

The background of the entire page features a large, stylized Geoduck logo in green and white. The logo is composed of three main elements: a large, coiled body with concentric green and white rings, a long, curved neck, and a head with a small eye and a slightly open mouth showing a tongue. The logo is positioned diagonally across the page, with the head pointing towards the top right and the tail towards the bottom left.

geoducks

the evergreen state college

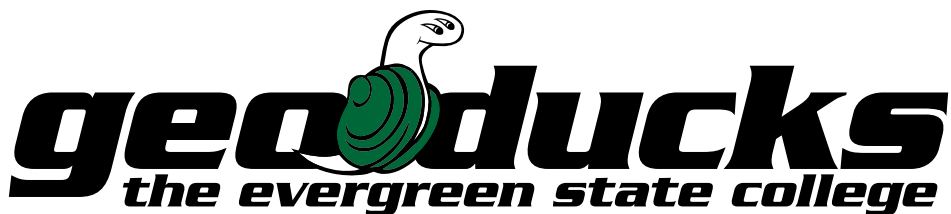
ATHLETICS STYLE GUIDE

Brand & Graphics Guidelines



**the evergreen
state college**

evergreen.edu/athletics



Guide to the Geoduck Style

When using our wonderful Geoduck logos (on apparel, signage, promotional brochures, equipment, etc.) please refer to the specifications outlined in this manual. Written approval (see page 14) should be obtained before vendors apply our athletics logos to any merchandise.

Thank you for reviewing this document and abiding by the specifications provided. The Geoduck identity and brand standards help communicate the goals and ideals of The Evergreen State College's community. The Geoduck represents more than athletics team members and fans. It's a symbol of the essence of the college: accessible to all who are willing to dig deep, stable, yet flexible, and the antithesis to the standard of most colleges and universities.



Evergreen has intercollegiate men's and women's basketball, cross country, track and field, men's and women's soccer, and women's volleyball teams.

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Legal Notes

Use of the Geoduck Icons

Creation, application, or any use of our logos must meet approved standards and be authorized by the Director of Recreation and Athletics. It is important that the Geoduck and all brand assets are used properly on all merchandise, and in a quality manner.

Guidelines for Licensees or Approved Vendors

The Recreation and Athletics director must approve in writing all products and designs using the Evergreen Athletics identity.

Non-Commercial and Community Use of Evergreen's Athletic Identity

Any company or organization wishing to use any name, icon, typography, or motto that is associated with or owned by The Evergreen State College on anything other than merchandise must also receive prior approval through the Department of Recreation and Athletics.

Director of Recreation and Athletics
evergreen.edu/athletics

360.867.6531

Office of Marketing, Communications, and College Relations
evergreen.edu/marketing

360.867.6066

Athletics, Mascot, and Logo History

Native to the Pacific Northwest, Evergreen's very unique mascot is a geoduck. It is the largest burrowing clam and one of the longest-living animals in the world.

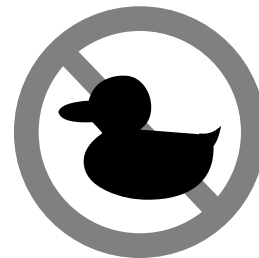


It's pronounced *goo-EEE-duck*, and it's not even a duck.



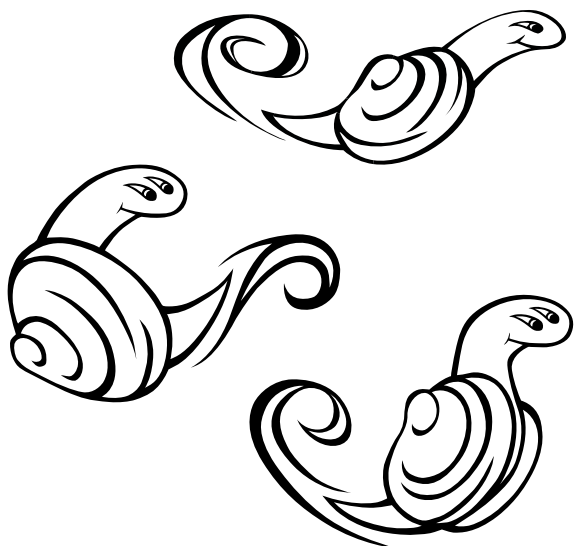
The geoduck was chosen to be Evergreen's mascot because it is not typical of the hypercompetitive nature of big-time college athletics. We are not just another team of bears, lions, tigers, or other sharp-toothed beast. We are not just a regular college.

