

# CREIGHTON UNIVERSITY ATHLETICS BLUEJAY LOGO USAGE GUIDELINES

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Guidelines for Use manual and all logos designed by Mongoose Graphics

# **Creighton University Athletics**

# **Branding**

#### **Bluejay Graphic Identity**

The following guidelines have been established as the approved representation of Creighton University Athletics. The Bluejay graphic identity is a key component of the overall brand identity of Creighton University in Omaha, Nebraska.

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

These guidelines provide direction for commercial vendors for all elements of the Bluejay graphic identity including logos, wordmarks, typography and color reproduction. Commercial vendors are required to obtain necessary permission to reproduce or distribute any and all marks pertaining to Creighton University Athletics. Reproduction of any logos or wordmarks is prohibited without the approval of Creighton University and the Licensing Resource Group, Inc. (LRG).

For licensing information, please contact LRG at:



(319) 351-1776

#### **Official Athletics Logos**

The official Bluejay logos and wordmarks should be used for all Creighton University Athletics applications.

Each logo should only be used as an independent and isolated stand-alone graphic. Never group logos or individual graphic elements together as a reconfiguration of the logo.

Bluejays<sup>™</sup> and other Trademarks are property of Creighton University.

#### OFFICIAL ATHLETICS LOGOS



Bluejay Logo



Bluejay Logo with Wordmark

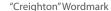


"C" Logo



"C" Graphic







"Bluejays" Wordmark

# **Creighton University Athletics**

# **Sub Branding**

### **Sport Specific Logos**

The following sub branded logos are approved for individual sports. Sport specific marks may be produced with or without the Bluejay logo, but the tag (e.g. "Soccer") cannot be altered.

ATHLETICS BRANDING





ATHLETICS SUB BRANDING







CROSS COUNTRY

















COLOR REPRODUCTION

# Colors

The official colors of Creighton University Athletics are CU Blue, CU Navy Blue, CU Light Blue, CU Gray and CU Light Gray. 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 3-color, 2-color, 1-color, grayscale 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

**3-Color/** Reserved for any non-CMYK applications

2-Color

**1-Color** Reserved for applications of blue only **Grayscale** Reserved for applications of grayscale only

**Black** Reserved for applications of black/white only

#### **Gray Substitutions**

When applicable for screen print or press, a screened value of CU Gray may be substituted for CU Light Gray to minimize colors:



PMS 421 PMS 424 (40%)

Shades of black may be substituted for CU Gray and CU Light Gray as well:





PMS 424 Black (60%) PMS 421 Black (25%)

#### **COLORS**

	CU BLUE	CU NAVY BLUE	CU LIGHT BLUE	CU GRAY	CU LIGHT GRAY	SILVER METALLIC
Pantone						
	PMS 286	PMS 2767	PMS 284	PMS 424	PMS 421 or PMS 424 (40%)	PMS 877
СМҮК						
	C 100 M 66 Y 0 K 2	C 100 M 78 Y 0 K 54	C 55 M 19 Y 0 K 0	C 0 M 0 Y 0 K 60	C 0 M 0 Y 0 K 25	
RGB						
	R 0 G 93 B 170	R 0 G 36 B 93	R 108 G 173 B 223	R 130 G 130 B 130	R 200 G 200 B 200	
Web						
	# 005CA9	# 00235D	# 6CADDE	# 828282	# C8C8C8	

