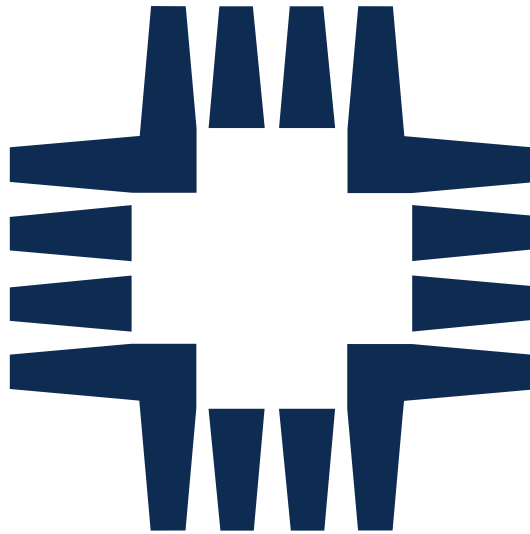# Primary Logo

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 University, Nebraska's campus. The cross 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 preffered.

- 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.

CONCORDIA UNIVERSITY NEBRASKA

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CONCORDIA UNIVERSITY NEBRASKA

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.
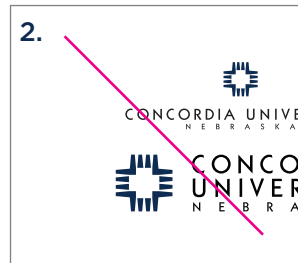
Concordia Seal

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.
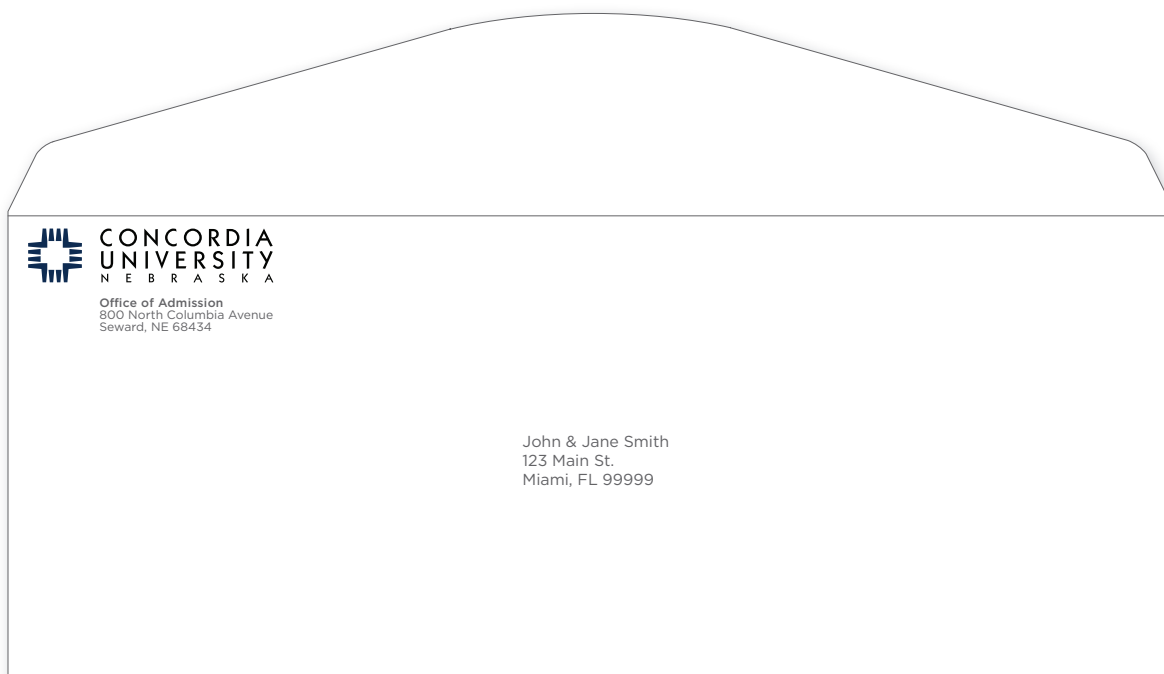
There should be a minimum clear space around the logo equal to the height of a cross (present in the seal on either side of the sower). This clear space should be void of any other graphic element, including the edge of a page.
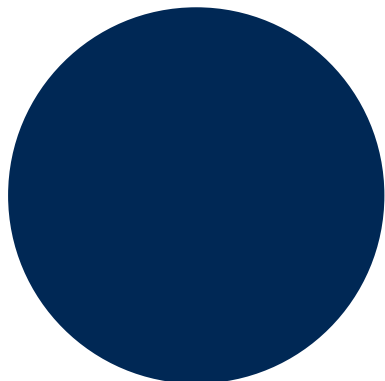
Lockups

Most commonly used in return addresses, a lockup identifies which department of the univeristy a particular *printed* communication is associated with.
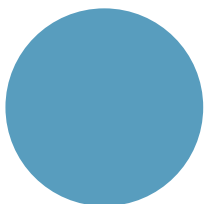
CONCORDIA UNIVERSITY NEBRASKA

