CROWN COLLEGE

ATHLETICS

ATHLETIC DEPARTMENT + SPORT SPECIFIC SOCIAL
BRANDING QUICK GUIDE

ATHLETIC DEPARTMENT SOCIAL

Unique for Social Graphics have much less space to fit content

If the profile image is the Primary Polar Head Icon, and the name of the account is "Crown College Polars" or "Crown Polars", this can take the place of the Primary Logo or Secondary Logo. What this means, **with the nature of how small a social post is, we can use different branded elements instead of always having the Primary or Secondary Logos on the posts.**

WHAT DOES THIS MEAN?

Primary Polar
Head Icon
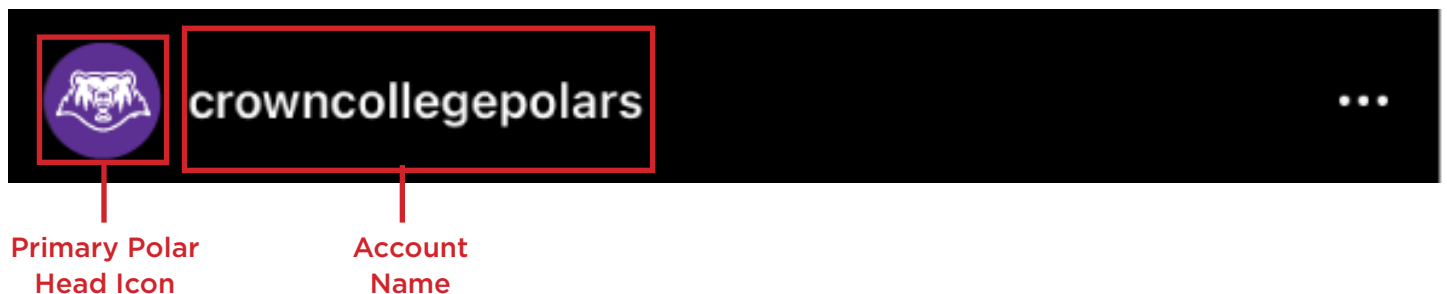
Account
Name

When the branded account header is used
Primary Polar Head as the Profile + "Crown College Polars" or "Crown Polars" as the account name, **this can take the place of needing to use the Primary Logo or Secondary Logo.**

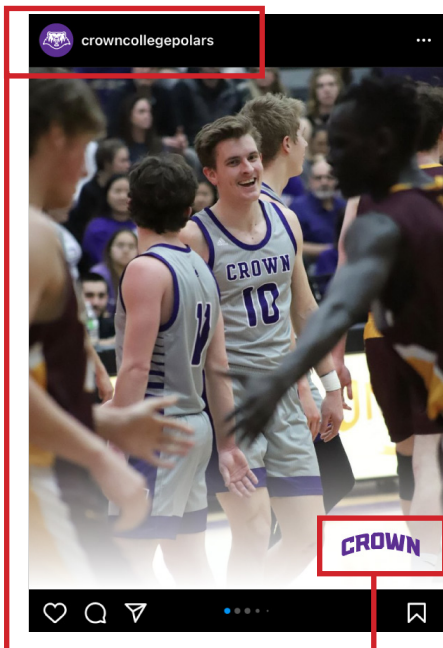## If you want to use the Primary or Secondary Logo:

larger space for logo:
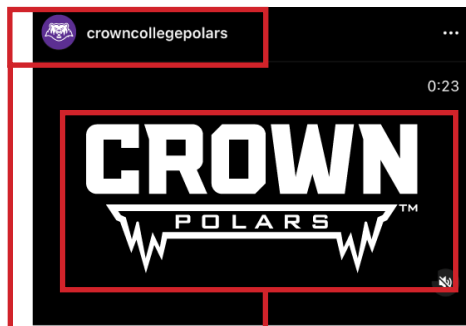Primary Sport Logo

smaller space for logo:
Secondary Sport Logo

Or, you can do this also:

