Usage Guidelines

The following guidelines relate to appropriate usage of the CCU Athletics logos on/in publications, advertisements, collateral, and property:

- There are three official versions of the CCU Athletics logo.
- One of the acceptable versions of the logo must appear on all communications and marketing collateral from CCU Athletics.
- No team or department may have an alternative logo to the CCU Athletics logo other than the following: Soccer, Baseball, and Strength and Conditioning.
- Other artwork may accompany the logo on apparel or collateral as long as all usage guidelines are maintained (see page 8-9).
- The logo may be used on apparel and other giveaways by departments throughout the University.
- These logos should never be distorted or recreated in any way.
- Use of the CCU Athletics logos by outside vendors or entities must be approved by the Director of Communications and the Director of Marketing and Events for Athletics.
- There are variations of the CCU Athletics logos in color and sport specificity, however each use must maintain brand integrity without altering the logo or colors in any way.
- CCU Athletics logos can be used for embroidery on apparel. Vendors should strive to maintain brand integrity without altering the logo or colors in any way. If there are any questions regarding a specific embroidered piece, please consult the Director of Communications and the Director of Marketing and Events for Athletics before production.
- The logo should never be copied from a website for reproduction.

Need help?

For questions, design assistance, or alternative logo versions, please submit a service request to Communications and Creative Services or visit www.ccu.edu/branding
PRIMARY ATHLETICS LOGO

Cougar Head Logo

The cougar head logo is the University’s primary athletic mark. The full-color and one-color versions serve as the main athletics logo and should be used whenever possible. It is most often used to either communicate affiliation with CCU Athletics or to promote support and spirit for CCU athletic programs.

Full-, two-, and one-color logo versions

When using the one-color white logo, ensure that the background color provides appropriate color contrast.

For dark backgrounds

For light backgrounds
SECONDARY ATHLETICS LOGOS

Curved CCU Logo

The full name logo and curved CCU logo serve as the University's secondary athletic marks. The full name logo should be primarily used when “Colorado Christian” needs to be prominent. The curved CCU logo should be used when “CCU” needs to be prominent or when there are space constraints. Specific sport name variations of these logos are available, but are not to be altered or recreated in any way.

Full-, two-, and one-color logo versions

For dark backgrounds

When using the one-color white logo, ensure that the background color provides appropriate color contrast.

For light backgrounds
SPORT SPECIFIC LOGOS

BASEBALL

SOCCER

TRACK & FIELD

BASKETBALL

SOFTBALL

VOLLEYBALL

CROSS COUNTRY

SPORTS MEDICINE

GOLF

STRENGTH & CONDITIONING
SECONDARY ATHLETICS LOGOS

Full Name Logo

The full name logo and curved CCU logo serve as the University's secondary athletic marks. The full name logo should be primarily used when “Colorado Christian” needs to be prominent. The curved CCU logo should be used when “CCU” needs to be prominent or when there are space constraints. Specific sport name variations of these logos are available, but are not to be altered or recreated in any way.

For dark backgrounds

[Exhibits dark background examples of the logos]

For light backgrounds

[Exhibits light background examples of the logos]

When using the one-color white logo, ensure that the background color provides appropriate color contrast.
There is also a “Colorado Christian University” version of the full name logo. This may only be used in association with athletics and may not replace the University logo.
**Usage Guidelines**

**Clear Space Around Logos**

The clear space around this athletic logo should be equal to the width between the opening of the “C”.

The clear space around the athletic logo should be equal to the space between the “C” and “O” of Colorado.

**File Types**

Athletic logo versions are available in the following file types. Please use discretion when choosing which file type is best for a specific use.

**JPG** files are great for general use. They can be added to many different kinds of documents.

**PNG** files are also great for general use and can be added to many different kinds of documents. PNG files allow for a transparent background, which is necessary when placing logos on a colored background or image.

**EPS** files are best for sending to vendors for printing apparel or other collateral. They are vector files, meaning they use mathematical formulas to construct images and maintain detail very well.

**Minimum Size of Logos**

0.5” minimum height

0.75” minimum width

1.0” minimum width

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**Need help?**

For questions or design assistance please submit a service request to Communications and Creative Services or visit [www.ccu.edu/branding](http://www.ccu.edu/branding)
Improper Logo Usage

Do not attempt to create the logo using different typefaces.

Do not change the color of any portion of the logo or print it in non-University colors.

Do not stretch or otherwise change the proportions of the logo in any way.

Do not place the logo at an angle.

Do not use non-University colors for the background.

