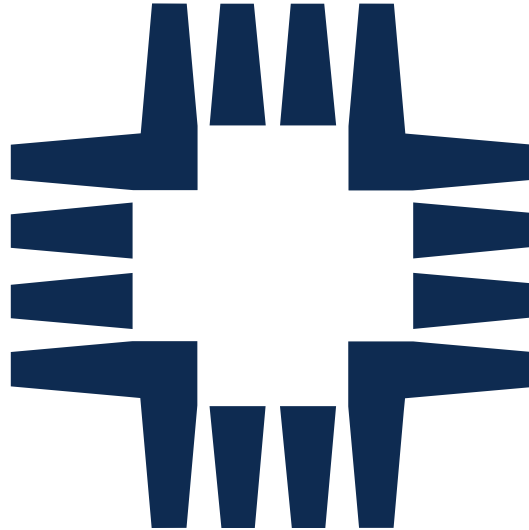


Primary Logo



The Concordia symbol shows the cross, which identifies our central purpose, and the Weller tower spires clustered in groups of four identifying the symbol with Concordia University, Nebraska's campus. The cross formed by the empty background in the middle has no division lines. It continues around the spires and surrounds the shapes. The cross of Christ is central to our being. We are one with it and linked to it. It penetrates all of Concordia. The cross has four arms reaching to the four corners of the earth, symbolizing Concordia's mission to prepare men and women for lives of learning, service and leadership in the church and world.

Primary Logo Variations

Concordia University, Nebraska logotypes are the primary element of Concordia's visual identity system and must appear on all official Concordia communications. Concordia logotypes may not be altered in any way.

CROSS LOGO

The Cross logo is our primary logo. It is to be used in every situation.

There are four permissible versions of the logo, three with rearranged copy layouts and one as the Cross alone. The rearranged copy designs are created for flexible layout options. For the most situations, the version with the Cross in the left position is preferred.

- The Concordia logo should be produced at a reasonable size to maintain legibility.
- The logo must always remain in the foreground.
- The logo may be positioned to suit the layout, but it must never be positioned at an angle. It must never bleed off the edge.
- The logo colors are to be printed in 100% of the colors in the approved palette. No other colors or screen values may be used.



Primary Logo Dos and Don'ts

Concordia University, Nebraska logotypes are the primary element of Concordia's visual identity system and must appear on all official Concordia communications.

