CENTRAL

Central College Athletics – Official Brand Identity – Usage and Style Guide

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Introduction

Athletics teams are the most highly visible representation of an institutional brand. As we continue to seek ways to raise Central's profile in an intensely competitive marketplace, it's critical that our teams employ a graphic identity that is not only bright and visually appealing but also as unique and distinctive to Central College as the powerful championships legacy our student-athletes have created over the past 125 years. Maintaining brand discipline, while sometimes unpopular, is crucial. By adhering to the standards in this manual, you are helping the college maintain a consistent, recognizable look that will enhance the institutional brand, reduce the likelihood for confusion and help Central and Central athletics stand out from the crowd.

Thank you.

Mark Putnam, president

General Guidelines

The athletics graphic identity may only be used with apparel/gear/signage/materials associated with the Central College athletics department. It may not be used by any other academic or administrative campus office or organization.

Always use approved digital artwork. Do not attempt to recreate. The athletics identity is available in multiple formats (JPEG, Tiff, EPS, AI, PNG, PDF). EPS and AI files are considered scalable vector art. JPEG, Tiff and PNG files should be scaled at 100 percent or less. Artwork can be obtained by contacting the Central Communications Office at 641-628-5278 or sportsinfo@central.edu. Office staff members are happy to work directly with vendors if desired.

Materials governed by this manual include, but are not limited to: uniforms, merchandise, stationery, emails, publications, websites, videos, posters and promotional items.

Uniform designs may vary, but elements included in this manual are the only elements that may be utilized.

The artwork in this guide replaces all former Central athletics marks and logos. The only grandfathered exception is on the Central football helmet, which has featured the old University of Chicago C for more than 60 years. However, that C may not be used on any other football team apparel or materials.

General Guidelines

COLORS

UNIFORMS, COACHING APPAREL, TEAM SIDELINE GEAR

The athletics identity colors are Red Pantone 185 and white. Cool Gray Pantone 3 is used as an accent color. The identity is not to be used in any other colors.

Only red or white uniform colors are permitted. Exceptions are made for baseball/softball uniforms where traditional road gray uniforms are allowed.

In unique situations, the athletics director may grant exceptions for gray as an alternate uniform color.

OFF-COMPETITION SITE COACHING APPAREL, SIDELINE/TRAVEL GEAR, CAMPS

In addition to red and white, gray may be used as an alternate color. Each are considered brand-aligned. Multiple shades of gray are permitted, including dark/smoky gray. There are dark and light background versions of each athletics mark. When using gray, please determine if the gray is dark or light and then choose the appropriate version of the athletics mark.

Black is not a school color and it is preferred that it not be used, but there are situations where options are limited and it is permitted, with approval.

If gear/apparel is produced in any other color, the athletics logo and specified font may not be used.

FONTS

The specified font for the athletics identity is Encode Sans Wide. This is the only font permitted on uniforms, coaching apparel and sideline/travel gear.

For Spirit Shoppe merchandise and campus wear, other fonts, wording and layout may be used, but the graphic identity itself must not be altered in any way. Those fonts must not be used in a manner that could be construed as a logo or graphic mark.

Central-related acronyms such as "CUIFB" are not considered brand-aligned and are not permitted in either team or campus wear. This does not prevent their use in other platforms, such as social media.

Color Information

NOTE: Due to the inconsistent calibration of screens and desktop printers, always refer to the Pantone® specifications for accurate color reproduction.

Pantone 185
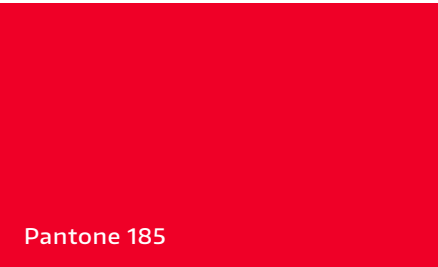
C: 0   M: 93   Y: 79   K : 0

R: 203   G: 32   B: 38

Madiera: 1485

HTML: cb2026

Pantone Cool Gray 3

C: 8   M: 5   Y: 7   K : 16

R: 203   G: 200   B: 199

Madiera: 1687

HTML: cbc7c7

Primary Central Dutch Logo

The Central College athletics identity is comprised of several closely related logos, the primary Central Dutch logo (shown here), the primary Central logo (page 8), alternate Central lion logo (page 9), alternate Dutch lion logo (page 11), secondary logos (page 12) and word marks (page 13). Sport-specific variants are also included and shown on pages 14-19.

The primary Central Dutch logo is available as a two-color variant and a one-color variant.

Note that specific color rotations are required for light, dark, or gray backgrounds. For details about which logo should be used, please see page 25.