Branded Profile Account
means we can

Branded
Profile
Account
means we can → larger space
for wordmark:
Primary
Sport
Wordmark

use icons + paw
print element as
story covers

Branded
Profile
Account
means we
can → use smaller space for
lettermark: Primary or
Secondary Wordmark
(Primary Wordmark
shown)

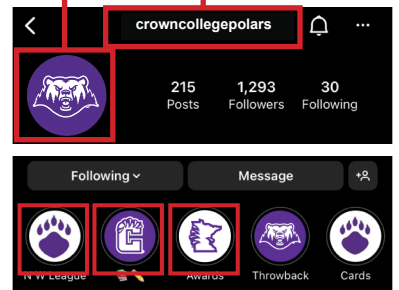Branded Profile Account
means we can

use elements on the post,
(left - Polar Body Element,
right - Tree Line Element)

OPTIONS TO USE

Additional graphics to go on social posts.

WORDMARK

Full text from the Logos, or

typography from the logo.

LETTERMARK

Partial text from the Logos,

or typography from the logo.

Large Space for Word	Small Space for Word
Primary Wordmark	Secondary Wordmark
CROWN POLARS	CROWN POLARS

Needs to be smaller?

Primary Lettermark

CROWN

OR

Secondary Lettermark

CROWN

ICON

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

```
┌─────────────────────────────┐
│  Is the Polar Head Mascot   │
│     already present?        │
└─────────────────────────────┘
         ↓           ↓
    ┌────────┐   ┌────────┐
    │   No   │   │  Yes   │
    └────────┘   └────────┘
        ↓            ↓
```
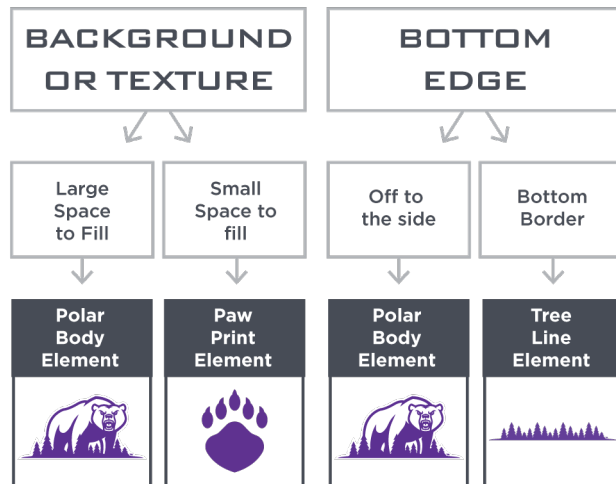
Primary Polar Head Icon

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

BOTTOM EDGE

Large Space to Fill

Small Space to fill

Off to the side

Bottom Border

Polar Body Element

Paw Print Element

Polar Body Element

Tree Line Element

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.

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:

PURPLE
ONE-COLOR

Use this on light backgrounds.

WHITE
ONE-COLOR

Use this on dark backgrounds.

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''.

CROWN POLARS

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.

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.

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.

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%
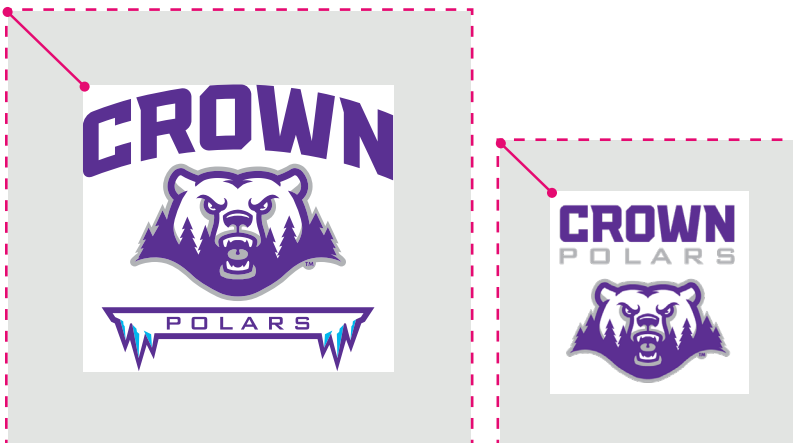
GENERAL ATHLETIC BRAND

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"

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.

