



CARLETON COLLEGE ATHLETICS
LOGO USAGE GUIDELINES

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Contact us

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

INTRODUCTION

Carleton Knights Identity

The following guidelines have been established as the approved representation of Carleton College Athletics.

The Knights 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 Carleton Knights brand.

These guidelines provide direction for commercial vendors for all elements of the Carleton Knights 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 Carleton College Athletics. Reproduction of any logos or wordmarks is prohibited without the approval of Carleton College.

Official Athletics Logos

The official logos and wordmarks should be used for all Carleton College 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.

OFFICIAL ATHLETICS LOGOS

PRIMARY MARKS



Logo



Shield Logo



Logo with Wordmark

SECONDARY MARKS



Sport Specific



Wordmark

COLORS

The official colors of Carleton College Athletics are Blue and Maize. 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.

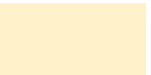
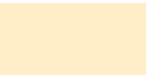
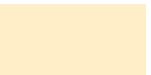
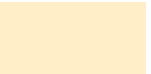
Full Color Preferred version for all applications:
PMS/CMYK - Print media
RGB - Digital/Screen media

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

COLORS					
	BLUE	MAIZE	MAIZE DARK	MAIZE LIGHT	BLUE LIGHT
Pantone	 PMS 281	 PMS 122	 PMS 124	 PMS 122 (30%)	 PMS 281 (82%)
CMYK	 C 100 M 72 Y 0 K 32	 C 0 M 17 Y 80 K 0	 C 0 M 28 Y 100 K 6	 C 0 M 5 Y 24 K 0	 C 82 M 59 Y 0 K 26
RGB	 R 0 G 62 B 126	 R 255 G 210 B 79	 R 238 G 177 B 17	 R 255 G 239 B 200	 R 45 G 83 B 143
Web	 # 003E7E	 # FFD24F	 # EEB111	 # FFEFC8	 # 2D538F

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.
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COLOR REPRODUCTION Logo

The preferred background colors for the Knights Logo are white, maize or blue. However, the logo can be reproduced on a variety of backgrounds or color fields. Artwork files are available as CMYK, 5-color, 4-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 the 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						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 has 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.
3 COLOR						
2 COLOR						
1 COLOR						
G GRAYSCALE	ON LIGHT ON MEDIUM / DARK 		K BLACK/WHITE ON LIGHT ON MEDIUM / DARK 			

COLOR REPRODUCTION **Shield Logo**

The preferred background colors for the Knights Logo are white, maize or blue. However, the logo can be reproduced on a variety of backgrounds or color fields. Artwork files are available as CMYK, 5-color, 4-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 the logo to stand out properly. Reproduction of the logo in any variation not pictured below requires prior approval.

ON **Light**

5
COLOR PMS
-OR- CMYK

3
COLOR

2
COLOR

1
COLOR

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 has 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

G
GRAYSCALE

ON LIGHT

ON MEDIUM / DARK

K
BLACK/WHITE

COLOR REPRODUCTION **Logo with Wordmark**

The preferred background colors for the Knights Logo are white, maize or blue. However, the logo can be reproduced on a variety of backgrounds or color fields. Artwork files are available as CMYK, 5-color, 4-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 the logo to stand out properly. Reproduction of the logo in any variation not pictured below requires prior approval.

ON **Light**

5
COLOR PMS
-OR- CMYK

3
COLOR

2
COLOR

1
COLOR

ON LIGHT

ON MEDIUM / DARK

ON LIGHT

ON MEDIUM / DARK

G
GRAYSCALE

K
BLACK/WHITE

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 has 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.

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 Carleton College 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.



BUSY PHOTOGRAPH OR TEXTURE

Busy backgrounds

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



SWAP COLORS



REVERSE WHITE

Reverse color

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



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.



KEY LINE REMOVAL



KEY LINE RESIZING/COLOR CHANGE

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.



LOGO FROM WEB

Low resolution

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



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.