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IMPORTANCE OF GRAPHIC STANDARDS

For any organization, its visual identity is what makes it unique. Therefore, the Central Connecticut State University Department of Athletics has created a graphic standards manual in order to ensure consistent application of its new visual identity and brand. The graphic standards set forth in this document provide a set of guidelines in order to allow the athletic department to effectively communicate its unique identity to all key constituents.

As part of its core vision and mission, the athletic department strives to provide athletic and academic excellence for its student-athletes and has a commitment to be a source of pride for all those associated with CCSU. In order to promote and effectively communicate its core values, the department will launch a new set of unified athletic marks in 2011. Whether it is students, alumni, faculty, staff or members of the community, the department hopes a new, unified visual identity will strengthen the bonds of everyone associated with the institution.

In order to accomplish this goal, establishing a visual identity involves more than just creating and implementing a new Blue Devil logo. Graphic standards provide a sound, flexible structure for using logos, color and typography. Consistent brand messaging is essential and graphic standards will help ensure the department’s visual identity will become established and recognized. Failure to properly use the new marks reduces the department’s ability to communicate with audiences, diminishes the brand’s value and can negatively influence the way key constituents view the department now and in the future.

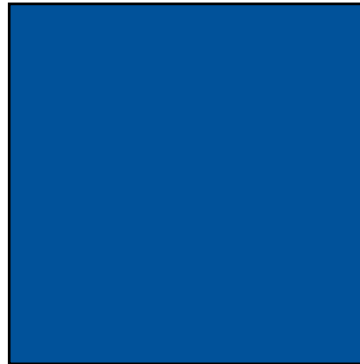
This document contains the usage guidelines, logos, typography marks and application examples in regards to the department’s new visual identity. In addition, directions as to how to obtain electronic versions of the marks are included.

For questions about the graphic standards guide or for more information about the department’s new visual identity, please contact Thomas Pincince, Assistant Athletic Director/Sport Information Director, at pincincet@ccsu.edu or 860-832-3089.



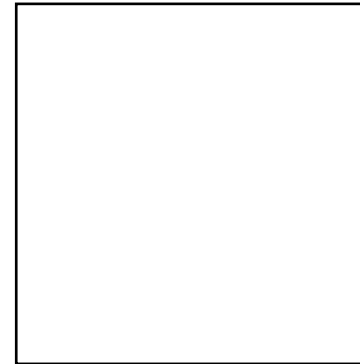
PRIMARY COLORS

Color is one of the most important elements of the Central Connecticut State athletic identity system. The colors on the right are the official primary colors for all of the CCSU logos. If these colors are not available the logos should be printed in all black.



CCSU BLUE

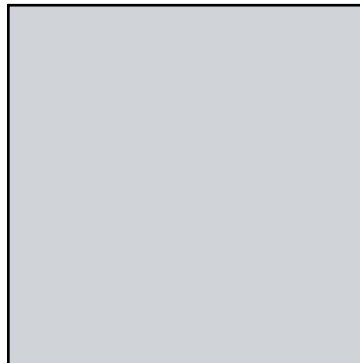
(In lieu of which use *Pantone® 287)
Process Equivalent: 100c 68m 0y 12k



WHITE

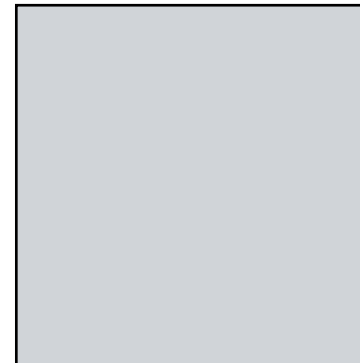
SECONDARY COLORS

The optional colors on the right are the official secondary colors for the CCSU logos and should be used when desired to compliment the primary colors. There are versions of all logos available with the gray/silver optional color included, (for examples see page 4). The logos with the secondary colors are purely optional and the choice to make the secondary color gray or silver is optional as well.



