CROWN COLLEGE

ATHLETICS

SPORT SPECIFIC
QUICK GUIDE

SPORT SPECIFIC + UNIFORMS

This quick guide will go over our Sport Specific logos and how to use them. If you have questions, please refer to our full Brand Guidelines.

For example:

› Sport-Specific Signage

› Uniforms + Sport Apparel

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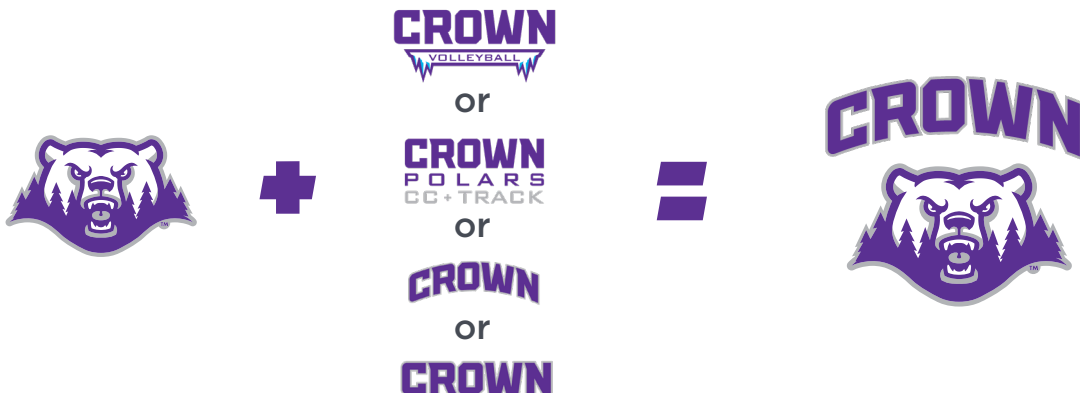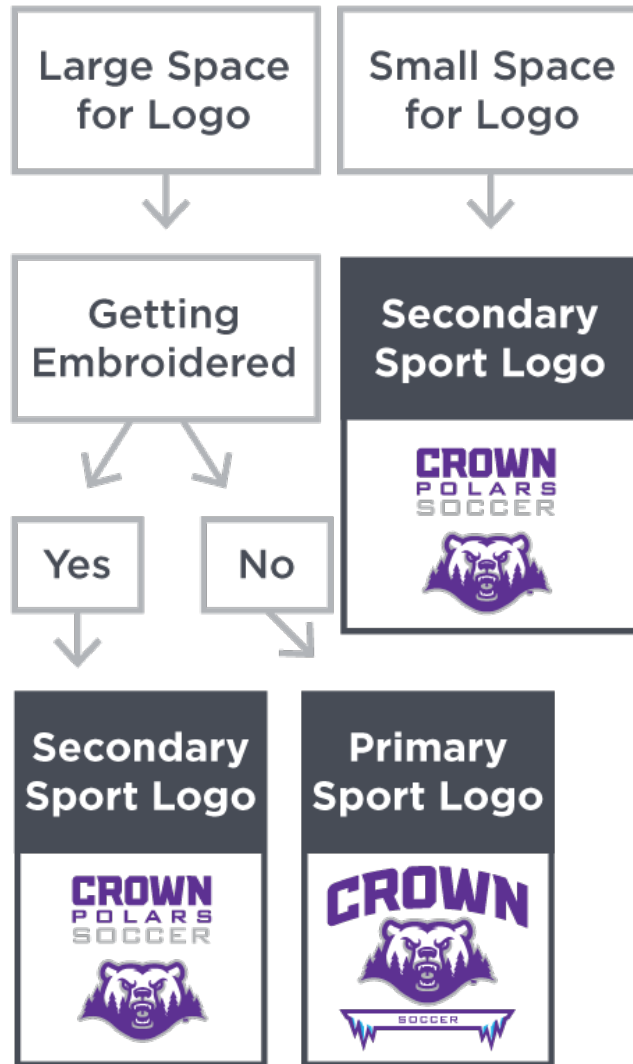

