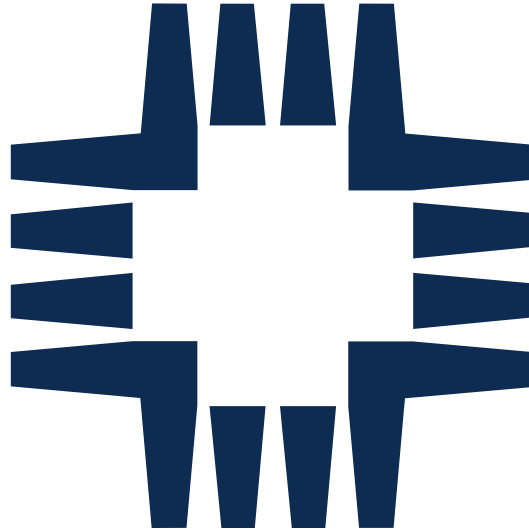


Primary Logo



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.

Colors

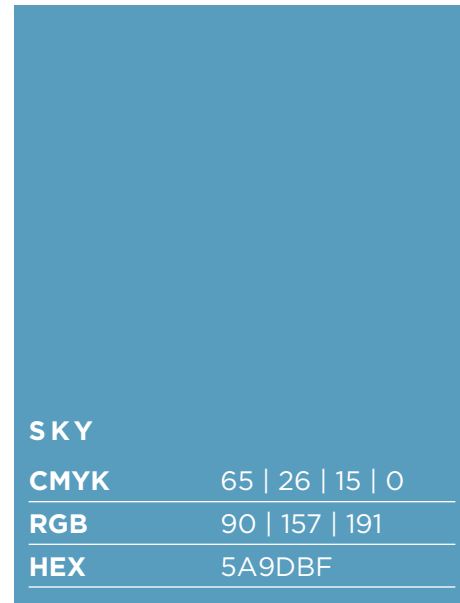
PRIMARY COLOR



CONCORDIA BLUE

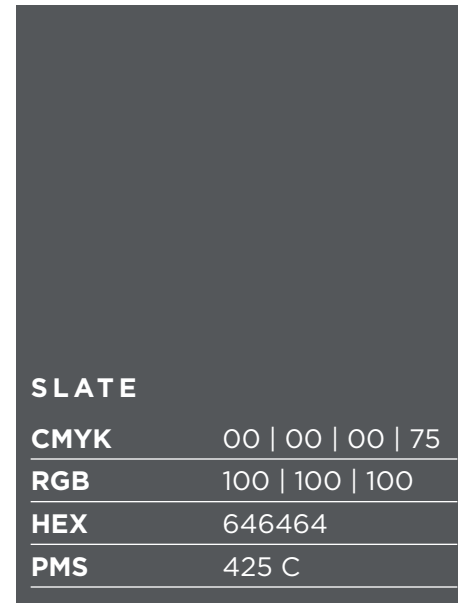
CMYK	100 89 36 35
RGB	25 45 83
HEX	192C53
PMS	295 C