CCSU GRAY

(In lieu of which use *Pantone® 428)
Process Equivalent: 2c 0m 0y 18k



CCSU SILVER

(In lieu of which use *Pantone® 877)

*Pantone® is a registered trademark of Pantone, Inc. The colors shown on this page and throughout this manual are not intended to match the PANTONE Color Standards. For the PANTONE Color Standards, refer to the current edition of the PANTONE Color Formula Guide.



PRIMARY LOGO

The Central Connecticut State athletic marks were designed to create a consistent brand for the CCSU Blue Devils. At the same time there are many variations to choose from so that there should be a design compatible with any application.

In order to provide clarity to our brand it is important that certain logos be used with clear identification. For this reason the "Blue Devil Head" alone design can be used only if a logo or words identifying the school has been used elsewhere. The "CC Pitchfork" monogram logo and the "CC Devil Head" logo are preferred to be used with the school name or CCSU elsewhere. All artwork and variations are available in Macintosh and PC digital file formats. For information on using the logos with different words in the banners see page 5.



SECONDARY LOGOS





COLOR VARIATIONS

All of the Central Connecticut State athletic logos may be used in full color (CCSU Blue, CCSU Gray/Silver and white), two color (CCSU Blue and white) and one color (all blue, all black or all white). Some examples are shown on the right. Note: all logos have “containing shapes” included for use on non-white backgrounds.

To use Central Connecticut State athletic logos in all white on a dark background use the white art layer from the blue and white art and allow the solid dark background to show through where the blue art would be (see example below). NEVER reverse the logo art to create all white logos. Also, never use all white logos on a complex or light colored background.



FULL COLOR LOGOS



BLUE & WHITE LOGOS



ONE COLOR LOGOS



*NOTE: Only use the all black logo when there is no other option to use the full color or blue & white logos.



BANNER TEXT

BANNER TEXT

The six logo configurations shown on the right are capable of presenting different text in the banners. If you need to have a customized logo contact Thomas Pincince, Assistant AD/Sports Information Director, at pincinceT@mail.ccsu.edu or 860-832-3089. All wording must be approved by the Central Connecticut State University Athletic Department. Banner text must represent varsity sports and athletic activities at Central Connecticut State University. Club sports or intramural sports may **NOT** have custom banner text logos.

AVAILABLE BANNER TEXT

Blue Devils, Athletics, Baseball, Men's Basketball, Women's Basketball, Cheerleading, Compliance, Men's Cross Country, Women's Cross Country, Dance Team, Football, Men's Golf, Women's Golf, Women's Lacrosse, Men's Soccer, Women's Soccer, Softball, Sports Information, Sports Medicine, Strength & Conditioning, Swimming & Diving, Men's Track & Field, Women's Track & Field and Volleyball.





1/5 THE HEIGHT OF THE LOGO OR "A"

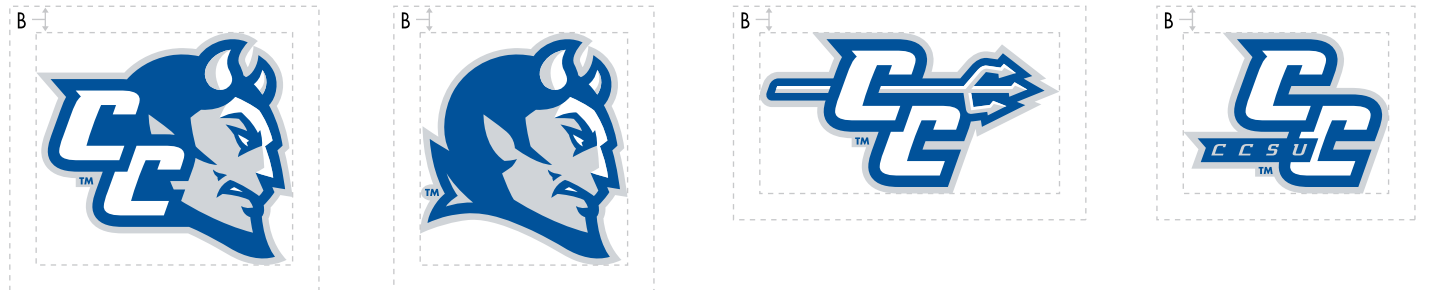
Each of the Central Connecticut State athletics logos has an established safe zone. This safe zone is intended to maintain the logo's integrity and to avoid visual confusion. No other type or graphic element (including folds, trims or edges) should fall within the safe zone shown. The safe zone for the horizontal Central Connecticut State athletics logos is equal to one fifth of the height of the logo (A).