Do not reconfigure or deconstruct any element of the logo.
SPECIALTY DESIGNS

Special permission has been given to Baseball, SAAC, Soccer (M/W), and Strength and Conditioning by Communications and Creative Services and the Director of Athletics to use specialty designs for select purposes only. These variations may not be modified or altered in any way. Many of these designs are available in one-color, two-color, and full-color versions.
The following logos and images have been retired and should not be used at any time. Please discontinue use of any items or collateral that include these logos and delete any related logo files from CCU computers.
CCU Athletics uses the following approved fonts — Varsity Regular, Geogrotesque Condensed, Avenir, Minion Pro, and Open Sans. These fonts allow for unified, creative expression of CCU’s brand personality across a variety of platforms and mediums for differing audiences and goals.

CCU’s primary athletic font is Varsity Regular.

All caps can be used in headlines and subheads, but upper and lower case should be used for all body copy.

**VARSITY REGULAR**

Varsity Regular is the primary font used in CCU Athletics materials for headings and subheadings. This font is approved for athletics use only.

**A/Z, 0/9**

**VARSITY REGULAR (UPPERCASE)**
**VARSITY REGULAR (LOWERCASE)**

**Geogrotesque Condensed**

Geogrotesque Condensed is used as a secondary option for headings and subheadings. Occasionally it is used as body text when a more condensed font is required for design purposes.

**A/Z, 0/9**

**Avenir**

Avenir is a sans serif font that is used primarily for body text, but can also be used for subheadings. If you do not have access to Avenir, Arial may be used as an alternative.

**, ?/!/#/&%**
**TYPOGRAPHY**

**Signatra**

Signatra is a script font used primarily for jerseys and some gear. It may also be used in CCU Athletics materials for headings and subheadings, but should not be used more frequently than Varsity Regular or Geogrotesque Condensed. Signatra must always be used in conjunction with a CCU Athletics logo. This font is approved for athletics use only.

**Minion Pro**

Minion Pro is a distinguished serif font that is used in formal and official documents, primarily in headings and subheadings. It can be used in body copy for collateral that requires a more traditional look. When using Minion Pro for headlines, it is acceptable to use small caps. If you do not have access to Minion Pro, Times New Roman may be used as an alternative.

**Open Sans**

Open Sans is a sans serif font that is used only for body text on CCU’s public websites (ccu.edu and ccucougars.com).

ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ,;?!@#&%

Minion Pro Regular
Minion Pro Italic
Minion Pro Medium
Minion Pro Medium Italic
Minion Pro Semi Bold
Minion Pro Semi Bold Italic
Minion Pro Bold
Minion Pro Bold Italic

Open Sans Light
Open Sans Light Italic
Open Sans Regular
Open Sans Italic
Open Sans Semibold
Open Sans Semibold Italic
Open Sans Bold
Open Sans Bold Italic
Open Sans Extrabold
Open Sans Extrabold Italic

**Typography Exception: Type As Art**

In instances where a typeface becomes part of an illustration, such as for an event, a font other than Varsity Regular, Geogrotesque Condensed, Avenir, Minion Pro, or Open Sans may be used.
**UNIVERSITY COLORS**

**Why We Have a Color Palette**

Repeatedly using specific colors can influence how a brand is perceived. CCU has chosen a specific color palette with options that allow for creative expression while maintaining a singular, visual brand voice.

**University Colors**

The colors shown below constitute the approved color palette for all Colorado Christian University communications collateral. No other colors may be used in official marketing pieces.

### University Colors

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>RGB</th>
<th>PMS</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deep Blue</td>
<td>64-10-1-0</td>
<td>66-180-228</td>
<td>298 C</td>
<td>3CB4E5</td>
</tr>
<tr>
<td>Light Blue</td>
<td>0-0-0-85</td>
<td>77-77-79</td>
<td></td>
<td>4D4D4F</td>
</tr>
<tr>
<td>Blue</td>
<td>2-12-94-0</td>
<td>252-216-35</td>
<td>115 C</td>
<td>FED925</td>
</tr>
<tr>
<td>Yellow</td>
<td>66-180-228</td>
<td>298 C</td>
<td></td>
<td>3CB4E5</td>
</tr>
<tr>
<td>Gray</td>
<td>0-0-0-25</td>
<td>199-200-202</td>
<td>939598</td>
<td></td>
</tr>
</tbody>
</table>

**Blue**

Blue signifies trust, peace, loyalty, integrity, wisdom, faith, and truth. CCU uses two different shades of blue. The darker blue should be used as the primary color in all internal and external official University publications and documents. The lighter blue is used as an accent color and to bring more energy to a piece.

**Yellow**

Yellow signifies intellect, the mind, memory, energy, and stimulates mental activity. Yellow is used as an accent color in communications collateral and should be used sparingly.

**Gray**

Gray signifies elegance, steadiness, professionalism, sophistication, and dependability. CCU uses two different shades of gray as more neutral colors in communications collateral.

