



**CISPORT<sup>®</sup> LOGO DEVELOPMENT**



# CI SPORT LOGO DEVELOPMENT

## Overview:

CI Sport works with over 1,500 retail partners and registered with hundreds of collegiate licenses. Within CI Sport is our logo development team which is committed to developing the most creative, innovative and profitable logo for our clients. Images created by CI Sport have increased revenue and injected a new level of excitement into the athletic departments for many of our business partners from Division I collegiate athletic teams to smaller high schools.

## How it works:

Our marketing department has over 20 years experience working with colleges and secondary schools from across the country. At CI Sport we have the creative capabilities to develop a new logo from sketch to a final full color working file. Once a logo has been approved by you, a final file of your logo will be supplied to your marketing department. We can also work with the Collegiate Licensing Company, Licensing Resource Group, Strategic Marketing Affiliates, or US Licensing Company to officially trademark and license your image for all your future branding.. Contact your CI sales representative today to take the first step in rejuvenating your image.

Please see the following pages for a sampling of logos we have created in the past.

“When our college decided to update the image of our mascot, The Conquistador, CI Sport is the first place I called. CI has shown us so many great designs for clothing so I knew the design department at CI was top notch. Within just a few weeks, we had our new logo and we LOVE it. Thank you CI for doing such a fantastic job!!”

Debra Malek  
Dodge City Community College

# UNIVERSITY OF NORTHERN IOWA **PANTHERS**

Location Cedar Falls, Iowa  
 Enrollment: 13,000  
 Website: [www.uni.edu](http://www.uni.edu)  
 Athletics: NCAA Division I  
 Conference: Missouri Valley



The University of Northern Iowa Panthers athletic department and fans embraced the new logo created by CI Sport Logo Development Team. This update on their team identity was quickly implemented to the uniforms of all 15 of their varsity squads and gives UNI one of the sharpest and most recognizable looks in all of college athletics.



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# NORTH DAKOTA STATE UNIVERSITY **BISON**



Location: Fargo, ND

Enrollment: 14,000

Website: [www.ndsu.edu](http://www.ndsu.edu)

Athletics: NCAA Division I

Conference: Missouri Valley (Football),  
Western Wrestling (Wrestling), Summit  
League (all others)

Prior to the creation of the CI Sport Logo Development division... North Dakota State University underwent a complete overhaul of their Bison logos in 1999.

These new logos were well received by the public but it became apparent after a few years that NDSU needed an alternate

Bison mark that had some depth and featured a full Bison head as opposed to the traditional side view. The CI Sport Logo Team was called upon to create a new alternate mark. While initially conceptualized as just an alternate

mark...it has become one of the most widely used logos for NDSU in the media, on apparel, and on team uniforms.

LOGO DESIGNED TO COINCIDE WITH EXISTING LOGO FAMILY



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# MINNESOTA STATE UNIVERSITY, MANKATO MAVERICKS



CI SPORT LOGO DEVELOPMENT

Location: Mankato, Minnesota  
 Enrollment: 15,000  
 Website: www.mnsu.edu  
 Athletics: NCAA Division I (Hockey), NCAA Division II (All Others)  
 Conference: Western Collegiate Hockey Association (Hockey), Northern Sun Intercollegiate Conference (All Others)

In the late 90's Mankato State University went through a name change to Minnesota State University Mankato. Soon after this time a decision was made to streamline the many athletic identifying marks that the University used. MSU Mankato called on the CI Sport Logo development team to revamp the Maverick Bull Logo and give it a modern, fierce look. CI Sport's logo received a warm welcome by the Mavericks fan base and the new mark was quickly incorporated into the University's identity. The MSU Hockey Jersey which prominently features the CI Sport created logo is consistently ranked as one of the best looking uniforms in all of college hockey.



**MINNESOTA STATE**  
 BASEBALL CONFERENCE TITLES

1968	1969	1970	1971	1974	1976	1977
1979	1980	1981	1982	1983	1985	1986
1987	1988	1989	1990	1996	1997	1999
2000	2001	2002	2006	2007		

**HOME OF THE COMMISSIONERS**



Minnesota State Mavericks

THE OFFICIAL WEBSITE OF THE MINNESOTA STATE MAVERICKS

SCOREBOARD << >> 1.21 | WRESTLING | FRIDAY 6 - MAVERICKS 27 | MAVERICKS WILL SHAVE AT DANIEL PALMS

MEN'S SPORTS WOMEN'S SPORTS ATHLETICS FACILITIES TICKETS SUPPORT THE MAVERICKS MULTIMEDIA

1.24.2012  
 Mavericks Trak North to Face Beavers

1.21.20  
 Reed Wins ISU Open

1.21  
 Olin Wins

Read Win Shot Put at ISU Open  
 Ames, Iowa - Sophomore #Chris Reed recorded a championship haul of 10.70-meters in the shot; day two of the ISU Open. Reed was joined by senior #Todd DeJong in the top-five. DeJong's toss of 15.12-meters was good for fourth-place.

MORE STORIES

1.21.12 | Men's Basketball  
 Mavericks Kannel Bulldogs

RECENT HEADLINES

1.13 | Wrestling  
 Mavericks Win

WCHA  
 WESTERN COLLEGIATE HOCKEY ASSOCIATION



Previous Logo



TM



Lovett High School-GA  
Lions  
Head & Full body logo



Previous Logo



TM

Dodge City Conquistadors-KS  
Head logo



Original Sketch

Grove City Wolverines-PA  
Head logo



Previous Logo



University of St. Thomas-MN  
Lions  
Head & Full body logo



Previous Logo



TM



TM

North Dakota State College of Science-ND  
Wildcats  
Head & Full body logo