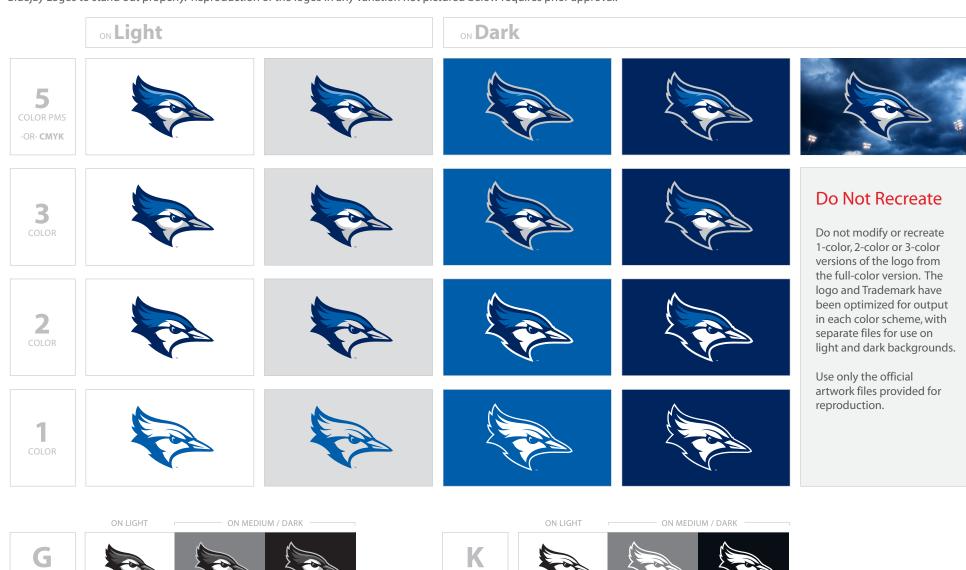
The colors shown on this page have not been evaluated by Pantone, Inc. for accuracy and may not match the Pantone® Color Standards. Consult current Pantone® Publications for accurate color.

Pantone® is a registered trademark of Pantone, Inc. Pantone® and other Pantone, Inc. Trademarks are the property of Pantone, Inc.

# Color Reproduction Bluejay Logos

The preferred background colors for Bluejay Logos are white or blue. However, the logos can be reproduced on a variety of backgrounds or color fields. Artwork files are available as CMYK, 5-color, 3-color, 2-color, 1-color, grayscale 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 (outer border). The light gray key line is required on dark backgrounds. Follow the examples below to ensure there is enough contrast for Bluejay Logos to stand out properly. Reproduction of the logos in any variation not pictured below requires prior approval.



# Color Reproduction Bluejay Logos with Wordmarks

The preferred background colors for Bluejay Logos with Wordmarks are white or blue. However, the marks can be reproduced on a variety of backgrounds or color fields. Artwork files are available as CMYK, 5-color, 3-color, 2-color, 1-color, grayscale 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 (outer border). The light gray key line is required on dark backgrounds. Follow the examples below to ensure there is enough contrast for Bluejay Logos with Wordmarks to stand out properly. Reproduction of the marks in any variation not pictured below requires prior approval.

on Light

on Dark

































G









# Do Not Recreate

Do not modify or recreate 1-color, 2-color or 3-color versions of the logo from the full-color version. The logo and Trademark have been optimized for output in each color scheme, with separate files for use on light and dark backgrounds.

Use only the official artwork files provided for reproduction.

ON LIGHT

ON MEDIUM / DARK









ON LIGHT



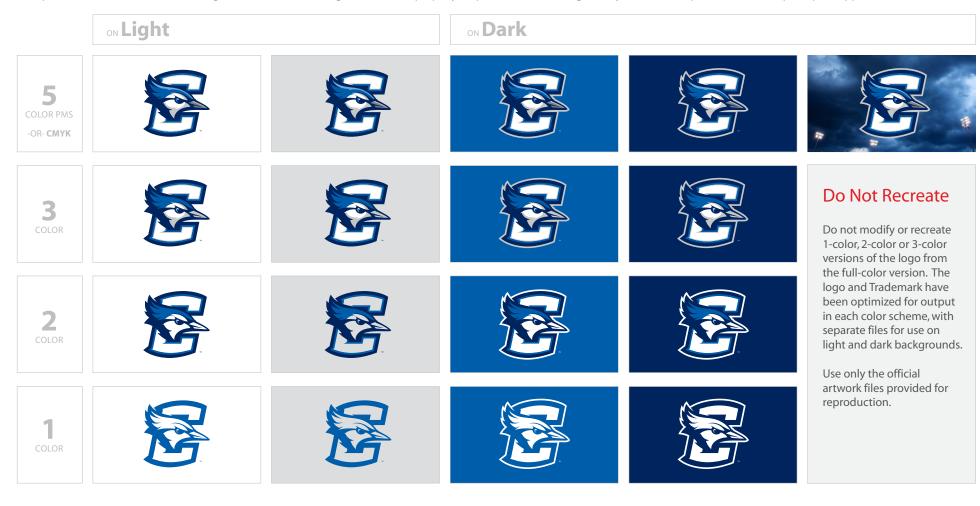


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# Color Reproduction "C" Logo

