable assets. It defines who we are, what we do and what we represent as an athletics program. The following pages help ensure all members are working together to communicate the William Smith Athletics brand with a consistent image and voice.

The William Smith Athletics marks used to represent our athletics brand must be replicated and produced according to the associated guidelines contained herein. As a representative of the athletics department, it is your role to follow these guidelines and protect the foundational elements upon which our brand is built.

Adhering to these guidelines will allow us to communicate our brand in a consistent, compelling and unified manner. Correct application is crucial in helping William Smith College carve out a unique and relevant position throughout the competitive landscape of collegiate athletics.

All materials in this document are the property of Hobart and William Smith Colleges. This includes, but is not limited to, printed and/or electronic text and images. Written permission from a duly appointed representative of Hobart and William Smith Colleges is required for any use or publication, public or private, of any material contained herein. There is not implied consent for any use, publication, republication or transmission of material owned by Hobart and William Smith Colleges.

## FILE FORMATS AND USAGE

All applications of William Smith Athletics brand assets must receive written approval from Peggy Kowalik, Director of Publications. This includes: the development of new logos, all forms of advertising and marketing, event collateral, merchandise, web applications, audio branding elements, copywriting and photography.

Please direct all requests to the appropriate contact listed below. All requests for approval must be made at least three (3) business days prior to the release of the final artwork.

Hobart and William Smith Colleges reserves the right to deny approval for any request found not to be in line with these established guidelines. Because each situation creates unique challenges and new modes and methods of communication frequently arise, this outline contains a certain degree of flexibility pending consultation with the contact below. Hobart and William Smith Colleges is ultimately responsible for approving applications that interpret the established standards. In any situation of question, please reach out as early as possible in the process to ensure timely completion and approval. Such uses will be considered and directed on an individual basis. The goal is to meet the needs of every Hobart and William Smith Colleges marketing partner without adversely affecting the basic uniformity upon which a successful brand identity program is based.

Hobart and William Smith Colleges will thus provide all digital assets and instruct all partners to use only original artwork for reproduction of these marks. Printed images extracted from publications should never be used for scanning or paste ups when preparing graphics for an application. Elements and logos may not be electronically or manually altered. All questions or inquires should be directed to:

Peggy Kowalik  
Director of Publications  
Hobart and William Smith Colleges  
O: (315) 781-3695  
E: kowalik@hws.edu

A large, stylized graphic of a heron in shades of green, positioned on the right side of the page. The heron is depicted in profile, facing right, with its long neck curved downwards. The background is a solid dark green color.

# **BRAND IDENTITY**

## Full Color

The William Smith Herons Primary Logo is shown here in Full Color on White and Black backgrounds.

These versions of the Primary Logo should be the preferred option; however, additional iterations are provided where One Color and Black & White versions are needed for production.



**WILLIAM  
SMITH**

## Single Color

The William Smith Herons Primary Logo is shown here in Single Color on White and Black backgrounds.

In high-profile or merchandise applications, the Full Color Primary Logo is always the preferred version of this logo for use. The Single Color Primary Logo should only be used in simple, low-profile applications where printing costs are a significant factor.



**WILLIAM  
SMITH**

## Black & White

The William Smith Herons Primary Logo is shown here in Black & White on White and Black backgrounds.



**WILLIAM  
SMITH**



## Full Color

The William Smith Herons Secondary Logo is shown here in Full Color on White and Black backgrounds.

This version of the Secondary Logo should be the preferred option; however, additional iterations are provided where One Color and Black & White versions are needed for production.



# HERONS

## Single Color

The William Smith Herons Secondary Logo is shown here in Single Color on White and Black backgrounds.

In high-profile or merchandise applications, the Full Color Secondary Logo is always the preferred version of this logo for use. The Single Color Secondary Logo should only be used in simple, low-profile applications where printing costs are a significant factor.



# HERONS

## Black & White

The William Smith Herons Secondary Logo is shown here in Black & White on White and Black backgrounds.



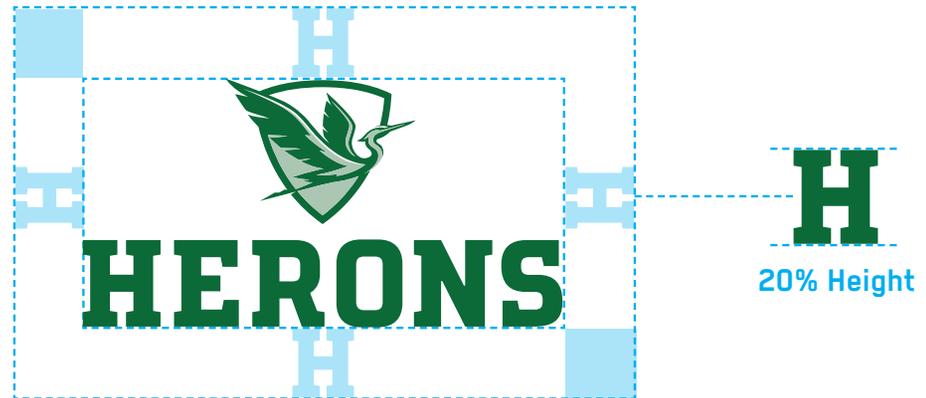
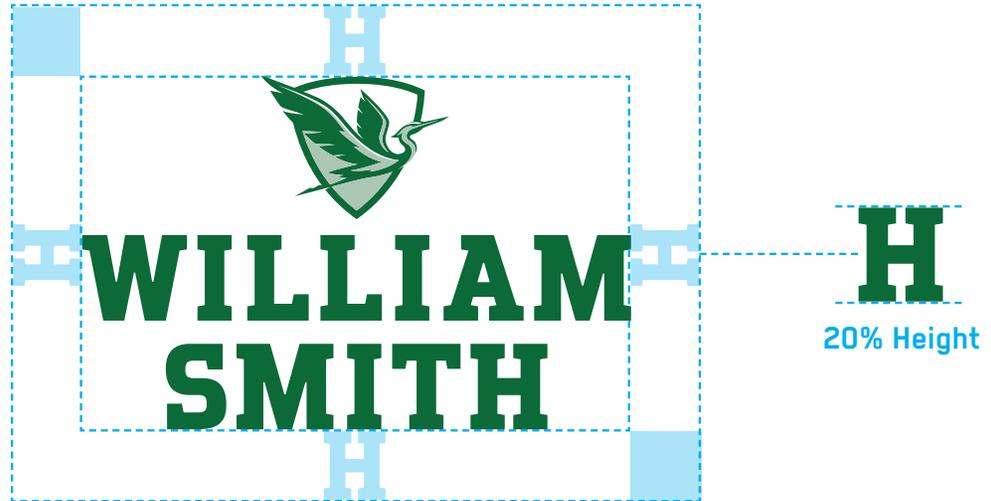
# HERONS

## Clear Space

On this page are specifications to determine the minimum distance required between the William Smith Herons Primary and Secondary Logos and other visual elements.

Adherence to these clear space standards ensures the consistent application of the William Smith Herons Primary and Secondary Logos.

The clear space around the Primary and Secondary Logos must be at least 20% of the standard height of the "H" in either mark.



# Primary & Secondary Logo Size Requirements

## Minimum Size Requirements

The minimum size required for the William Smith Herons Primary & Secondary Logos is shown here.

For embroidery and merchandise applications, the William Smith Herons Primary Logo should be reduced no smaller than 2.5" high and the Secondary Logo no smaller than 2" high.

For digital and print applications, the William Smith Herons Primary Logo should be reduced no smaller than 60 pts high, and the Secondary Logo no smaller than 40 pts high.