**Black and White**

Black and white are considered neutral colors and may be used in combination with the official University colors.
University employees must use approved University stationery. Staff and faculty may order stationery online from Source Office Products (a login is required; please see the Ordering Stationery Guide for more details). Through Source, online self-service templates are available to easily create branded stationery. There is no charge to create a proof of any stationery item, but departments are responsible for the printing costs after an order has been placed.

**The following items (with minimum quantities) are available for order:**

- Business Cards (250)
- Letterhead (500)
- Letterhead Second Sheets (500)
- #10 Business Envelopes (500)
- 9x12 Envelopes (500)
BUSINESS CARDS

- Business card orders must be submitted online through CCU's official University stationery vendor, Source Office Products.
- Once a business card order is submitted, it must be approved by the Human Resources department to ensure accuracy of information.
- A PDF business card proof will be available online during the ordering process. Once approval is submitted online, the order will be placed.
- Employee business cards will not include email addresses other than the assigned CCU employee email account.
- Business card credentials will always be listed in the following order: name, title, Cougar Athletics.

Minimum elements:

- Name
- Title
- Cougar Athletics
- Email Address
- Office Phone Number
- University Name and Mailing Address

For more information, see the Business Card Policy at www.ccu.edu/branding.
LETTERHEAD

The official CCU Athletics letterhead is only for use by employees in CCU Athletics. No personalized stationery is provided for specific sports or individuals.

The digital letterhead template is provided for electronic communications only, and may not be modified in any way. All printed CCU stationery must use the official stationery stock available exclusively through Source Office Products.
EMAIL PROTOCOL

In order to uphold the image of Colorado Christian University and to ensure the professionalism of all correspondence, all employees should follow these guidelines for email correspondence.

Email Signatures

At a minimum, email signature(s) should always contain the following pieces of information: name, title, department, office phone, and website address.

Email signatures may also include your office location, post-nominal letters, CCU mission statement, fax number, or mobile phone number when appropriate.

John Smith
Title
Cougar Athletics
Colorado Christian University
O: 303.963.XXXX M: 720.365.XXXX
CCUcougars.com

Christ-centered higher education transforming students
to impact the world with grace and truth.

Email Body

No pictures, icons, wallpaper, background images, other colors, or other typeface treatments to the background or email content are allowed.

The background of all emails must remain white.

Typeface

To ensure greater consistency in all internal and external communications, University employees may choose to write emails using one of these fonts:

- Arial
- Calibri

To keep emails looking professional and consistent, font colors other than blue, gray, and black should not be used.

The recommended font size is 11.

Post-Nominal Letters

Post-nominal letters (e.g., Ph.D., Ed.D., DNP, MBA, M.S., etc.) may be placed after a person’s name to indicate a position, academic degree, accreditation, office, military decoration, or honor the individual holds. Bachelor’s and associate degrees (e.g., B.A., B.S., A.A., etc.) should never be included as post-nominal letters. An individual may use up to three sets of earned post-nominal letters in their email signature.

Email signatures may not link to non-University sanctioned websites.
EXTERNAL CONSTITUENTS AND USAGE

Any organization using Colorado Christian University’s campus for its activities may not use any CCU logo or image to imply CCU co-sponsorship, unless that has been previously arranged and officially approved. The approved athletics logos are permitted for use by opposing teams to denote athletic competition.

The approved logo may also be used in association with directions to campus or in providing information about the University.

Redistribution, reproduction, or commercial use of the Colorado Christian University Athletics logos (including all variations) is prohibited without express written permission.

For information regarding usage, contact CCU’s Director of Communications.
Primary Athletic Logo

Secondary Logos

Other Logo Options

One-color and two-color logo versions
When budget, printing restrictions, or design needs prevent the use of color, there are one-color and two-color options available. See pages 3-7 of the Athletics Brand Guidelines.

Sport specific logos
Both secondary athletic logos include versions that are sport specific. See pages 5 and 7 of the Athletics Brand Guidelines.

Typography
CCU Athletics uses these approved fonts:

- **VARSITY REGULAR:**
  Headings, subheads
  (athletics use only)

- **Geogrotesque Condensed:**
  Headings, subheads, condensed body text

- **Avenir:**
  Body text, some subheads

- **Signatra**
  Jerseys, gear, headings, subheads
  (athletics use only)

- **Minion Pro:**
  Formal and official documents, headings, subheads

- **Open Sans:**
  Body text for ccucougars.com

Colors
The approved color palette for all Colorado Christian University marketing and communications materials includes:

<table>
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<th>RGB</th>
<th>PMS</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary</td>
<td>100-77-34-20</td>
<td>13-66-106</td>
<td>7694C</td>
<td>00416B</td>
</tr>
<tr>
<td>Secondary</td>
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