



CROWN COLLEGE

ATHLETICS

BRANDING + GENERAL USE
QUICK GUIDE

BRANDING + GENERAL USE

This quick guide will go over our Athletic Department logos and how to use them. They are specifically for the Crown College Polar Athletic Department. This is for non-sport specific applications. For sport specific logos, please refer to the sport-specific quick guide.

If you have questions, please refer to our full Brand Guidelines.

For example:

- › Athletic Department Signage
- › Email Signatures
- › Non-Sport Specific Athletic Apparel

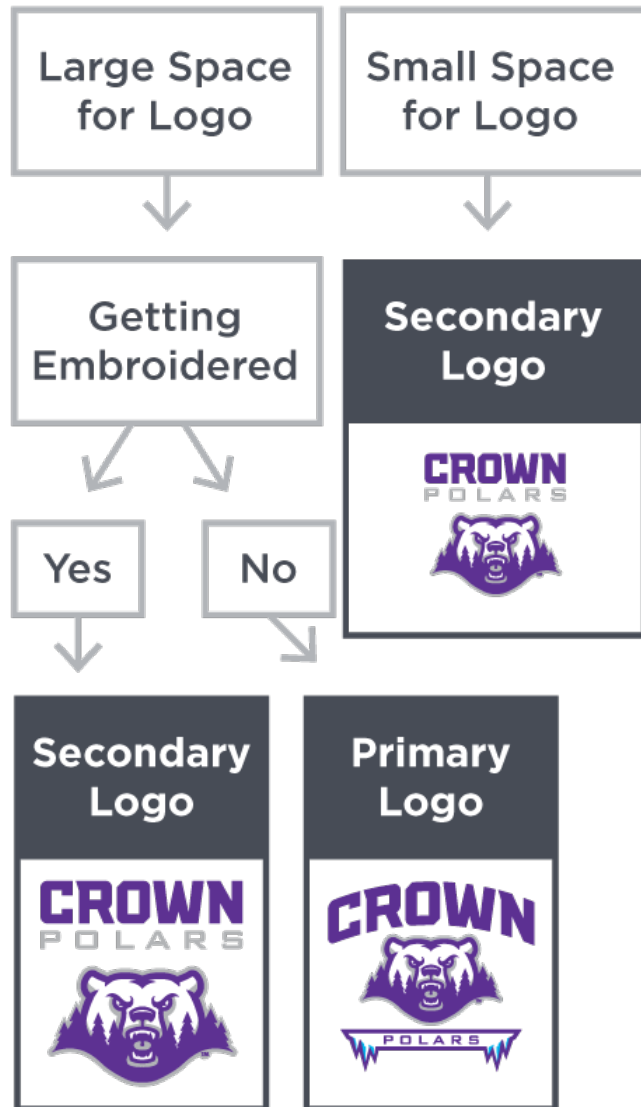
On any materials, signage, apparel or anything Crown Polar athletics, we need to have either one of the following logos:



PRIMARY



SECONDARY



This table is to assist in figuring out what option to use.

LOGOS TO USE

PRIMARY LOGO

FULL-COLOR

Use the full-color Primary Logo whenever possible.

SIZE RESTRICTIONS:

This can be scaled as small as 1”.



If the background is too complex, or requires a one-color:



**PURPLE
ONE-COLOR**

Use this on light
backgrounds.



**WHITE
ONE-COLOR**

Use this on dark
backgrounds.

SECONDARY LOGO

FULL-COLOR

Available for use if the the logo needs to be smaller than 1”

SIZE RESTRICTIONS:

This can be scaled as small as 0.5”.



If the background is too complex, or requires a one-color:



**PURPLE
ONE-COLOR**

Use this on light
backgrounds.



**WHITE
ONE-COLOR**

Use this on dark
backgrounds.

LOGO ALREADY ON THERE?

