



BRAND IDENTITY GUIDE

Guidelines for usage and implementation of the
Mohawk Valley Hawks brand.



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The Mohawk Valley Hawks brand defines the unified visual identity of MVCC Athletics, reflecting our dedication to a competitive sports environment under the leadership of Mohawk Valley Community College.

The brand is represented each time we communicate with our students, faculty, community, and competing institutions — across uniforms, signage, print, digital, and all promotional and marketing materials.

The graphic standards and guidelines presented in this guide serve as a valuable tool for ensuring a clear and consistent presentation of the Hawks brand across all forms of communication. Strict adherence to these standards is paramount to promoting, advancing, and extending the Mohawk Valley Hawks brand with professionalism and pride.

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INTRODUCTION

The Mohawk Valley Hawks logo was created to instill a sense of pride and unification to the many athletic teams that derive from Mohawk Valley Community College. As MVCC offers one of the most extensive, diverse, and successful two-year college intercollegiate athletic programs in the entire country, our logo is a reflection of these attributes.





OFFICIAL ATHLETIC BRAND COLORS



ACCEPTED COLOR USAGE

All versions of the Mohawk Valley Hawks brand marks are specifically created vector art files and must not be redrawn or modified in any way.

In order to preserve the quality of our image, brand marks should always be reproduced from the Illustrator eps artwork files supplied (high-res and low-res jpeg files also available). Duplication by any other means will lead to unacceptable deterioration in artwork quality.

To allow for flexible printing applications of the brand marks, we have provided the following color variations (low-res jpeg files also available).

PRIMARY COLORS

BLACK	PANTONE Black 3 CP	RGB 0/0/0
	CMYK 60/40/40/100	HEX 000000
GREEN	PANTONE Green 349 PC	RGB 0/112/60
	CMYK 100/0/91/42	HEX 00703C
BRIGHT GREEN	PANTONE Green 390	RGB 178/211/62
	CMYK 35/0/95/0	HEX B2D33E
COOL GRAY	PANTONE Collegiate Blue	RGB 52/55/65
	CMYK 44/34/22/77	HEX 343741

SECONDARY COLORS

RED	PANTONE Red 032 C	RGB 238/52/65
	CMYK 0/94/76/0	HEX EF3340
CRIMSON	RGB 175/40/47	HEX AF272F
	SILVER	RGB 188/190/192
	HEX BCBEC0	

A group of baseball players and coaches are celebrating on a field. The image is overlaid with a green tint. The players are wearing white uniforms with dark accents and caps. One player in the center has the number 16 on his jersey. They are all cheering with their arms raised. The text "OFFICIAL ATHLETIC BRAND MARKS" is centered over the image in a bold, white, sans-serif font.

OFFICIAL ATHLETIC
BRAND MARKS



PRIMARY HAWK MARK

The Primary Hawk Mark is the official logo of MVCC Athletics and the cornerstone of the Hawks visual identity, preferred for use across uniforms, signage, promotional materials, and digital applications.

It must be reproduced at a minimum size of 1 inch, with the letter **S** serving as a guide for required clear space.

To preserve the quality and integrity of the mark, it must always be reproduced from the supplied Illustrator .eps artwork files and must not be redrawn or modified in any way. Any deviation must be approved by the Marketing and Communications Office.



MINIMUM SIZE



CLEAR SPACE



PRIMARY MARK COLOR AND USAGE

All versions of the Mohawk Valley Hawks brand marks are specifically created vector art files and must not be redrawn or modified in any way.

To preserve the quality and integrity of the Hawks brand, all marks should always be reproduced from the supplied Illustrator .eps artwork files. High-resolution and low-resolution .jpeg files are also available through the Marketing and Communications Office.





Do not render the brand in colors other than the approved brand colors.



Do not separate the hawk head and word mark



Do not stretch or distort the brand in any way.



Do not add unapproved images to the brand.



Do not place the brand mark at an angle.



Do not render the brand in low contrast colors combinations



Do not add glowing or shadow effects to the brand.



Do not add extra outlines or borders to the brand.



Do not rearrange the brand elements



Do not use unaffiliated brands with the athletic brand.



