

VISUAL BRAND GUIDELINES



1864

CONCORDIA
UNIVERSITY
CHICAGO

CONTENTS

Visual Brand Purpose.....	3
Logos.....	4
CUC Logos.....	5
Spacing and Sizing.....	9
Departmental/Lock Up Logos.....	10
Fonts.....	11
Primary.....	12
Secondary.....	12
Color Palettes.....	14
Primary.....	15
Secondary.....	16
Contact/Questions.....	17

VISUAL BRAND PURPOSE

The purpose of this guide is to supply information about and regulate the use of Concordia University Chicago's visual brand.

The visual brand of Concordia University Chicago (CUC) is composed of logos, fonts and colors that work together harmoniously to create consistency and brand awareness for all audiences, including prospective students, current students, faculty and staff, alumni, donors, the global community, and the various groups and organizations impacted by CUC.

When applied correctly and consistently, visual branding unifies the University, creating a singular image versus several independent ones. The purpose of this document is to guide the CUC community in maintaining uniformity when visually representing the University across multiple platforms.

LOGOS

A logo is a graphic mark, emblem, or symbol commonly used to aid and promote instant brand recognition.

The CUC logo is the visual identifier of the University and acts as the symbol of CUC's vision and purpose. It is imperative to use the logo correctly and consistently. CUC currently uses four variations of the principal logo: horizontal orientation; vertical orientation; one with the official CUC tagline; and one with no pillars (logotype).

The logos should never be altered, modified or reproduced in any way other than what is shown in this document. The principal logo can be downloaded from the document repository in the Concordia Connect portal or, along with the other logo variations, can be requested from the Office of University Communications and Marketing.

Logo | Horizontal

Used regularly, the CUC Horizontal Logo is the principal logo of the University.

Full-color on light background.



Reverse (white) on dark background.



Maroon (PMS 201), Gold (PMS 871) or Black on light background.



Logo | Vertical

The CUC Vertical Logo is utilized when the Horizontal Logo cannot fit the intended area of use.

Full-color on light background.



Reverse (white) on dark background.



Maroon (PMS 201), Gold (PMS 871) or Black on light background.



Logo | Tagline

CUC's tagline "Inspiring faith, learning and leadership," is used on official University marketing materials and can only be used with approval from the Office of University Communications and Marketing.

Horizontal



Vertical



CONCORDIA
UNIVERSITY
CHICAGO

Inspiring faith, learning and leadership.®



CONCORDIA
UNIVERSITY
CHICAGO

Inspiring faith, learning and leadership.®



CONCORDIA
UNIVERSITY
CHICAGO

Inspiring faith, learning and leadership.®



Logo | No Pillars

The CUC Logotype (no pillars) is used for specific marketing materials and campaigns. The logotype can only be used with approval from Office of University Communications and Marketing.

Full-color on light background.

CONCORDIA UNIVERSITY CHICAGO

Maroon (PMS 201), Gold (PMS 871) or Black on light background.

CONCORDIA UNIVERSITY CHICAGO

CONCORDIA UNIVERSITY CHICAGO

CONCORDIA UNIVERSITY CHICAGO

Reverse (white) on dark background.

CONCORDIA UNIVERSITY CHICAGO

Logo | Spacing & Sizing

Consistent clear space around the logo ensures that it remains fully legible and visible to the reader.

- Use the height of the second “O” in “Concordia” (the “O” with the cross) as a measuring tool for proper clear space.
- Sizing of the logo is also important for legibility. General rule = if you are unable to read the 1864 under the pillars clearly, the logo is too small.



Logo | Departmental Lock-Up

The Departmental Lock-Up Logos are created and used by individual departments for internal and external purposes. Contact the Office of University Communications and Marketing for departmental lock-up logo files.



CONCORDIA UNIVERSITY CHICAGO
COLLEGE of ARTS *and* SCIENCES



CONCORDIA UNIVERSITY CHICAGO
COLLEGE of BUSINESS



CONCORDIA UNIVERSITY CHICAGO
COLLEGE of INNOVATION *and* PROFESSIONAL PROGRAMS



CONCORDIA UNIVERSITY CHICAGO
THE WRITING CENTER

FONTS

Fonts are a set of type or characters of one particular style and size.