### Embroidery and Merchandise:



Primary Logo: 2.5" High



Secondary Logo: 2.0" High

### Digital:



Primary Logo: 60 pts



Secondary Logo: 40 pts

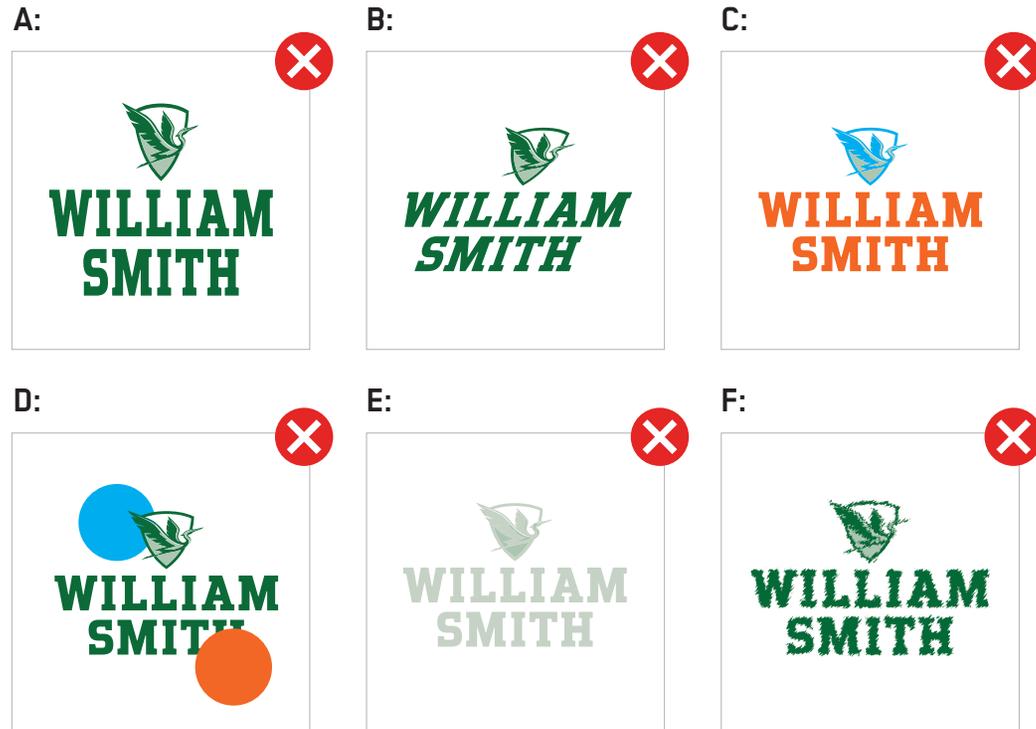
**Misusage**

The William Smith Herons Primary and Secondary Logos must be treated consistently in order to maintain the integrity of the William Smith Herons brand identity.

The following rules apply:

- A: Do Not Change Proportions**
- B: Do Not Skew**
- C: Do Not Change Colors**
- D: Do Not Invade Clear Space**
- E: Do Not Tint or Shade**
- F: Do Not Add Effects or Filters**

Note: Although only the Full Color Primary Logo is shown here, these misusage rules apply to all iterations of William Smith Herons Logos.



## Full Color

The William Smith Herons Primary Icon is shown here in Full Color on White and Black backgrounds.

This version of the Primary Icon should be used whenever possible; however, additional icons are provided for situations where One Color and Black & White versions are needed for production.



## Single Color

The William Smith Herons Primary Icon is shown here in Single Color on White and Black backgrounds.



## Black & White

The William Smith Herons Primary Icon is shown here in Black & White on White and Black backgrounds.



## Full Color

The William Smith Herons Secondary Icon is shown here in Full Color on White and Black backgrounds.

This version of the Secondary Icon should be used whenever the Primary Icon cannot be used.



## Single Color

The William Smith Herons Primary Icon is shown here in Single Color on White and Black backgrounds.



## Black & White

The William Smith Herons Secondary Icon is shown here in Black & White on White and Black backgrounds.



# Primary & Secondary Icons Size Requirements

## Brand Identity

---

### Minimum Size Requirements

The minimum size required for both the William Smith Herons Primary and Secondary Icons is shown here.

For embroidery and merchandise applications, the William Smith Herons Primary Icon should be reduced no smaller than 1.75" high and the Secondary no smaller than 1.5" high.

For digital and print applications, the William Smith Primary Icon should be reduced no smaller than 50 pts and the Secondary no smaller than 40 pts.

### Embroidery and Merchandise:



**Primary Icon: 1.75"**



**Secondary Icon: 1.5"**

### Digital:



**Primary Icon: 50 pts**



**Secondary Icon: 40 pts**

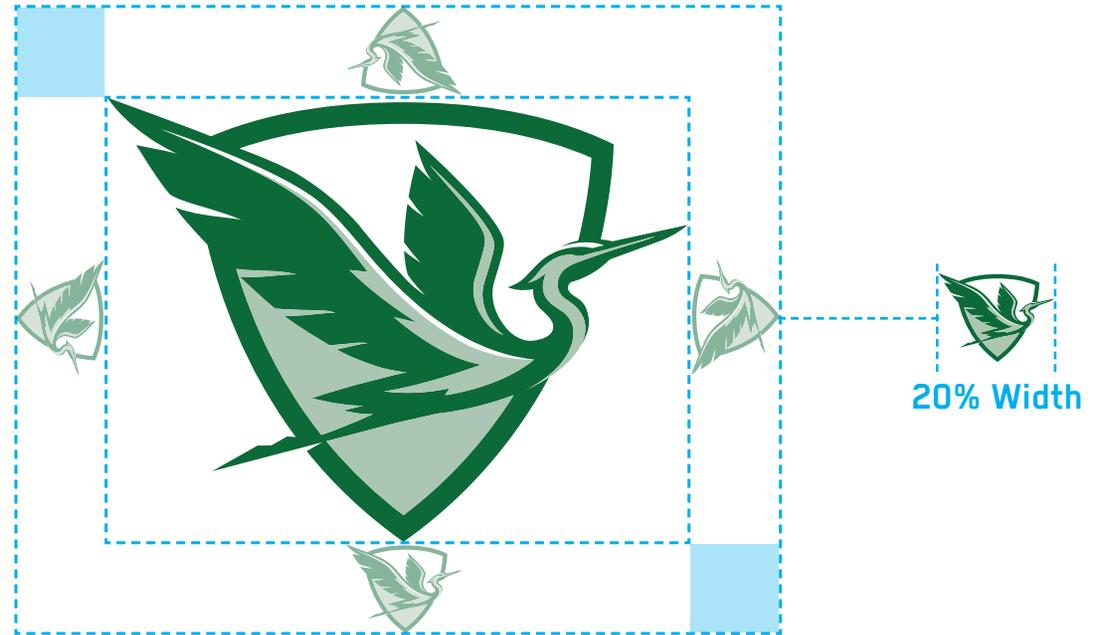
## Clear Space

On this page are specifications to determine the minimum distance required between the William Smith Herons Primary and Secondary Icons and other visual elements.

Adherence to these clear space standards ensures the consistent application of the William Smith Herons Primary and Secondary Icons.

The clear space around the Primary and Secondary Icons can be determined by taking 20% of the mark's original width.

Note: Although only the Full Color Primary Icon is shown here, these clear space rules apply to all iterations of the William Smith Herons icons.



## Misusage

The William Smith Herons Primary and Secondary Icons must be treated consistently in order to maintain the integrity of the William Smith Herons brand identity.

The following rules apply:

**A: Do Not Change Proportions**

**B: Do Not Skew**

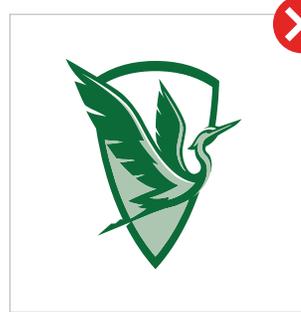
**C: Do Not Change Colors**

**D: Do Not Invade Clear Space**

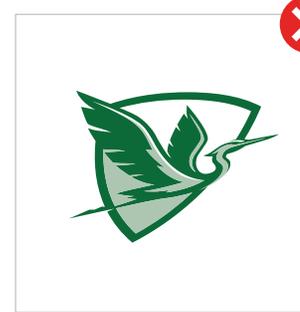
**E: Do Not Tint or Shade**

**F: Do Not Add Effects or Filters**

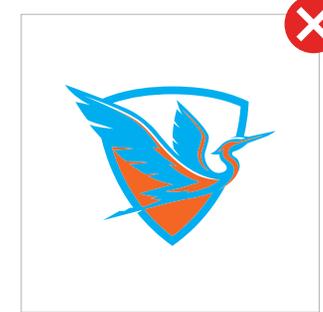
A:



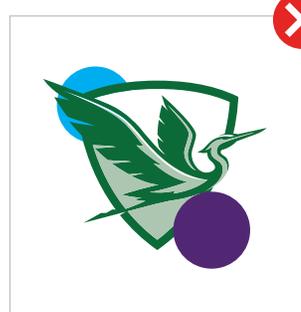
B:



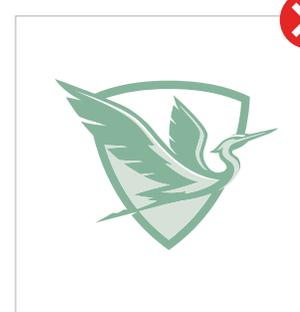
C:



D:



E:



F:



Note: Although only the Full Color Primary Icon is shown here, these misusage rules apply to all iterations of William Smith Herons Icons.

## Full Color

The William Smith Herons Monogram is shown here in Full Color on White and Black backgrounds.

This version of the William Smith Herons Monogram should be used whenever the Primary Icon cannot be used.



## Single Color

The William Smith Herons Monogram is shown here in Single Color on White and Black backgrounds.



## Black & White

The William Smith Herons Monogram is shown here in Black & White on White and Black backgrounds.



