



CREIGHTON UNIVERSITY ATHLETICS
BLUEJAY LOGO USAGE GUIDELINES

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CONTACT INFORMATION

For additional information regarding the use of Creighton University Athletics trademarks please contact:

Creighton University Athletics

Kevin Sarver
Associate Athletic Director
ksarver@creighton.edu
(402) 280-5810

For licensing information, please contact:

Licensing Resource Group, Inc.

Creighton Account Rep Joe Sheeley
VJS Executive Park
2570 Holiday Road, Suite 250
Coralville, IA 52241

Email joe@lrgusa.com

Phone (319) 351-1776 ext. 2

Fax (319) 351-1978

Web www.lrgusa.com

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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:



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™ and other Trademarks are property of Creighton University.

OFFICIAL ATHLETICS LOGOS



Bluejay Logo



Bluejay Logo with Wordmark



"C" Logo



"C" Graphic



"Creighton" Wordmark



"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





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/2-Color Reserved for any non-CMYK applications

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
CMYK						
	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.

	ON Light		ON Dark			
5 COLOR PMS -OR- CMYK						
3 COLOR					<p>Do Not Recreate</p> <p>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.</p> <p>Use only the official artwork files provided for reproduction.</p>	
2 COLOR						
1 COLOR						
G GRAYSCALE						
K BLACK/WHITE						

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		
5 COLOR PMS -OR- CMYK					
3 COLOR					<p>Do Not Recreate</p> <p>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.</p> <p>Use only the official artwork files provided for reproduction.</p>
2 COLOR					
1 COLOR					

	ON LIGHT	ON MEDIUM / DARK	
G GRAYSCALE			

	ON LIGHT	ON MEDIUM / DARK	
K BLACK/WHITE			

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 Dark		
5 COLOR PMS -OR- CMYK					
3 COLOR					<p>Do Not Recreate</p> <p>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.</p> <p>Use only the official artwork files provided for reproduction.</p>
2 COLOR					
1 COLOR					

	ON LIGHT	ON MEDIUM / DARK	
G GRAYSCALE			

	ON LIGHT	ON MEDIUM / DARK	
K BLACK/WHITE			

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.

	ON Light	ON Dark				
3 COLOR PMS -OR- CMYK						<p>Do Not Recreate</p> <p>Do not modify or recreate 1-color or 2-color versions of the mark 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.</p> <p>Use only the official artwork files provided for reproduction.</p>
2 COLOR						
1 COLOR						
G GRAYSCALE	ON LIGHT 	ON MEDIUM / DARK 				
K BLACK/WHITE	ON LIGHT 	ON MEDIUM / DARK 				



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.



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



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 CU Light Gray or white.



STRETCHING OR SKEWING



ROTATION

Distortion

Do not stretch, skew 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. Follow the guidelines listed in the *Staging* section of this manual to maintain appropriate spacing.



BUSY PHOTOGRAPH OR TEXTURE

Busy backgrounds

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



SCREENING OR WATERMARK

Screens and Watermarks

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.



LOGO FROM WEB

Low resolution

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