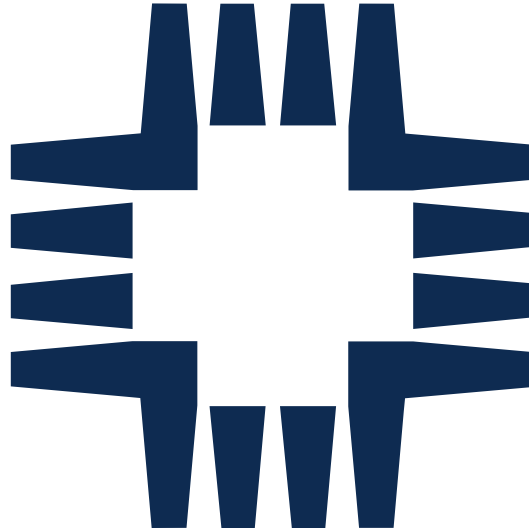


# Primary Logo



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.

# Colors

## PRIMARY COLOR

**CONCORDIA BLUE**

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

## SECONDARY COLORS

**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

## TERTIARY COLOR

**WHEAT**

CMYK	12   22   65   0
RGB	226   193   114
HEX	E2C172

# Typography

## Main Heading

FIGTREE BLACK

### SUBHEADING

FIGTREE BOLD

Body copy text. Aquiatist, totatur itatiatur? Quae custias derum fugia porunti seque

FIGTREE REGULAR

Body copy text. Aquiatist, totatur itatiatur? Quae custias derum fugia porunti sequeAlis non preperia di illum quissi corehenis aut quasi oditium ium in cusanis modis ducid ea volo con consendundae dem utam voluptasimus sequi bearchicitat hillitati conet quata dolupta

### HANDWRITTEN FONT

When in need of something to stand out please use our handwritten font. It may go in place of the main heading font if applicable. Please make sure the font is legible and not used wording more than three lines.

### SERIF FONT

This font is used in official cases for things such as programs (Inaugurations, Dedications, and Graduations).

### SUPERFLY ONE

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

### SENTINEL

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

### SUPERFLY TWO

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

# Athletic Typography

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

## MAIN HEADING

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### SUBHEADING

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Body copy text. Aquiatist, totatur itatiatur? Quae custias derum fugia porunti seque

Body copy text. Aquiatist, totatur itatiatur? Quae custias derum fugia porunti seque  
Alis non preperia di illum quissi corehenis aut quasi oditium  
ium in cusanis modis ducid ea volo con consendundae dem utam  
voluptasimus sequi bearchicitat hillitati conet quata dolupta

PROHIBITION REGULAR

FIGTREE BOLD

FIGTREE REGULAR

# Email Signatures

Below are a few samples of approved email signatures. Arial is an accessible font choice that is similar to gotham.

**YOUR NAME** (all caps, bold, font size 10pt, color black)

Job title (font size 10pt, color black)

Your department (font size 10pt, color black)

Office Building 000 (font size 10pt, color black)

(000) 000-0000 (font size 10pt, color black)

cune.edu (font size 10pt, color black)



**YOUR NAME** (all caps, bold, font size 10pt, color black)

Job title (font size 10pt, color black)

Your department (font size 10pt, color black)

Office Building 000 (font size 10pt, color black)

(000) 000-0000 (font size 10pt, color black)

cune.edu (font size 10pt, color black)



# Mailing Lockups

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