**Full Color**

The William Smith Wordmark is shown here in Full Color on White and Black backgrounds.



### Black & White

The William Smith Wordmark is shown here in Black & White on White and Black backgrounds.



**WILLIAM  
SMITH**

# William Smith Sports-Specific Marks

## Full Color

The William Smith Sports-Specific Marks are shown here in Full Color on White backgrounds.

**WILLIAM  
SMITH**  
ATHLETICS

**WILLIAM  
SMITH**  
BASKETBALL

**WILLIAM  
SMITH**  
CROSS COUNTRY

**WILLIAM  
SMITH**  
FIELD HOCKEY

**WILLIAM  
SMITH**  
GOLF

**WILLIAM  
SMITH**  
HERONS

**WILLIAM  
SMITH**  
HOCKEY

**WILLIAM  
SMITH**  
LACROSSE

**WILLIAM  
SMITH**  
ROWING

**WILLIAM  
SMITH**  
SAILING

**WILLIAM  
SMITH**  
SOCCER

**WILLIAM  
SMITH**  
SQUASH

**WILLIAM  
SMITH**  
SWIMMING & DIVING

**WILLIAM  
SMITH**  
SOCCER

# William Smith Sports-Specific Marks

## Single Color

The William Smith Sports-Specific Marks are shown here in Green on White backgrounds.

**WILLIAM  
SMITH**  
ATHLETICS

**WILLIAM  
SMITH**  
BASKETBALL

**WILLIAM  
SMITH**  
CROSS COUNTRY

**WILLIAM  
SMITH**  
FIELD HOCKEY

**WILLIAM  
SMITH**  
GOLF

**WILLIAM  
SMITH**  
HERONS

**WILLIAM  
SMITH**  
HOCKEY

**WILLIAM  
SMITH**  
LACROSSE

**WILLIAM  
SMITH**  
ROWING

**WILLIAM  
SMITH**  
SAILING

**WILLIAM  
SMITH**  
SOCCER

**WILLIAM  
SMITH**  
SQUASH

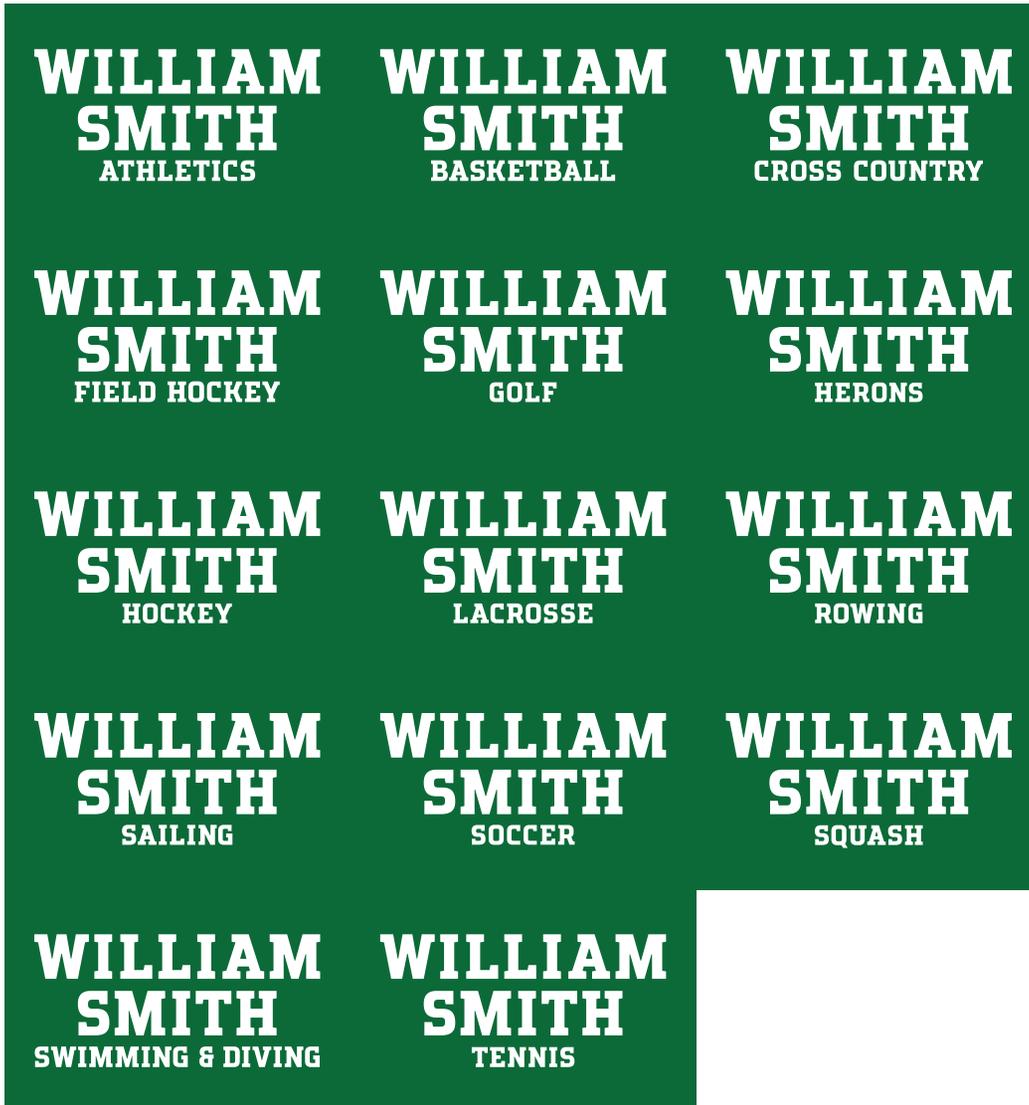
**WILLIAM  
SMITH**  
SWIMMING & DIVING

**WILLIAM  
SMITH**  
TENNIS

# William Smith Sports-Specific Marks

## Single Color

The William Smith Sports-Specific Marks are shown here in White on Green backgrounds.



## William Smith Sports-Specific Marks

### Black & White

The William Smith Sports-Specific Marks are shown here in Black on White backgrounds.