The preferred background colors for the "C" Logo are white or blue. However, the logo can be reproduced on a variety of backgrounds or color fields. Artwork files are available as CMYK, 5-color, 3-color, 2-color, 1-color, grayscale 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 (outer border). The light gray key line is recommended on a blue background, and required on all other dark backgrounds. Follow the examples below to ensure there is enough contrast for the "C" Logo to stand out properly. Reproduction of the logo in any variation not pictured below requires prior approval.







ON LIGHT









ON LIGHT

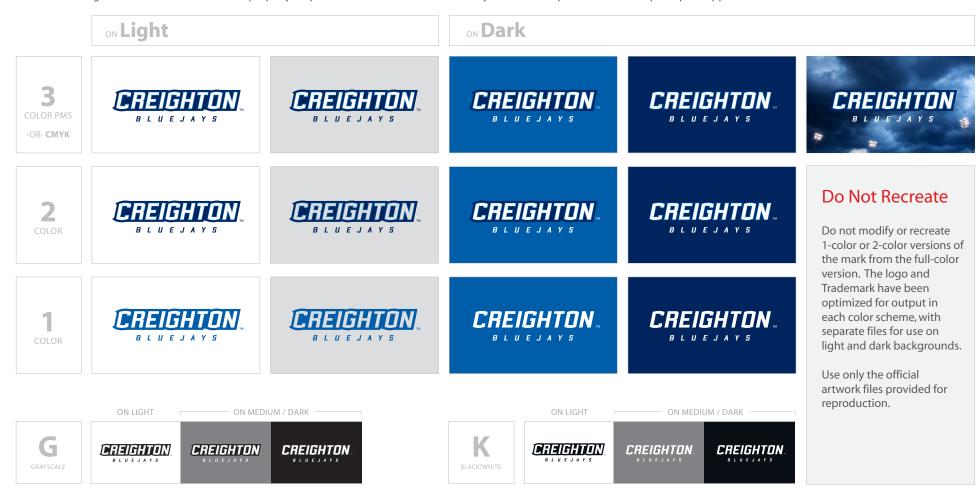




# Color Reproduction Wordmarks

The preferred background colors for Creighton Wordmarks are white or blue. However, the wordmarks can be reproduced on a variety of backgrounds or color fields. Artwork files are available as CMYK, 3-color, 2-color, 1-color, grayscale and black/white for use on light, and dark backgrounds. Select the appropriate file for the intended background.

The wordmarks should not be reversed. The main lettering (e.g. Creighton) should always feature a light color with a dark border. Follow the examples below to ensure there is enough contrast for Creighton Wordmarks to stand out properly. Reproduction of the wordmarks in any variation not pictured below requires prior approval.





PROHIBITED USE

# **Prohibited Use**

The following are examples of misuse of the logos and marks, and are strictly prohibited. Always use the artwork files as provided by Creighton University Athletics. **NEVER** recreate the logos or wordmarks.







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. The colors of the Bluejay's face are always light, and the necklace/eye are always dark.

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



KEY LINE REMOVAL

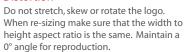


KEY LINE RESIZING

ROTATION

# Distortion

CU Light Gray or white.





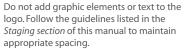
STRETCHING OR SKEWING



ADDING ELEMENTS

ADDING GRAPHICS OR TEXT

#### Addition





**BUSY PHOTOGRAPH OR TEXTURE** 

# **Screens and Watermarks**

**Busy backgrounds** 

Avoid use of the Logo on busy backgrounds including photos

Do not screen or watermark the logo, or place text over the logo. Logos should maintain the same color values listed in the color reproduction section of this manual.



SCREENING OR WATERMARK

LOGO FROM WEB

### Low resolution

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