PRIMARY

SECONDARY

or a combination of:

```
┌─────────────────┐   ┌─────────────────┐
│   Large Space   │   │   Small Space   │
│    for Logo     │   │    for Logo     │
└────────┬────────┘   └────────┬────────┘
         ↓                     ↓
┌─────────────────┐   ┌─────────────────┐
│     Getting     │   │    Secondary    │
│   Embroidered   │   │   Sport Logo    │
└──────┬───┬──────┘   │                 │
       ↓   ↓          │  CROWN          │
   ┌──────┐ ┌──────┐  │  POLARS SOCCER  │
   │ Yes  │ │  No  │  │  (bear logo)    │
   └───┬──┘ └───┬──┘  └─────────────────┘
       ↓        ↓
┌─────────────┐ ┌─────────────┐
│  Secondary  │ │   Primary   │
│ Sport Logo  │ │ Sport Logo  │
│             │ │             │
│ CROWN       │ │ CROWN       │
│ POLARS      │ │ (bear logo) │
│ SOCCER      │ │ SOCCER      │
│ (bear logo) │ │             │
└─────────────┘ └─────────────┘
```

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

LOGOS TO USE

PRIMARY SPORT 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 SPORT 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

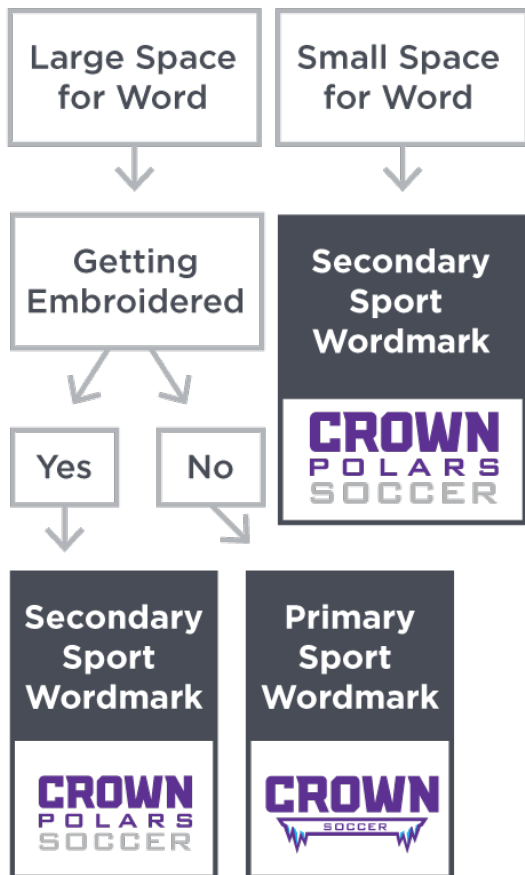Use this on light backgrounds.

WHITE ONE-COLOR

Use this on dark backgrounds.

LOGO ALREADY ON THERE?

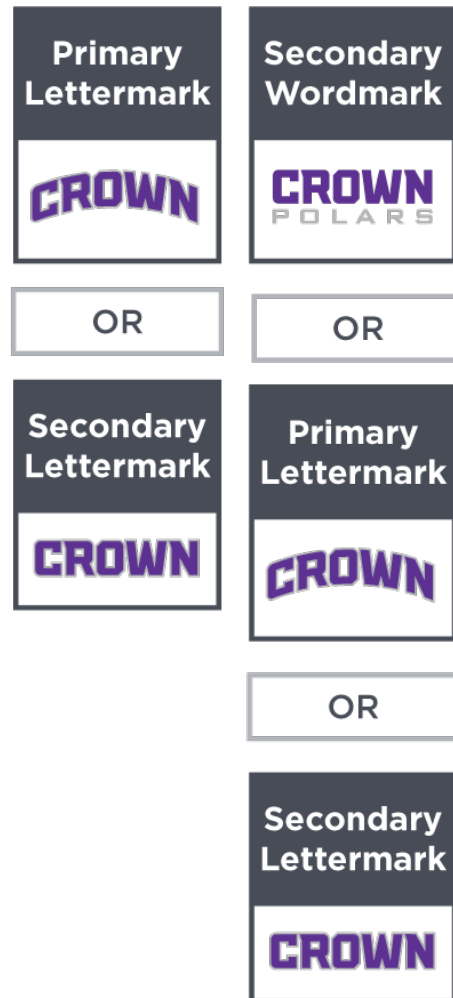If you are wanting additional graphics, we have some different options.

