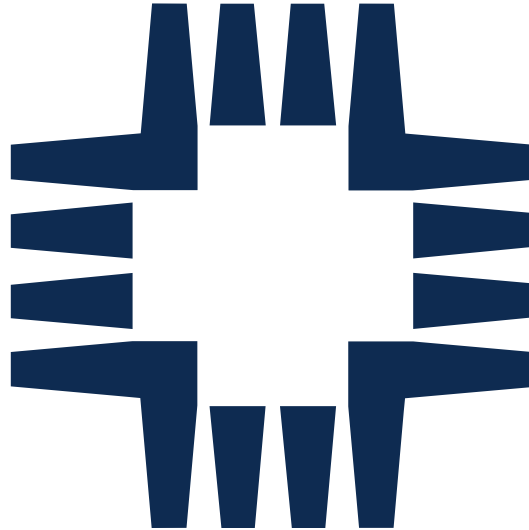# Primary Logo

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.
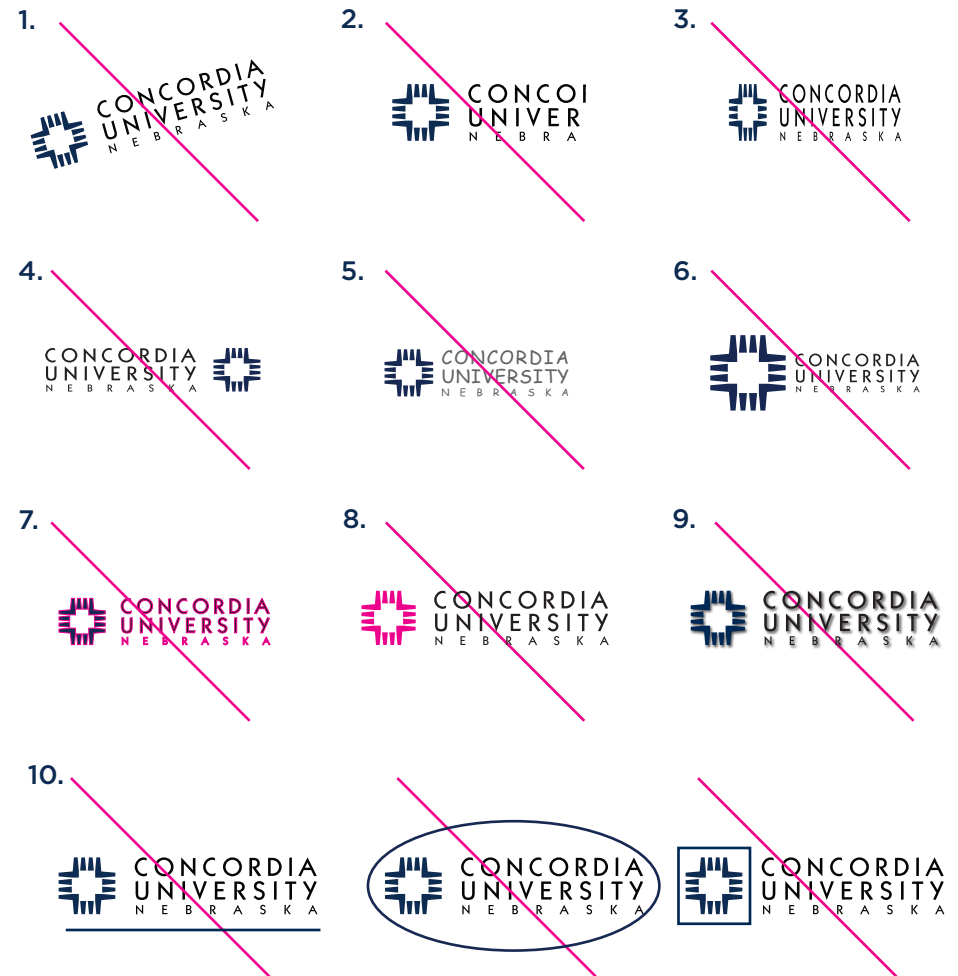
Concordia Seal