**WILLIAM  
SMITH**  
ATHLETICS

**WILLIAM  
SMITH**  
BASKETBALL

**WILLIAM  
SMITH**  
CROSS COUNTRY

**WILLIAM  
SMITH**  
FIELD HOCKEY

**WILLIAM  
SMITH**  
GOLF

**WILLIAM  
SMITH**  
HERONS

**WILLIAM  
SMITH**  
HOCKEY

**WILLIAM  
SMITH**  
LACROSSE

**WILLIAM  
SMITH**  
ROWING

**WILLIAM  
SMITH**  
SAILING

**WILLIAM  
SMITH**  
SOCCER

**WILLIAM  
SMITH**  
SQUASH

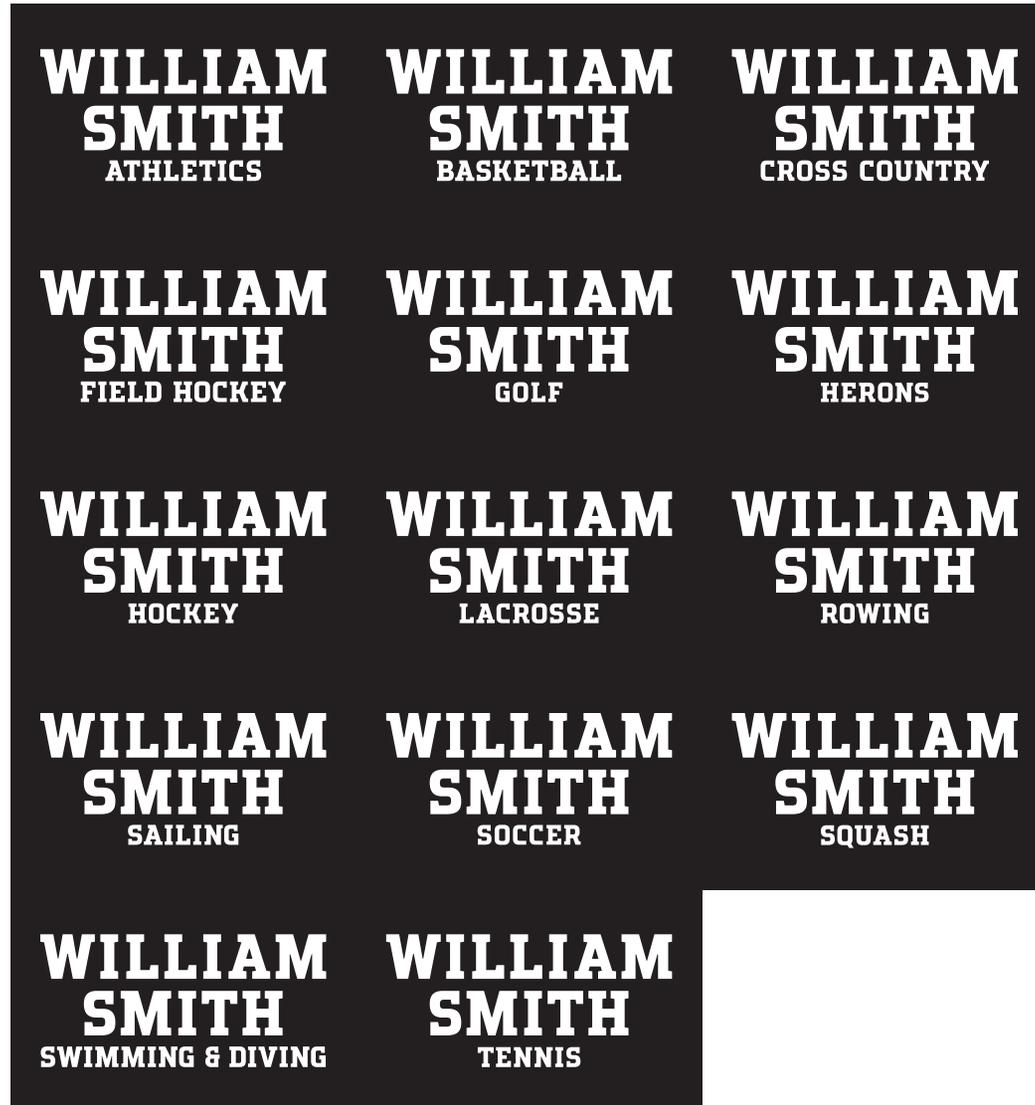
**WILLIAM  
SMITH**  
SWIMMING & DIVING

**WILLIAM  
SMITH**  
TENNIS

# William Smith Sports-Specific Marks

## Black & White

The William Smith Sports-Specific Marks are shown here in White on Black backgrounds.



## Full Color

The Herons Wordmark is shown here in Full Color on White and Black backgrounds.



### Black & White

The Herons Wordmark is shown here in Black & White on White and Black backgrounds.



# Herons Sports-Specific Marks

## Full Color

The Herons Sports-Specific Marks are shown here in Full Color on White backgrounds.

**HERONS**  
ATHLETICS

**HERONS**  
BASKETBALL

**HERONS**  
CROSS COUNTRY

**HERONS**  
FIELD HOCKEY

**HERONS**  
GOLF

**HERONS**  
HOCKEY

**HERONS**  
LACROSSE

**HERONS**  
ROWING

**HERONS**  
SAILING

**HERONS**  
SOCCER

**HERONS**  
SQUASH

**HERONS**  
SWIMMING & DIVING

**HERONS**  
TENNIS

**WILLIAM SMITH**  
**HERONS**

## Herons Sports-Specific Marks

---

### Single Color

The Herons Sports-Specific Marks are shown here in Green on White backgrounds.

**HERONS**  
ATHLETICS

**HERONS**  
BASKETBALL

**HERONS**  
CROSS COUNTRY

**HERONS**  
FIELD HOCKEY

**HERONS**  
GOLF

**HERONS**  
HOCKEY

**HERONS**  
LACROSSE

**HERONS**  
ROWING

**HERONS**  
SAILING

**HERONS**  
SOCCER

**HERONS**  
SQUASH

**HERONS**  
SWIMMING & DIVING

**HERONS**  
TENNIS

**WILLIAM SMITH**  
**HERONS**

# Herons Sports-Specific Marks

## Single Color

The Herons Sports-Specific Marks are shown here in White on Green backgrounds.



## Herons Sports-Specific Marks

### Black & White

The Herons Sports-Specific Marks are shown here in Black on White backgrounds.

**HERONS**  
ATHLETICS

**HERONS**  
BASKETBALL

**HERONS**  
CROSS COUNTRY

**HERONS**  
FIELD HOCKEY

**HERONS**  
GOLF

**HERONS**  
HOCKEY

**HERONS**  
LACROSSE

**HERONS**  
ROWING

**HERONS**  
SAILING

**HERONS**  
SOCCER

**HERONS**  
SQUASH

**HERONS**  
SWIMMING & DIVING

**HERONS**  
TENNIS

**WILLIAM SMITH**  
**HERONS**

# Herons Sports-Specific Marks

## Black & White

The Herons Sports-Specific Marks are shown here in White on Black backgrounds.



## Full Color

The Hobart and William Smith Primary Icon Combined Marks are shown here in Full Color on White backgrounds.



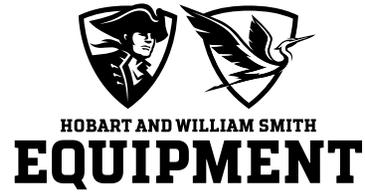
## Full Color

The Hobart and William Smith Primary Icon Combined Marks are shown here in Full Color on Black backgrounds.



## Black & White

The Hobart and William Smith Primary Icon Combined Marks are shown here in Black on White backgrounds.



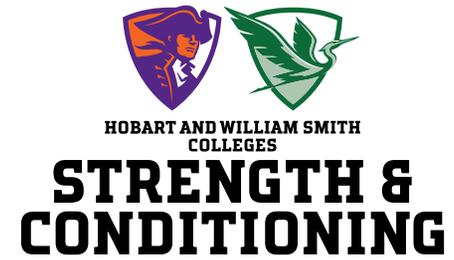
## Black & White

The Hobart and William Smith Primary Icon Combined Marks are shown here in White on Black backgrounds.



## Full Color

The Hobart and William Smith Colleges Primary Icon Combined Marks are shown here in Full Color on White backgrounds.



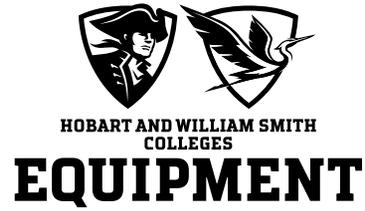
## Full Color

The Hobart and William Smith Colleges Primary Icon Combined Marks are shown here in Full Color on Black backgrounds.



## Black & White

The Hobart and William Smith Colleges Primary Icon Combined Marks are shown here in Black on White backgrounds.



## Black & White

The Hobart and William Smith Colleges Primary Icon Combined Marks are shown here in White on Black backgrounds.



A large, stylized graphic of a heron in shades of green, positioned in the background. The heron is facing right, with its long neck curved downwards and its long beak pointing towards the right edge of the frame. The graphic is composed of several overlapping, semi-transparent layers of green, creating a sense of depth and movement. The word "COLOR" is overlaid on the left side of the heron's body.