SPORT-SPECIFIC SOCIAL

Unique for Social Graphics have much less space to fit content

If the profile image is the Primary Polar Head Icon, and the name of the account is "Crown College (Sport Name)" or "Crown Polars (Sport Name)", this can take the place of the Primary Logo or Secondary Logo. What this means, **with the nature of how small a social post is, we can use different branded elements instead of always having the Primary or Secondary Logos on the posts.**

WHAT DOES THIS MEAN?
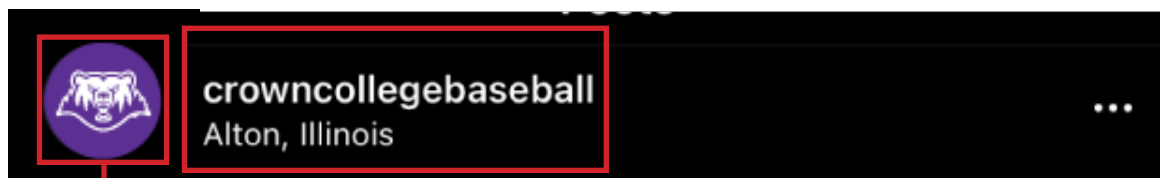
Primary Polar Head Icon

Account Name

When the branded account header is used
Primary Polar Head as the Profile + "Crown College (Sport Name)"
or "Crown Polars (Sport Name)" as the account name, **this can take the place of needing to use the Primary Logo or Secondary Logo.**

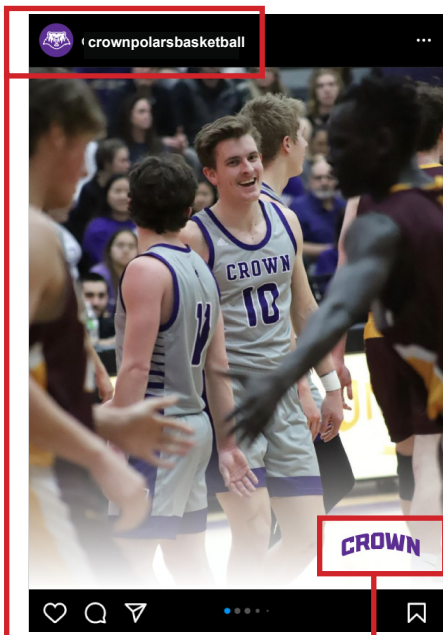## If you want to use the Primary Sport or Secondary Sport Logo:

crowncollegebaseball
Crown College

crowncollegebaseball
Alton, Illinois

larger space for logo:
Primary Sport Logo

smaller space for logo:
Secondary Sport Logo

Or, you can do this also:

crownpolarsbasketball

crowncollegebaseball
Alton, Illinois

0:23

CROWN
BASEBALL

Branded Profile Account means we can

crowncollegebaseball

215 Posts   1,293 Followers   30 Following

Crown College Baseball
The Official Profile of Crown College Baseball- 2022 UMAC CHAMPIONS 🏆 🐻 .
crown-xwqbg.formstack.com/forms/prospect_camp_2022
Followed by crowncollegepolars, crowncollege and 4 others

Following ⌄   Message

N W League   Awards   Throwback   Cards

use icons + paw print element as story covers
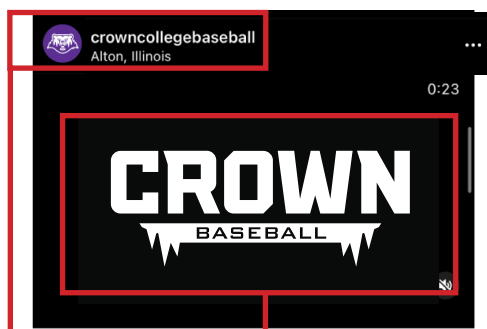
Branded Profile Account means we can

