



CONCORDIA UNIVERSITY ANN ARBOR ATHLETICS

LOGO GUIDELINES

Version 1.0

TABLE OF CONTENTS

- 03 Introduction - **Official Athletic Logos**
- 04 Colors & Fonts
- 05 C-Cross & Lettering
- 06 Color Reproduction - **Logo**
- 07 Color Reproduction - **Logo with Wordmark**
- 08 Prohibited Use

Contact us

For additional information regarding the use of Concordia University Ann Arbor Cardinals Athletics logos please contact:

Kyle Thoms
Assistant AD - Ext. Relations
(734) 545-4358
kyle.thoms@cuaa.edu
www.concordiacardinals.com

All art displayed in this manual is property of CONCORDIA UNIVERSITY ANN ARBOR and reproduction of any artwork is prohibited without the approval of CONCORDIA UNIVERSITY ANN ARBOR.

Copyright © 2021 CONCORDIA UNIVERSITY ANN ARBOR, all rights reserved.

Guidelines for Use manual and all logos designed by Mongoose Graphics.

INTRODUCTION

OFFICIAL ATHLETICS LOGOS

Cardinals Graphic Identity

The following guidelines have been established as the approved representation of Concordia University Ann Arbor Athletics.

The Cardinals graphic identity should be managed with consistency and discipline across all communication materials. Proper reproduction of these marks protect and strengthen the integrity of the CUAA Cardinals brand.

These guidelines provide direction for commercial vendors for all elements of the CUAA Cardinals graphic identity including logos, wordmarks and color reproduction. Commercial vendors are required to obtain necessary permission to reproduce or distribute any and all marks pertaining to Concordia University Ann Arbor Athletics. Reproduction of any logos or wordmarks is prohibited without the approval of Concordia University Ann Arbor.

LOGO



WORDMARK

CONCORDIA
CARDINALS

LOGO + WORDMARK (LOCKUP)



COLORS & FONTS

The official colors of Concordia University Ann Arbor Athletics are Red, Black and White. Values for these colors, in the most common color models, are listed at right.

Color Output

When possible, full-color output (Pantone Matching System® or CMYK) is preferred. When full color output is not an option, it is acceptable to reproduce the logo in 2-color, 1-color red or black/white.

Examples of each can be found in the Color Reproduction section of this manual.

Full Color Preferred version for all applications:

PMS/CMYK - Print media

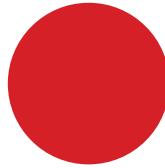
RGB - Digital/Screen media

2-Color Reserved for any non-CMYK applications

1-Color Reserved for applications of red only

Black Reserved for applications of black/white only

COLORS



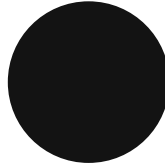
CARDINAL RED

CMYK C-10 M-100 Y-99 K-2

PMS 186 C

RGB R-213 G-21 B-37

HEX #d51525

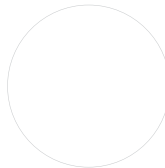


BLACK

CMYK C-73 M-67 Y-66 K-82

RGB R-18 G-18 B-18

HEX #121212



WHITE

CMYK C-0 M-0 Y-0 K-0

RGB R-255 G-255 B-255

HEX #ffffff

FONTS

HEADLINE FONTS

CARDINAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ - 0123456789

CARDINAL ITALICS

ABCDEFGHIJKLMNOPQRSTUVWXYZ - 0123456789

NOTE: Headline fonts should be used to promote consistency across athletics and enhance the overall brand identity. Not intended for large bodies of copy and should be used on a limited basis.

SECONDARY FONT

GOTHAM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ - 0123456789

C-CROSS LOGO & LETTERING

The C-Cross logo is intended as a stand-alone mark, and should not be combined with any other logos/wordmarks.

Wordmarks for 'CONCORDIA', 'CARDINALS' and 'CUAA' and Numbers are available for use.

All wordmarks and numbers are available in 1 and 2 color formats, for use on light and dark backgrounds.

C-CROSS



LETTERING AND NUMBERS

1-COLOR

CONCORDIA
CARDINALS
CUAA
0123456789

2-COLOR

CONCORDIA
CARDINALS
CUAA
0123456789

COLOR REPRODUCTION **Logo**

The preferred background colors for the Cardinals Logo are white, black or red. However, the logo can be reproduced on a variety of backgrounds or color fields. Artwork files are available as CMYK, 2-color, 1-color and black/white for use on light and dark backgrounds. Select the appropriate file for color output and the intended background. Artwork has been created with a built-in key line (white outer border) for use on all backgrounds. The white key line is required on dark backgrounds. Follow the examples below to ensure there is enough contrast for the logo to stand out properly. Reproduction of the logo in any variation not pictured below requires prior approval.

	ON Light		ON Red		ON Dark	
CMYK						
2 COLOR					<p>Do Not Recreate</p> <p>Do not modify or recreate 1-color or 2-color versions of the logo from the full-color version. The logo has been optimized for output in each color scheme, with separate files for use on light and dark backgrounds.</p> <p>Use only the official artwork files provided for reproduction.</p>	
1 COLOR						
K BLACK/WHITE	<div style="display: flex; justify-content: space-between; width: 100%;"> ON LIGHT ON DARK </div>					

COLOR REPRODUCTION Logo + Wordmark (Lockup)

The preferred background colors for the Cardinals Logo + Wordmark (Lockup) are white, black or red. However, the lockup can be reproduced on a variety of backgrounds or color fields. Artwork files are available as CMYK, 2-color, 1-color and black/white for use on light and dark backgrounds. Select the appropriate file for color output and the intended background. Artwork has been created with a built-in key line (white outer border) for use on all backgrounds. The white key line is required on dark backgrounds. Follow the examples below to ensure there is enough contrast for the logo to stand out properly. Reproduction of the logo in any variation not pictured below requires prior approval.

	ON Light		ON Red		ON Dark
CMYK					
2 COLOR					<p>Do Not Recreate</p> <p>Do not modify or recreate 1-color or 2-color versions of the logo from the full-color version. The logo has been optimized for output in each color scheme, with separate files for use on light and dark backgrounds.</p> <p>Use only the official artwork files provided for reproduction.</p>
1 COLOR					
K BLACK/WHITE	<p>ON LIGHT</p>		<p>ON DARK</p>		

PROHIBITED USE

NEVER recreate the logos or wordmarks.



GRAPHIC MODIFICATIONS



COLOR SUBSTITUTION

Modifications

Do not recreate or modify the logo in any manner. Do not move or resize the individual elements separately. Colors should not be substituted, screened or converted to a gradient.



SWAP COLORS



REVERSE WHITE

Reverse color

The logo colors should not be swapped, altered or reversed when placed on a light or dark background.



KEY LINE REMOVAL



KEY LINE RESIZING

Key line

Do not remove, resize or change the color of the logo's key line (outer border). The key line is required on all dark backgrounds to ensure sufficient contrast. The key line color is always white.



STRETCHING OR SKEWING



FLIP (LEFT FACING)

Distortion

Do not stretch, skew, flip or rotate the logo. When re-sizing make sure that the width to height aspect ratio is the same. Maintain a 0° angle for reproduction.



ADDING ELEMENTS



ADDING GRAPHICS OR TEXT

Addition

Do not add graphic elements or text to the logo.



BUSY PHOTOGRAPH OR TEXTURE

Busy backgrounds

Avoid use of the Logo on busy backgrounds including photos or textures.



LOGO FROM WEB

Low resolution

Do not use versions of the Logo obtained from the Web, or from scanning previously printed materials.