



Athletics Identity

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Calvin Knights

Every time an athlete suits up or someone buys spirit wear from the campus store our brand visual identity is on display. It is important that we maximize our athletic exposure and reinforce our unique brand DNA by utilizing uniform brand identity standards. Consistency is king.

As long as consumers are going to judge our book cover, we need to make sure they get the right idea of what's inside.

Calvin's athletic branding guidelines are a system of knight logos, "C" pendants, wordmarks, colors and typefaces. Outside of athletics, the Knights logo and "C" pendant should be used as a graphic element, and always in conjunction with the Calvin College logo.



Primary Signature

Calvin Athletics maintains a suite of on-brand signatures for use in all applications—these are the cornerstone visual marks that are to be featured on all branded products in the appropriate form. Four variations of the full signature are available for use—two vertical marks, the horizontal mark, and the horizontal lance mark.

Our athletics primary signature is built with intentional ratios, dimensions, and proximity. Never attempt to manipulate, resize, shift, skew, or otherwise alter it.



FULL SIGNATURE - KNIGHTS
Vertical



FULL SIGNATURE - CALVIN
Vertical



FULL SIGNATURE
Horizontal



FULL SIGNATURE
Horizontal Lance



Primary Signature Variations

Our signatures may be expressed in a limited number of color variations for long-term consistency. Sample options are provided here.

As demonstrated, our signature may exist on four background colors—all of which are official colors in our palette. Do not attempt to colorize any elements within our signature in contrast to the standards represented here.

Secondary Marks

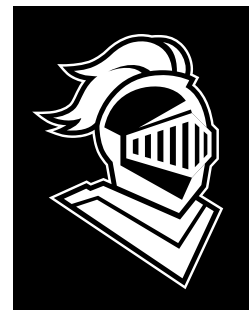
While the full signature is the preferred mark, the knighthead alone is also acceptable and the decision should be dictated by the product to which it is being applied in terms of space and style.

In addition to our official brandmarks suite, Calvin Athletics maintains a mark (pendant) designed primarily for baseball and softball hats. However, other applications of the pendant may be approved through the marketing department.

Note that when using the knighthead or pendant, the full signature or other approved textmarks should also be featured on the product or apparel. This standard is to ensure that the word "Calvin" is always present.



Secondary Mark: Knighthead alone



Never attempt to redraw or typeset our signature. Official files are available by request through our marketing department.



Secondary Mark: Pendant "C"



Wordmarks

The athletic wordmarks CALVIN and KNIGHTS are primarily used for merchandise, uniforms and for official athletic identity items. Other examples include t-shirts, signage, and scoreboards.

CALVIN

KNIGHTS

CALVIN

KNIGHTS

CALVIN

KNIGHTS

Never attempt to redraw or typeset our signature. Official files are available by request through our marketing department.

Departments and Teams

It is preferred that "Calvin" is always present in the full signature. There are vertical and horizontal options available. There are three text options:

1. Calvin College
2. Calvin Athletics
3. Calvin and the proper name of an official sport.

Requests for unique designations must be submitted to the marketing department.



The designation is typeset specifically for leading and tracking; obtain official typeset files from the marketing department.