larger space for wordmark: Primary Sport Wordmark

Branded Profile Account means we can

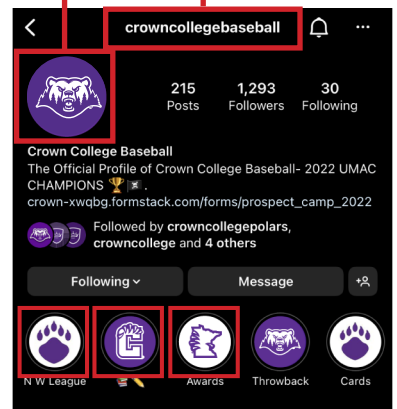→ **use smaller space for lettermark: Primary or Secondary Wordmark (Primary Wordmark shown)**
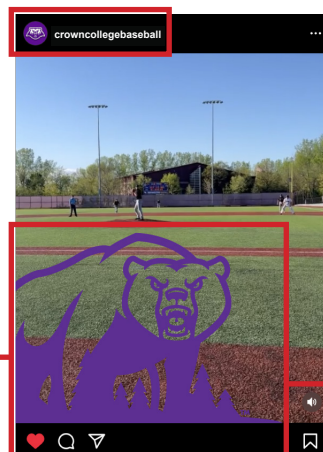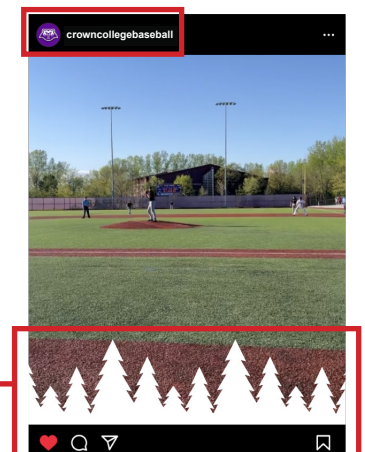
crowncollegebaseball

crowncollegebaseball

Branded Profile Account means we can

use elements on the post, (left - Polar Body Element, right - Tree Line Element)

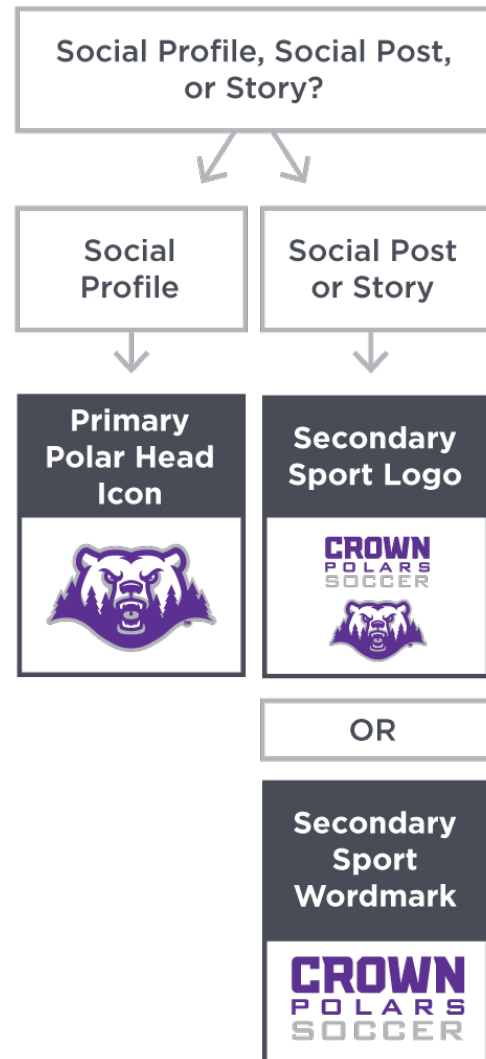# OPTIONS TO USE

Additional graphics to go on social posts.