The safe zone for the more square Central Connecticut State athletics logos is equal to one eighth of the height of the logo (B). This safe zone spacing is uniform on all sides of the logo.

Examples for each Central Connecticut State athletics logo's specific safe zone are shown on the right.



1/8 THE HEIGHT OF THE LOGO OR "B"





CCSU FONTS

Compatible fonts for the Central Connecticut State athletic identity are CCSU Bold and Midnight Kernboy (Bold). Midnight Kernboy is the font used in the banner text of the Central Connecticut State athletic logos and, CCSU Bold is a custom font designed to match the new athletic logos. Both fonts are available from the CCSU Athletic Department. The banner text is skewed 21° to appear italic.

CCSU BOLD

***ABCDEFGHIJKLMN
OPQRSTUVWXYZ
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789***

MIDNIGHT KERNBOY BOLD

***ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijkl
mnopqrstuvwxyz
0123456789***



MINIMUM SIZES

MINIMUM LOGO SIZES

Each of the Central Connecticut State athletic logos has a minimum allowable size. In order to ensure clear reproduction and legibility, the logos must not be used any smaller than the sizes shown on the right. It is preferred that when possible the logos be used larger than their minimum size.





COLOR BACKGROUNDS

Frequently it may be desirable to place the Central Connecticut State athletic logos on a field of color. As shown in the examples on the right, all of the artwork has been created with a built-in outline shape that allows it to work clearly on any background. For this reason it is not necessary to alter the logos before placing them on any color, photograph or complex background.

Remember that the Central Connecticut State athletic logos should never be reversed (see page 4).

*ON CCSU
BLUE*

ON BLACK

*ON NON CCSU
BACKGROUND*

*ON COMPLEX
BACKGROUND*

*FULL
COLOR
LOGO*



*BLUE &
WHITE
LOGO*



*ON A LIGHT
BACKGROUND*

*ON COMPLEX
BACKGROUND*

*FULL
COLOR
LOGO
EXCEPTION*



EXCEPTIONS:

When a logo is placed on a light background or a black and white complex background (like a B&W photo) it is permissible to change the outline color from PMS 428/877 gray/silver to white (see page 11).



LOGO USE VIOLATIONS

So that Central Connecticut State University can maintain the design integrity of its brand and maximize each logo's effectiveness as an identifier, it is mandatory that all logos be applied as indicated in this manual without modification. The logos are not to be altered in any way without permission from the Department of Athletics. Shown on the right are **unacceptable** uses of the Central Connecticut State Blue Devils logos.



Never switch colors on any CCSU athletics logo



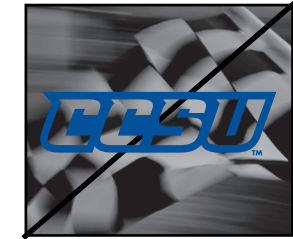
Never use CCSU athletics logos in non CCSU athletics colors



Never change the tagline typeface in any CCSU athletics logo



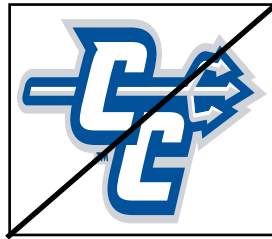
Never use unapproved wording in any CCSU athletics logo (see page 5)



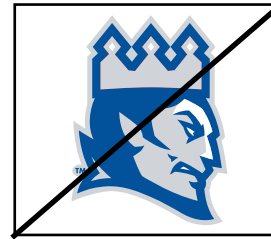
Never allow any pattern or photograph to show through any logo



Never re-size any element in any CCSU athletics logo



Never reposition any CCSU athletics logo



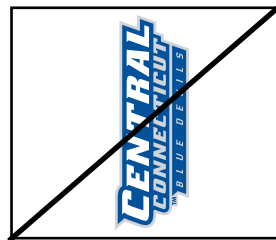
Never add any element to CCSU athletics logo



Never distort any CCSU athletics logo



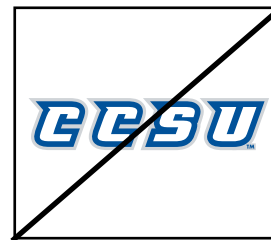
Never reverse any CCSU athletics logo



Never angle or rotate any CCSU athletics logo unless approved by the athletics department.