# COLOR

# Primary Color Palette

Pantone 349 C  
Web 00593d

C 96	R 0
M 33	G 105
Y 100	B 62
K 25	

Pantone 349 C (35%)  
Web aec6b3

C 33	R 171
M 11	G 198
Y 32	B 181
K 0	

Black  
Web 000000

C 0	R 0
M 0	G 0
Y 0	B 0
K 100	

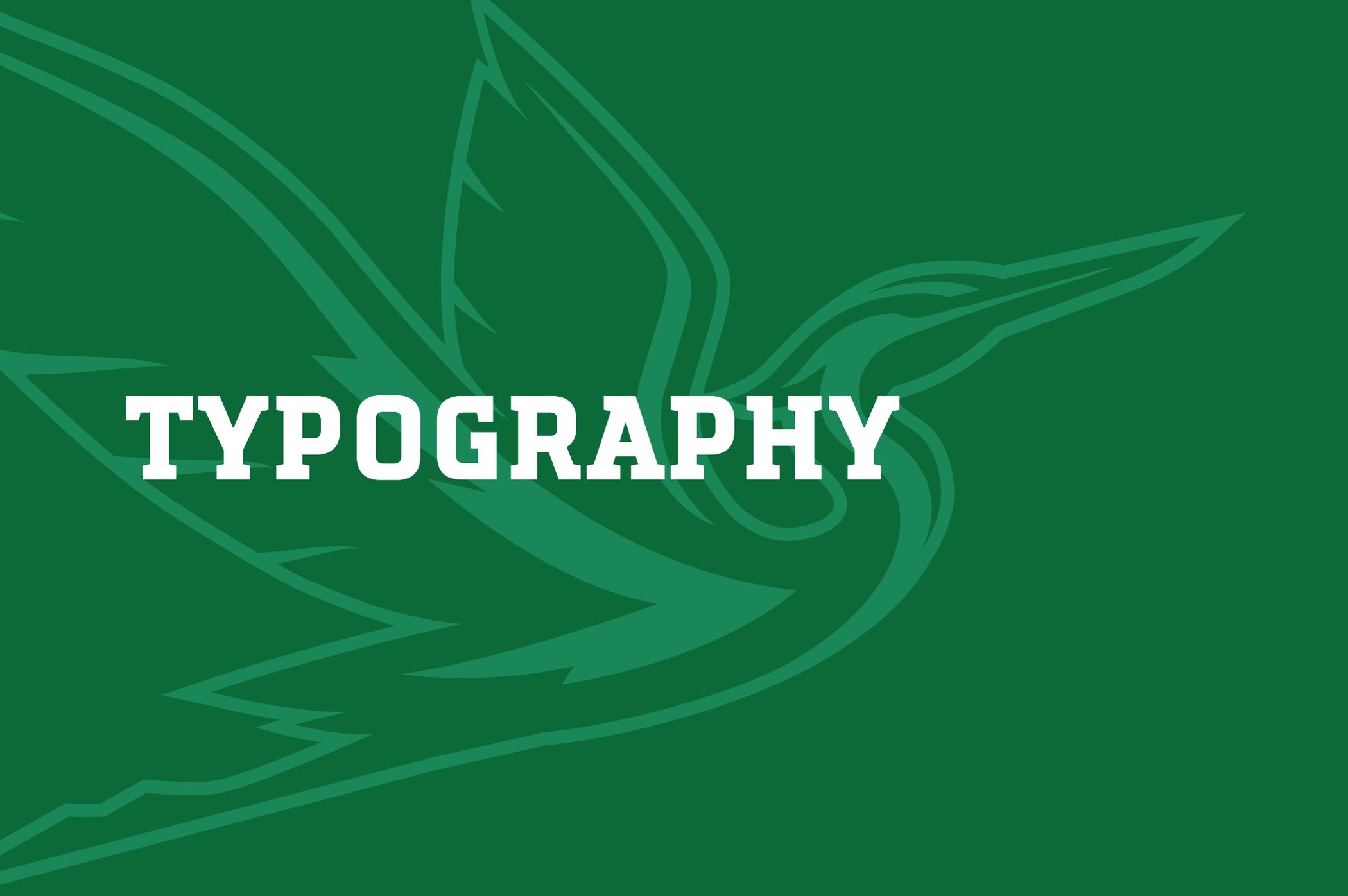
The William Smith Athletics primary colors are listed in the chart to the left. Color chips are presented in Pantone, CMYK, RGB & Web.

Use only the electronic files for reproduction and only the approved color specifications shown.

The Color Balance shown to the lower left represents the approximate ratio of color use for our complete identity. The overall visual output, as opposed to every produced item, should reflect this ratio.

## Color Balance



A large, stylized graphic of a heron in shades of green, positioned behind the main title. The heron is depicted in profile, facing right, with its long neck curved and its long beak pointing forward. The graphic is composed of several overlapping, semi-transparent layers of the same color, creating a sense of depth and movement. The background is a solid, dark green color.

# T Y P O G R A P H Y

**Aa**

TT Polls Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789**

**Aa**

TT Polls Regular

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789**

## TT Polls

Presented to the left is the approved font and weights for TT Polls, the primary font for William Smith Athletics.

TT Polls Bold should be used for top-level or prominent communications to convey strength and generate excitement.

No versions of TT Polls are meant to be typeset in Microsoft Office applications, and are only permitted for use within design applications.

Additionally, no versions of TT Polls should be italicized or skewed in any manner.

A large, stylized green heron graphic is positioned in the background, facing right. The heron is composed of several overlapping, semi-transparent green shapes that form its body, neck, and long legs. The background is a light green gradient.

# **UNIFORMS & APPAREL**

## Basketball

**JERSEY:** The preferred placement of either the Herons or William Smith Wordmark is 11" wide on the front of the jersey centered between the sleeve seams.

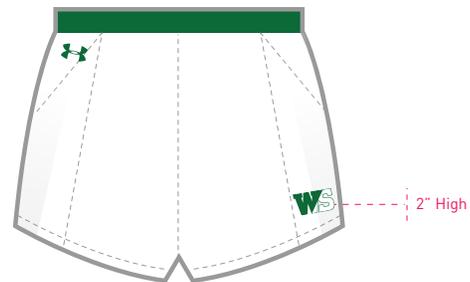
**SHORTS:** The preferred placement of the William Smith Monogram is 2" high, on the bottom corner of the left leg.



## Cross Country

**JERSEY:** The preferred placement of either the Herons or William Smith Wordmark is 11" wide on the front of the jersey centered between the sleeve seams.

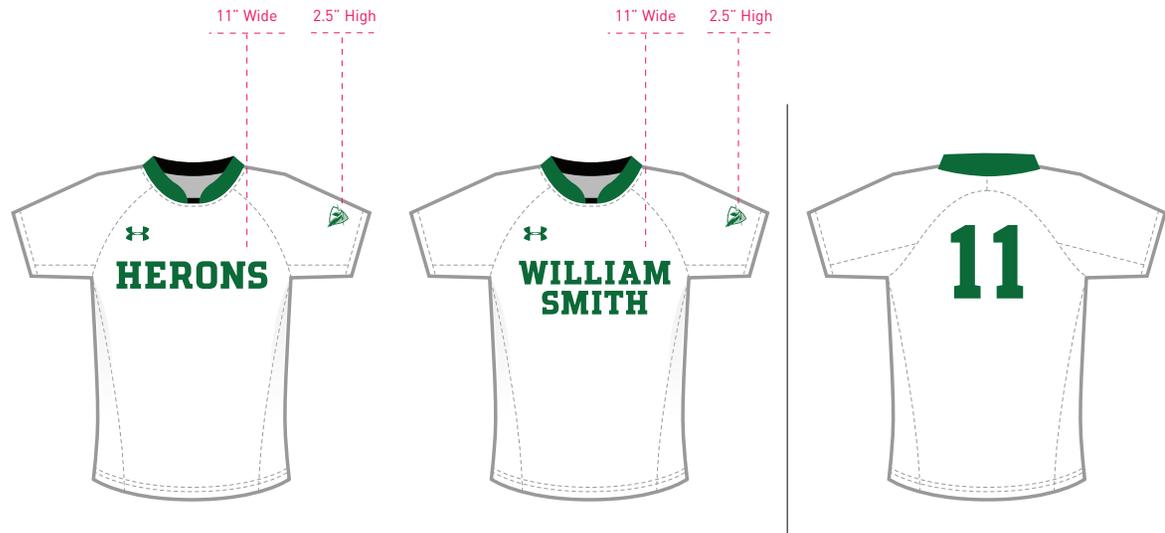
**SHORTS:** The preferred placement of the William Smith Monogram is 2" high, on the bottom corner of the left leg.



## Soccer

**JERSEY:** The preferred placement of either the Herons or William Smith Wordmark is 11" wide on the front of the jersey centered between the sleeve seams. The preferred placement of the Primary Icon is 2.5" high centered on the left sleeve.

**SHORTS:** The preferred placement of the William Smith Monogram is 2" high, on the bottom corner of the left leg.



## Tennis

**POLO:** The preferred placement of the Primary Icon is 3" high placed on the left chest between the sleeve seam and collar. The preferred placement of the William Smith Wordmark is 5" wide placed on the back beneath the collar.

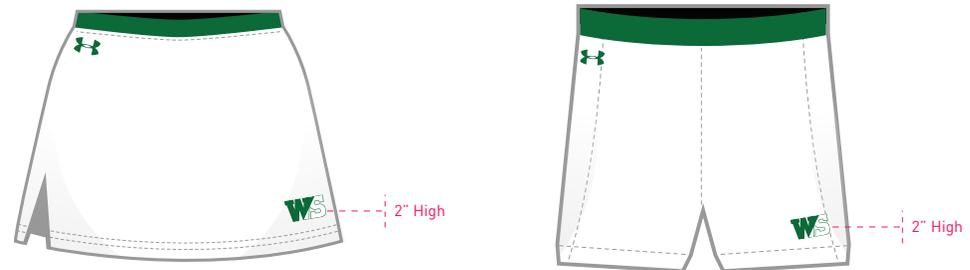
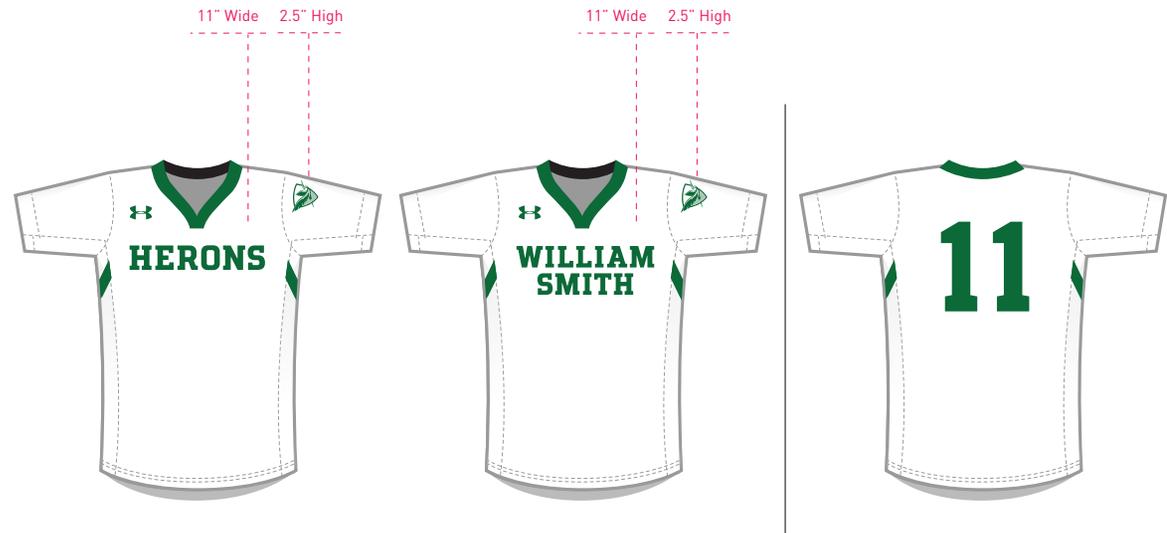
**SHORTS:** The preferred placement of the William Smith Monogram is 2" high, on the bottom corner of the left leg.