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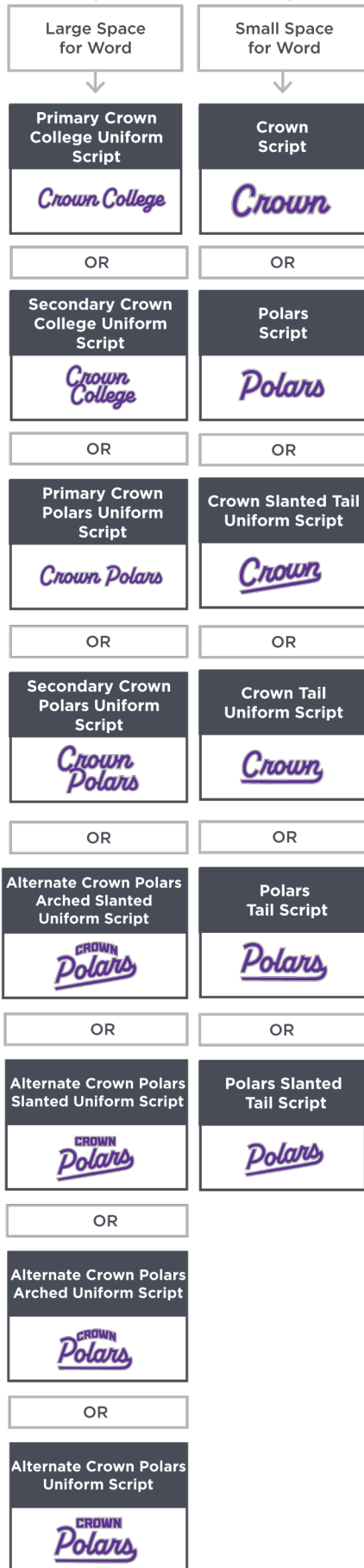
Full text from the Logos, or typography from the logo.

Large Space for Word	Small Space for Word
↓	↓
Getting Embroidered	**Secondary Sport Wordmark**
	CROWN POLARS SOCCER

Yes	No
↓	↓

Secondary Sport Wordmark	**Primary Sport Wordmark**
CROWN POLARS SOCCER	**CROWN** SOCCER

LETTERMARK

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

Primary Lettermark	**Secondary Wordmark**
CROWN	**CROWN** POLARS

OR	OR

Secondary Lettermark	**Primary Lettermark**
CROWN	**CROWN**

OR

Secondary Lettermark
CROWN

SCRIPT

Classic Script style option. Commonly used in athletic uniforms.

Large Space for Word
↓

Primary Crown College Uniform Script

Crown College

OR

Secondary Crown College Uniform Script

Crown College

OR

Primary Crown Polars Uniform Script

Crown Polars

OR

Secondary Crown Polars Uniform Script

Crown Polars

OR

Alternate Crown Polars Arched Slanted Uniform Script

CROWN Polars

OR

Alternate Crown Polars Slanted Uniform Script

CROWN Polars

OR

Alternate Crown Polars Arched Uniform Script

CROWN Polars

OR

Alternate Crown Polars Uniform Script

CROWN Polars

Small Space for Word
↓

Crown Script

Crown

OR

Polars Script

Polars

OR

Crown Slanted Tail Uniform Script

Crown

OR

Crown Tail Uniform Script

Crown

OR

Polars Tail Script

Polars

OR

Polars Slanted Tail Script

Polars

ICON

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

Is the Polar Head Mascot already present?
↓   ↓

No   **Yes**
↓   ↓

Primary Polar Head Icon

Secondary Crown Claw Icon

OR

Secondary Crown State Icon
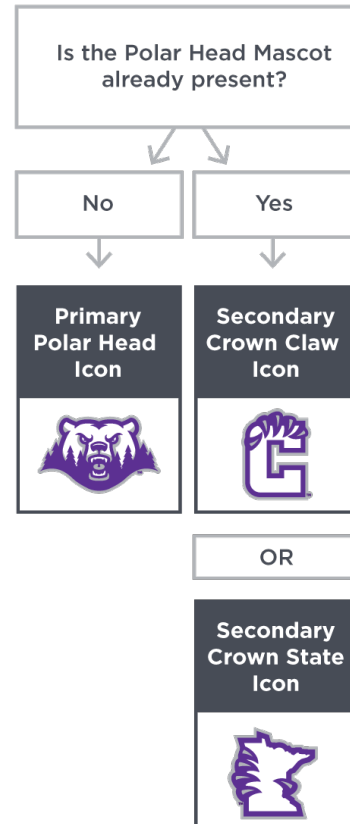
ELEMENT

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.