Because Evergreen is devoted to sustainable and environmentally conscious practices, the geoduck—an integral part of the Pacific Northwest ecosystem—is the perfect representative. Geoducks are the most abundant marine animal in the South Puget Sound, with each adult clam filtering about 30 gallons of water every day. Geoducks stretch their siphons out more than three feet beneath the sand. They weigh an average of three pounds.



The Evergreen State College's motto is "Let it all hang out!" (*omnia extares* in Latin). Our motto embodies the ideals of the founders who created a college that "did its best to nurture openness and unself-conscious searches for truth. There were to be no hidden agendas, no secrets. We liked it (*omnia extares*). We meant it. Most of us still mean it."

The geoduck is found only in the Puget Sound and the Strait of Georgia in British Columbia. It's so large, it can't fit into its own shell. *Omnia extares*, indeed!



The Evergreen Geoduck, **Speedy** (top left), was developed in 2001 by alumna Nikki McClure '91.

In 2010, Recreation and Athletics worked with Evergreen's Marketing and Communications team to develop a consistent brand identity. After considering developing a different Geoduck, it was decided that Nikki would create new views of the beloved original illustration.

Nikki created two variations of Speedy in July 2011, one kicking (at left, middle) and one standing (bottom left).

Working with students, athletes, staff, faculty and others, Marketing developed the typography style using lowercase Serpentine font and logos, to coordinate with the branding and style of the college's other logos.

Mascots Through the Years

1976



1982



1988 - 1999



2006



**2011 -
2014**



The Evergreen Advantage

When describing The Evergreen State College and the Department of Recreation and Athletics in promotional materials, press releases, or to potential recruits, it is important to list attributes that distinguish Evergreen from other colleges. All, or some of these listed benefits, should be considered for incorporation into external communications when possible. At Evergreen you'll find:

- A dynamic team-taught, theme-based curriculum to help you examine real-world issues from multiple perspectives.
- Hands-on learning through individual learning contracts and internships.
- Student-designed majors that focus on your interests.
- Narrative evaluations of your academic achievements that highlight your progress and let graduate schools and future employers see how unique you are.
- Ever-improving athletic facilities.

Evergreen Athletics Branding Guidelines

In order to have the greatest positive and consistent impact, the application or use of Evergreen's brand and logos needs to follow the approved standards outlined here.



Brand Name

Authorized Brand Names

When describing, referring to, listing or referencing The Evergreen State College and Evergreen teams, the following names are authorized:

Evergreen

The Evergreen State College

Evergreen Geoducks

The Evergreen State College Geoducks

Unauthorized Brand Names

The following incorrect names are **not authorized** or for referring to Evergreen Athletics teams:

Evergreen State

E State

TESC

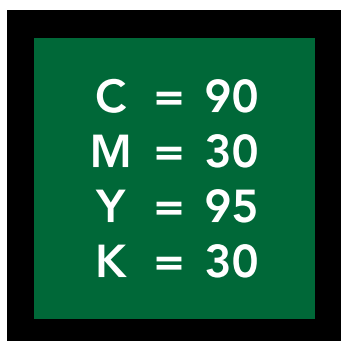
ESC

TESC Geoducks

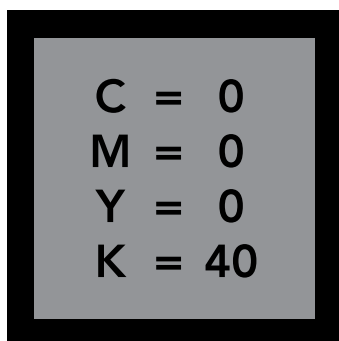


TESC is a human gene that is essential for the coupling of ERK cascade activation with the expression of ETS family genes in megakaryocytic differentiation.

(from www.antibodyreview.com/proteins/2714/TESC.html)



Pantone® Coated PMS 349 C
WEB 006838
C=90 M=30 Y=95 K=30
R=0 G=104 B=56



Pantone® Coated PMS 429 C
WEB a7a9ac
C=0 M=0 Y=0 K=40
R=167 G=169 B=172

Approved Colors

Green and white are the approved colors for Evergreen Athletics. Because uniforms and warm ups are available in limited varieties of green, the green used for Evergreen Athletics is different than the one used for other college communications. The approved green for use by Recreation and Athletics is forest green, C=90 M=30 Y=95 K=30, and gray tones should be printed at C=0 M=0 Y=0 K=40.

*Pantone Uncoated shares the same PMS numbers as Pantone Coated.

