VERSION 2.0

ATHLETIC GRAPHIC STANDARDS

*UPDATED AS OF **AUGUST 2025***

OFFICIAL ATHLETIC GRAPHIC STANDARDS

The Itawamba Community College athletic brand is a symbol of our commitment to excellence, both on and off the field. It represents the dedication of our student-athletes, the passion of our coaches and the unwavering support of our community, alumni and fans.

This guide serves as the official resource for the ICC Athletics visual identity. Its purpose is to ensure that our brand is presented with consistency and integrity across all platforms—from uniforms and facilities to digital media and merchandise. A unified visual identity strengthens our brand recognition, promotes a sense of unity and protects the legacy we have built together.

By adhering to these standards, you help us speak with one voice, reinforcing the pride and tradition that define ICC Athletics. We appreciate your partnership in safeguarding this vital institutional asset.

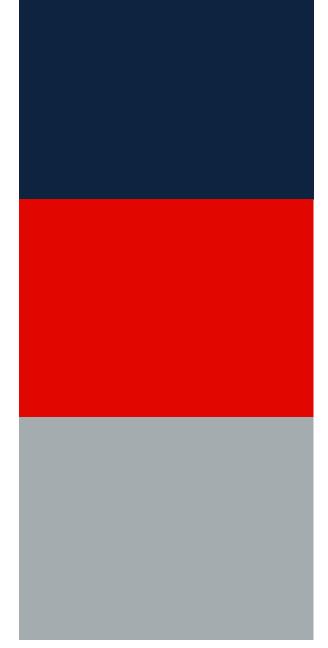# SPORTS INFORMATION CONTACT INFO

Sports Information Department

Name	Title	Phone	E-Mail
Cal Brown	Athletic Creative Content Coordinator	662-842-8274	ecbrown@iccms.edu
Adam Gore	Sports Information Director	662-862-8059	acgore@iccms.edu
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CORE BRAND ELEMENTS

THE ATHLETIC 'I' LOGO

PRIMARY COLORS

The Athletic 'I' is the primary identifying mark for Itawamba Community College Athletics. It is a modern symbol that conveys strength, unity, and forward momentum.

> Use on uniforms, facilities, media and all digital platforms.

THE ATHLETIC 'I' LOGO

Created by Lee Adams in 2016

OFFICIAL VERSION

USAGE GUIDELINES

DO

- Use the logo as provided.
- Ensure sufficient clear space.
- Use approved color versions.
- Maintain original proportions.

DON'T

- Stretch, skew or distort.
- Recolor with unapproved colors.
- Add outlines, shadows or effects.
- Place on a busy background.

APPROVED LOGOS

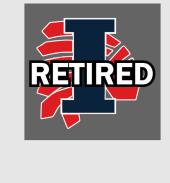Use on uniforms, facilities, media and all digital platforms.

Contact ICC Sports Information Department for alternative colors if needed for single color applications.

LOGOS CAN BE DOWNLOADED HERE

RETIRED AND UNAPPROVED LOGOS

To maintain brand consistency, the following logos are retired and should not be used in any new materials. Their use is officially discontinued. Please update any existing materials with the current Athletic 'I' logo.

*never served as an official logo

ICC Athletics Brand Standards

THE INDIAN HEAD – HISTORICAL SPIRIT MARK

The Indian Head is a historical mark that represents a significant part of Itawamba Community College's history and tradition. It evokes a legacy of strength, honor and resilience that we continue to respect.

RESTRICTED USAGE

Due to its historical and cultural significance, this mark is reserved for special applications and must be used with the utmost respect. It is not a substitute for the primary Athletic 'I' logo.

Use is permitted sparingly and only with explicit written approval from ICC Community Relations.

OFFICIAL COLOR PALETTE

ICC RED (PRIMARY)

HEX: #e10700
RGB: 225, 7, 0
CMYK: 5, 100, 100, 1

ICC BLUE (PRIMARY)

HEX: #0d233f
RGB: 13, 35, 63
CMYK: 97, 84, 46, 52

ICC GREY (PRIMARY)

HEX: #A5ACAF
RGB: 165, 172, 175
CMYK: 5, 0, 0, 30

POWDER BLUE (SECONDARY)

HEX: #50a0d8
RGB: 80, 160, 216
CMYK: 65, 24, 0, 0

White (#FFFFFF) is a primary neutral color and should be used generously for clean space.

ICC Athletics Brand Standards

GUIDELINES FOR EXTENDED PALETTES

While our primary colors are ICC Blue, Red and Grey, special events and awareness campaigns may require the use of an extended color palette. These exceptions must be handled carefully to maintain brand integrity.

EXAMPLE: SPECIAL CAMPAIGNS

RULES FOR EXCEPTIONS

✅ **Must Include Athletic 'I':** The official Athletic 'I' logo must be present and clearly visible in its approved form (one-color white, blue or red).

✅ **Keep It Clean:** The design must remain uncluttered and professional, upholding the standards of the ICC brand.

✅ **Must Be Approved:** All designs using an extended palette require prior approval from Sports Information.

DEPARTMENTAL USE OF ATHLETIC BRANDING

The ICC Athletic marks are powerful symbols of the college. To ensure their impact is not diluted, usage by other college departments for nonathletic purposes must be carefully managed and approved.

APPROVAL PROCESS

WORK ORDER (W.O.) SUBMITTED BY REQUESTER

Request

Submit a formal request with a design mockup and intended use case.

→

DESIGN WORK BY SI AND CR

Review

The request is reviewed by both Community Relations and Sports Information.

→

W.O. CLOSED & DESIGN BACK TO REQUESTER

Approval

Written approval is granted or denied with feedback.

SPORTS INFORMATION, COMMUNITY RELATIONS AND THE OFFICE OF THE PRESIDENT HAVE FULL RIGHT TO DENY PROPOSED DESIGNS IF DEEMED NECESSARY FOR BRAND STANDARDS AND CONSISTENCY.

This process ensures that the athletic brand is used appropriately and supports the overall mission of Itawamba Community College.