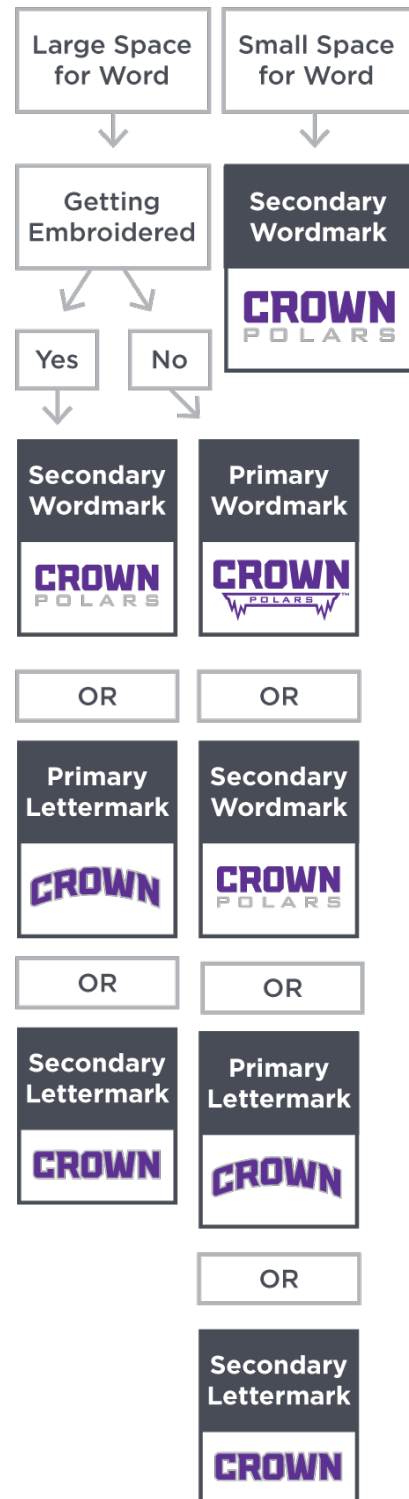
Additional graphics to go on the material, here are the different options.

WORDMARK

Full text from the Logos, or typography from the logo.

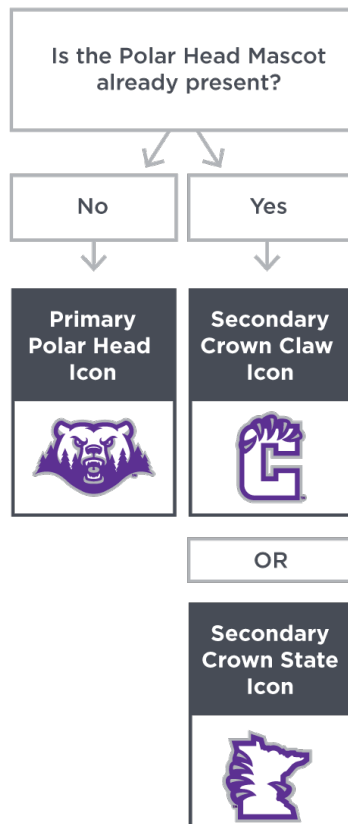
LETTERMARK

Partial text from the Logos, or typography from the logo.



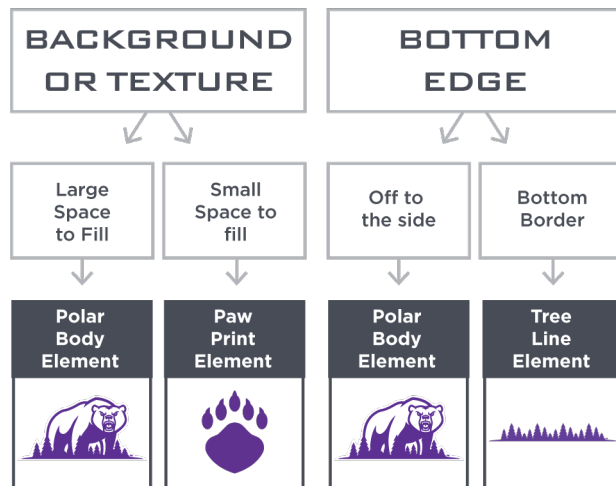
ICON

Symbol or image from logo, or additional images to represent the brand.



ELEMENT

Additional images to supplement branding currently on item. Used as a texture in the background, or as a border at the bottom of a page.



TYPOGRAPHY

PRIMARY WORDMARK

FULL-COLOR

Use this full-color Primary Wordmark whenever possible.

SIZE RESTRICTIONS:

This can be scaled as small as 1”.