One Color

Two Color

Primary Central Logo

One Color

The primary Central logo is available as a two
–color variant and a one–color variant.

Note that specific color rotations are
required for light, dark, or gray backgrounds.
for details about which logo should be used,
please see page 25.

Two Color

Alternate Central Dutch Lion Logo

One Color

The alternate Central Dutch lion logo is available as a two-color variant and a one-color variant.

Note that specific color rotations are required for light, dark, or gray backgrounds. for details about which logo should be used, please see page 25.

Two Color

Alternate Central Lion Logo

One Color

The alternate Central lion logo is available as a two-color variant and a one-color variant.

Note that specific color rotations are required for light, dark, or gray backgrounds. for details about which logo should be used, please see page 25.

Two Color

Alternate Dutch Lion Logo

One Color

The alternate Dutch lion logo is available as a two-color variant and a one-color variant.

Note that specific color rotations are required for light, dark, or gray backgrounds. for details about which logo should be used, please see page 25.

Two Color

Secondary Logos

NOTE: The Lion secondary logo should always be applied in proximity to the word CENTRAL or DUTCH.

For example, if CENTRAL or DUTCH is on the front of a clothing item (t-shirt, sweatshirt etc.) the lion may be applied to the sleeve, and vice-versa. If the lion is applied to front of a cap, the word CENTRAL or DUTCH should be applied to the side or back of the cap. This restriction could change in the future once the lion logo has established equity to Central College.

Note that specific color rotations are required for light, dark, or gray backgrounds. for details about which logo should be used, please see page 25.
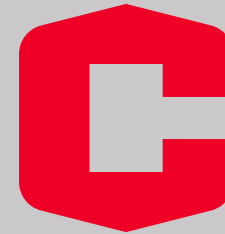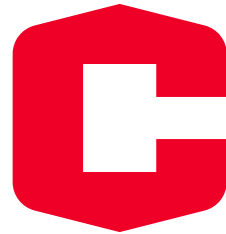
Two Color

Word Marks

Primary word marks consist of CENTRAL and DUTCH. These are the preferred word marks for use on uniforms and other on-field applications.

CENTRAL   DUTCH

CENTRAL   DUTCH

Sport–Specific

Two Color

Sport-specific marks have been created for each sport and key athletic operations. Two-color, light background versions are shown here.

CENTRAL
ATHLETICS

CENTRAL
DUTCH

CENTRAL
BASEBALL

CENTRAL
BASKETBALL

CENTRAL
CROSS COUNTRY

CENTRAL
FOOTBALL

CENTRAL
GOLF

CENTRAL
SOCCER

CENTRAL
SOFTBALL

CENTRAL
TENNIS

CENTRAL
TRACK & FIELD

CENTRAL
VOLLEYBALL

CENTRAL
WRESTLING

CENTRAL
STRENGTH &
CONDITIONING

CENTRAL
DANCE TEAM

CENTRAL
CHEERLEADING

CENTRAL
DUTCH BRIGADE

CENTRAL
ATHLETIC
TRAINING

CENTRAL
ATHLETICS
COMMUNICATIONS

CENTRAL
SPORTS
INFORMATION

CENTRAL
SAAC

Sport-Specific

Two Color

Sport-specific marks have been created for each sport and key athletic operations. Two-color, dark background versions are shown here.

CENTRAL ATHLETICS

CENTRAL DUTCH

CENTRAL BASEBALL

CENTRAL BASKETBALL

CENTRAL CROSS COUNTRY

CENTRAL FOOTBALL

CENTRAL GOLF

CENTRAL SOCCER

CENTRAL SOFTBALL

CENTRAL TENNIS

CENTRAL TRACK & FIELD

CENTRAL VOLLEYBALL

CENTRAL WRESTLING

CENTRAL STRENGTH & CONDITIONING

CENTRAL DANCE TEAM

CENTRAL CHEERLEADING

CENTRAL DUTCH BRIGADE

CENTRAL ATHLETIC TRAINING

CENTRAL ATHLETICS COMMUNICATIONS

CENTRAL SPORTS INFORMATION

CENTRAL SAAC

Sport-Specific

Sport-specific marks have been created for each sport and key athletic operations. Two-color, gray background versions are shown here.