Approved Logos

Authorized logos identifying Evergreen Athletics include three major elements: The college's name, Speedy (three variations), and the Geoducks wordmark. Any of the Speedy icons may be used (e.g., logo on a shirt sleeve or collar), but not as a standalone icon. When any image of Speedy is used, an official wordmark, *Evergreen* or *The Evergreen State College*, and/or *Geoducks*, must always be present. Preferably an existing design, wordmark or logo. Our Geoduck is a tad obscure (despite local celebrity status and occasional internet-related peaks in notoriety). We want everyone to know what college our wonderful teams are representing. **Speedy should never stand alone.**



Evergreen logos must never be changed or altered in any way. The logo must NOT be recreated or typeset. Use only appropriate artwork from Evergreen's Office of Marketing, Communications, and College Relations.

Don't worry, we have about a million different combinations already made up for you. Possible applications: tattoo, wall mural, embroidered on a hooded sweatshirt.



The Geoduck Fight Song

words & music by Malcolm Stilson, 1971

Go, Geoducks go,
Through the mud and the sand,
let's go.
Siphon high, squirt it out,
swivel all about,
let it all hang out.

Go, Geoducks go,
Stretch your necks when the tide
is low
Siphon high, squirt it out,
swivel all about,
let it all hang out.



Founders chose *omnia extares* for the college's motto. It loosely translates to "Let it all hang out!"

Approved Logos

The logos, shown here and on pages 8 and 9, are approved for use on external communications. Please contact Recreation and Athletics or Marketing to receive a copy suited to your needs (Web or print). Please use the logos as is without making changes to color, proportion, or design. If your needs are not met by any of these logos, please contact Marketing for assistance.

Minimum print size

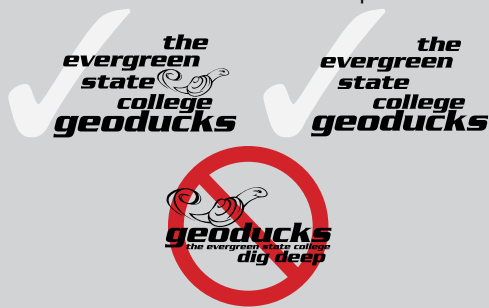
Where you have limited space (under 1") use the stacked + geoducks logo.eps logo only.



Screen / web minimum

85 pixels wide X 48 pixels tall

is the absolute minimum,
otherwise, what's the point?



LOGOS FOR USE ON THE WEB or any screen or monitor (PowerPoint, video, websites, etc.) are available. Contact the director of Recreation and Athletics for electronic files.

