The Concordia symbol shows the cross, which identifies our central purpose, and the Weller tower spires clustered in groups of four identifying the symbol with Concordia’s Seward campus. The cross is formed by the empty background in the middle has no division lines. It continues around the spires and surrounds the shapes. The cross of Christ is central to our being. We are one with it and linked to it. It penetrates all of Concordia. The cross has four arms reaching to the four corners of the earth, symbolizing Concordia’s mission to prepare men and women for lives of learning, service and leadership in the church and world.
Primary Logo Variations

Concordia University, Nebraska logotypes are the primary element of Concordia’s visual identity system and must appear on all official Concordia communications. Concordia logotypes may not be altered in any way.

Cross Logo
The Cross logo is our primary logo. It is to be used in every situation.

There are four permissible versions of the logo, three with rearranged copy layouts and one as the Cross alone. The rearranged copy designs are created for flexible layout options. For the most situations, the version with the Cross in the left position is preferred.

- The Concordia logo should be produced at a reasonable size to maintain legibility.
- The logo must always remain in the foreground.
- The logo may be positioned to suit the layout, but it must never be positioned at an angle. It must never bleed off the edge.
- The logo colors are to be printed in 100% of the colors in the approved palette. No other colors or screen values may be used.
Primary Logo Dos and Don’ts

Concordia University, Nebraska logotypes are the primary element of Concordia’s visual identity system and must appear on all official Concordia communications.

Cross Logo Usage
For all uses, including print and merchandise, there should be a minimum clear space around the logotype equal to the height of the Cross graphic. This clear space should be void of any other graphic element, including the edge of a page.

The clear space requirement is to prevent the logo from being crowded by other typographic or graphic elements.

Unacceptable Design Treatments

1. Do not rotate the logo.
2. Do not bleed the logo off any edge.
3. Do not distort the logo
4. Do not rearrange or change the alignment of logo components
5. Do not alter the logo typeface.
6. Do not alter the scale of logo components.
7. Do not add a stroke to the logo.
8. Do not change the colors of the logo.
9. Do not add a shadow to the logo.
Concordia Seal

The Concordia University, Nebraska seal is only to be used on official university documents and publications as approved by the President.

The university seal should be produced at a reasonable size to maintain legibility. The seal must remain exactly in proportion. No elements may be resized.

The seal must always remain in the foreground. No effects may be applied to the seal.

The seal may be positioned to suit the layout, but it must never be positioned at an angle. It must never bleed off the edge.

The seal colors must be printed in 100% of either Concordia blue (Pantone® 295) or black. No other colors or screen values may be used.

There should be a minimum clear space around the logo equal to the height of a cross (present in the seal on either side of the sower). This clear space should be void of any other graphic element, including the edge of a page.
Most commonly used in return addresses, a lockup identifies which department of the university a particular *printed* communication is associated with.

Lockups are not intended to be used.
Colors

Concordia Blue
Pantone 295
CMYK 100, 89, 36, 35
RGB 23, 43, 84

Concordia Teal
Pantone 7474
CMYK 88, 39, 43, 10
RGB 0, 139, 152

Concordia Orange
Pantone 167
CMYK 18, 79, 100, 7
RGB 194, 84, 39

Concordia Grape
Pantone 216
CMYK 37, 96, 53, 29
RGB 129, 34, 70

Concordia Purple
Pantone 5195
CMYK 55, 75, 45, 27
RGB 105, 69, 89

Concordia Green
Pantone 624
CMYK 56, 25, 45, 2
RGB 120, 158, 144

Concordia Gray
Pantone 423
CMYK 48, 39, 39, 4
RGB 138, 140, 140
The Gotham Font Family is the primary typeface for Concordia’s brand.

Gotham has three fonts:
- Gotham
- Gotham Narrow
- Gotham XNarrow

Gotham is our regular, paragraph font. Gotham XNarrow is our heading font.