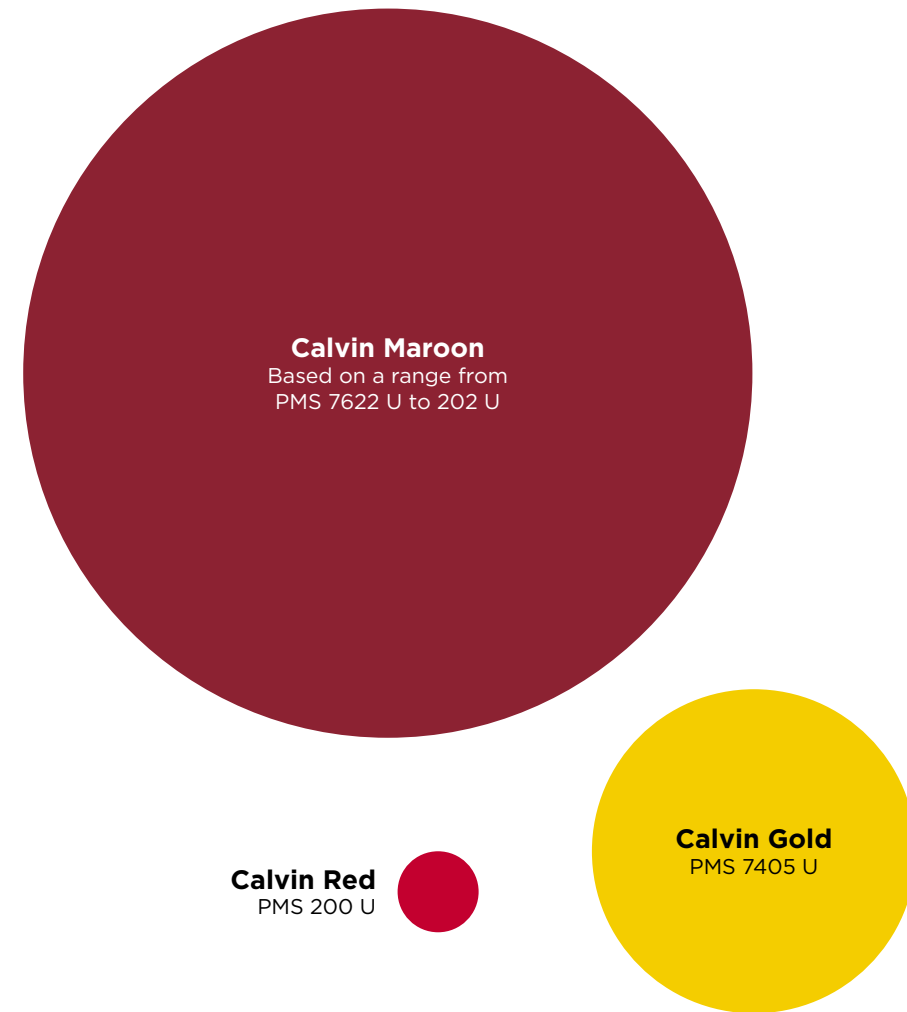
Color Palette

Eliciting both emotional responses and brand recognition, color is a seemingly straightforward component and yet a powerful tool. Calvin athletics' color palette has been selected to support core brand values and an accurate representation of the university's brand system and personality.

The official Calvin College colors are maroon and gold. These primary colors typically serve as the majority of the color ratio on the canvas. The athletic red can be used as an accent or supporting color.

Uniforms, products and apparel should only use the Maroon and Gold.

As with all content in this standards document, if you have questions about appropriate usage of the color palette, please contact Calvin College's communications and marketing department.



When printing communication products, always request a proof and compare the result against Pantone's® color matching system. When using digital files, be aware that color modes, profiles, hardware, and file types will influence color accuracy.

Color Chart

Our primary PMS colors have been selected to represent our brand and should be matched to the PMS uncoated chip. Swatches are also available in the Communications and Marketing department. For 4-color printing, you will primarily use the CMYK values. For on-screen mediums, use the RGB or HEX values.

Paper finishes

Printed color is affected by paper finishes. The Pantone Color Specifier is available in two paper finishes: uncoated and coated. Please be sure to consult with your vendor to match the Pantone chips as accurately as possible. This is also crucial when dealing with media other than paper.

Office printers

Color office printers (including inkjet and color copiers) use four toners to build colors, and will vary in color output.