stacked + geoducks logo



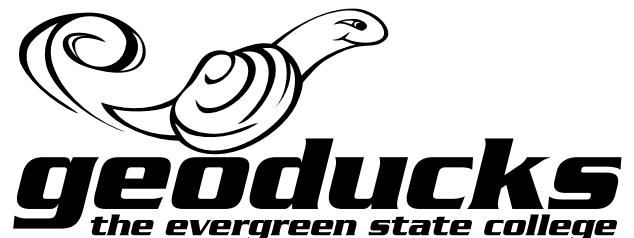
Geoducks Dig Deep full logo



Geoducks small logo

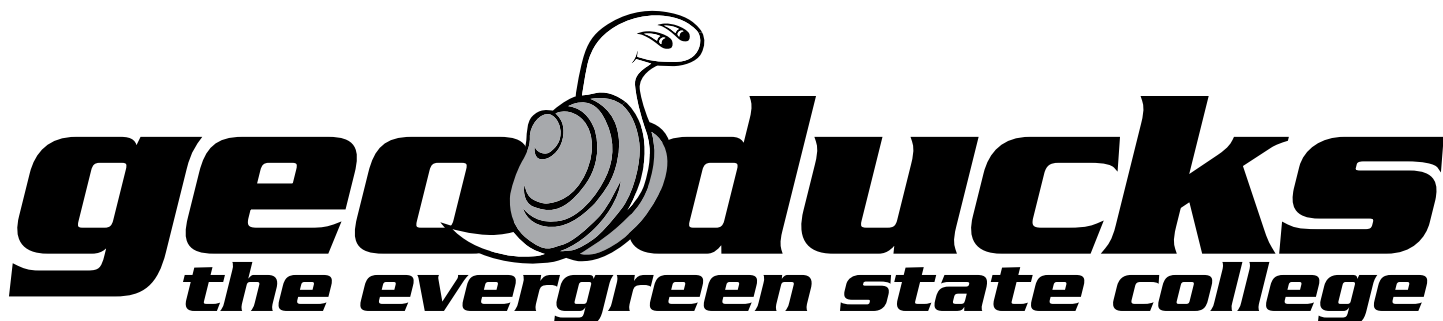
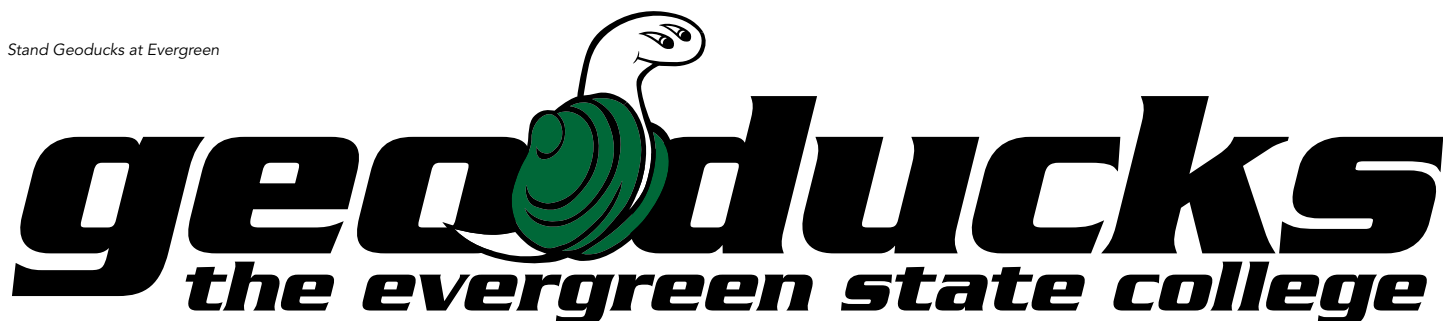


Geoducks + speedy med logo



Standing & Kicking logos

Stand Geoducks at Evergreen



Kick Geoducks at Evergreen



Approved Logos + Tagline

The approved tagline for Evergreen Athletics is: **dig deep**

No other tagline may be used with the Geoducks identity. "Go Geoducks" is a phrase in The Geoduck Fight Song and is included in the Athletics Web address, but it is not the tagline.

There are several approved logos incorporating the "dig deep" tagline:

Geoducks Dig Deep full logo



Kick Dig Deep Geoducks



The word geoduck is derived from the Lushootseed word, "gʷídeq," which translates to "dig deep."

Stand Dig Deep + geoducks + evergreen logo1



Stand Dig Deep + geoducks



***e* Icon (Internal Use ONLY)**

THE E ICON IS NOT A PRIMARY IDENTITY LOGO. External use of the **e icon** is not permitted, nor should it be used as a logo for official events, publications, and notices, either in print or electronically. It does not feature the college or team name, and does not work as an identifying logo for the college or Athletics.

Color options and usage of this icon are limited to apparel approved by the director of Recreation and Athletics and are limited to production only by our college bookstore and the Athletics department.



Logo Variations

There are many logo options, both in color and size. Please use the approved logos without making changes to color or elements within each design. If your production needs are not met by an existing logo, please contact Evergreen's Office of Marketing, Communications, and College Relations to discuss your specific issues.



Director of Recreation and Athletics
evergreen.edu/athletics

360.867.6531

Office of Marketing, Communications, and College Relations
evergreen.edu/marketing

360.867.6066

Don't Do This to Speedy Identity Fails to Avoid

Apparently, geoducks live a really long time, and so do horrible mutations of our logos. We are super excited about our new Geoducks and happy to provide high-quality versions for you to use. Show your Geoduck pride and be sure Speedy always looks his/her best.

average life expectancy of a geoduck



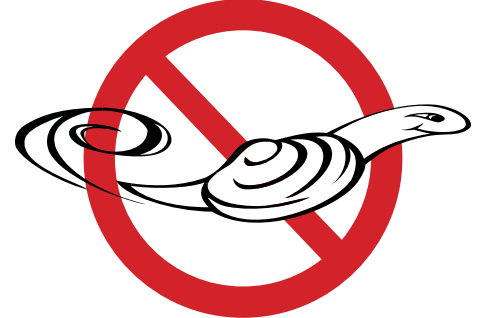
DON'T use really old logos



DON'T scale the logo too small



DON'T stretch Speedy



DON'T recolor the logos



DON'T make Speedy a silhouette



DON'T fill in parts



DON'T combine logos or make Franken-logos



DON'T retypeset the logo just because you have Serpentine



DON'T give Speedy accessories, no matter how awesome it looks



1979 called.
They would like
that Geoduck
logo back.



Imagine if your driver's license photo was plastered everywhere.
You would want to replace it with a better one, right?