The Gotham Font Family

<table>
<thead>
<tr>
<th>Font</th>
<th>Characters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gotham 12pt</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td></td>
<td>abcdEFGHijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td></td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td></td>
<td>abcdEFGHijklmnopqrstuvwxyz</td>
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<tr>
<td></td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
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<td></td>
<td>abcdEFGHijklmnopqrstuvwxyz</td>
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</tbody>
</table>
|            | 1234567890!@#$%^&*(-_=+-;"',./<>?
| Sentinel 12pt| ABCDEFGHIJKLMNOPQRSTUVWXYZ        |
|            | abcdEFGHijklmnopqrstuvwxyz          |
|            | ABCDEFGHIJKLMNOPQRSTUVWXYZ          |
|            | abcdEFGHijklmnopqrstuvwxyz          |
|            | ABCDEFGHIJKLMNOPQRSTUVWXYZ          |
|            | abcdEFGHijklmnopqrstuvwxyz          |
|            | 1234567890!@#$%^&*(-_=+-;"',./<>?
| JR Hand 12pt| ABCDEFGHIJKLMNOPQRSTUVWXYZ        |
|            | abcdEFGHijklmnopqrstuvwxyz          |
|            | ABCDEFGHIJKLMNOPQRSTUVWXYZ          |
|            | abcdEFGHijklmnopqrstuvwxyz          |
|            | ABCDEFGHIJKLMNOPQRSTUVWXYZ          |
|            | abcdEFGHijklmnopqrstuvwxyz          |
|            | 1234567890!@#$%^&*(-_=+-;"',./<>?
| Kalam 12pt | ABCDEFGHIJKLMNOPQRSTUVWXYZ        |
|            | abcdEFGHijklmnopqrstuvwxyz          |
|            | ABCDEFGHIJKLMNOPQRSTUVWXYZ          |
|            | abcdEFGHijklmnopqrstuvwxyz          |
|            | ABCDEFGHIJKLMNOPQRSTUVWXYZ          |
|            | abcdEFGHijklmnopqrstuvwxyz          |
|            | 1234567890!@#$%^&*(-_=+-;"',./<>?

Secondary Fonts
To compliment Gotham, Concordia uses additional fonts in specific situations.

Sentinel is a block-serif font and is used for more formal needs. It’s never used as a paragraph font, but rather as a heading font.

Handwritten Fonts
For quotes, handwritten fonts are used to showcase personality. To visually showcase individual personalities, multiple handwritten fonts can be used for quotes. In many cases, real handwritten font is preferred.

<table>
<thead>
<tr>
<th>Font</th>
<th>Characters</th>
</tr>
</thead>
<tbody>
<tr>
<td>JR Hand 12pt</td>
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|            | 1234567890!@#$%^&*(-_=+-;"',./<>?
| Kalam 12pt | ABCDEFGHIJKLMNOPQRSTUVWXYZ        |
|            | abcdEFGHijklmnopqrstuvwxyz          |
|            | ABCDEFGHIJKLMNOPQRSTUVWXYZ          |
|            | abcdEFGHijklmnopqrstuvwxyz          |
|            | ABCDEFGHIJKLMNOPQRSTUVWXYZ          |
|            | abcdEFGHijklmnopqrstuvwxyz          |
|            | 1234567890!@#$%^&*(-_=+-;"',./<>?

#GoHigher

CONCORDIA UNIVERSITY NEBRASKA
Athletics Logos

The Concordia athletic logos represent the visual identity of our athletic brand and may not be altered in any way.

Bulldog Logo

The Bulldog logo is our primary logo. It is to be used in every situation. When a single logo is desired, it must be the Bulldog logo.

There are three permissible versions of the logo, each with varying copy. No other versions of the Bulldog logo are allowed.

- Concordia's Bulldog logo should be produced at a reasonable size to maintain legibility.
- The Bulldog logo must always remain in the foreground.
- The Bulldog logo colors must be printed in 100% of either Concordia blue (Pantone® 295), Concordia grey (Pantone® 423), white or black. No other colors or screen values may be used.
- In very few circumstances should the Bulldog logo without text be used. Please confirm uses with the Concordia Marketing & Communications office prior to using.
Athletics Logos

The Concordia athletic logos represent the visual identity of our athletic brand and may not be altered in any way.