For further merchandise and apparel color information please see pages 14-15

 <p>PMS 7622 U to PMS 202 U</p>	<p>Print (uncoated): 26C / 96M / 86Y / 24K Digital: 151R / 37G / 43B Hex: #97252B Madeira Poly Neon: 1982 (thread color)</p>
 <p>PMS 7405 U</p>	<p>Print (uncoated): 6C / 16M / 100Y / 0K Digital: 243R / 205G / 0B Hex: #F3CD00 Madeira Poly Neon: 1724 (thread color)</p>
 <p>PMS 200 U</p>	<p>Print (uncoated): 6C / 16M / 100Y / 0K Digital: 243R / 205G / 0B Hex: #C2002F Madeira Poly Neon: 1839 (thread color)</p>

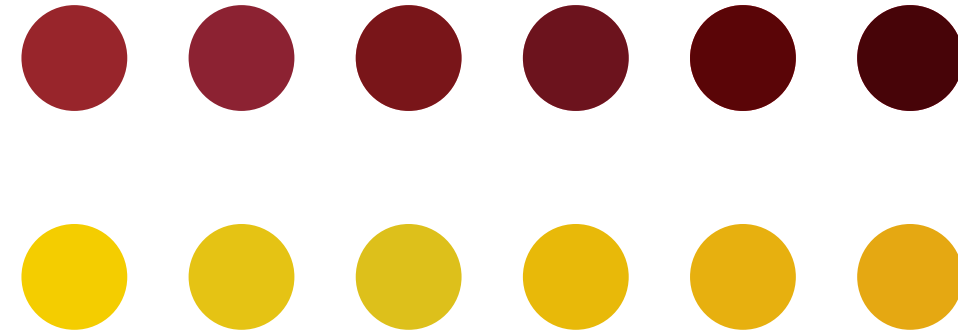
Merchandise and Apparel

The color guide shown in this section is approved for use with branded merchandise, apparel and athletic uniforms.

Since an exact PMS match to available merchandise and apparel colors is often not possible, the Calvin Knights logo, when placed on merchandise and apparel only, may be placed on a wider range of colors. For merchandise and apparel, non-standard color combinations, such as Maroon letters on blue for orientation or dorm rooms, are allowed, as long as the color combination is attractive and legible.

A dedicated collection of Calvin Knight logos is available in Cumulus for use by approved vendors working with departments, the bookstore and athletic teams.

Examples of acceptable range



Similar colors, such as dark-on-dark or light-on-light are not legible. Avoid black on a dark gray or maroon and black on maroon.

Correct Usage

To ensure a consistent identity, it is essential the logo is used correctly. The logo was purposefully designed to fit across numerous applications at various sizes. Your help in using the logo as it was originally drawn will go a long way in building strong recognition for the Calvin College athletic brand.

Usages to Avoid

- Do not alter the logo in any way.
- Never attempt to redraw or alter the proportions of the logo.
- Do not change the color, or add or omit any elements of the logo.
- Do not reproduce the logo on a patterned or busy background.



Do not alter the colors of the logo.
Do not use unofficial colors or combinations.

Gotham Book

Gotham Bold

Gotham Condensed Bold

Constantia

COLLEGIATE

Typography

To provide a consistent brand identity, Calvin Athletics specifies three typefaces that may be used in communication products. The range of these typefaces allows for design flexibility so that departments, programs, and athletics can create distinctive looks for their marketing purposes.

Gotham Condensed Black Italic is our display font, as seen in the full signature, and is intended for headlines and text that is generally more prominent relative to the rest of the canvas.

Gotham is generally used for body copy and larger volumes of text, but can also be suitable as a headline or subhead typeface.

Constantia may be used for body copy and headlines.

[Collegiate] refers to the universal, chiseled and angular font family commonly associated with collegiate athletics. Production vendors generally have a font of their own that meets this requirement.

**BLEED
MAROON**

WE ARE CALVIN

That Knight Life.

**Fight for
the maroon
and gold**

Calvin. One Spirit.

**Serve
Pursue
Dedicate
Excel**

#KNIGHTNATION



Athletics Identity