

ST. CLOUD TECHNICAL & COMMUNITY COLLEGE

CYCLONES BRAND GUIDELINES





INTRO

St. Cloud Technical & Community College thrives in the heart of central Minnesota. As a comprehensive community and technical college we seek to prepare students for their career or advanced degrees, but when a student decides that they want to compete in athletics and become one of the Cyclones, we know that they've chosen something that will prepare them for life! As an NJCAA Division III institution, we cannot offer our students athletic scholarships, but what we do offer them is a truly unique experience that creates memories to last a lifetime.



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ABOUT THIS GUIDE

We're Cyclones, but we don't change direction without good reason. The Cyclones Athletics Brand Guidelines are provided to ensure that St. Cloud Technical & Community College (SCTCC), as well as the vendors assisting the college in creating and preparing communications that bear the Cyclones brand, will consistently and appropriately use the iconography of our athletics teams.

QUESTIONS

If you need additional guidance or recommendations, or if you need to address a situation not shown in this guide, please contact the SCTCC Athletics brand team.

CONTACT

marketing@sctcc.edu

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Brand Promise

Our extraordinary educational community stands apart, and pride in Cyclones Athletics is a big reason why.

SCTCC's teams bring students, fans, faculty and athletes together to generate campus energy.

For everyone involved, Cyclones Athletics set a lifetime of achievement in motion and enhance our reputation as a college of choice.

TM

Manifesto

***WE BELIEVE THERE'S OPPORTUNITY AT EVERY TURN,
POSSIBILITIES IN EVERY MOMENT AND
POTENTIAL IN EVERY PERSON.***

***WE MEET CHALLENGES AND REACH OUR GOALS,
WITH TEAMWORK, SPIRIT AND ENERGY.***

***WE'RE HERE TO RISE, THRIVE AND TRIUMPH.
ON THE COURT, IN THE FIELD AND IN ALL THE WORLD'S ARENAS.***

***CYCLONES SPIRIT IS EVERYTHING GOOD SPINNING WITHIN US.
PUSHING US TO LEARN. LIFTING US TO SUCCESS.***

IT'S OUR ENERGY TO FIGHT, AND OUR WILLINGNESS TO STARE DOWN DEFEAT.

***TODAY WE COMPETE WITH IT.
TOMORROW WE WIN WITH IT.
WE'LL ALWAYS SUSTAIN IT, AND KEEP THE WIND AT OUR BACK.***

GO CYCLONES! 



Primary Logo

USAGE

The primary logo was developed to boldly and uniquely personify the strength, energy and character of Cyclones Athletics.

These examples represent acceptable uses of the primary logo. Use them well, and our opponents will know a storm is on the way.

