



# **CROWN COLLEGE**

**ATHLETICS**

**ATHLETIC DEPARTMENT BRANDING + STATIONARY  
QUICK GUIDE**

# BRANDING + STATIONARY

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 and stationary. 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.

**On any stationary materials,  
we need to have either one of the following logos:**



**CROWN COLLEGE  
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**PRIMARY**



**CROWN COLLEGE  
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**SECONDARY**

Wide Space  
for Logo

Tall Space  
for Logo



**Primary  
Stationary  
Logo**

**Secondary  
Stationary  
Logo**



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

# LOGOS TO USE

## PRIMARY STATIONARY 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 STATIONARY LOGO

### FULL-COLOR

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

### SIZE RESTRICTIONS:

This can be scaled as small as 0.75”.



**CROWN COLLEGE**  
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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?

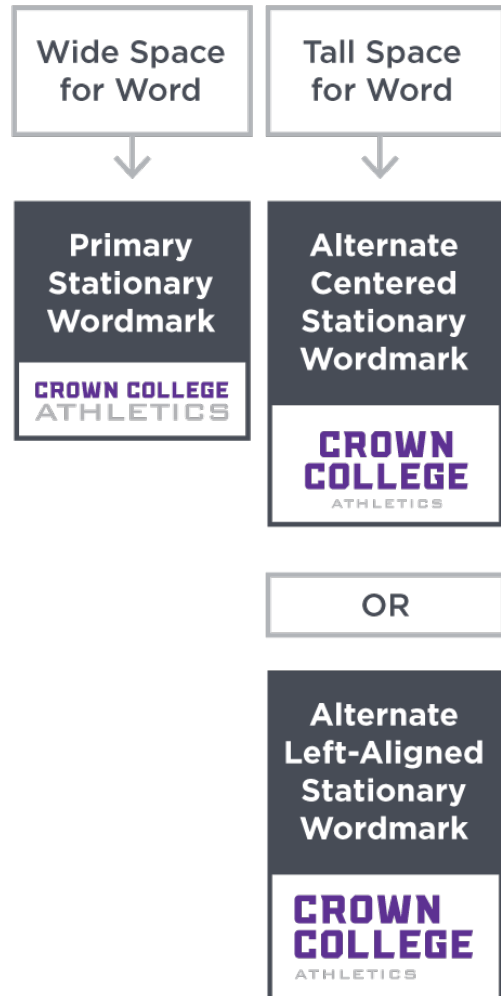
If you are wanting additional graphics to go on the material, we have some different options.