Fonts are an important aspect of CUC's visual brand and are paramount in creating consistency. By applying specific fonts to various marketing materials and communication applications, the University maintains a collective and recognizable face to the internal and external communities it serves.

The fonts should only be used as specified in this document. Additional fonts can only be used upon approval of the Office of University Communications and Marketing.

Fonts | Primary

The Primary Font, Palatino, is used in official CUC logos and formal University communications.

Palatino LT Std

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 | !@#\$%^&*(){}[];:'"<>.,/?

Roman | Light | *Light Italic* | *Italic* | Medium | *Medium Italic* | **Bold** | *Bold Italic* | **Black** | *Black Italic*

Fonts | Secondary

The Secondary Fonts, ITC Avant Garde Gothic Std, Garamond Premier Pro and Jump LT Pro, are used for everyday University communications.

Headlines, sub-headlines and some body text.

ITC Avant Garde Gothic Std

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 | !@#\$%^&*(){}[];:'"<>.,/?

Book Condensed | **Demi Condensed** | **Bold Condensed** | Extra Light Condensed | *Extra Light Condensed Oblique* | *Book Condensed Oblique* | Medium Condensed | *Medium Condensed Oblique* | **Demi Condensed Oblique** | **Bold Condensed Oblique** | Extra Light | *Extra Light Oblique* | Book | *Book Oblique* | Medium | *Medium Oblique* | **Demi** | **Demi Oblique** | **Bold** | **Bold Oblique**

Body text and pullout quotes.

Garamond Premier Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 | !@#\$%^&*(){}[];:”<>./?

Light Italic Display | **Caption** | Regular | Subhead | Display | *Italic Caption* | *Italic* | *Italic Subhead* | *Italic Subhead* | **Medium Caption** | **Medium** | **Medium Subhead** | **Medium Display** | *Medium Italic Caption* | *Medium Italic* | *Medium Italic Subhead* | *Medium Italic Display* | **Semibold Caption** | **Semibold** | **Semibold Subhead** | **Semibold Display** | **Semibold Italic Caption** | **Semibold Italic** | **Semibold Italic Subhead** | **Semibold Italic Display** | **Bold Caption** | **Bold** | **Bold Subhead** | **Bold Display** | **Bold Italic Caption** | **Bold Italic** | **Bold Italic Subhead** | **Bold Italic Display**

Used only by Undergraduate Admission.

Jump LT Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 | !@#\$%^&*(){}[];:”<>./?

COLOR PALETTES

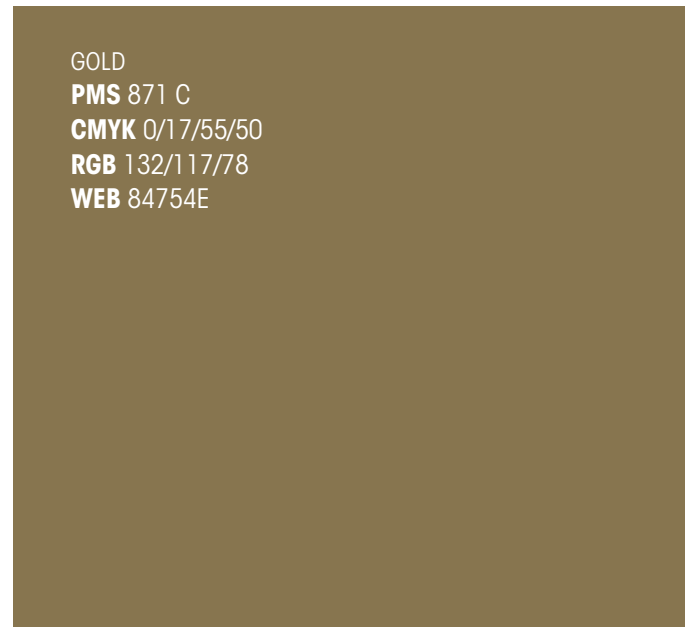
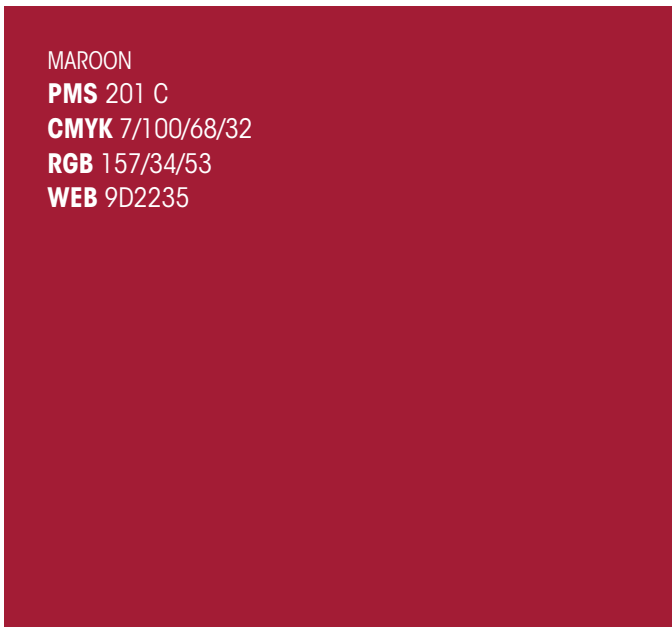
The color palette is a given, finite set of colors for the management of graphical elements.