WORDMARK

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

LETTERMARK

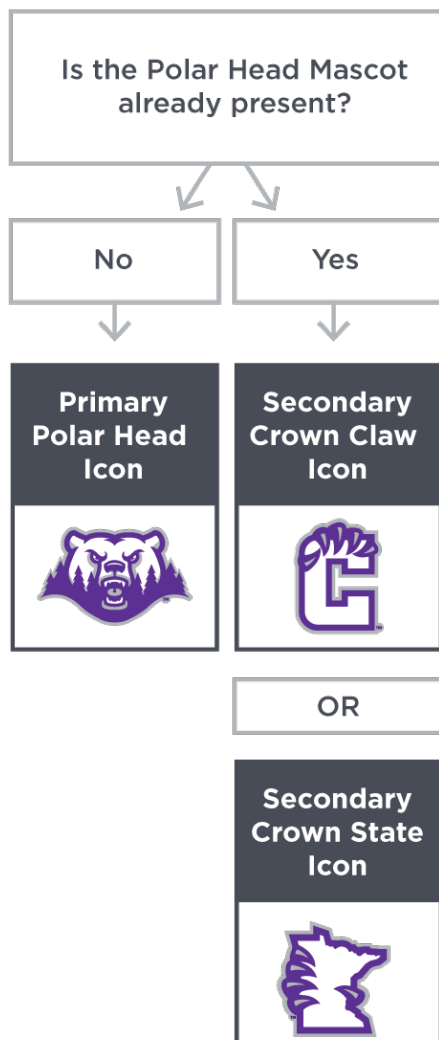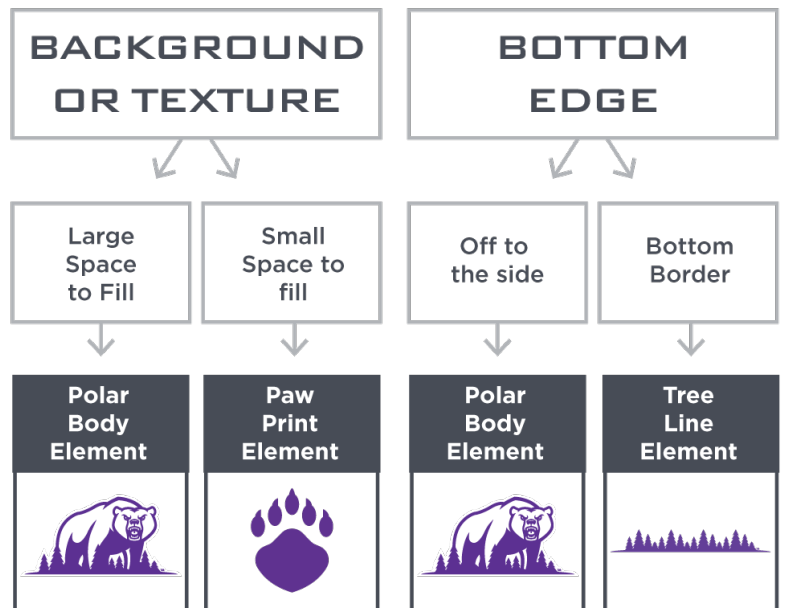Partial text from the Logos,
or typography from the logo.

Social Profile, Social Post, or Story?

Social Profile

Social Post or Story

Primary Polar Head Icon

Secondary Sport Logo

CROWN POLARS SOCCER

OR

Secondary Sport Wordmark

CROWN POLARS SOCCER

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		BOTTOM EDGE	

Large Space to Fill	Small Space to fill	Off to the side	Bottom Border

Polar Body Element	Paw Print Element	Polar Body Element	Tree Line Element

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.

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.

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 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.

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.

SPORT SPECIFIC SOCIAL

PRIMARY SPORT LOGO

1"

SECONDARY SPORT LOGO

0.5"

PRIMARY POLAR HEAD ICON

0.25"

150%

PRIMARY
SPORT
WORDMARK

1"

SECONDARY
CROWN STATE
ICON

0.25"

PRIMARY
LETTERMARK

0.5"

SECONDARY
SPORT
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"

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.