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USAGE APPROVAL

All usage requests must be emailed to the Director of Athletic Communications, and be in a color email attachment with color codes and font types listed. Front and back of usage medium must be shown. If usage is acceptable, approval will be given via email response.

REFERENCES TO CONCORDIA UNIVERSITY

Acceptable: Concordia University Irvine, CUI, Concordia University
Unacceptable: Concordia Irvine, CU, Concordia California

USAGE OF NCAA & PACWEST LOGOS

The NCAA’s copyrighted logo may NOT be used in any form associated with Concordia University Irvine until the NCAA advances the university’s athletic program past Year Three (NCAA provisional member) of the Division II membership process. This includes usage of the logo, as well as any reference to NCAA or Division II in any other context including potential future membership. The Pacific West Conference logo may be used beginning with the 2015-16 school year, when Concordia University Irvine officially joins the conference.
BEHIND THE EAGLE

Concordia University Irvine Athletics is proud of its rich Lutheran heritage, and athletic tradition. The three points behind the Eagle’s head represent the Father, Son, and Holy Spirit, and our dedication to fulfill the Great Commission of Jesus Christ. Therefore, this guide outlines the accepted and required standards to help maintain the high-quality brand of Concordia Athletics. Specifications in this manual must be met, and authorization to apply the identity to any asset must be accompanied by a written sign-off from Concordia University’s Director of Athletics, Associate Athletic Director, and Director of Athletic Communications.
ATHLETIC MISSION STATEMENT

Concordia University Irvine Intercollegiate Athletics in unity with the University mission is committed to achieving academic and athletic excellence by utilizing the intercollegiate athletic experience as a platform to prepare student-athletes for lives of learning, service, and leadership in their chosen field of endeavor.
PRIMARY TYPEFACE - HEADINGS/TITLES

LEAWOODSCEF-MEDIUM

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0
! @ $ % & ( ) , . ; : /
SECONDARY TYPEFACE - VERDANA

Regular
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ $ % & ( ) , . ; : /

Italic
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ $ % & ( ) , . ; : /

Heavy
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ $ % & ( ) , . ; : /
COLOR PALETTE

- Logos can be screened in one-color, two-color, or in standard three color.
- No new colors can be introduced to a logo.
- Color usage must maintain integrity of the brand.

CMYK: C=0, M=20, Y=100, K=0
RGB: R=255, G=205, B=0
Pantone: 116C
Hex: #FFCD00

CMYK: C=92, M=18, Y=94, K=61
RGB: R=33, G=87, B=50
Pantone: 357C
Hex: #215732

CMYK: C=0, M=0, Y=0, K=100
RGB: R=35, G=31, B=32
Pantone: Black 4 C
Hex: #000000

CMYK: C=0, M=0, Y=0, K=0
RGB: R=255, G=255, B=255
Pantone: N/A
Hex: #FFFFFF
The primary logo is the best representation of Concordia Athletics. It can be featured in many mediums, and is the primary branding method of the athletic department.

The text logos fit any horizontal space and represent Concordia's secondary font. The logos are meant to be used anywhere Concordia Eagles is written.

CUI Eagles matches the Athletic and Institutional websites. It also ties into all social media and marketing accounts used by the athletic department.

All logos must be used at 90% opacity or above
PRIMARY LOGOS - SPACING

The safe area around the logo is equal to \( \frac{1}{4} x \), with \( X \) equal to the height of the given logo.
CONCORDIA EAGLES - TWO COLOR OPTIONS

The Concordia Eagles logo is to be used in secondary positions and only when a primary logo is present as well.

EAGLE VARIATIONS
ON WHITE

EAGLE VARIATIONS
ON PMS 116C GOLD/LIGHT

EAGLE VARIATIONS
ON PMS 357C GREEN/DARK
LOGOTYPE - TWO COLOR OPTIONS

Any logo featuring "Eagles" is also available in sport-specific format with the sport name replacing "Eagles"
CUI EAGLES LOGO - TWO COLOR OPTIONS

Any logo featuring "Eagles" is also available in sport-specific format with the sport name replacing "Eagles"
SECONDARY LOGOS

These logos are small in size and meant to be featured in secondary positions such as hats, visors, shorts, corner positions of shirts and polos, and on the back of jerseys. All logos must be used at 90% opacity or above.
SECONDARY LOGOS - SPACING

The safe area around the logo is equal to $\frac{1}{4}x$, with $X$ equal to the height of the given logo.
CONCORDIA EAGLE - TWO COLOR OPTIONS

The Concordia Eagle logo is to be used in secondary positions and only when a primary logo is present as well.
CONCORDIA "C" - TWO COLOR OPTIONS

The "C" logo is to be used in secondary positions and only when a primary logo is present as well.

"C" VARIATIONS ON WHITE

"C" VARIATIONS ON PMS 116C GOLD/LIGHT

"C" VARIATIONS ON PMS 357C GREEN/DARK
CUI SECONDARY LOGO - TWO COLOR OPTIONS

The "CUI" logo is to be used in secondary positions and only when a primary logo is present as well.

CUI VARIATIONS
ON WHITE

CUI VARIATIONS
ON PMS 116C GOLD/LIGHT

CUI VARIATIONS
ON PMS 357C GREEN/DARK
LOGO USAGE DON'TS

1. Do not stretch the logo
2. Do not place the logo in another shape
3. Do not re-position elements of the logo
4. Do not isolate elements of the logo
5. Do not change the logo's orientation
6. Do not change the scaling of the logo
7. Do not change the color of the logo
8. Do not cut off the logo
9. Do not add a stroke to the logo

* The only time other colors may be used in the logo is during October for Breast Cancer awareness month.
LOGO PLACEMENT

Samples of how the athletic marks should be placed on apparel