Bulldog Logo Usage

For all uses, including print and merchandise, there should be a minimum clear space around the logotype equal to the height of the “C” in the “Concordia” typographic element. This clear space should be void of any other graphic element, including the edge of a page.

The clear space requirement is to prevent the logo from being crowded by other typographic or graphic elements.

Unacceptable Treatments

1. Do not rotate the logo.
2. Do not bleed the logo off the edge.
3. Do not distort the logo.
4. Do not rearrange components in the logo.
5. Do not change “CONCORDIA” to any other word.
6. Do not alter logo typeface.
7. Do not alter the logo.
8. Do not add a stroke to the logo.
9. Do not change the color of the logo.
10. Do not remove the “C” from around the bulldog.
11. Do not add a shadow to the logo.
Athletics Logos

The Concordia athletic logos represent the visual identity of our athletic brand and may not be altered in any way.

Block ‘C’ Logo

The only official secondary logomark for Bulldog Athletics is the block ‘C’. This logomark, added in 2015, is limited in use to very specific situations. Any usage not outlined below must receive expressed written consent from the Concordia Marketing & Communications office.

Only one variation of the Block ‘C’ logo exists. No other variations are allowed.

- Concordia’s Block ‘C’ logo should be produced at a reasonable size to maintain legibility.
- The Block ‘C’ logo must always remain in the foreground.
- The Block ‘C’ logo colors must be printed in 100% of either Concordia blue (Pantone® 295), Concordia gray (Pantone® 423), white or black. No other colors or screen values may be used.

Acceptable Block ‘C’ Logo Usage

- The ‘C’ logo may only be used as a secondary mark and must be preceded by the primary Bulldog logo.
- In uniforms and jerseys, the ‘C’ logo may be used when appropriate space is not available for the primary Bulldog logo (ex: football helmets, baseball caps). Such use must receive expressed written consent from the Concordia Marketing & Communications office.
Athletics Logos

The Concordia athletic logos represent the visual identity of our athletic brand and may not be altered in any way.

Block ‘C’ Logo Usage
For all uses, including print and merchandise, there should be a minimum clear space around the logomark equal to the width of the serif in the ‘C’. This clear space should be void of any other graphic element, including the edge of a page.

The clear space requirement is to prevent the logo from being crowded by other typographic or graphic elements.

Unacceptable Design Treatments
1. Do not rotate the logo.
2. Do not bleed the logo off the edge.
3. Do not distort the logo.
4. Do not use the logo as part a letter in a word.
5. Do not change the color of the logo.
6. Do not add a shadow to the logo.
Athletics Visual Designs

The Concordia athletic design treatment captures the momentum and celebration of our student athletes and team accomplishments.

Tell the Story with Photos
Wherever possible, photography should be used. Action/journalistic style photos will always portray the story best.

When a story needs to be told that involves multiple athletes or coaches, split action photos with a 6° angle.

Photos used on the athletics website and social media should cropped to 16x9 proportions.

Splotches and Cutouts
As a key design element used to cohesively tie together athletics designs, the splotches and cutouts are visual elements used in select situations as background elements.

This design element is only used when creating a collage of individual cutouts of action photos. The cutouts are placed in a random, yet balanced design particular to a specific layout.

An example where two student athletes are featured. Action photos are separated by a 6° angle.

An example of splotches and cutouts for a specific layout.
Athletics Visual Designs

The Concordia athletic design treatment captures the momentum and celebration of our student athletes and team accomplishments.

Typography

The Lato and Prohibition font families are the primary typefaces for Concordia’s athletic brand.

Lato is the font used for body copy while Prohibition is used primarily for headlines and subheads.

Lato 12pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()-_=+:;'"",./<>?

Prohibition 16pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()-_=+:;",./<>?

*Prohibition does not have lowercase characters