

CONCORDIA

EAGLES

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CONCORDIA UNIVERSITY IRVINE ATHLETICS STYLEGUIDE PORTFOLIO



CONCORDIA

CONCORDIA EAGLES™

C



CUI

CUI EAGLES



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, 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.

USAGE OF NCAA AND 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 into 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.

REFERENCES TO CONCORDIA UNIVERSITY

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

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.

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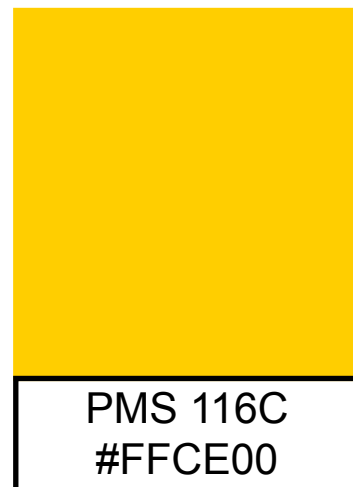
GUIDELINES & SPORT SPECIFIC LOGOS

- Logos must be used alone without any other logo elements
- Any logo featuring “Eagles” is available in sport-specific format with sport name replacing “Eagles”
- All logo elements must be used in their entirety and not segmented

PMS COLORS & USAGE

- 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

PRIMARY COLORS



Primary Font

LEAWOODSCEF-MEDIUM

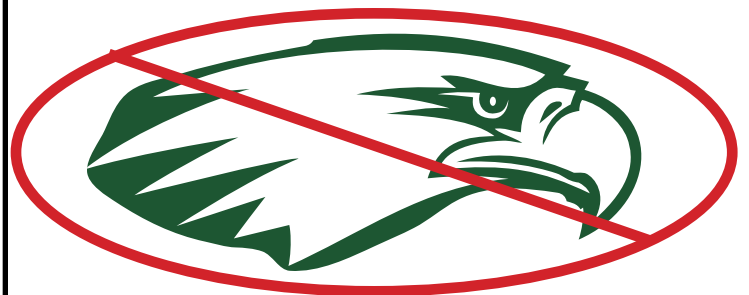
1 2 3 4 5 6 7 8 9



Primary Logo



Eagle Icon



DO NOT USE SCANNED, RE-CREATED, RE-PROPORTIONED, OR OTHERWISE MODIFIED VERSIONS OF ANY OF THE CONCORDIA ATHLETICS LOGOS.



Concordia Text Only



Concordia Text Logo



DO NOT USE SCANNED, RE-CREATED, RE-PROPORTIONED, OR OTHERWISE MODIFIED VERSIONS OF ANY OF THE CONCORDIA ATHLETICS LOGOS.



C Acronym



DO NOT USE SCANNED, RE-CREATED, RE-PROPORTIONED, OR OTHERWISE MODIFIED VERSIONS OF ANY OF THE CONCORDIA ATHLETICS LOGOS.



CUI Acronym



CUI Acronym with Eagles



DO NOT USE SCANNED, RE-CREATED, RE-PROPORTIONED, OR OTHERWISE MODIFIED VERSIONS OF ANY OF THE CONCORDIA ATHLETICS LOGOS.

BEST USAGE PRACTICES

LOGOS TO BE FEATURED PROMINENTLY



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 CUI'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 in to all social media and marketing accounts used by the athletic department.

LOGOS TO BE FEATURED IN SECONDARY POSITIONS



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.



THE UNIFORMS ABOVE ARE SAMPLES OF HOW THE ATHLETIC MARKS FIT ON APPAREL.