SPORT SPECIFIC BRAND MARK

Each Mohawk Valley Hawks sport is assigned a sport-specific brand mark incorporating the Hawks wordmark and sport name for use in uniform and sport-specific applications. These marks must be reproduced as supplied and never altered, distorted, or combined with unapproved elements. Any deviation must be approved by the Marketing and Communications Office.

MOHAWK VALLEY
HAWKS
— BASEBALL —

MOHAWK VALLEY
HAWKS
— BASKETBALL —

MOHAWK VALLEY
HAWKS
— BOWLING —

MOHAWK VALLEY
HAWKS
— CROSS
COUNTRY —

MOHAWK VALLEY
HAWKS
— GOLF —

MOHAWK VALLEY
HAWKS
— LACROSSE —

MOHAWK VALLEY
HAWKS
— SOCCER —

MOHAWK VALLEY
HAWKS
— SOFTBALL —

MOHAWK VALLEY
HAWKS
— TENNIS —

MOHAWK VALLEY
HAWKS
— TRACK & FIELD —

MOHAWK VALLEY
HAWKS
— VOLLEYBALL —

MOHAWK VALLEY HAWKS

~~HAWKS~~

Do not render the brand in colors other than the approved brand colors.

~~HAWKS~~

Do not stretch or distort the brand in any way.

~~*HAWKS*~~

Do not add extra italics to the brand in any way.

~~HAWKS~~

Do not add unapproved images to the brand.

~~HAWKS~~

Do not add textures or images to the brand.

~~HAWKS~~

Do not add extra outlines or borders to the brand.

~~HAWKS~~

Do not place the brand mark at an angle.

~~HAWKS~~

Do not add glowing or shadow effects to the brand.

~~HAWKS~~

Do not render the brand in low contrast colors combinations



**BRAND
TYPOGRAPHY**



Typography is a powerful communications tool and the way that the written word is presented plays an increasingly critical role in creating consistent, stylish and positive marketing communications material.

This attention to detail in the use of typefaces, typographic styling, and colors will ensure we continue to achieve both the consistency of the message and the printing quality necessary to promote maximum visibility for this brand. Fonts below correspond to the Mohawk Valley Hawks guidelines. Any fonts other than stated below must be approved by the Marketing Office.

Approved fonts for use with supportive marketing material:

Tobago Poster

Bank Gothic

Nexa Slab

The Richland

PRIMARY TYPEFACE

Tobago Poster Regular

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

SCRIPT TYPEFACE

The Richland Bold

*ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmno pqrstuvwxyz
0123456789*

SUPPORTING TYPEFACE

Nexa Slab

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

SUPPORTING TYPEFACE

BANK GOTHIC REGULAR

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789**



PRIMARY TYPEFACE

Tobago Poster is the primary typeface of MVCC Athletics, to be used in the Hawks wordmark and across all athletics applications including uniforms, signage, and promotional materials. This typeface must never be substituted, stretched, or otherwise modified. Any uses outside of approved applications must be reviewed and approved by the Marketing and Communications Office.

HAWKS



HAWKS
0.5 IN

MINIMUM SIZE



CLEAR SPACE

Tobago Poster

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789



SUPPORTING TYPEFACE

Bank Gothic is the supporting typeface of MVCC Athletics, used for the “Mohawk Valley” identifier across athletics applications including uniforms, signage, and promotional materials. Bank Gothic must never be substituted, stretched, or otherwise modified. Any uses outside of approved applications must be reviewed and approved by the Marketing and Communications Office.

MOHAWK VALLEY

MOHAWK VALLEY

MOHAWK VALLEY

MOHAWK VALLEY

Bank Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789



OFFICIAL SCRIPT

The Richland is the official script typeface of MVCC Athletics, reserved for special applications where a script treatment is appropriate, such as alternate uniform wordmarks and select promotional materials. The Richland must never be substituted, stretched, or otherwise modified. Any uses outside of approved applications must be reviewed and approved by the Marketing and Communications Office.

Hawks

<i>Hawks</i>	<i>Hawks</i>
<i>Hawks</i>	<i>Hawks</i>
<i>Hawks</i>	<i>Hawks</i>

The Richland

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9



OFFICIAL SPIRIT MARK

Nexa Slab is the official spirit mark typeface of MVCC Athletics, reserved for promotional materials, graphics, and fan-facing content where high-energy messaging is appropriate. Nexa Slab must never be substituted, stretched, or otherwise modified. Any uses outside of approved applications must be reviewed and approved by the Marketing and Communications Office.