## WORDMARK

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

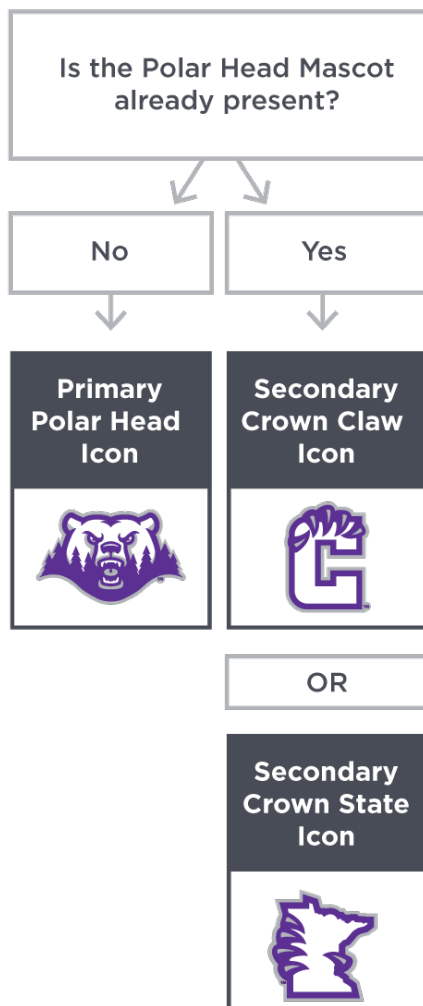
## LETTERMARK

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



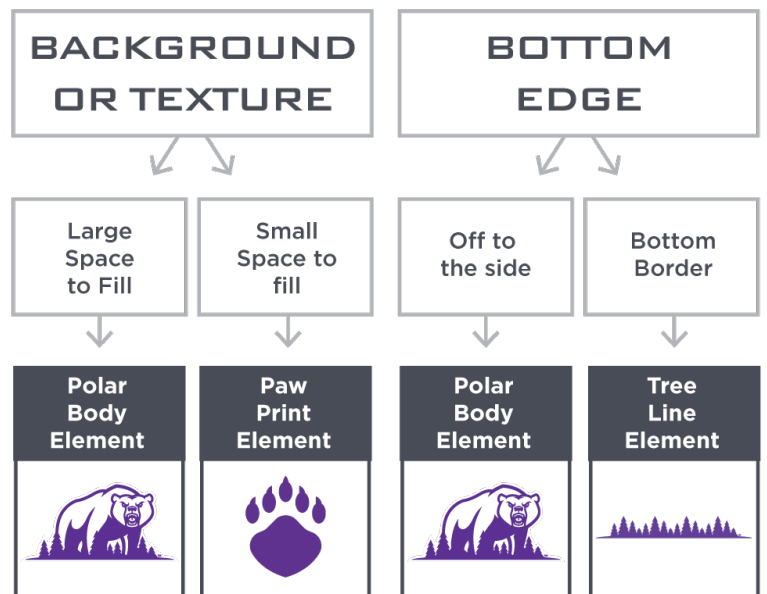
## ICON

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 STATIONARY WORDMARK

### FULL-COLOR

Use this full-color Primary Wordmark whenever possible.

### SIZE RESTRICTIONS:

This can be scaled as small as 0.75”.

**CROWN COLLEGE**  
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### ADDITIONAL FULL-COLOR

Use this wordmark on dark backgrounds.

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

**CROWN COLLEGE**  
**ATHLETICS**

**PURPLE ONE-COLOR**  
Use this on light backgrounds.



**WHITE ONE-COLOR**  
Use this on dark backgrounds.



## ALTERNATE CENTERED STATIONARY WORDMARK

### FULL-COLOR

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

### SIZE RESTRICTIONS:

This can be scaled as small as 0.75”.

**CROWN  
COLLEGE**  
ATHLETICS



### ADDITIONAL FULL-COLOR

Use this wordmark on dark backgrounds.

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

**CROWN  
COLLEGE**  
ATHLETICS

### PURPLE ONE-COLOR

Use this on light backgrounds.



### WHITE ONE-COLOR

Use this on dark backgrounds.

# TYPOGRAPHY

## ALTERNATE LEFT-ALIGNED STATIONARY WORDMARK

### FULL-COLOR

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

### SIZE RESTRICTIONS:

This can be scaled as small as 0.75”.

**CROWN**  
**COLLEGE**  
ATHLETICS



### 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.

# ICON

## 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”.



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 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.



#### 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”.



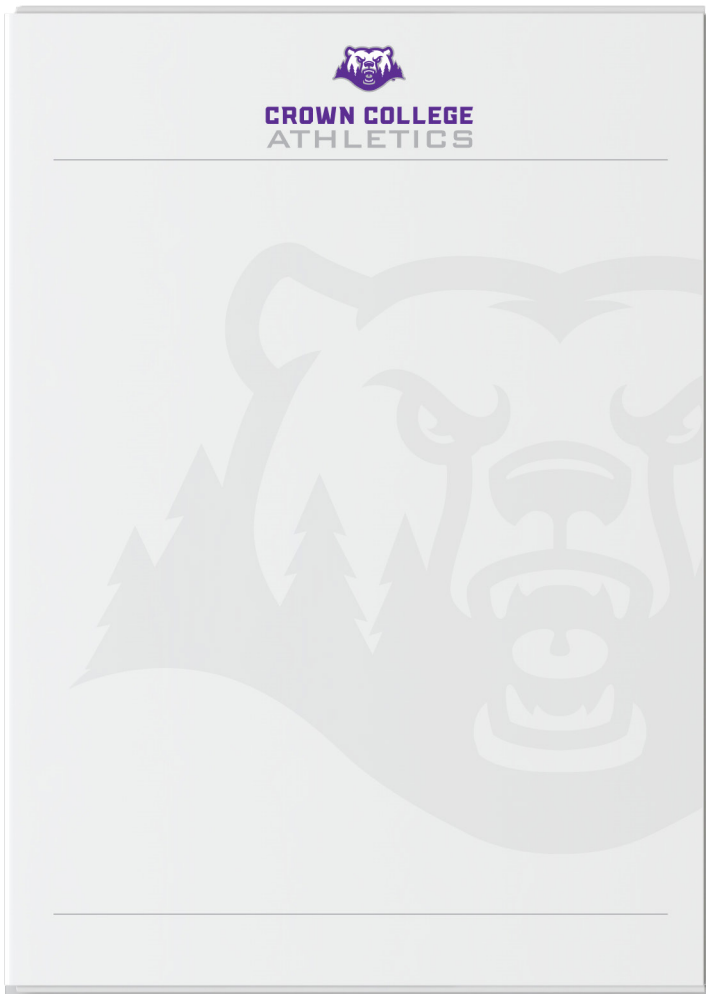
Use the purple element on light backgrounds, and the white element on dark backgrounds for more visibility.