SECONDARY COLORS



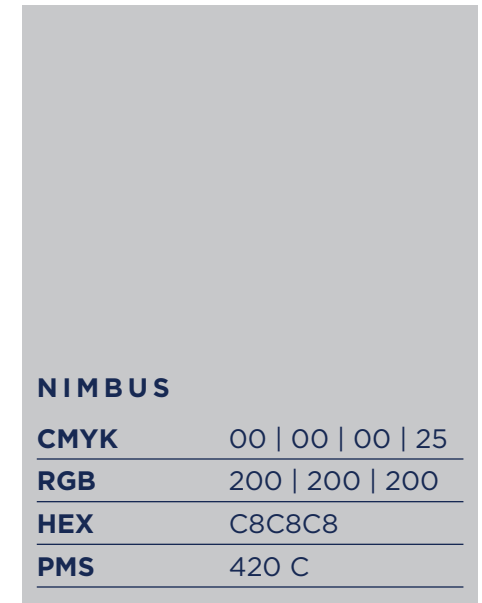
SKY

CMYK	65 26 15 0
RGB	90 157 191
HEX	5A9DBF



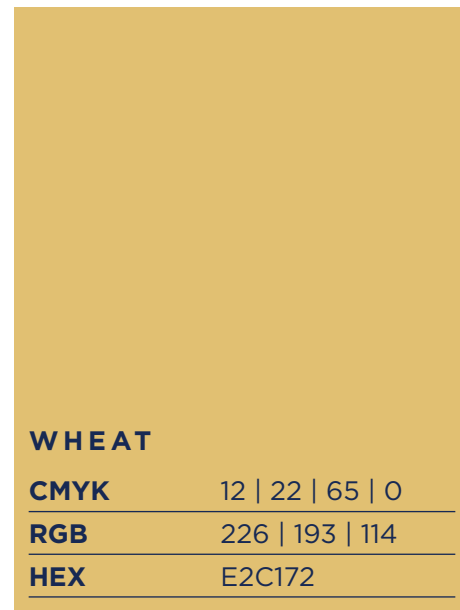
SLATE

CMYK	00 00 00 75
RGB	100 100 100
HEX	646464
PMS	425 C



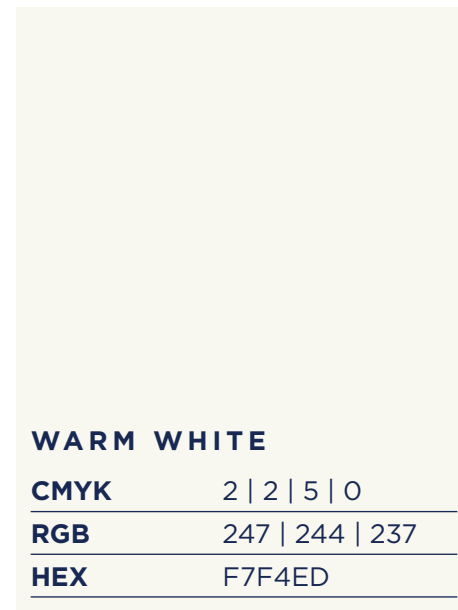
NIMBUS

CMYK	00 00 00 25
RGB	200 200 200
HEX	C8C8C8
PMS	420 C



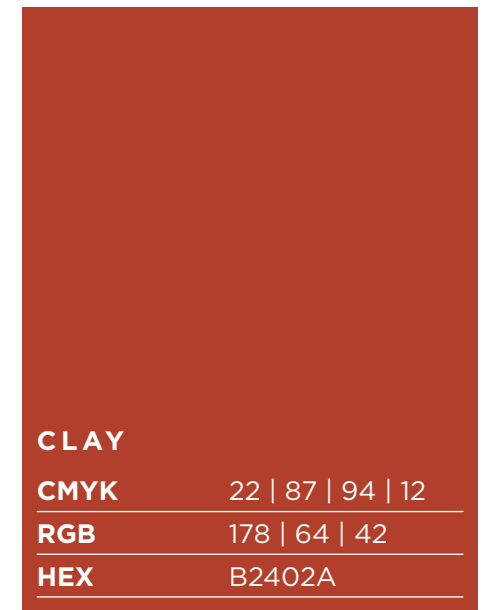
WHEAT

CMYK	12 22 65 0
RGB	226 193 114
HEX	E2C172



WARM WHITE

CMYK	2 2 5 0
RGB	247 244 237
HEX	F7F4ED



CLAY

CMYK	22 87 94 12
RGB	178 64 42
HEX	B2402A

Typography

Main Heading

GOTHAM BLACK

SUBHEADING

GOTHAM BOLD

Body copy text. Aquiatist, totatur itatiatur? Quae custias derum fugia porunti seque

Body copy text. Aquiatist, totatur itatiatur? Quae custias derum fugia porunti seque
Alis non preperia di illum quissi corehenis aut quasi oditium ium in cusanis modis ducid ea volo con consendundae dem utam voluptasimus sequi bearchicitat hillitati conet quata dolupta

GOTHAM BOOK

HANDWRITTEN FONT

When in need of something to stand out please use our handwritten font. It may go in place of the main heading font if applicable. Please make sure the font is legible and not used wording more than three lines.

SUPERFLY ONE

ABCDEFGHIJKLMN OPQRSTUVWXYZ
ABCDEFGHIJKLMN OPQRSTUVWXYZ
1234567890!@#%&'()*-_=+;:~"/<>?

SUPERFLY TWO

ABCDEFGHIJKLMN OPQRSTUVWXYZ
ABCDEFGHIJKLMN OPQRSTUVWXYZ
1234567890!@#%&'()*-_=+;:~"/<>?

SERIF FONT

This font is used in official cases for things such as programs (Inaugurations, Dedications, and Graduations).

SENTINEL

ABCDEFGHIJKLMN OPQRSTUVWXYZ
ABCDEFGHIJKLMN OPQRSTUVWXYZ
ABCDEFGHIJKLMN OPQRSTUVWXYZ
1234567890!@#%&'()*-_=+;:~"/<>?

Athletic Typography

The Concordia athletic design treatment captures the momentum and celebration of our student athletes and team accomplishments.

MAIN HEADING

SUBHEADING

Body copy text. Aquiatist, totatur itatiatur? Quae custias derum fugia porunti seque

Body copy text. Aquiatist, totatur itatiatur? Quae custias derum fugia porunti seque
Alis non preperia di illum quissi corehenis aut quasi
oditium ium in cusanis modis ducid ea volo con consendundae dem
utam voluptasimus sequi bearchicitat hillitati conet quata dolupta

PROHIBITION REGULAR

GOTHAM BOLD

GOTHAM BOOK

Email Signatures

Below are a few samples of approved email signatures. Arial is an accessible font choice that is similar to gotham.

YOUR NAME (all caps, bold, font size 10pt, color black)
Job title (font size 10pt, color black)
Your department (font size 10pt, color black)

Office Building 000 (font size 10pt, color black)
(000) 000-0000 (font size 10pt, color black)
cune.edu (font size 10pt, color black)



YOUR NAME (all caps, bold, font size 10pt, color black)
Job title (font size 10pt, color black)
Your department (font size 10pt, color black)

Office Building 000 (font size 10pt, color black)
(000) 000-0000 (font size 10pt, color black)
cune.edu (font size 10pt, color black)



Mailing Lockups

Most commonly used in return addresses, a lockup identifies which department of the university a particular *printed* communication is associated with.

