Concordia University Graphic Standards
Quick Reference Guide

When using the Concordia University Bulldog logo please be sure if applicable, include the following information in the piece. Address: 800 North Columbia Avenue Seward, Nebraska 68434, Web site: www.cune.edu, and phone number: 800 535 5494. Always retain the exact proportions of the logo by holding the shift key when resizing. The logo may be used in the following manners:

- **Grayscale**–Use for black and white printing. This logo may be scaled larger and smaller.
- **Black**–Use for one-color printing where gradations are not applicable. This logo may be scaled larger and smaller.
- **Black text, gray bulldog**–Use for black and white printing. This logo may be scaled larger and smaller.
- **Blue without text**–This logo may be scaled larger and smaller.
- **Black, no text**–Use for one-color printing where gradations are not applicable. This logo may be scaled larger and smaller.

**Required Colors**

Use the official colors: black and gray, black on white, or blue.

- **Blue**
  - Pantone: 301
  - CMYK: 100c 43m 0y 18b
  - RGB: 51r 97g 157y
- **Gray** (Silver can be used if available)
  - CMYK: 0c 0m 0y 60b
  - RGB: 124r 124g 124y
- **Black**
  - Pantone: black
  - CMYK: 0c 0m 0y 100b
  - RGB: 0r 0g 0y

*Navy is only acceptable for clothing or giveaways when 301 Blue is not available.

**Improper Usage**

Maintaining the visual consistency of the bulldog logo is vital to preserving its integrity and recognition.

- Do not use any other colors.
- Do not stretch the logo out of proper proportion.
- Do not place the logo in an angled position.
- Do not reposition the text.

**Spacing around the logo**

The bulldog logo must always be displayed so that the space on each side of the logo is the same as the height of the C in Concordia.

**Questions**

If you have any questions about using the Concordia logos, please contact Lisa Nickolite in the Publications Office ext. 7220.
Concordia University Graphic Standards
Quick Reference Guide

When using the Concordia University logo please be sure if applicable, include the following information in the piece, address: 800 North Columbia Avenue Seward, Nebraska 68434, Web site: www.cune.edu, and phone number: 800 535 5494. *Always retain the exact proportions of the logo by holding the shift key when resizing.* The logo may be used in the following manners:

### For color printing

![Logo Image](image1.png)

**Required Colors**
Use the official colors: black and gray, black on white, or blue.

- **Blue**
  - Pantone: 301
  - CMYK: 100c 43m 0y 18b
  - RGB: 51r 97g 157y

- **Gray**
  - CMYK: 0c 0m 0y 60b
  - RGB: 124r 124g 124y

- **Black**
  - Pantone: black
  - CMYK: 0c 0m 0y 100b
  - RGB: 0r 0g 0y

### For black and white printing

![Logo Image](image2.png)

### All blue or reverse

![Logo Image](image3.png)

**Improper Usage**
Maintaining the visual consistency of the bulldog logo is vital to preserving its integrity and recognition.

- Do not use any other colors.
- Do not stretch the logo out of proper proportion.
- Do not reposition the text.
- Do not place the logo in an angled position.

**Spacing around the logo**
The logo must always be displayed so that the space on each side of the logo is the same as the height of the cross.

### Questions
If you have any questions about using the Concordia logos, please contact Lisa Nickolite in the Publications Office ext. 7220.