GO HAWKS!

GO HAWKS!

GO HAWKS!

GO HAWKS!

Nexa Slab

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789



BRAND APPLICATION
UNIFORMS



APPROVED UNIFORMS APPLICATION AND COLORS

Mohawk Valley Hawks uniform templates are designed to maintain a cohesive and consistent visual identity across all MVCC Athletics programs. All uniforms must follow one of the approved configurations for wordmark, number placement, and color application. Any deviation from the approved templates must be submitted to the Marketing and Communications Office for review before production.



FRONT

Uniform Layout A

BACK



FRONT

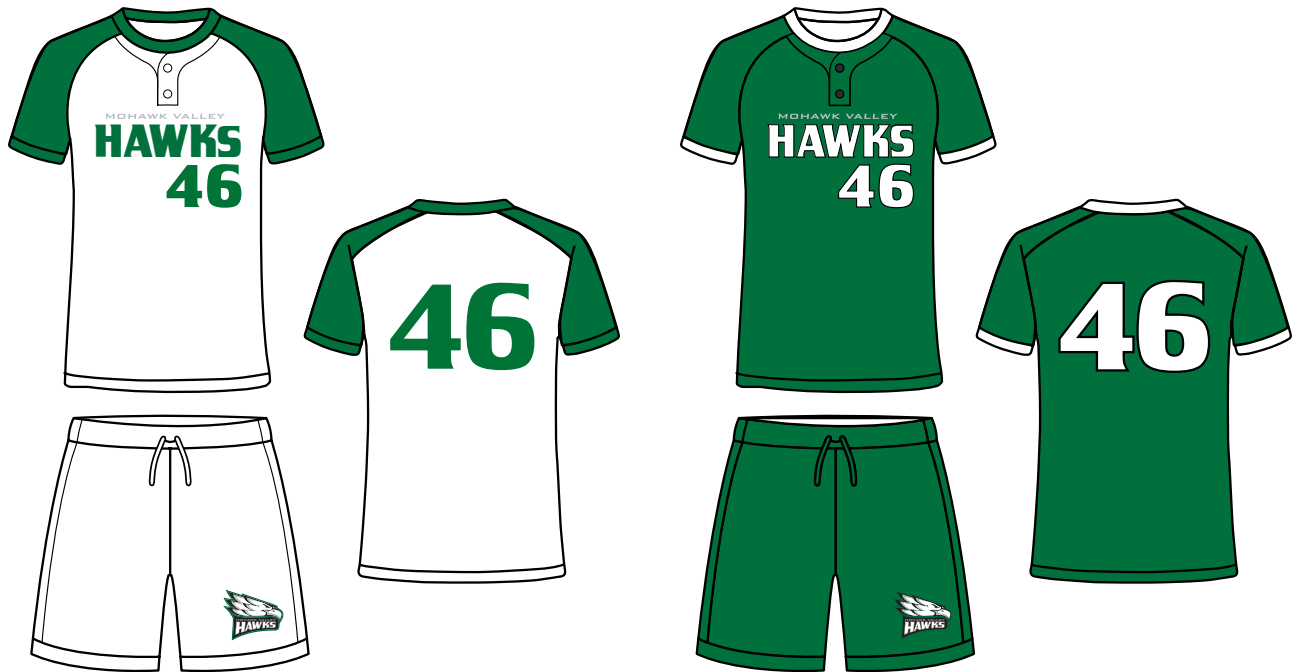
Uniform Layout B

BACK

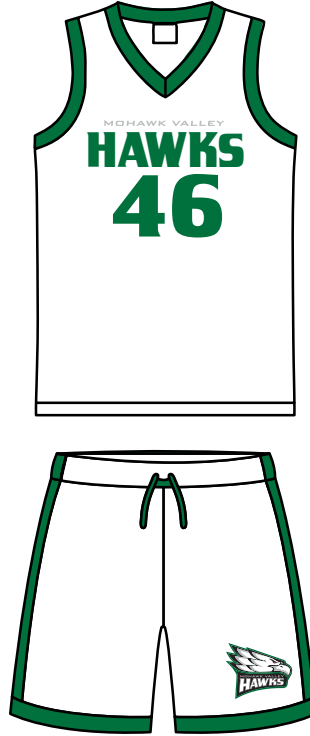
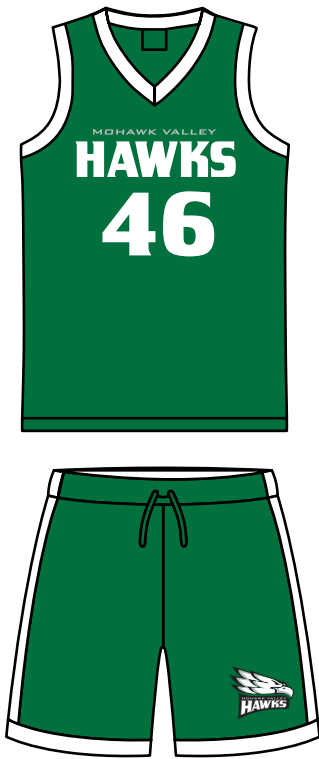
GREEN	PANTONE Green 349 PC	RGB 0/112/60	SILVER	PANTONE Cool Gray 4C	RGB 188/190/192
	CMYK 100/0/91/42	HEX 00703C		CMYK 0/0/0/30	HEX BCBEC0
			BLACK	WHITE	