If the background is too complex, or requires a one-color:



SECONDARY WORDMARK

FULL-COLOR

Available for use if the Wordmark needs to be smaller than 1”

SIZE RESTRICTIONS:

This can be scaled as small as 0.5”.

The logo consists of the word "CROWN" in a large, bold, purple, sans-serif font. Below it, the word "POLARS" is written in a smaller, grey, spaced-out, sans-serif font.

If the background is too complex, or requires a one-color:

The logo "CROWN POLARS" in purple, where "CROWN" is larger and bolder than "POLARS".

PURPLE
ONE-COLOR

Use this on light
backgrounds.

The logo "CROWN POLARS" in white, where "CROWN" is larger and bolder than "POLARS", set against a solid purple rectangular background.

WHITE
ONE-COLOR

Use this on dark
backgrounds.

TYPOGRAPHY

PRIMARY LETTERMARK

FULL-COLOR

Use this full-color Primary Lettermark whenever possible.

SIZE RESTRICTIONS:

This can be scaled as small as 1”.



ADDITIONAL FULL-COLOR

Use the white-gray lettermark on dark backgrounds.

If the background is too complex, or requires a one-color:



PURPLE ONE-COLOR

Use this on light backgrounds.



WHITE ONE-COLOR

Use this on dark backgrounds.

SECONDARY LETTERMARK

FULL-COLOR

Available for use if the the Lettermark needs to be smaller than 1”

SIZE RESTRICTIONS:

This can be scaled as small as 0.5”.



ADDITIONAL FULL-COLOR

Use the white-gray lettermark on dark backgrounds.

If the background is too complex, or requires a one-color:



PURPLE
ONE-COLOR

Use this on light
backgrounds.



WHITE
ONE-COLOR

Use this on dark
backgrounds.

ICON

PRIMARY POLAR HEAD ICON

FULL-COLOR

This is our mascot, so use this full-color Primary Polar Head Icon whenever possible.

SIZE RESTRICTIONS:

This can be scaled as small as 0.25”.



If the background is too complex, or requires a one-color:



PURPLE ONE-COLOR

Use this on light backgrounds.



WHITE ONE-COLOR

Use this on dark backgrounds.

SECONDARY CROWN CLAW ICON

FULL-COLOR

Available for use if the Primary Polar Head Icon is already present.

SIZE RESTRICTIONS:

This can be scaled as small as 0.25”.



SECONDARY CROWN STATE ICON

FULL-COLOR

Available for use if the Primary Polar Head Icon is already present.

SIZE RESTRICTIONS:

This can be scaled as small as 0.25”.



If the background is too complex, or requires a one-color:



PURPLE ONE-COLOR

Use this on light
backgrounds.



PURPLE ONE-COLOR

Use this on light
backgrounds.



WHITE ONE-COLOR

Use this on dark
backgrounds.



WHITE ONE-COLOR

Use this on dark
backgrounds.

ELEMENT

POLAR BODY ELEMENT

FULL-COLOR

This can be used in its entirety, as a transparent texture, or cropped down. If cropped, 3/4 of the head needs to be in view. This can also be used in front or behind an image, as long as no faces are covered.

SIZE RESTRICTIONS:

This can be scaled as small as 1”.



If the background is too complex, or requires a one-color:



PURPLE ONE-COLOR

Use this on light backgrounds for more visibility.



WHITE ONE-COLOR

Use this on dark backgrounds for more visibility.

PAW PRINT ELEMENT

ONE-COLOR

This can be used in its entirety, as a transparent texture, or cropped down. If cropped down, 1/2 of the element needs to be visible, with at least 3 claws in view.

SIZE RESTRICTIONS:

This can be scaled as small as 0.25”.



Use the purple element on light backgrounds, and the white element on dark backgrounds for more visibility.

TREE LINE ELEMENT

ONE-COLOR

This can be used in its entirety, as a transparent texture, or cropped down. If cropped down, 3/4 of the tops of the trees needs to be in view. This can also be used as a border, in front or behind graphics, as long as no faces are covered.

SIZE RESTRICTIONS:

This can be scaled as small as 0.75”.



Use the purple element on light backgrounds, and the white element on dark backgrounds for more visibility.