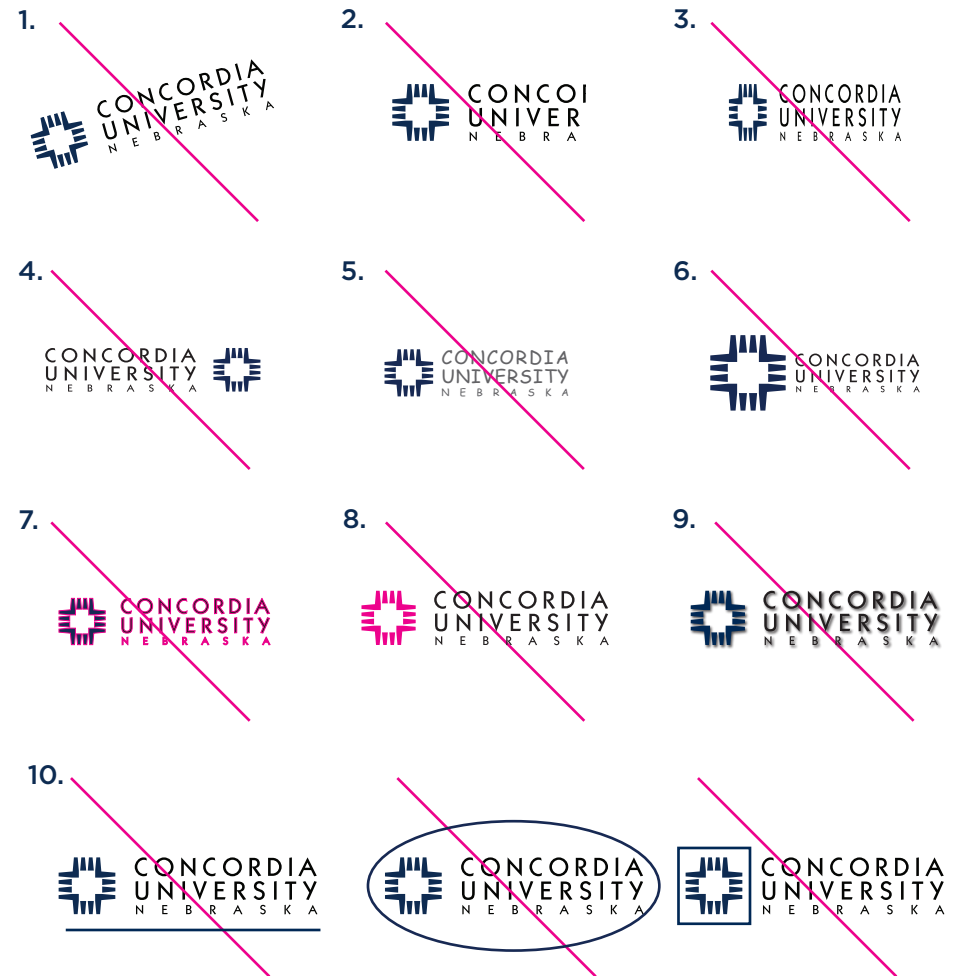
CROSS LOGO USAGE

For all uses, including print and merchandise, there should be a minimum clear space around the logotype equal to the height of the Cross graphic. This clear space should be void of any other graphic element, including the edge of a page.

The clear space requirement is to prevent the logo from being crowded by other typographic or graphic elements.

UNACCEPTABLE DESIGN TREATMENTS

1. Do not rotate the logo.
2. Do not bleed the logo off any edge.
3. Do not distort the logo
4. Do not rearrange or change the alignment of logo components
5. Do not alter the logo typeface.
6. Do not alter the scale of logo components.
7. Do not add a stroke to the logo.
8. Do not change the colors of the logo.
9. Do not add a shadow to the logo.
10. Do not add outside components to the logo.



Concordia Seal

The Concordia University, Nebraska seal is only to be used on official university documents and publications as approved by the President.

The university seal should be produced at a reasonable size to maintain legibility. The seal must remain exactly in proportion. No elements may be resized.

The seal must always remain in the foreground. No effects may be applied to the seal.

The seal may be positioned to suit the layout, but it must never be positioned at an angle. It must never bleed off the edge.

The seal colors must be printed in 100% of either Concordia blue (Pantone® 295) or black. No other colors or screen values may be used.

There should be a minimum clear space around the logo equal to the height of a cross (present in the seal on either side of the sower). This clear space should be void of any other graphic element, including the edge of a page.



Athletics Logos

The Concordia athletic logos represent the visual identity of our athletic brand and may not be altered in any way.

BULLDOG LOGO

The Bulldog logo is our primary logo. It is to be used in every situation. When a single logo is desired, it must be the Bulldog logo.

There are two permissible versions of the logo, each with varying copy. No other versions of the Bulldog logo are allowed.

- Concordia's Bulldog logo should be produced at a reasonable size to maintain legibility.
- The Bulldog logo must always remain in the foreground.
- The Bulldog logo colors must be printed in 100% of either Concordia blue (Pantone® 295), Concordia grey (Pantone® 423), white or black. No other colors or screen values may be used.
- In very few circumstances should the Bulldog logo without text be used. Please confirm uses with the Concordia Marketing & Communications office prior to using.



Athletics Logos

The Concordia athletic logos represent the visual identity of our athletic brand and may not be altered in any way.

BULLDOG LOGO USAGE

For all uses, including print and merchandise, there should be a minimum clear space around the logotype equal to the height of the “C” in the “Concordia” typographic element. This clear space should be void of any other graphic element, including the edge of a page.

The clear space requirement is to prevent the logo from being crowded by other typographic or graphic elements.

UNACCEPTABLE TREATMENTS

1. Do not rotate the logo.
2. Do not bleed the logo off the edge.
3. Do not distort the logo
4. Do not rearrange components in the logo.
5. Do not change “CONCORDIA” to any other word.
6. Do not alter logo typeface.
7. Do not alter the logo or add elements.
8. Do not add a stroke to the logo.
9. Do not change the color of the logo.
10. Do not remove the “C” from the around the bulldog.
11. Do not add a shadow to the logo.



Athletics Logos

The Concordia athletic logos represent the visual identity of our athletic brand and may not be altered in any way.