## Lacrosse

**JERSEY:** The preferred placement of either the Herons or William Smith Wordmark is 11" wide on the front of the jersey centered between the sleeve seams. The preferred placement of the Primary Icon is 2.5" high centered on the left sleeve.

**SKIRT/SHORTS:** The preferred placement of the William Smith Monogram is 2" high, on the bottom corner of the left leg.

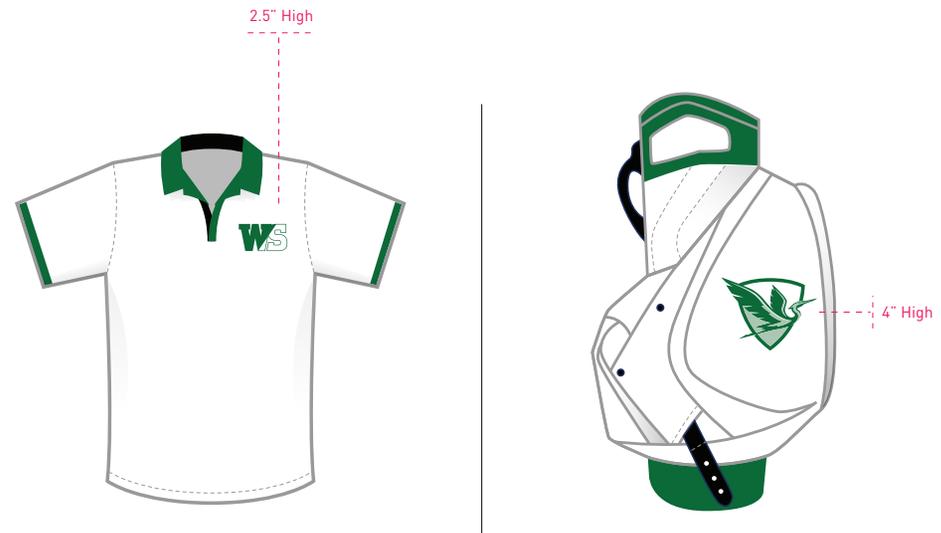


## Golf

**POLO:** The preferred placement of the William Smith Monogram is 2.5" high on the left chest between the sleeve seam and collar.

**BAG:** It is also encouraged to include the Primary Icon on golf bags. The preferred placement of the Primary Icon is 4" high on the large side panel.

**CAP/VISOR:** The preferred placement of the William Smith Monogram is 2.25" high centered on the cap. The preferred placement of the William Smith Wordmark is 2.5" wide on the right panel of the cap and/or visor.



## Swimming & Diving

**SUIT:** The preferred placement of either the Herons or William Smith Wordmark is 8" wide placed in the center between the sleeve seams.

**CAP:** The preferred placement of the Primary Icon is 4" high placed on the center of the swim cap.

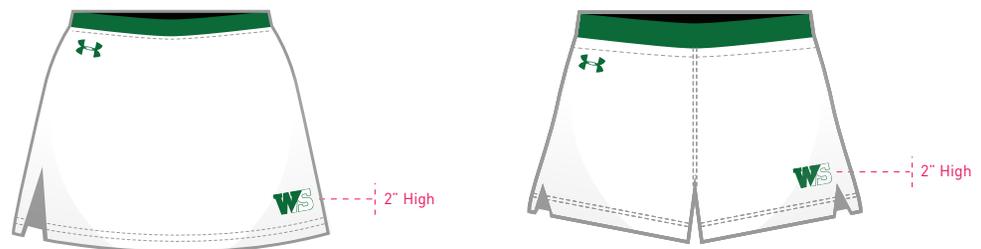
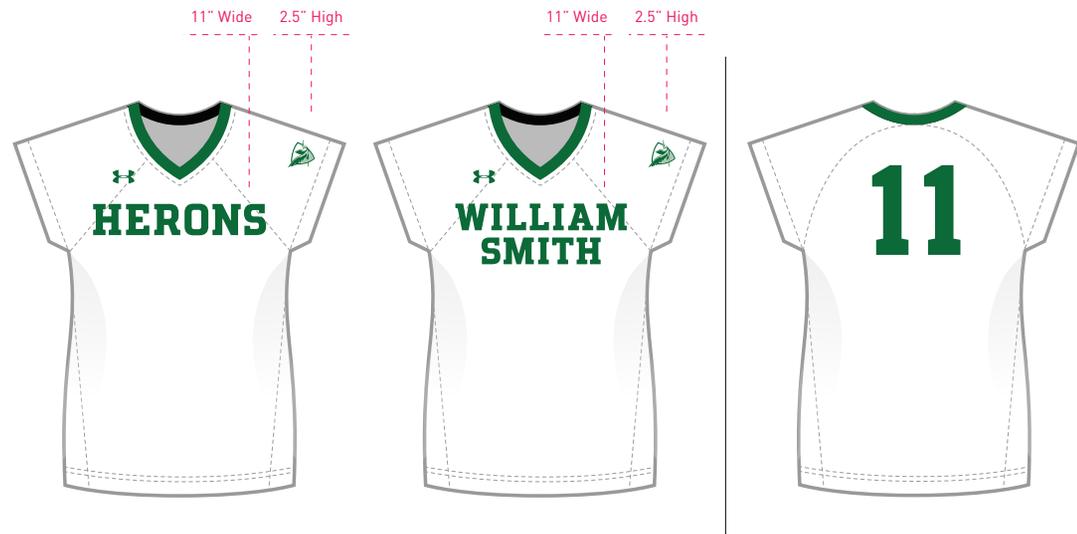
**SHORTS:** The preferred placement of the William Smith Monogram is 2" high, on the bottom corner of the left leg.



## Field Hockey

**POLO:** The preferred placement of either the Herons or William Smith Wordmark is 11" wide on the front of the jersey centered between the sleeve seams. The preferred placement of the Primary Icon is 2.5" high centered on the left sleeve.

**SKIRT/SHORTS:** The preferred placement of the William Smith Monogram is 2" high, on the bottom corner of the left leg.