ATHLETIC DEPARTMENT EXAMPLES

On the left are examples of how to use the graphics on Athletic Department Apparel. These non-sport-specific items.

Each item needs to feature either the Primary Logo, Secondary Logo. Or, each item needs to have a combination of either the Primary Wordmark, Secondary Wordmark, or Lettermarks with the Primary Polar Head Icon. Once these are included, there is freedom to use the other graphics on the same item.



SWEATSHIRT

EXAMPLE

A Wordmark, or Lettermark (featured) combined with the Primary Polar Head can be used instead of the Primary or Secondary Logos. The Secondary Crown State Icon can be used because the Lettermark and Primary Polar Icon is used.



3/4 SLEEVE

SHIRT EXAMPLE

The full-color Primary logo is featured on the front. This allows for creativity with the Paw Print Element on the back.



T-SHIRT

EXAMPLE

The Secondary Wordmark combined with the Primary Polar Head Icon on the back allows for creativity on the front. In this case, the Polar Body Element on the front was scaled and cropped down with an effect applied.

SIZE + SPACING

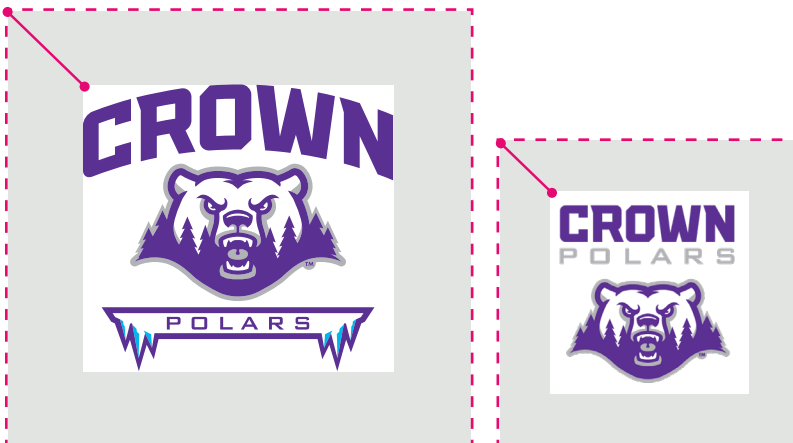
MINIMUM SIZE

To ensure legibility, the Crown Polar Athletics logos, wordmarks, lettermarks, icons, and elements have a minimum width requirement (on the right). This maintains brand recognition and consistency throughout print, web, and social.

CLEAR-SPACE

150% of the logo size is required clear-space for the Primary and Secondary Logos. Maintaining the "clear-space zone" between the logos and other graphic elements such as type, images, other logos, etc., ensures that the logo always appears unobstructed and distinctly separate from any other graphic elements.

150%



GENERAL ATHLETIC BRAND

PRIMARY LOGO



1"

PRIMARY WORDMARK



1"

PRIMARY POLAR HEAD ICON



0.25"

SECONDARY
LOGO



0.5"

SECONDARY
CROWN STATE
ICON



0.25"

PRIMARY
LETTERMARK



0.5"

SECONDARY
WORDMARK



0.5"

PAW PRINT
ELEMENT



0.25"

SECONDARY
LETTERMARK



0.5"

SECONDARY
CROWN CLAW
ICON



0.25"

POLAR
BODY
ELEMENT
+
TREE LINE
ELEMENT



1"



0.75"

QUICK GUIDE

PLACEMENT OF GRAPHICS

These are instructions on how to use graphics for the best visibility and clarity for the branding. These apply to all Athletic assets, specifically use on full-color and one-color options.



FULL-COLOR
Use full-color whenever possible.



PURPLE
Use purple graphics on light backgrounds.



WHITE
Use white graphics on dark backgrounds.



WHITE
Use white graphics on dark photo backgrounds.



USE OF GRAPHICS

These are instructions on how to use graphics for the best visibility and clarity for the branding. These apply to all Athletic assets.



DO NOT
use an unapproved color. Tints and shades are not permitted.



DO NOT
skew or rotate.



DO NOT
alter the spacing or use alternate type-treatments.



DO NOT
place the logo over a color or photo with too little contrast.



DO NOT
add a drop shadow.



DO NOT
violate required clear space.