C CENTRAL
ATHLETICS

C CENTRAL
DUTCH

C CENTRAL
BASEBALL

C CENTRAL
BASKETBALL

C CENTRAL
CROSS COUNTRY

C CENTRAL
FOOTBALL

C CENTRAL
GOLF

C CENTRAL
SOCCER

C CENTRAL
SOFTBALL

C CENTRAL
TENNIS

C CENTRAL
TRACK & FIELD

C CENTRAL
VOLLEYBALL

C CENTRAL
WRESTLING

C CENTRAL
STRENGTH &
CONDITIONING

C CENTRAL
DANCE TEAM

C CENTRAL
CHEERLEADING

C CENTRAL
DUTCH BRIGADE

C CENTRAL
ATHLETIC
TRAINING

C CENTRAL
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C CENTRAL
SAAC

Sport-Specific

Sport-specific marks have been created for each sport and key athletic operations. One-color, light background versions are shown here.

CENTRAL ATHLETICS

CENTRAL DUTCH

CENTRAL BASEBALL

CENTRAL BASKETBALL

CENTRAL CROSS COUNTRY

CENTRAL FOOTBALL

CENTRAL GOLF

CENTRAL SOCCER

CENTRAL SOFTBALL

CENTRAL TENNIS

CENTRAL TRACK & FIELD

CENTRAL VOLLEYBALL

CENTRAL WRESTLING

CENTRAL STRENGTH & CONDITIONING

CENTRAL DANCE TEAM

CENTRAL CHEERLEADING

CENTRAL DUTCH BRIGADE

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Sport–Specific

One Color

Sport-specific marks have been created for each sport and key athletic operations. One-color, dark background versions are shown here.

C CENTRAL
ATHLETICS

C CENTRAL
DUTCH

C CENTRAL
BASEBALL

C CENTRAL
BASKETBALL

C CENTRAL
CROSS COUNTRY

C CENTRAL
FOOTBALL

C CENTRAL
GOLF

C CENTRAL
SOCCER

C CENTRAL
SOFTBALL

C CENTRAL
TENNIS

C CENTRAL
TRACK & FIELD

C CENTRAL
VOLLEYBALL

C CENTRAL
WRESTLING

C CENTRAL
STRENGTH &
CONDITIONING

C CENTRAL
DANCE TEAM

C CENTRAL
CHEERLEADING

C CENTRAL
DUTCH BRIGADE

C CENTRAL
ATHLETIC
TRAINING

C CENTRAL
ATHLETICS
COMMUNICATIONS

C CENTRAL
SPORTS
INFORMATION

C CENTRAL
SAAC

Sport-Specific

One Color

Sport-specific marks have been created for each sport and key athletic operations. One-color, gray background versions are shown here.

CENTRAL ATHLETICS

CENTRAL DUTCH

CENTRAL BASEBALL

CENTRAL BASKETBALL

CENTRAL CROSS COUNTRY

CENTRAL FOOTBALL

CENTRAL GOLF

CENTRAL SOCCER

CENTRAL SOFTBALL

CENTRAL TENNIS

CENTRAL TRACK & FIELD

CENTRAL VOLLEYBALL

CENTRAL WRESTLING

CENTRAL STRENGTH & CONDITIONING

CENTRAL DANCE TEAM

CENTRAL CHEERLEADING

CENTRAL DUTCH BRIGADE

CENTRAL ATHLETIC TRAINING

CENTRAL ATHLETICS COMMUNICATIONS

CENTRAL SPORTS INFORMATION

CENTRAL SAAC

Typography

The font that has been specified for the Central College athletics identity is Encode Sans Wide. This is an open source font and is available for download from the digital font foundry Impallari.

Encode Wide is also available as a web font for use in digital applications.

ENCODE SANS Wide Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ENCODE SANS Wide Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ENCODE SANS Wide Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Uniform Assets

The eight logos shown here are the only logos that may be used on uniforms.
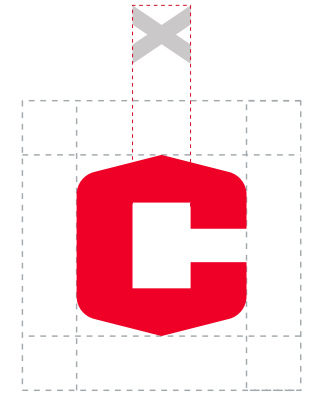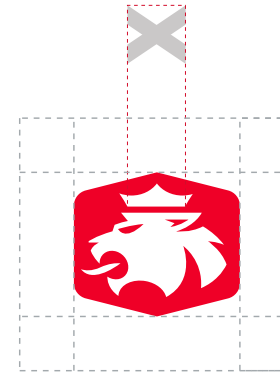
CENTRAL   **DUTCH**