Baseball Uniform A



Baseball Uniform B



Basketball Uniform A



Basketball Uniform B



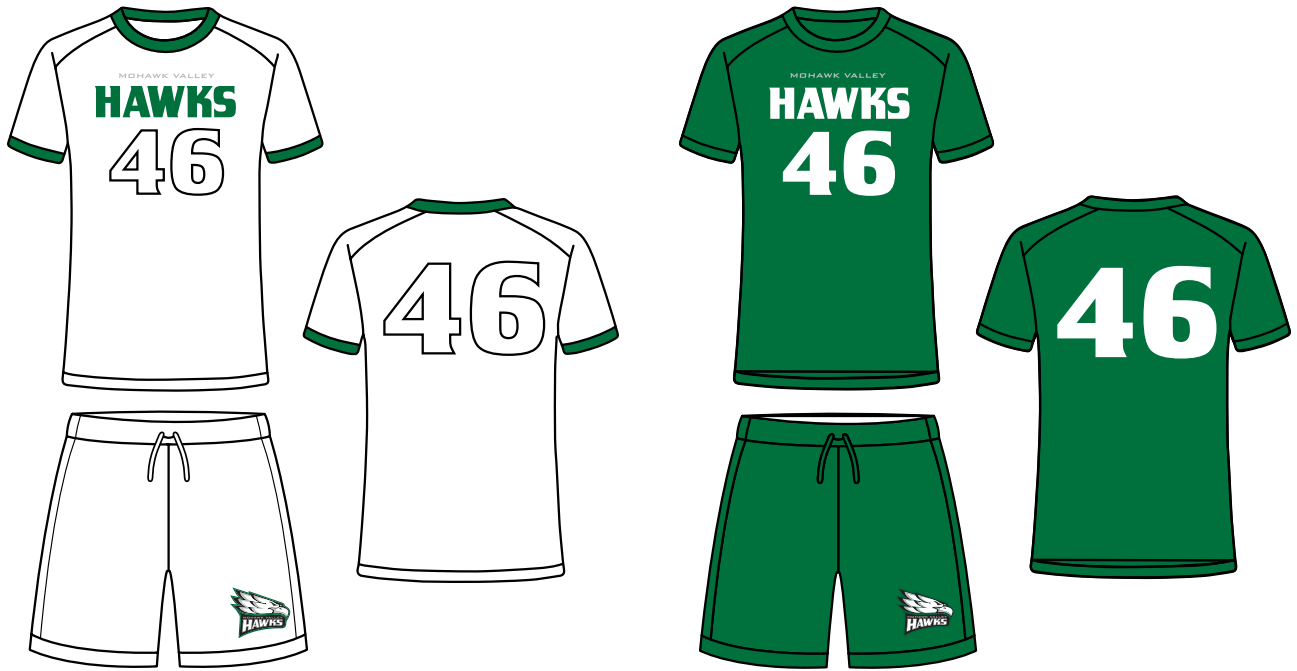
Bowling / Golf Uniform



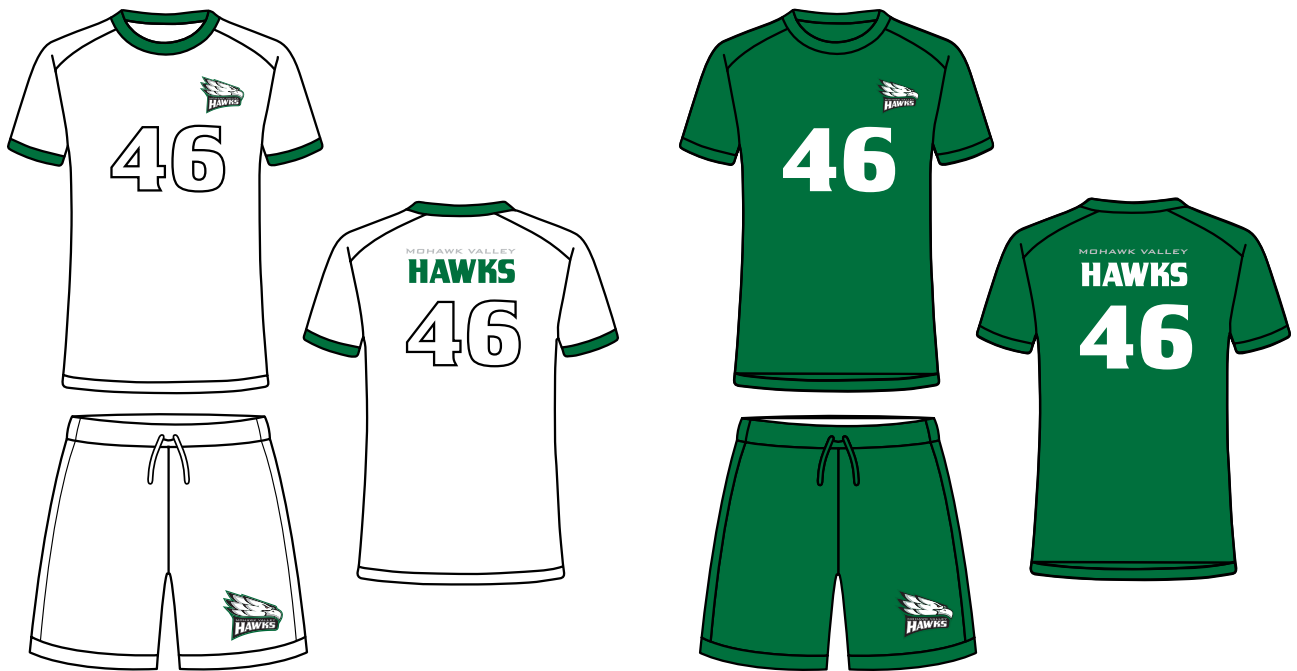
Lacrosse Uniform A



Lacrosse Uniform B



Soccer Uniform A



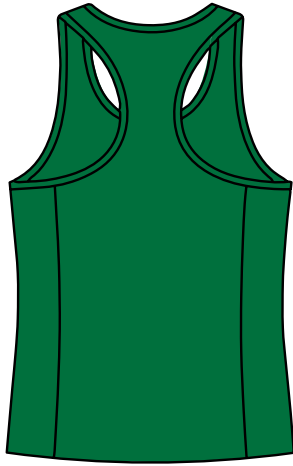
Soccer Uniform B



Softball Uniform A



Softball Uniform B



Track/Cross Country Uniform A

Track/Cross Country Uniform B



Volleyball Uniform



Team Spirit Tees



QUESTIONS AND CONTACT

Strict adherence to the guides set forth in this manual is essential to building a strong, recognizable, and unified brand for MVCC Athletics. A cohesive visual identity strengthens the Hawks brand across every touchpoint — from game day to recruitment — and reflects the pride, tradition, and competitive spirit of Mohawk Valley Community College. Consistent use of approved logos, colors, typography, and uniform templates ensures that the Hawks are represented with professionalism and integrity both on and off the field.

If you have any questions on these guidelines, your specific application of these guidelines, or would like to discuss the use of branding not included in this guide, please feel free to contact the Marketing Office at 315-792-5330