Typography

Serpentine is the approved display font for Athletics. The primary use is on uniforms, warm-ups, banners, posters, and other assets that require minimal use of type. The established style of this font in logos and college-produced media is all lowercase, and bold oblique with an optional outline. While you are welcome to use the font to complement the logos, do not retype the logos or recreate a logo; use only approved files downloaded from our site or those sent by the Office of Marketing, Communications, and College Relations.

About Serpentine:

American artist Dick Jensen designed *Serpentine*, a contemporary-looking display font, for the Visual Graphics Corporation in 1972. With the rise of digital typesetting and desktop publishing, this typeface quickly became both popular and ubiquitous. It's dynamic, wide, boxy design is identifiable via tiny triangular swellings at the stroke endings—what might be called semi-serifs.

Actual serpentine is a greenish rock that sometimes resembles a serpent's skin and is often used as a decorative stone in architecture. Though the font doesn't seem at all snaky or sinuous, it does have an architectural, stone-like solidity. Its subtle, almost non-existent curves and semi-serifs keep it from being too stern or cold. Its oblique style conveys a streamlined sense of speed, lending it well to sport and athletic applications. Because of its 1970s pedigree, *Serpentine* has come to be known as a genuine "retro" face.

(excerpted from www.fontstock.net/27971/serpentine-com-light.html)

The lowercase type in the Geoduck logos complement other aspects of the college's identity, including the unique signs that grace both ends of the parkway.



Other approved fonts:

The body copy font approved for use by Recreation and Athletics is Avenir (Helvetica may be substituted when Avenir is not available). *Serpentine* (Bold Oblique) may be used for headlines.



Serpentine Bold Oblique

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
[.;!/?&\$@]***

Qa

Avenir 65 Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(.,!/?&\$@)

Qa

Helvetica Regular (alternate)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(.,!/?&\$@)

Qa

Identity on Uniforms

The name Evergreen is recommended to be placed on all away uniforms and Geoducks on all home uniforms in the approved font (when possible). A Geoduck logo can be placed on the right pant leg or sleeve (ensuring Speedy is always facing forward). Approved uniform colors are forest green (away) and white (home). The uniforms presented below are provided to demonstrate identity application; actual uniform designs may vary.

Home

geoducks

Away

evergreen



Soccer and Volleyball employ a custom Serpentine "evergreen" (away) or "geoducks" (home) type design for their uniforms. Numbers on uniforms use Full Block across all sports.

For all Basketball uniforms, the approved font for the name of the team and the college is Full Block with a vertical arch (vendor specific).

Warm-ups and travel gear may have the name of the sport in Serpentine, under an approved Geoduck logo, created by Marketing, Communications, and College Relations.



Home

GEODUCKS
3

Away

EVERGREEN
34



I like the Geoducks on Facebook and I follow Speedy's Twitter feed @GoGeoducks for game schedules, results, and other Athletics and Recreation events.

The Evergreen State College Recreation & Athletics

IDENTITY USE APPROVAL FORM

The application of the Evergreen Athletics identity must comply with the department's brand guidelines. The approval of the director of Recreation and Athletics is required before using any part of the identity on apparel, equipment, promotional literature, signage, etc. Reorders of previously approved items do not have to be approved again unless changes have been made.

Please include an image of the proposed item onto which the Evergreen Athletics identity will be applied (e.g., tee shirt, gym bag, brochure, banner, etc.). This image should be provided by the vendor or designer you are working with. Complete and sign the form below confirming that you have inspected the proposed application of the identity and that the application conforms to Evergreen's brand standards (evergreen.edu/athletics/marketing).

Item(s) on which the identity is to be applied: _____

Image / proof attached? Yes ☐ No ☐ Image / proof emailed to Director of Athletics? Yes ☐

 Proof type (circle one) hard copy jpg pdf other _____

Name of vendor: _____

Vendor has received a copy and understands brand standards? Yes ☐ Approval needed by (date): _____

Your name _____ email _____

Department _____  Ext. _____

Coach / Athletics Staff signature _____ Date _____

PLEASE PRINT AND/OR FORWARD THIS COMPLETED FORM ALONG WITH REQUESTED ATTACHMENTS TO:
Director of Recreation & Athletics Matt Newman mailstop: CRC 210 newmanm@evergreen.edu

FOR INTERNAL USE ONLY

Date received: _____

- ☐ Approval as is
- ☐ Approval with changes listed _____
- ☐ Changes required (listed) _____

☐ Please resubmit with corrections

Director of Recreation & Athletics _____ Date _____