BACKGROUND OR TEXTURE
↓   ↓

Large Space to Fill
↓

Polar Body Element

Small Space to fill
↓

Paw Print Element

BOTTOM EDGE
↓   ↓

Off to the side
↓

Polar Body Element

Bottom Border
↓

Tree Line Element
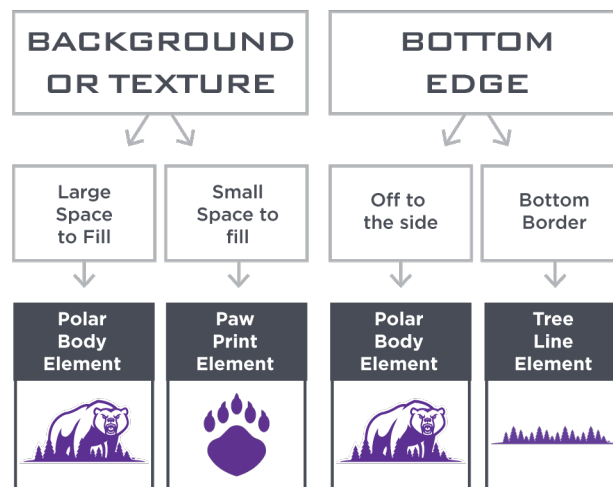
TYPOGRAPHY

PRIMARY SPORT 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:

PURPLE ONE-COLOR

Use this on light backgrounds.

WHITE ONE-COLOR

Use this on dark backgrounds.

SECONDARY SPORT 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''.

CROWN POLARS CC + TRACK

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

CROWN POLARS CC + TRACK

PURPLE
ONE-COLOR

Use this on light backgrounds.

CROWN POLARS CC + TRACK

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''.

CROWN

CROWN

ADDITIONAL FULL-COLOR
Use the white-gray lettermark
on dark backgrounds.

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

CROWN

PURPLE
ONE-COLOR

Use this on light
backgrounds.

CROWN

WHITE
ONE-COLOR

Use this on dark
backgrounds.

TYPOGRAPHY

PRIMARY CROWN COLLEGE UNIFORM SCRIPT

FULL-COLOR

Use this full-color Primary Script whenever possible.

SIZE RESTRICTIONS:

This can be scaled as small as 0.75".

Crown College

Crown College

ADDITIONAL FULL-COLOR
Use the white-gray
option on dark backgrounds.

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

Crown College

PURPLE ONE-COLOR
Use this on light backgrounds.

Crown College

WHITE ONE-COLOR
Use this on dark backgrounds.

SECONDARY CROWN COLLEGE UNIFORM SCRIPT

FULL-COLOR

Available for use if the the Script needs to be smaller than 1"

SIZE RESTRICTIONS:

This can be scaled as small as 0.5''.

ADDITIONAL FULL-COLOR
Use the white-gray
option 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.

TYPOGRAPHY

PRIMARY CROWN POLARS UNIFORM SCRIPT

FULL-COLOR

Use this full-color Primary Script whenever possible.

SIZE RESTRICTIONS:

This can be scaled as small as 0.75".

Crown Polars

Crown Polars

ADDITIONAL FULL-COLOR
Use the white-gray
option on dark backgrounds.

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

Crown Polars

PURPLE ONE-COLOR
Use this on light backgrounds.

Crown Polars

WHITE ONE-COLOR
Use this on dark backgrounds.

SECONDARY CROWN POLARS UNIFORM SCRIPT

FULL-COLOR

Available for use if the the Script needs to be smaller than 1"

SIZE RESTRICTIONS:

This can be scaled as small as 0.5''.

ADDITIONAL FULL-COLOR
Use the white-gray
option 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.

TYPOGRAPHY

ALTERNATE CROWN POLARS
ARCHED SLANTED UNIFORM SCRIPT

FULL-COLOR

Use this full-color Primary Script whenever possible.

