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Paul Smith’s College Bobcats

The Paul Smith’s College Athletic Department has rebranded its school mascot. In doing so, the Athletic Department has established a new brand identification in 2013 to help achieve those goals.

The new brand is created in relation to the College’s other branding systems which reflect its northern, outdoor location in the Adirondacks. Bright colors, stylized typography, and shapes are all a nod to the school’s brand and classic sporting logos to accompany the classic feel of Paul Smith’s College.

Consistent use of the new family of marks will be an effective way for managing communication efforts while reinforcing a high-quality perception of the Athletic Department and its teams. Repeated and proper use of the brand identity within the new system is recommended across all forms of media. There are many varieties included in the family of logos, including 4c and grayscale, as well as a series of sport specific sub-brands.
Logo System

The main logo consists of a stylized bobcat outlined by both grey and dark green strokes. The difference in the variations of the main logo is the placement of “Paul Smith’s Bobcats Athletics”. The colors echo the Paul Smith's College colors and the earthy feel of the palettes of the other logos used by the college. The text has been outlined to eliminate any modification. Sizing requirements are listed in this document. In addition to the top tier of logos, a subset family has been established to identify specific teams at Paul Smith’s. The individual team logos incorporate the name of the sport in place of “Athletics” and some include materials from the sports themselves beneath the Bobcat’s paw. The vector-based format makes for easy sizing. Any modification, manipulation or disproportionate sizing is unacceptable.
Typeface Usage

Although the typefaces chosen have been set as outlines, eliminating post-production printing and reproduction issues, it should be noted that they were chosen for their boldness, legibility, and stylized nature. Consistent use of Fenway and Interstate is important in establishing a bold, easy-to-read look. While Fenway has been proportionally used with the team name, the letters in Paul Smith’s and Athletics use a custom-manipulated typeset, based on Interstate.

*Please note that the typeface for Paul Smith’s Athletics is a customized font treatment and not reproducible in a regular font.
PRIMARY + SECONDARY COLOR PALETTE

The primary color palette is a sportier derivative of the college's earthy logos. With a prominent focus on the brightest color for attention at a distance, the darker colors are used for legibility. It is important to maintain the color tones by referring to the Pantone® Color System, seen below. Please refer to the charts below for color information and use as a tool for communicating with third parties and printers.

The colors shown here should not be used for visual color matching; please use Pantone® approved color chips and reference numbers above for accurate color matching. Pantone® is a registered trademark of Pantone, Inc.
Spot + 4-color (CMYK) Process Color Reproduction

3-color spot vs. 4-color process have been explained. But as both versions look identical, it may be necessary to use the proper version where applicable. Talk to your printer for further information on their specific needs. For instance, while the 3-color spot version is used specifically for 3-color jobs, it can be modified to a cmyk format for print in digital print platforms. The logo comes as a 3-PMS color spot, but can be formatted within Adobe Illustrator CS6.
Grayscale Reproduction

It may be necessary to use the grayscale version in certain print applications such as BW newsprint, 1-color print pieces, and merchandise. It may not be possible to use on certain collectible items because of the limited line screen capability of that type of printing process (e.g. pens, mugs, stickers, etc.). Talk to your printer for further information on their specific needs. It is recommended to use grayscale before the black and white line art version if possible.
Black + White Line Art Reproduction

It may be necessary to use a line art version (no halftone) in certain print applications such as merchandise and collectible items because of the limited line screen capability of that type of printing process (e.g. pens, mugs, stickers, etc.). Talk to your printer for further information on their specific needs. Although lacking color, it is important to note that these versions are actually the most versatile forms of the logo, having the ability to be reversed, look bold and remain simple in detail. The reverse versions seen below can also be set against color or photographic backgrounds.
Subset Team Logo System

A subset system of logos was devised to represent specific teams at Paul Smith’s College. These logos replace the word “Athletics” with the team name. In certain cases a ball or some material from the event is added beneath the paw of the Bobcat. These logos can be used for merchandise or signage to promote one team specific and separate them from the already established Bobcat identity while still relating to the branding system. These versions are to be used in 4-color process. Any additional creation of items to be placed beneath the Bobcat’s paw, or editing of the previously existing items is prohibited.

Cross Country

Nordic Skiing

Woodsmen’s Team
without equipment

Soccer
without equipment

Rugby
without equipment

Basketball
without equipment
Setting Up For Size, Space, and Positioning

LOGO MINIMUM SIZE REQUIREMENT: The Bobcat logos may be enlarged or reduced in size as required by its given application. Use of the Bobcat logos below these minimum sizes should be avoided so visibility, legibility and reproduction qualities are not compromised, especially in newsprint, magazine, and trade publications.

LOGO MINIMUM CLEAR SPACE REQUIREMENT: Clear space refers to clearance around the logo. As illustrated here, clear space sizing refers to the space outside of the edge of the logo. To ensure the Bobcat logo’s maximum impact and clarity, no marks, graphic elements or text of any kind should interfere or appear within the clear space.

POSITIONING REQUIREMENT: In applications where other logos will appear, the Bobcat logo should be positioned far enough away from other logos, text or graphic elements. This helps to ensure clarity and maximizes visual impact. It also eliminates confusion when competing elements can potentially appear close by and constitute a single, unified element. Similar to the MINIMUM CLEAR SPACE REQUIREMENT above, non Bobcat logos should be spaced evenly, as shown here.
Logo Violations and Incorrect Usage

The following applies to the entire Bobcat logo system, including vertical, horizontal, and team versions: Consistent and proper usage for the Bobcat logo is essential for proper brand perception. This includes its INTEGRITY (always display logo in its entirety, not separate or modified parts), PROPORTION (keep specific height and width ratio), RESOLUTION/FIDELITY (do not display logo in roughened or poor quality form), and its COLORING (do not modify colors in any way). Misuse of the Bobcat logo devalues the brand and confuses the audience. Improper usage of the Bobcat logo can affect legal protection and threatens loss of copyright. Unauthorized use and manipulation is prohibited.

Do NOT change fonts
Do NOT outline
Do NOT compromise proportion

Do NOT tilt or cut off
Do NOT reverse colors or erase frame
Do NOT use on same color background
Do NOT straighten text

Do NOT fill in white shapes
Do NOT change colors
Do NOT eliminate artwork