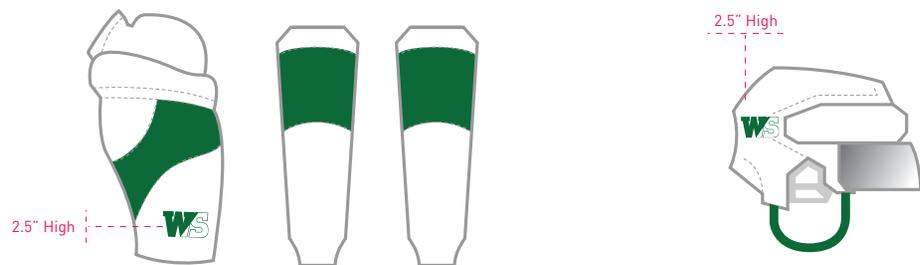
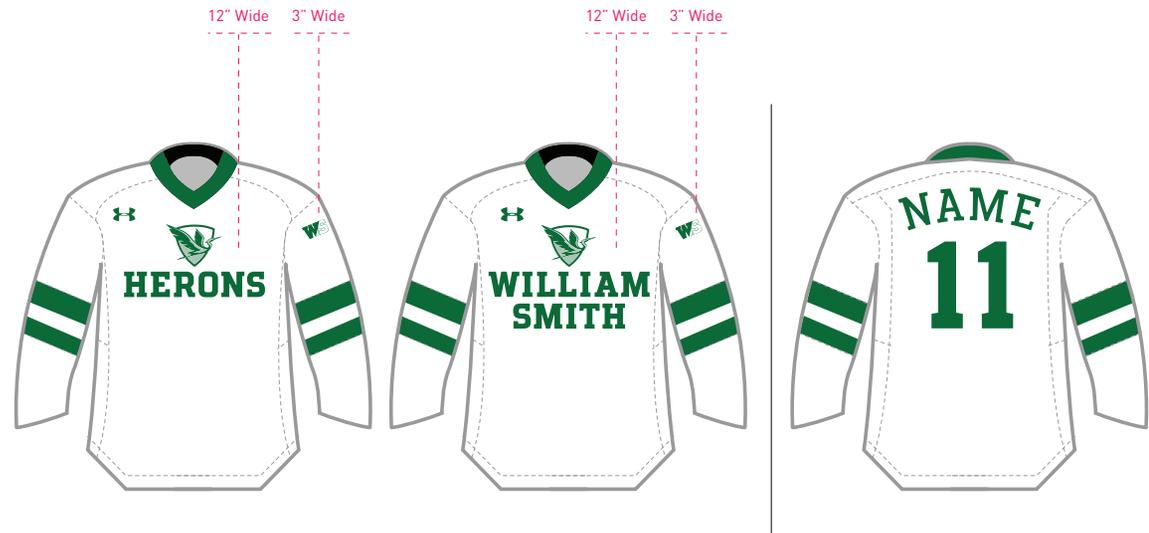


## Hockey

**JERSEY:** The preferred placement of either the Herons or William Smith Mark is 12" wide on the front of the jersey centered between the sleeve seams. The preferred placement of the Primary Icon is 3" wide centered on the left sleeve.

**Pants/Socks:** The preferred placement of the William Smith Monogram is 2.5" high on the bottom of the right leg.

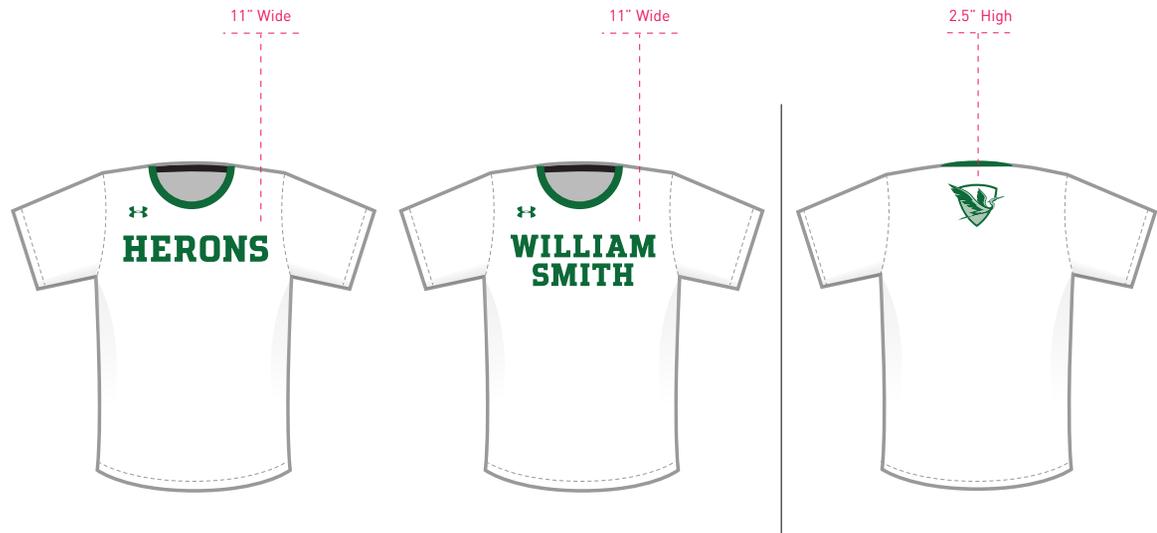
**HELMET:** The preferred placement of the William Smith Monogram is 2.5" high on both sides of the Helmet.



## Rowing, Sailing & Squash

SHIRT: The preferred placement of either the Herons or William Smith Wordmark is 11" wide on the front of the shirt centered between the sleeve seams. The preferred placement of the Primary Icon is 2.5" high centered on the back beneath the collar.

SHORTS: The preferred placement of the William Smith Monogram is 2" high, on the bottom corner of the left leg.

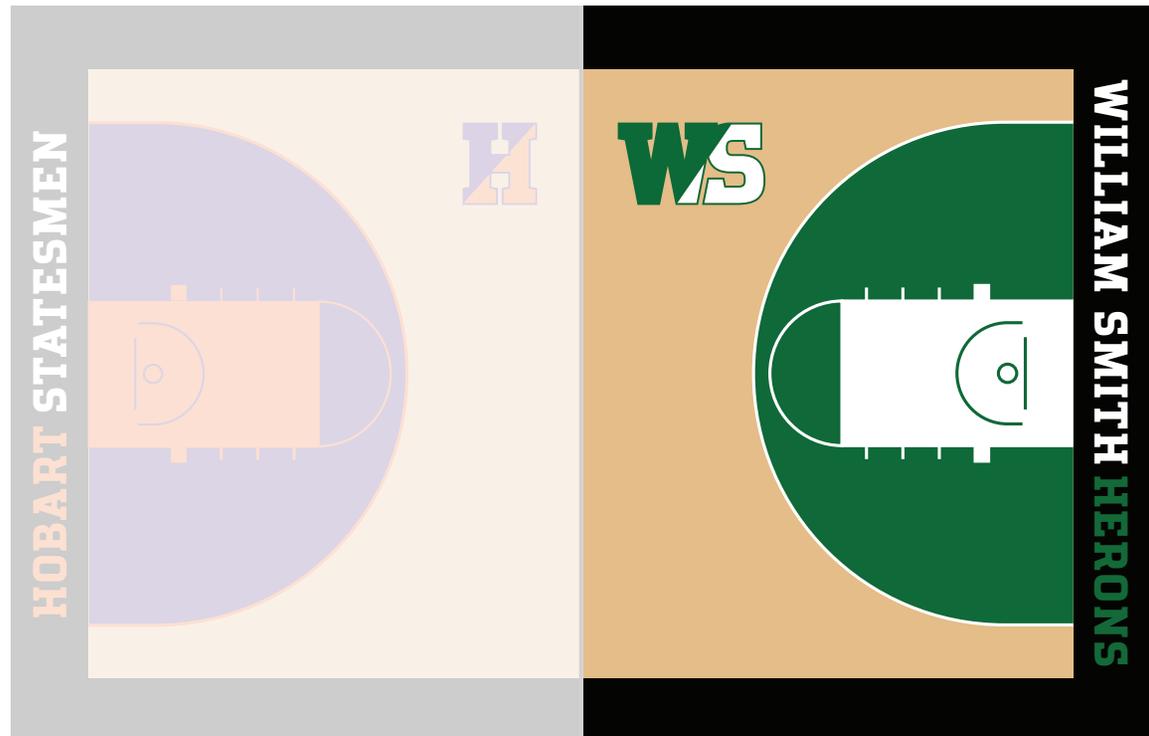


A large, stylized graphic of a bird, possibly a heron, rendered in various shades of green. The bird is shown in profile, facing right, with its long neck curved downwards. The graphic is composed of thick, overlapping lines that create a sense of movement and depth. The background is a solid, dark green color.