SIZE RESTRICTIONS:

This can be scaled as small as 0.5''''.

ADDITIONAL
FULL-COLOR

Use the white-gray
option on dark backgrounds.

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

PURPLE
ONE-COLOR

Use this on light
backgrounds.

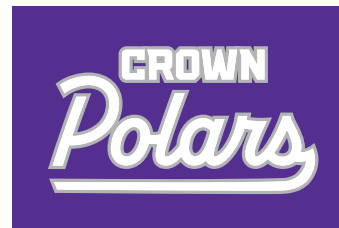### WHITE
ONE-COLOR

Use this on dark
backgrounds.

ALTERNATE CROWN POLARS
SLANTED UNIFORM SCRIPT

FULL-COLOR

Available for use if the the Script needs to be smaller than 1"

SIZE RESTRICTIONS:

This can be scaled as small as 0.5".

ADDITIONAL
FULL-COLOR

Use the white-gray
option 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.

TYPOGRAPHY

ALTERNATE CROWN POLARS
ARCHED UNIFORM SCRIPT

FULL-COLOR

Use this full-color Primary Script whenever possible.

SIZE RESTRICTIONS:

This can be scaled as small as 0.5'''".

ADDITIONAL
FULL-COLOR

Use the white-gray
option 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.

ALTERNATE CROWN POLARS UNIFORM SCRIPT

FULL-COLOR

Available for use if the the Script needs to be smaller than 1"

SIZE RESTRICTIONS:

This can be scaled as small as 0.5''.

ADDITIONAL FULL-COLOR

Use the white-gray option 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.

TYPOGRAPHY

CROWN UNIFORM SCRIPT

FULL-COLOR

Use this full-color Primary Script whenever possible.

SIZE RESTRICTIONS:

This can be scaled as small as 0.5".

ADDITIONAL FULL-COLOR

Use the white-gray option 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.

POLARS UNIFORM SCRIPT

Available for use if the the Script needs to be smaller than 1"

This can be scaled as small as 0.5''.

ADDITIONAL FULL-COLOR

Use the white-gray option 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.

TYPOGRAPHY

CROWN SLANTED TAIL UNIFORM SCRIPT

FULL-COLOR

Use this full-color Primary Script whenever possible.

SIZE RESTRICTIONS:

This can be scaled as small as 0.5".

ADDITIONAL FULL-COLOR

Use the white-gray option 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.

CROWN TAIL UNIFORM SCRIPT

FULL-COLOR

Available for use if the the Script needs to be smaller than 1"

SIZE RESTRICTIONS:

This can be scaled as small as 0.5''.

ADDITIONAL FULL-COLOR

Use the white-gray option 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.

TYPOGRAPHY

POLARS SLANTED TAIL UNIFORM SCRIPT

FULL-COLOR

Use this full-color Primary Script whenever possible.

SIZE RESTRICTIONS:

This can be scaled as small as 0.5".

ADDITIONAL FULL-COLOR

Use the white-gray option 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.

POLARS TAIL UNIFORM SCRIPT

FULL-COLOR

Available for use if the the Script needs to be smaller than 1"

SIZE RESTRICTIONS:

This can be scaled as small as 0.5''.

ADDITIONAL FULL-COLOR

Use the white-gray option 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.

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.

WHITE ONE-COLOR

Use this on dark backgrounds.

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 visable, with at least 3 claws in view.

SIZE RESTRICTIONS:

This can be scaled as small as 0.25"'.

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.

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

SPECIFIC UNIFORMS

Some uniforms have specific graphics to use. These are only to be used by the specified sport, unless it has been approved by marketing.

For example:

> Hat/Helmet Icon

> Softball/Baseball Simplifed Hat Icon

> Soccer Crest

UNIFORM ICONS

HAT/HELMET ICON

FULL-COLOR

This is our mascot, so use this full-color Primary Polar Head Icon on our Hats + Helmets.

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.

UNIFORM ICONS

CROWN SOCCER CREST

FULL-COLOR

This Crest is specifically for Soccer teams to use.

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.

BASEBALL + SOFTBALL HAT ICON

FULL-COLOR

Simplified "C" Hat Icon specifically for Baseball and Softball.

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.