Uniform Assets

Use examples:
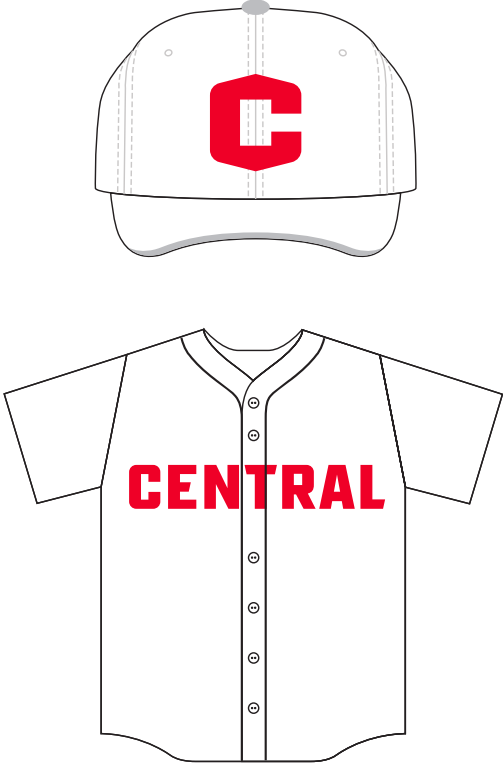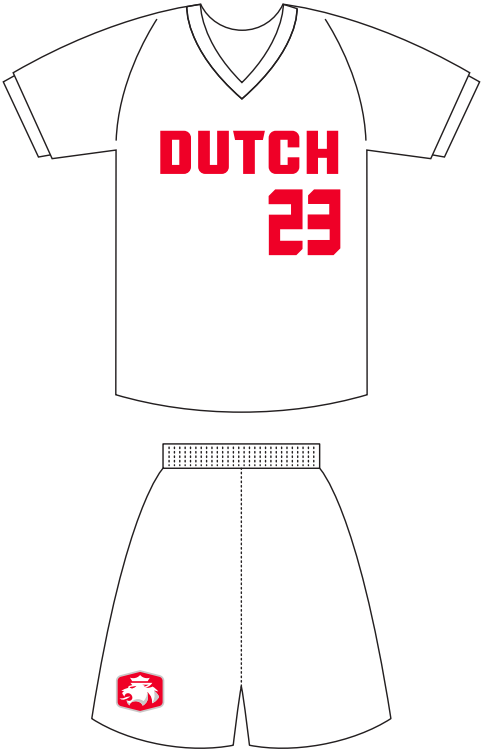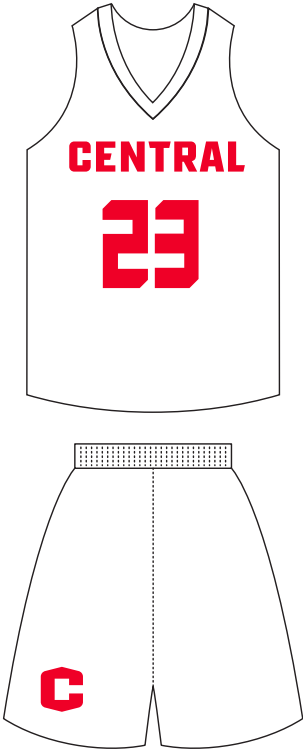
Area of Isolation

An area of isolation should be maintained around all logos at all times. This area is determined by the metrics shown here.

Minimum Size Requirements

Embroidery Applications

Minimum size requirements have been established for embroidery applications. The same requirements apply to patches.

These requirements do not apply to print or digital applications where the clarity of the logos can be maintained at smaller sizes.

1.5"

1.5"

1.5"

1.5"

.75"

.75"

1"

1"

1.5"

1"

Light, Dark, Gray Backgrounds

Which One Should I Use?

When the logo is applied to white, the light background option should be used. When applied to red or similarly dark-colored backgrounds, the dark background option should be used.

In instances where the logos are applied to gray or similarly toned backgrounds, consideration must be given to shade and contrast. If the gray is darker, then the dark background variant might be a better choice. If it's lighter, then choose the gray background option.

Light background options shown on white

Dark background options shown on red

Light background options shown on dark gray

Gray background options shown on light gray

Central College

Common Misuse

Common misuse examples are shown here. These examples apply to all logos in the system including primary, secondary and word marks.

Do not use unapproved colors

Never alter the proportions

Never rotate the logo

Do not modify color placement
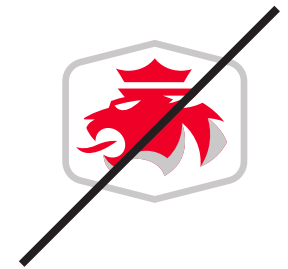

Do not skew the logo

Never add graphic components i.e. sports equipment

Never use in reference to non–athletic entities

Do not apply over visually confusing backgrounds

Never invert colors

Contact Information

Central College Athletics
812 University St.
Pella, Iowa 50219

Athletics Office
641-628-5226

Sports Information Office
641-628-5278