Never reposition any elements in the CCSU athletics logos



Never re-space any elements in the CCSU athletics logos



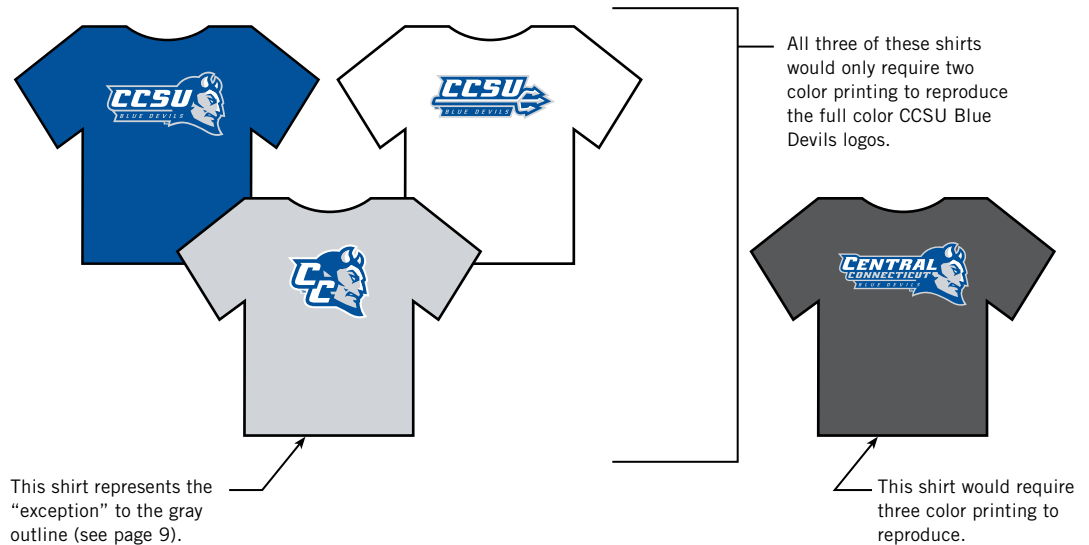
Never use any logo without its outline on any dark background



FULL COLOR RETAIL GRAPHICS

In a retail design, if the fabric color matches one of the official colors exactly (CCSU Blue, CCSU Gray/Silver or white), the fabric can show through in place of printing that color. If the fabric color does not match any official color, all 2 official colors (and white) must be used to print the logo.