Office of Admission
800 North Columbia Avenue
Seward, NE 68434

CONCORDIA UNIVERSITY NEBRASKA

Office of Institutional Advancement
800 North Columbia Avenue
Seward, NE 68434

CONCORDIA UNIVERSITY NEBRASKA

Office of Admission
800 North Columbia Avenue
Seward, NE 68434

John & Jane Smith
123 Main St.
Miami, FL 99999

CONCORDIA UNIVERSITY NEBRASKA

Colors

CONCORDIA BLUE

CMYK	100 | 89 | 36 | 35
RGB	25 | 45 | 83
HEX	192C53
PMS	295 C

SKY

CMYK	65 | 26 | 15 | 0
RGB	90 | 157 | 191
HEX	5A9DBF
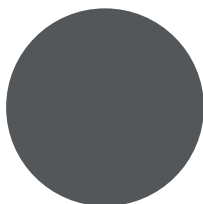
SLATE

CMYK	00 | 00 | 00 | 75
RGB	100 | 100 | 100
HEX	646464
PMS	425 C
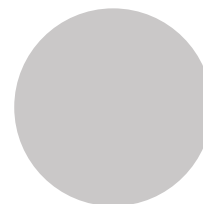
NIMBUS

CMYK	00 | 00 | 00 | 25
RGB	200 | 200 | 200
HEX	C8C8C8
PMS	420 C
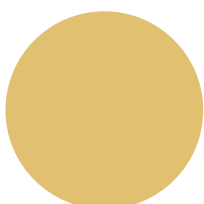
WHEAT

CMYK	12 | 22 | 65 | 0
RGB	226 | 193 | 114
HEX	E2C172

WARM WHITE

CMYK	2 | 2 | 5 | 0
RGB	247 | 244 | 237
HEX	F7F4ED
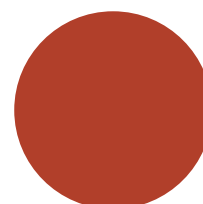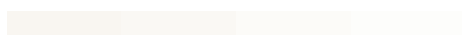
CLAY

CMYK	22 | 87 | 94 | 12
RGB	178 | 64 | 42
HEX	B2402A

Typography

BODY COPY

The Gotham Font Family is the typeface for Concordia's brand. Gotham Book weight is our regular, paragraph font, and Gotham Medium weight is our subhead font.

GOTHAM 10PT

ABCDEFGHIJKLMNOPQRST UVWXYZ

ABCDEFGHIJKLMNOPQRST UVWXYZ

ABCDEFGHIJKLMNOPQRST UVWXYZ

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

GOTHAM 10PT

ABCDEFGHIJKLMNOPQRS TUVWXYZ

ABCDEFGHIJKLMNOPQRS TUVWXYZ

ABCDEFGHIJKLMNOPQRS TUVWXYZ

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

HEADLINES

Gotham Black is used as a main headline.To compliment Gotham, Sentinel is a block-serif font and is never used as a paragraph font, but rather as another optional heading font.

GOTHAM 10PT

ABCDEFGHIJKLMNOPQRS TUVWXYZ

ABCDEFGHIJKLMNOPQRS TUVWXYZ

ABCDEFGHIJKLMNOPQRS TUVWXYZ

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

SENTINEL 10PT

ABCDEFGHIJKLMNOPQRST UVWXYZ

ABCDEFGHIJKLMNOPQRS TUVWXYZ

ABCDEFGHIJKLMNOPQRS TUVWXYZ

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

HANDWRITTEN FONT

For quotes, a handwritten font are used to showcase personality.

SUPERFLY ONE 10PT

ABCDEFGHIJKLMNOPQ RSTUVWXYZ ABCDEFGHIJKLMNOPQRS VTUVWXYZ 1234567890!@#$%^&* ()-_=+:;'",./<>

SUPERFLY TWO 10PT

ABCDEFGHIJKLMNOPQ RSTUVWXYZ ABCDEFGHIJKLMNOPQRS TUVWXYZ 1234567890!@#$%^&* ()-_=+:;'",./<>

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 the around the bulldog.
11. Do not add a shadow to the logo.
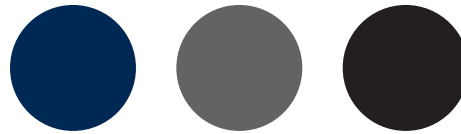
Athletics Logos

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.*
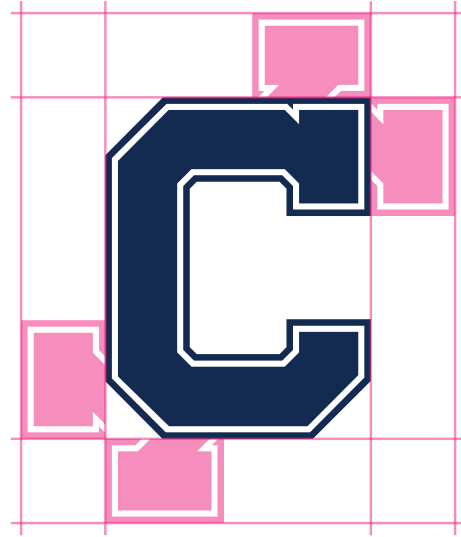
Athletics Logos