QUICK GUIDE

# ATHLETIC STATIONARY EXAMPLES

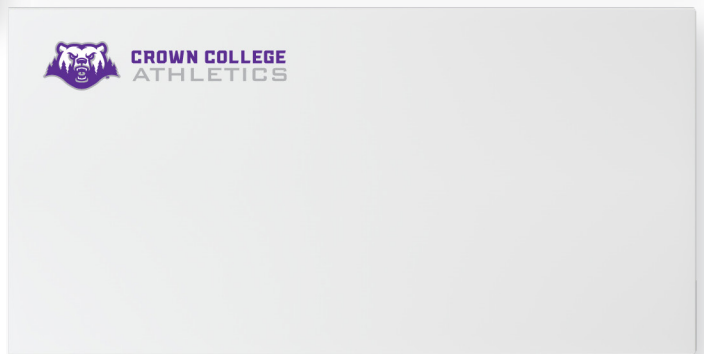
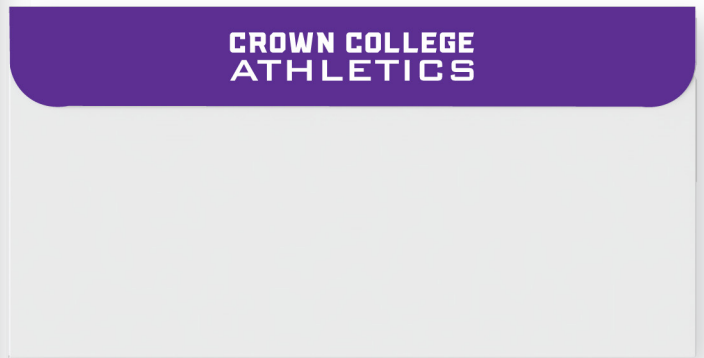
On the right are examples of how the different graphics can be used throughout the stationary. Refer to each graphic section in the pages before for specifics on how to use them in materials.





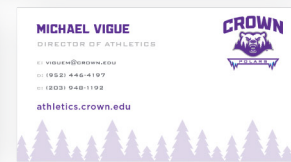
## LETTERHEAD

Features the  
Secondary Stationary Logo  
+ the one-color Primary  
Polar Head faded in the back.



## ENVELOPE

The back shows the Primary  
Purple with the Primary Stationary  
Wordmark, and on the front  
is the Primary Stationary Logo.



## BUSINESS CARDS

Features the Alternate Centered Stationary  
Wordmark, Primary Polar Head Icon, on  
the front. The back shows the Primary  
Logo and the Tree Line Element.

# 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%



150%



## ATHLETIC STATIONARY

PRIMARY  
STATIONARY  
LOGO



1"

SECONDARY  
STATIONARY  
LOGO



0.75"

PRIMARY  
POLAR HEAD  
ICON



0.25"

PRIMARY  
STATIONARY  
WORDMARK



0.75"

SECONDARY  
CROWN STATE  
ICON



0.25"

SECONDARY  
CROWN CLAW  
ICON



0.25"

ALTERNATE  
CENTERED  
STATIONARY  
WORDMARK



0.75"

ALTERNATE  
LEFT-ALIGNED  
WORDMARK



0.75"

PAW PRINT  
ELEMENT



0.25"

POLAR  
BODY  
ELEMENT



1"

TREE LINE  
ELEMENT



0.75"

# 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.



**CROWN COLLEGE  
ATHLETICS**

## FULL-COLOR

Use full-color whenever possible.



**CROWN COLLEGE  
ATHLETICS**

## PURPLE

Use purple graphics on light backgrounds.



**CROWN COLLEGE  
ATHLETICS**

## WHITE

Use white graphics on dark backgrounds.



**CROWN COLLEGE  
ATHLETICS**

## 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.