UNIFORM ICONS

BASEBALL + SOFTBALL UNIFORM SCRIPT
PRIMARY CROWN POLARS

FULL-COLOR

Uniform script specifically for Baseball and Softball on the front of uniforms.

SIZE RESTRICTIONS:

This can be scaled as small as 0.75".

Crown Polars

Crown Polars

ADDITIONAL FULL-COLOR
Use the white-gray
option on dark backgrounds.

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

Crown Polars

Crown Polars

PURPLE ONE-COLOR
Use this on light backgrounds.

WHITE ONE-COLOR
Use this on dark backgrounds.

The standard for Baseball and Softball uniforms is to have a more traditional look with a script font. These Uniform scripts can be in place of the Primary Logo, Secondary Logo, or Primary and Secondary Wordmarks.

BASEBALL + SOFTBALL UNIFORM SCRIPT
SECONDARY CROWN POLARS

FULL-COLOR

Uniform script specifically for Baseball and Softball on the front of uniforms.

SIZE RESTRICTIONS:

This can be scaled as small as 0.5".

ADDITIONAL FULL-COLOR
Use the white-gray option 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.

UNIFORM ICONS

BASEBALL + SOFTBALL UNIFORM SCRIPT PRIMARY CROWN COLLEGE

FULL-COLOR

Uniform script specifically for Baseball and Softball on the front of uniforms.

SIZE RESTRICTIONS:

This can be scaled as small as 0.75".

Crown College

Crown College

ADDITIONAL FULL-COLOR
Use the white-gray
option on dark backgrounds.

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

Crown College

Crown College

PURPLE ONE-COLOR
Use this on light backgrounds.

WHITE ONE-COLOR
Use this on dark backgrounds.

The standard for Baseball and Softball uniforms is to have a more traditional look with a script font. These Uniform scripts can be in place of the Primary Logo, Secondary Logo, or Primary and Secondary Wordmarks.

BASEBALL + SOFTBALL UNIFORM SCRIPT SECONDARY CROWN COLLEGE

FULL-COLOR

Uniform script specifically for Baseball and Softball on the front of uniforms.

SIZE RESTRICTIONS:

This can be scaled as small as 0.5".

ADDITIONAL FULL-COLOR
Use the white-gray option 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.

UNIFORM ICONS

BASEBALL + SOFTBALL ALTERNATE CROWN POLARS ARCHED SLANTED UNIFORM SCRIPT

FULL-COLOR

Uniform script specifically for Baseball and Softball on the front of uniforms.

SIZE RESTRICTIONS:

This can be scaled as small as 0.5".

ADDITIONAL FULL-COLOR

Use the white-gray option 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.

The standard for Baseball and Softball uniforms is to have a more traditional look with a script font. These Uniform scripts can be in place of the Primary Logo, Secondary Logo, or Primary and Secondary Wordmarks.

BASEBALL + SOFTBALL ALTERNATE CROWN POLARS SLANTED UNIFORM SCRIPT

FULL-COLOR

Uniform script specifically for Baseball and Softball on the front of uniforms.

SIZE RESTRICTIONS:

This can be scaled as small as 0.5".

ADDITIONAL FULL-COLOR

Use the white-gray option 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.

UNIFORM ICONS

BASEBALL + SOFTBALL ALTERNATE CROWN POLARS ARCHED UNIFORM SCRIPT

FULL-COLOR

Uniform script specifically for Baseball and Softball on the front of uniforms.

SIZE RESTRICTIONS:

This can be scaled as small as 0.5".

ADDITIONAL FULL-COLOR

Use the white-gray option 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.

The standard for Baseball and Softball uniforms is to have a more traditional look with a script font. These Uniform scripts can be in place of the Primary Logo, Secondary Logo, or Primary and Secondary Wordmarks.
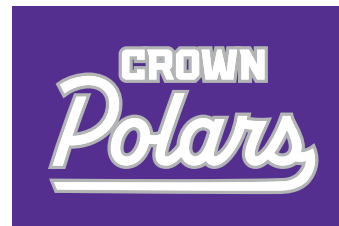
BASEBALL + SOFTBALL ALTERNATE CROWN POLARS UNIFORM SCRIPT

FULL-COLOR

Uniform script specifically for Baseball and Softball on the front of uniforms.