# PLAYING SURFACES

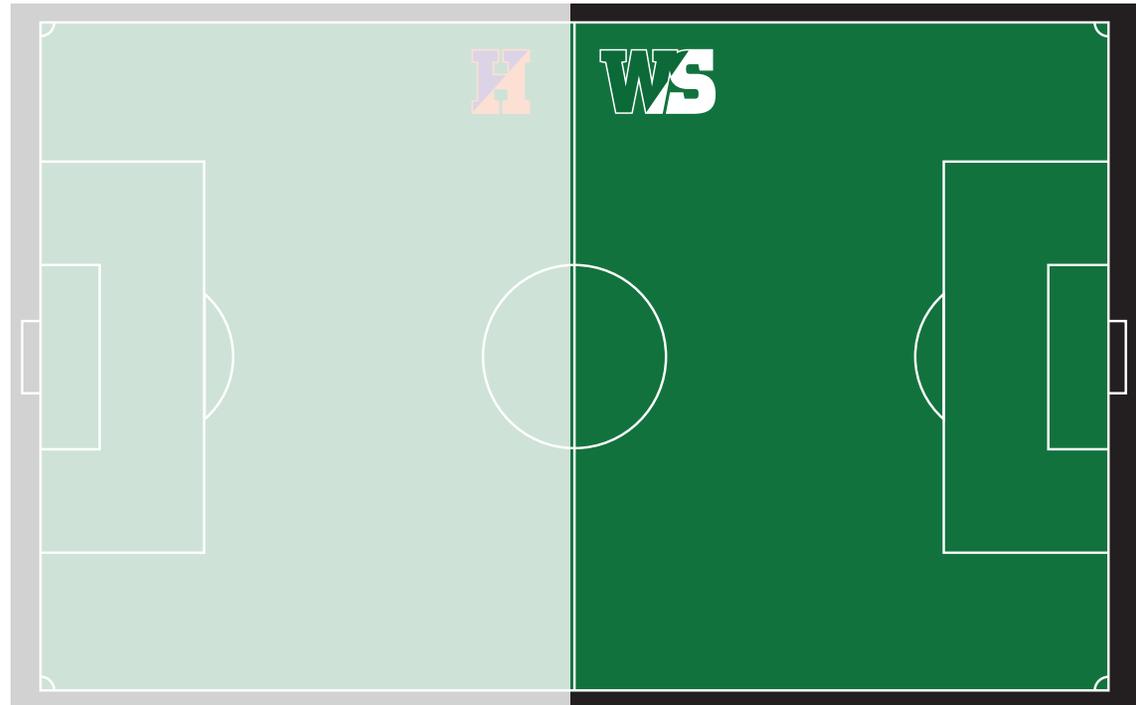
## Basketball Court

The preferred placement of the William Smith Monogram is shown here. Any logos being applied should face the appropriate TV angle of the respective arena.



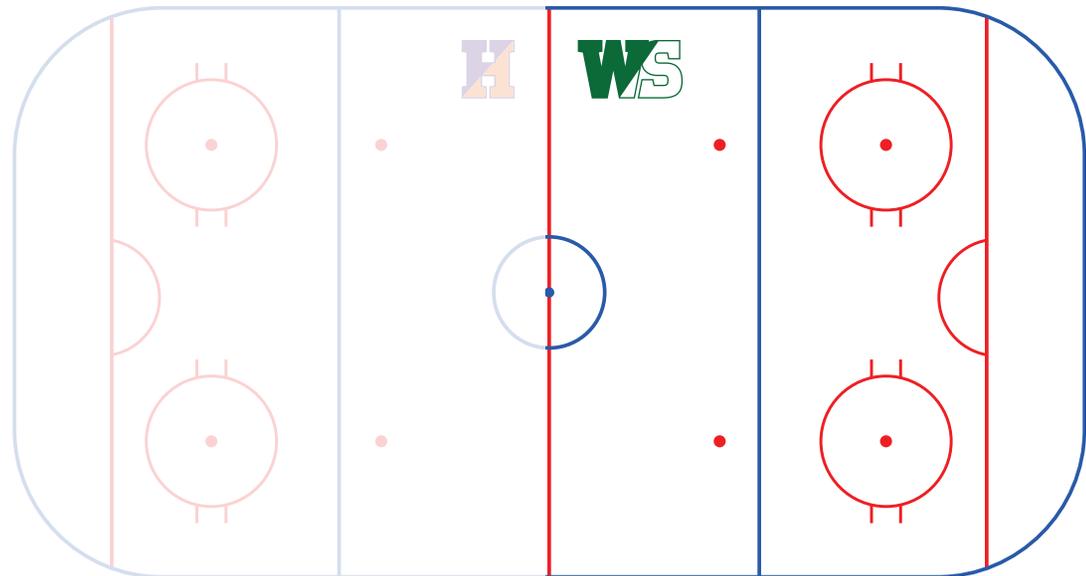
## Soccer Field

The preferred placement of the William Smith Monogram is shown here. Any logos being applied should face the appropriate TV angle of the respective field.



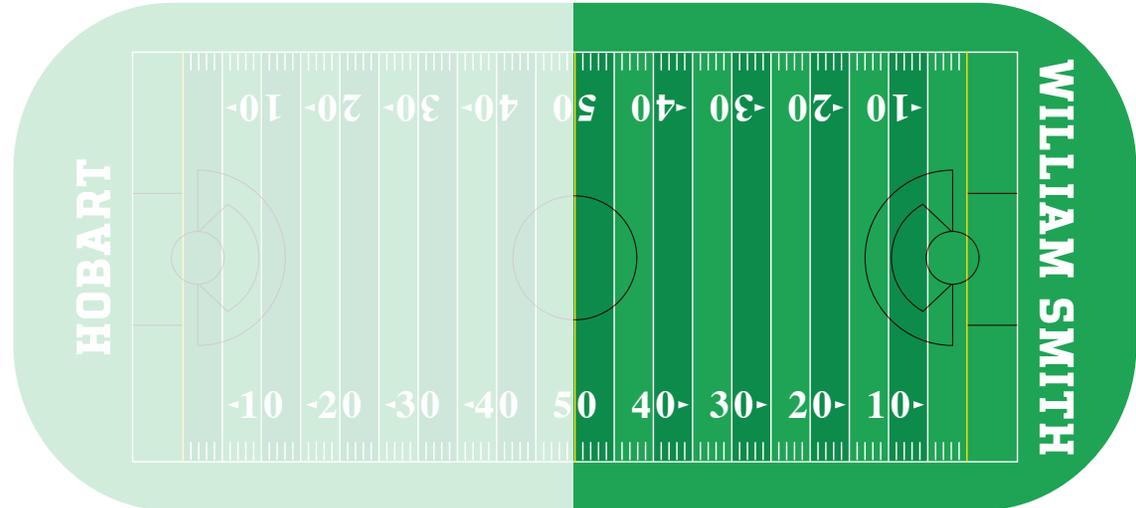
## Ice Hockey Rink

The preferred placement of the William Smith Monogram is shown here. Any logos being applied should face the appropriate TV angle of the respective arena.



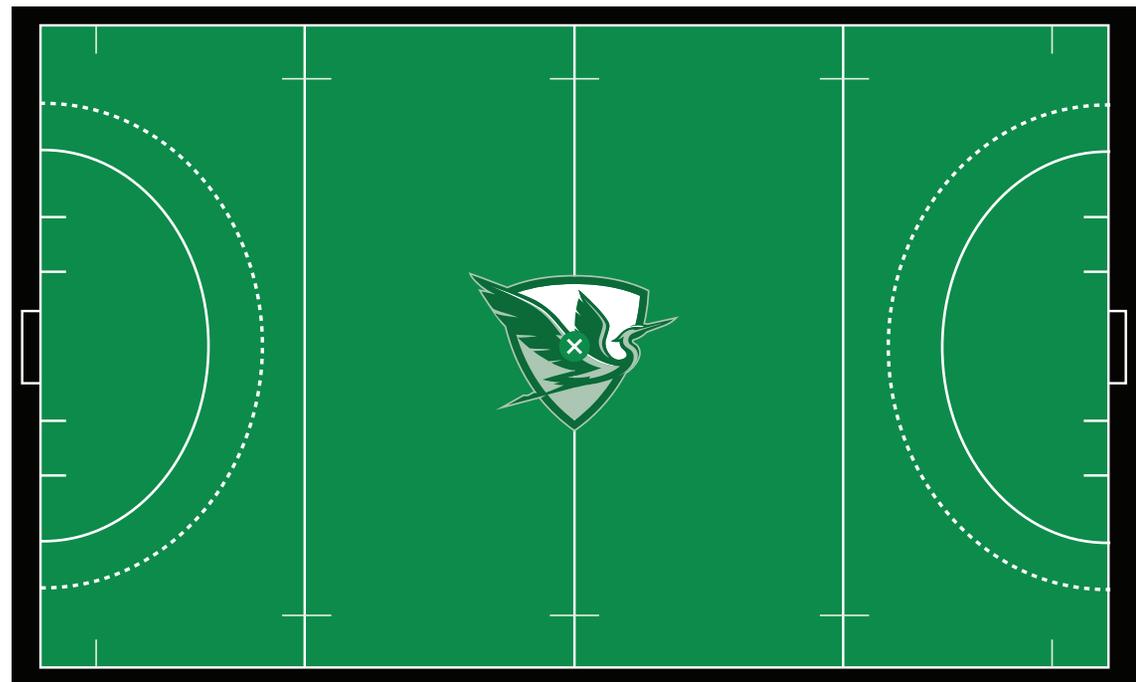
## Lacrosse Field

The preferred placement of the William Smith Wordmark is shown here. Any logos being applied should face the appropriate TV angle of the respective field.



## Field Hockey Field

The preferred placement of the William Smith Primary Icon is shown here. Any logos being applied should face the appropriate TV angle of the respective field.





# PRINT

**Media Backdrop**

Shown to the right is an example of the William Smith media backdrop.



### Letterhead

Shown to the right is an example of the William Smith letterhead.



### Business Card

Shown to the right is an example of the William Smith business card.





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