6

IMAGE





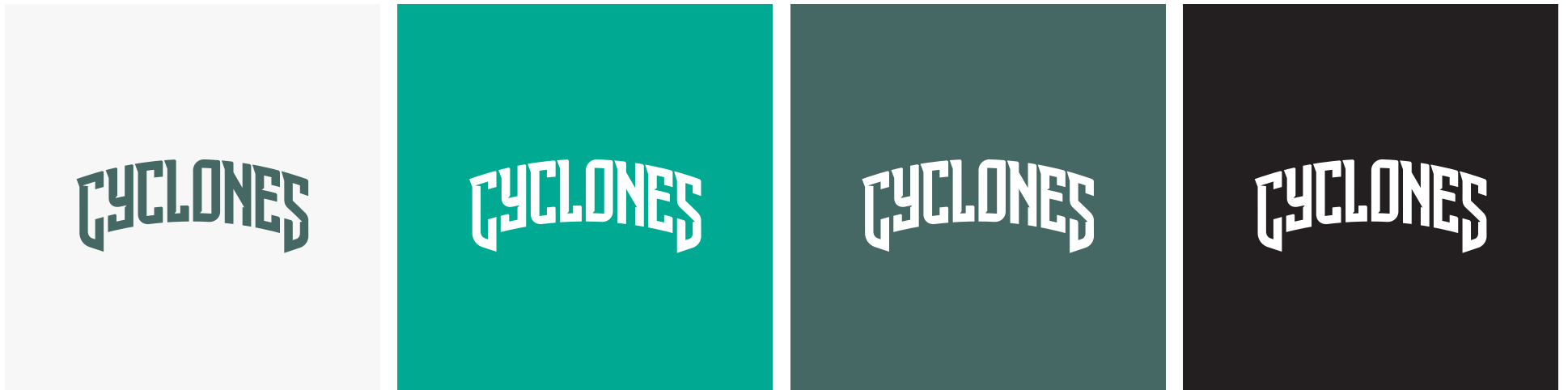
Wordmark

USAGE

Sometimes you can't fit the full strength of Cyclones Athletics in one small area. The customized Cyclones wordmark can be used alone in situations where the primary logo will not work.

These examples represent acceptable uses of the mascot wordmark.

IMAGE





Primary Logo & Wordmark

USAGE

Below are acceptable uses of our primary logo and wordmark combination.

8

IMAGE





Full Title & Wordmark

USAGE

The following examples illustrate acceptable applications of the SCTCC wordmark when paired with a secondary, clarifying title that identifies the college.

IMAGE





Primary Logo, Full Title & Wordmark

USAGE

When the forecast is for full-on Cyclones Athletics branding, look to these examples of primary logo, wordmark and a full title that identifies the college.

10

IMAGE





Primary Logo, Monogram & Wordmark

USAGE

These executions illustrate situations when SCTCC is an acceptable substitute for St. Cloud Technical & Community College.

IMAGE





Sports Specific Signatures

USAGE

When promoting or identifying programs in the Cyclones Athletics family, use the approved executions shown here.

12 IMAGE





Sports Specific Signatures / Cont'd

IMAGE





Other Signatures

USAGE

The examples shown here represent unique, yet acceptable, signatures for special applications. The C, for example, is approved for use on the Cyclones baseball caps. The mascot wordmark with border is approved for embroidered items.

If your head is spinning over a special Cyclones Athletics signature application, contact the experts at marketing@sctcc.edu.

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IMAGE



IMAGE





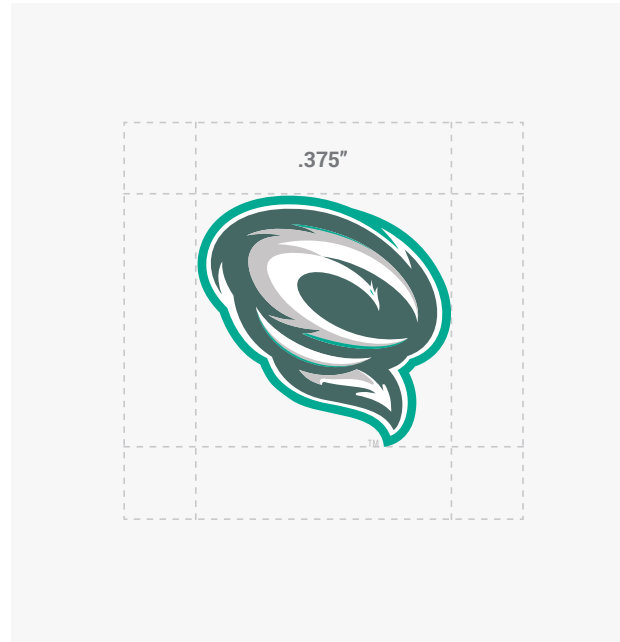
Clear Space

USAGE

(In the example shown below, this is about .375")

If you get too close to a cyclone, it can do some damage. Same thing goes for our brand. Make sure it has enough room to stand out from text, photos and other icons. Our clear space minimum is approximately the height of the O in CYCLONES. At least this amount of space must surround Cyclones marks in all applications.

IMAGE





Primary Logo / 1-Color

USAGE

For single-color executions of the primary logo, limit applications to the examples shown here.

IMAGE





Primary Logo / 2-Color

USAGE

Refer to these examples for acceptable two-color applications of the primary logo.

NOTE

In instances where black is used in two-color, it is our preference that black is not used in the logo, and instead, the one-color version of the logo is used.

IMAGE





Primary Logo, Full Title & Wordmark / 1-Color

USAGE

Limit single-color applications of the primary logo, full title and wordmark to examples shown here.