SIZE RESTRICTIONS:

This can be scaled as small as 0.5".

ADDITIONAL FULL-COLOR

Use the white-gray option 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.

ATHLETIC UNIFORM EXAMPLES

On the left are examples of how to use the graphics on Athletic Uniforms. The graphics in this section are specifically for the Crown College Polar Athletic Sports uniforms and apparel. Sports teams can use a combination of sport-specific and non-sport-specific graphics, but the full uniform needs to feature the Primary or Secondary Logo, or a combination of a Wordmark, or Lettermark with the Primary Polar Head Icon.

The graphics for uniforms are generally simpler for embroidery purposes, so the Secondary Logo and Secondary Sport Logo are the main logos used. This ensures readability.

The preferred graphic for helmets or hats is the Primary Polar Head Icon. This standard is to create brand recognition with the mascot, the Polar Bear.

If there is no room for the Secondary Logo on the uniform, the Uniform needs to have a combination of graphics. This needs to be the Secondary Wordmark or the Secondary Sport Wordmark with the Primary Polar Head Icon. This combination needs to be clearly visible on the front of the uniform.

FOOTBALL UNIFORM

EXAMPLE
The Secondary Sport Logo is featured on the front of the shirt. Using the Primary Logo or the Secondary Logo allows for freedom with additional graphics. In this case, the Primary Lettermark is included on the back, and the Secondary Wordmark is on the pants. The icon that can be used for helmets is the Primary Polar Head Icon, as shown.

BASKETBALL UNIFORM EXAMPLE
This uniform shows a combination of the Secondary Sport Lettermark with the Primary Polar Head Icon. This combination works because it still features the type treatment with the Polar Head Icon on the uniform. This is an option to instead of the Primary or Secondary Logo.

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%

ATHLETIC SPORT + ATHLETIC UNIF

PRIMARY
SPORT
LOGO

1"

SECONDARY
SPORT
LOGO

0.5"

PRIMARY
POLAR HEAD
ICON

0.25"

PRIMARY
SPORT
WORDMARK

CROWN
BASEBALL

1"

SECONDARY
CROWN STATE
ICON

0.25"

PRIMARY
LETTERMARK

CROWN

0.5"

SECONDARY
SPORT
WORDMARK

CROWN
POLARS
BASEBALL

0.5"

PAW PRINT
ELEMENT

0.25"

SECONDARY
LETTERMARK

CROWN

0.5"

SECONDARY
CROWN CLAW
ICON

0.25"

POLAR
BODY
ELEMENT
+
TREE LINE
ELEMENT

1"

0.75"

SIZE + SPACING

ATHLETIC SCRIPT + SPECIFIC UNIFORMS

PRIMARY CROWN COLLEGE UNIFORM SCRIPT

Crown College

0.75"

SECONDARY CROWN COLLEGE UNIFORM SCRIPT

Crown College

0.5"

ALTERNATE CROWN POLARS ARCHED SLANTED UNIFORM SCRIPT

CROWN *Polars*

0.5"

PRIMARY CROWN POLARS UNIFORM SCRIPT

Crown Polars

0.75"

SECONDARY CROWN POLARS UNIFORM SCRIPT

Crown Polars

0.5"

ALTERNATE CROWN POLARS SLANTED UNIFORM SCRIPT

CROWN *Polars*

0.5"

ALTERNATE CROWN POLARS ARCHED UNIFORM SCRIPT

CROWN *Polars*

0.5"

ALTERNATE CROWN POLARS UNIFORM SCRIPT

CROWN *Polars*

0.5"

CROWN UNIFORM SCRIPT

Crown

0.5"

CROWN
SLANTED
TAIL
UNIFORM
SCRIPT

Crown

0.5"

POLARS
UNIFORM
SCRIPT

Polars

0.5"

HAT +
HELMET
ICON

0.25"

CROWN
TAIL
UNIFORM
SCRIPT

Crown

0.5"

POLARS
SLANTED
TAIL
UNIFORM
SCRIPT

Polars

0.5"

SOCCER
UNIFORM
CREST

1"

POLARS
TAIL
UNIFORM
SCRIPT

Polars

0.5"

BASEBALL +
SOFTBALL
HAT ICON

0.25"

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.