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.
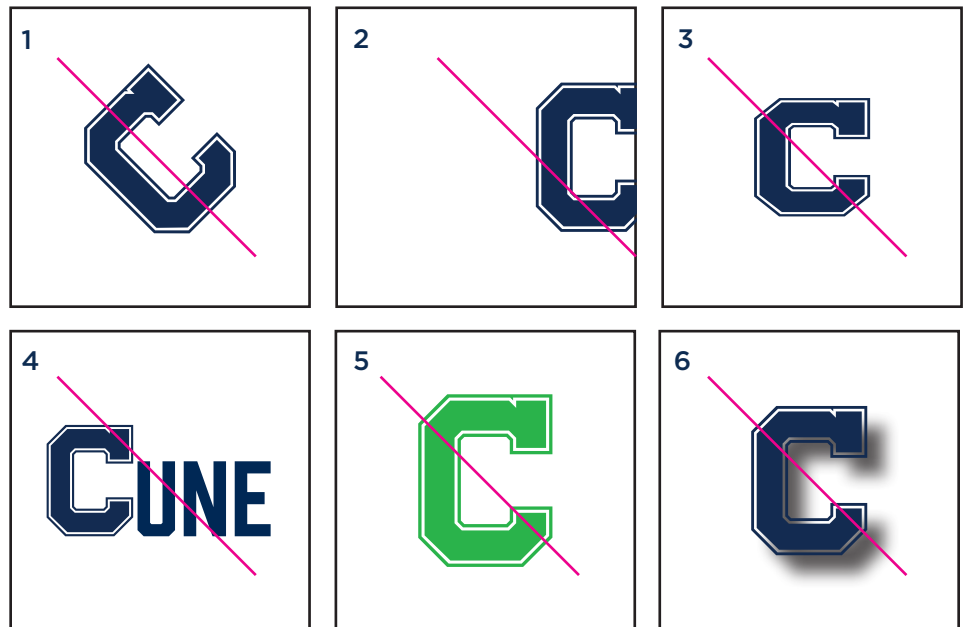
CONCORDIA
UNIVERSITY
NEBRASKA

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.

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

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 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

ABCDEFGHIJKLMNOPQ
RSTUVWXYZ

ABCDEFGHIJKLMNOPQ
RSTUVWXYZ

ABCDEFGHIJKLMNOPQ
RSTUVWXYZ

LATO 12PT

ABCDEFGHIJKLMNOPQ
RSTUVWXYZ

ABCDEFGHIJKLMNOPQ
RSTUVWXYZ

ABCDEFGHIJKLMNOPQ
RSTUVWXYZ

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

PROHIBITION 16PT

ABCDEFGHIJKLMNOP
QRSTUVWXYZ

PROHIBITION 16PT

1234567890!@#$%^
&*[]-_=+:;'",./<>?

*Prohibition does not have lowercase characters

Lutheran School Ministry

Serving in Lutheran schools is one of the noblest professions in the world. The Lutheran Church—Missouri Synod educates children in early childhood programs through grade 12 in more than 2,000 schools worldwide. Through a Christ-centered, religiously integrated curriculum, Lutheran schools offer a holistic education that provides outstanding academic preparation built upon a faith foundation impacting lives for eternity.

At Concordia University, Nebraska, we're steadfast in our mission to equip students for lives of learning, service and leadership in the church and world. In fact, we lead the LCMS with over 20 percent of current rostered Church Workers prepared by us. However, our Lutheran schools have an even larger need for teachers and administrators than all the Concordia universities can provide. Seeing this need, Concordia Nebraska is proud to introduce the Lutheran School Ministry program.

The Lutheran School Ministry program is primarily designed for the non-Lutheran working educators in our Lutheran schools who desire additional training to incorporate the Lutheran ethos into their classrooms. The program provides practical instruction on what makes a Lutheran school truly distinctive.

All four modules, eight weeks in length and available online, complete the Lutheran School Ministry training. Tuition is $600 per module or $2,000 for the entire program.

For more information, visit **cune.edu/lutheranschool**.

MODULE 1
What Lutherans Believe, Teach and Confess

A study of basic Lutheran beliefs and how they inform the ethos and ministry of the Lutheran school.

MODULE 2
The Lutheran School: Identity and Ethos

A study of the practical application of God's Word and Lutheran beliefs in a distinctively Lutheran school.

MODULE 3
The Lutheran Classroom: Daily Life Together

A study of the Lutheran Christian classroom as an environment rooted in application of Law and Gospel with the intentional integration of faith into all elements of the classroom.

MODULE 4
The Teacher in a Lutheran School: Vocation

A study of vocation designed to provide teachers in Lutheran schools with a deeper personal understanding of their calling to serve the Lord, the Church and their students.

Registration Deadlines	Start Dates
August 24, 2018	August 27, 2018
October 19, 2018	October 22, 2018
January 4, 2019	January 7, 2019
March 1, 2019	March 4, 2019
April 26, 2019	April 29, 2019
June 21, 2019	June 24, 2019