Brand colors are an important part of a university's identity. Next to the logo, they are the most recognizable feature for a university and are applied on all communication materials in some capacity. All University colors are listed in this section with each color's corresponding PMS number, CMYK formula, RGB formula and web code:

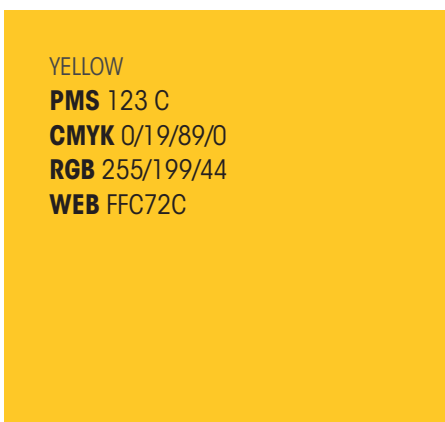
- **PMS:** The Pantone number is a number provided by Pantone LLC, which is “known worldwide as the standard language for color communication from designer to manufacturer to retailer to customer.” (<http://www.pantone.com/about-us>) These numbers ensure accurate color representation across all applications. All CUC colors are selections from the Pantone Solid Coated book.
- **CMYK:** The CMYK (cyan, magenta, yellow, black) formula is standard for printing. CUC colors should be in CMYK for all printing applications (unless specified by the vendor).
- **RGB:** The RGB (red, green, blue) formula is standard for all digital applications including web, TV and computer monitors.
- **Web:** The HEX/HTML code is a six-digit (three byte hexadecimal) number used in HTML, CSS, SVG and other computer applications to represent colors.

Color Palettes | Primary

The Primary Color Palette includes CUC's main colors, maroon and gold. These colors are used most often on all University materials.