BLOCK 'C' LOGO

The only official secondary logomark for Bulldog Athletics is the block 'C'. This logomark, added in 2015, *is limited in use to very specific situations*. Any usage not outlined below must receive expressed written consent from the Concordia Marketing & Communications office.

Only one variation of the Block 'C' logo exists. No other variations are allowed.

- Concordia's Block 'C' logo should be produced at a reasonable size to maintain legibility.
- The Block 'C' logo must always remain in the foreground.
- The Block 'C' logo colors must be printed in 100% of either Concordia blue (Pantone® 295), Concordia gray (Pantone® 423), white or black. No other colors or screen values may be used.

ACCEPTABLE BLOCK 'C' LOGO USAGE

- The 'C' logo may only be used as a secondary mark and **must be preceded by** the primary Bulldog logo.
- In uniforms and jerseys, the 'C' logo may be used when appropriate space is not available for the primary Bulldog logo (ex: football helmets, baseball caps). *Such use must receive expressed written consent from the Concordia Marketing & Communications office.*



Athletics Logos

The Concordia athletic logos represent the visual identity of our athletic brand and may not be altered in any way.

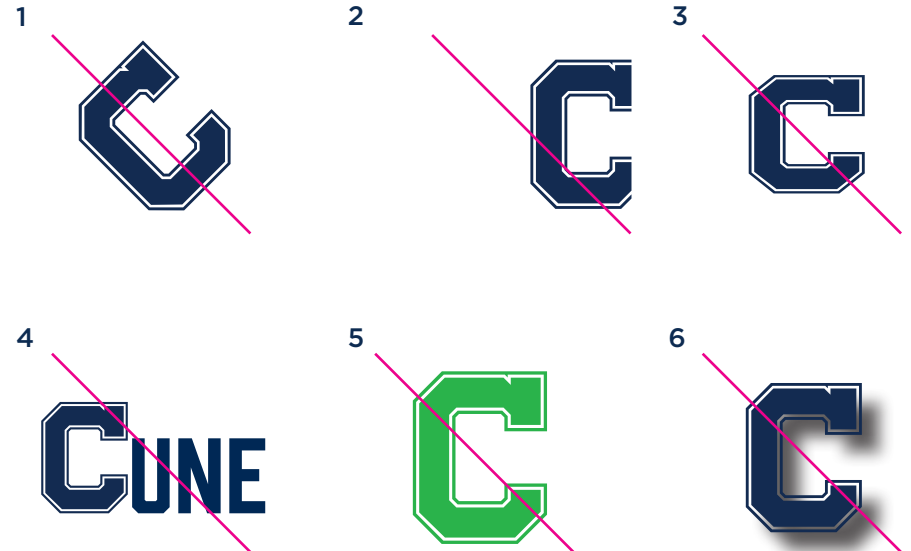
BLOCK 'C' LOGO USAGE

For all uses, including print and merchandise, there should be a minimum clear space around the logomark equal to the width of the serif in the 'C'. This clear space should be void of any other graphic element, including the edge of a page.

The clear space requirement is to prevent the logo from being crowded by other typographic or graphic elements.

UNACCEPTABLE DESIGN TREATMENTS

1. Do not rotate the logo.
2. Do not bleed the logo off the edge.
3. Do not distort the logo.
4. Do not use the logo as part a letter in a word.
5. Do not change the color of the logo.
6. Do not add a shadow to the logo.



Academic Lockups

ADMINISTRATIVE DEPARTMENTS

Main administrative department lockups combine the Concordia logo with the department name in navy capital letters. This lockup is primarily used for applications representing the administrative department as a whole.



COLLEGES AND FACULTY DEPARTMENTS



TIER 1

Faculty and School lockups combine the Concordia logo with the faculty name in navy capital letters. This lockup is primarily used for applications representing the faculty/school as a whole.

TIER 2

Academic department lockups combine the Concordia logo with their department name in navy title case letters. This lockup is primarily used for applications representing the specific department.

TIER 3

Academic lockups are also available combining a faculty/school with their sub-department. This lockup is used for applications in which it is important to show the department's connection with its faculty or school.

Athletic Lockups

Athletic lockups combine the Bulldog logo with the sport name in navy capital letters. This lockup is primarily used for applications representing the sport as a whole.