IMAGE



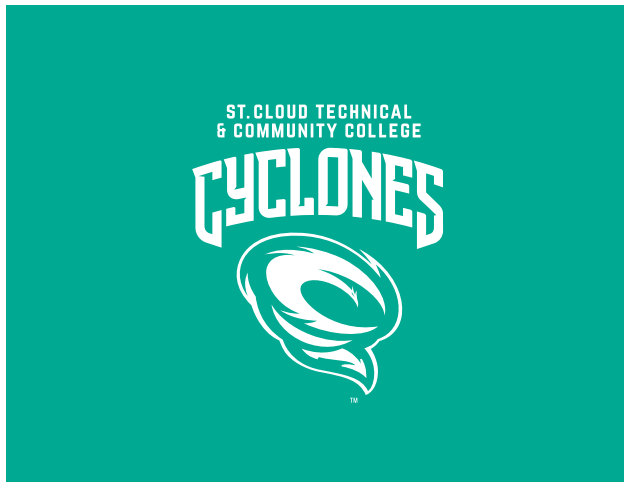


Primary Logo, Full Title & Wordmark / 1-Color Reverse

USAGE

Refer to these examples for acceptable applications of the primary logo with full title and wordmark in a single-color reverse.

IMAGE





Colors

USAGE

To build awareness of and enthusiasm for the Cyclones Athletics identity, colors must be used consistently.

The colors of Cyclones Athletics are Pantone 3305 C, Pantone Green and Pantone Cool Gray 3. These elements are critical for materials or communications that are produced in color.

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		CMYK Coated	CMYK Uncoated	RGB	WEB	EMBROIDERY
PANTONE 3305		C/92 M/25 Y/70 K/68	C/88 M/22 Y/66 K/34	R/0 G/78 B/66	004e42	PMS 3305
PANTONE GREEN		C/93 M/0 Y/63 K/0	C/84 M/0 Y/57 K/0	R/0 G/171 B/132	00AB84	PMS Green
PANTONE COOL GRAY 3		C/0 M/0 Y/0 K/18	C/0 M/0 Y/0 K/18	R/200 G/200 B/200	C8C9C7	PMS Cool Gray 3



Example Usage

USAGE

No matter how hard we try, you can't capture the full force of Cyclones Athletics in one simple guidebook.

The guidelines here, when used and applied correctly, can lead to many unique expressions of the brand.

If you'd like guidance, or if you have any questions about a particular usage, reach out to our brand stewards at marketing@sctcc.edu.

IMAGE





USAGE

Consistent font usage will enhance the recognizability of the Cyclones Athletics brand. It will also help our communications look cohesive and professional. It all assists in getting athletes, students and fans swept up in the Cyclones brand.

Fonts

HEROIC

HEROIC

NORWESTER

NORWESTER

ROBOTO

ROBOTO



Font Families

USAGE

Use Heroic for primary branding of Cyclones Athletics. It should be the font of choice for large words and any communication-driving headline.

HEROIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

BLACK
BLACK ITALIC
HEAVY
HEAVY ITALIC
BOLD
BOLD ITALIC
MEDIUM
MEDIUM ITALIC

REGULAR
REGULAR ITALIC
BOOK
BOOK ITALIC
LIGHT
LIGHT ITALIC
THIN
THIN ITALIC

USAGE

Norwester is a limited-use font for secondary, clarifying subheadlines. For example, Norwester is used for St. Cloud Technical & Community College in the logotype that can accompany our primary logo and mascot wordmark.

NORWESTER

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#%&()

REGULAR

USAGE

Roboto is an approved college font for St. Cloud Technical & Community College that connects athletics to the SCTCC brand. Roboto is appropriate for body copy and longer text.

ROBOTO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

BLACK
BLACK ITALIC
BOLD
BOLD ITALIC
MEDIUM
MEDIUM ITALIC

REGULAR
REGULAR ITALIC
LIGHT
LIGHT ITALIC
THIN
THIN ITALIC



***THIS BRAND IS LIKE A
GUST OF WIND. HARNESS IT.
DRIVE IT. GIVE IT STRENGTH.***



TM