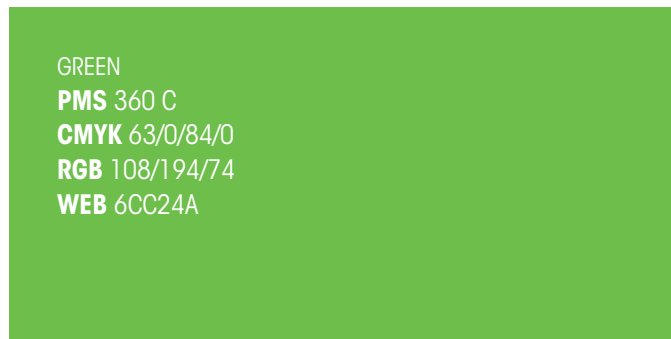
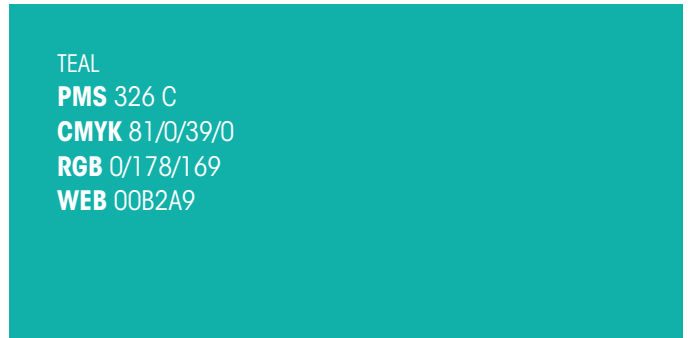
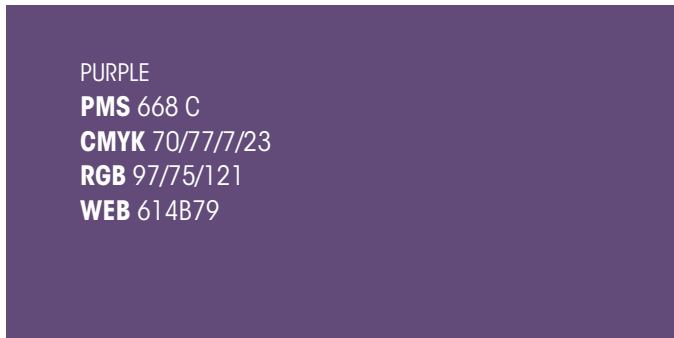
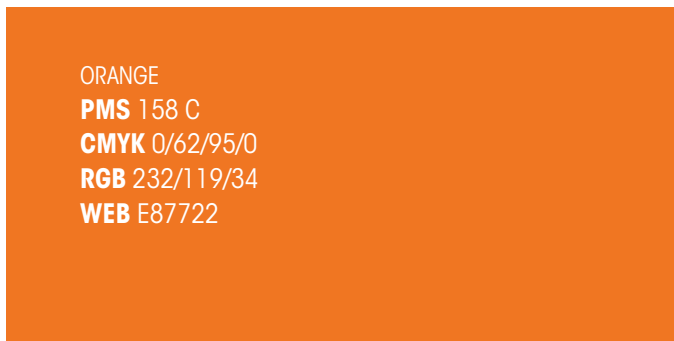
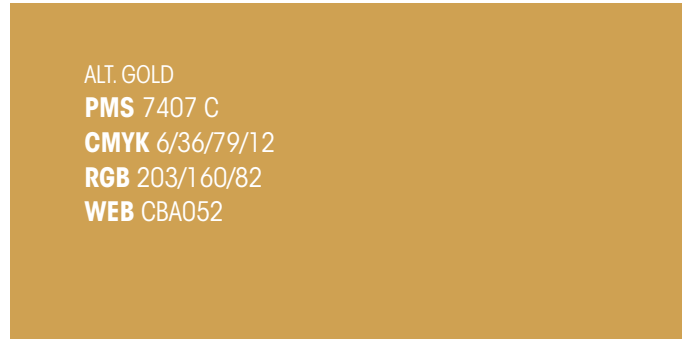
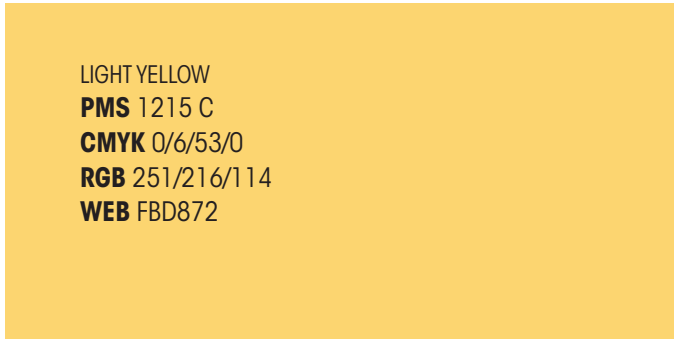


Yellow (PMS 123) is used in place of Gold (PMS 871) for Athletics Department and website only.



Color Palettes | Secondary

The Secondary Color Palette includes accent colors to be used with the Primary Color Palette.



CONTACT

Have any questions? Want to request a specific logo or font? Not sure if you're using a font correctly? Just let us know.

The Office of University Communications and Marketing is here to help with any questions or requests you might have about this guide.

- **Email:** pr@cuchicago.edu
- **Phone:** 708-209-3110
- **Office:** 1115 Monroe (Middle/Central House)