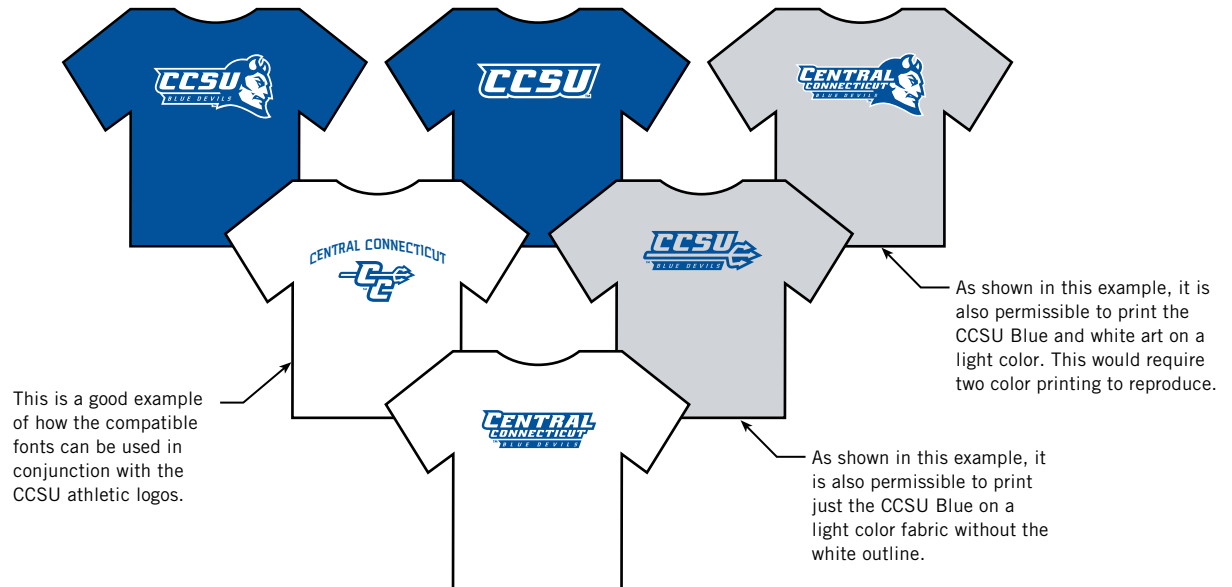
If the contrast of the outer gray outline with the background isn't sufficient it is permissible to turn the outer gray outline to white. See example (gray shirt).



ALTERNATIVES TO FULL COLOR RETAIL GRAPHICS

When using logos on apparel, the art may print in all CCSU Blue, all CCSU Gray/Silver, or all white as long as there is sufficient contrast with the fabric color. The blue and white CCSU athletic logos are a great cost saving alternative to the full color logos.

Note: When selecting fabrics for CCSU merchandise please try to stay as close to Pantone 287 blue as possible. CCSU considers their blue to be royal rather than navy though Pantone 287 falls somewhere in between.



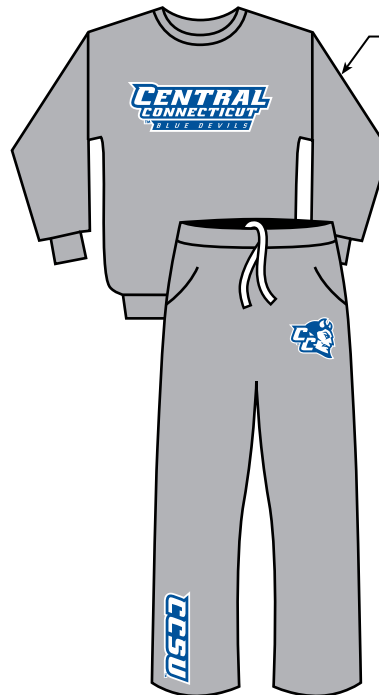


UNIFORM APPLICATIONS

The custom font (CCSU Bold) provided with the Central Connecticut State athletic logo family makes it possible to create wordmarks and numerals to be used on CCSU athletic uniforms. These typeset wordmarks are to only be used for identifiers on uniforms and retail products and should not be used to replace the logo designs.

When printing the typeset wordmarks on uniforms or athletic gear it is permissible to change the lettering to the contrasting color (see basketball uniform samples on the right).

Note: The CCSU Gray/Silver is to only be used as a trim or accent color on uniforms. It should never be the predominant color. Also, black should never be used as the primary color or as a trim or accent color on any CCSU uniforms.



This sample shows how the "blue and white" logos can be used on athletic team gear.

Note: All gray sweats are permissible as these are commonly available from vendors.



Full color or blue and white logos can be used on varsity uniforms and retail gear. The sample shown uses the full color CCSU logos.



This page is a continuation of examples of the CCSU athletic uniforms.



These baseball uniform samples show how the CCSU Bold font can be used to create custom wordmarks and numerals for uniforms.





For additional information regarding the use of the CCSU athletic logos and for approvals for their use, please contact:

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Licensing Resource Group

442 Century Lane, Suite 100
Holland, Michigan, 49423
Telephone: (616) 395-0676
Facsimile: (616) 395-2517



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All logos and manual designed by Rickabaugh Graphics.

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