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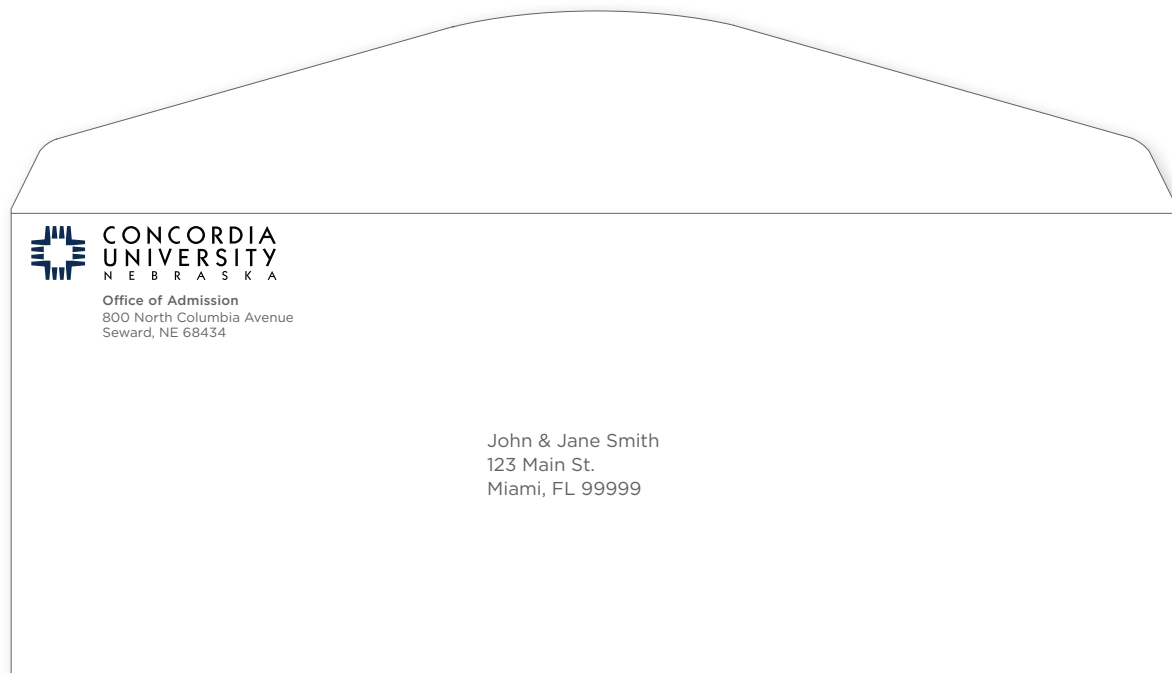
The seal colors must be printed in 100% of either Concordia blue (Pantone® 295) or black. No other colors or screen values may be used.

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.

Lockups

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

CONCORDIA UNIVERSITY NEBRASKA

Office of Admission
800 North Columbia Avenue
Seward, NE 68434

CONCORDIA UNIVERSITY NEBRASKA

Office of Institutional Advancement
800 North Columbia Avenue
Seward, NE 68434

CONCORDIA UNIVERSITY NEBRASKA

Office of Admission
800 North Columbia Avenue
Seward, NE 68434

John & Jane Smith
123 Main St.
Miami, FL 99999
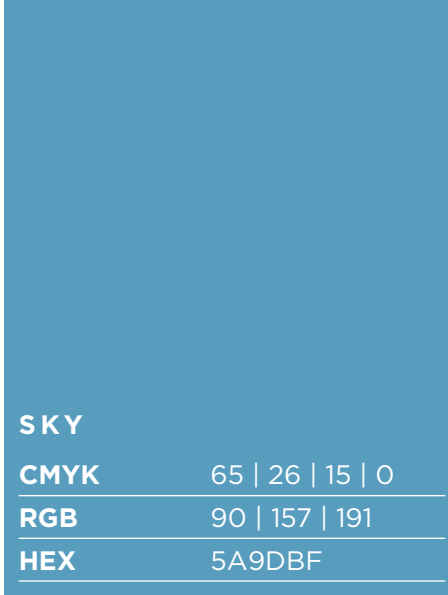
Colors

CONCORDIA BLUE
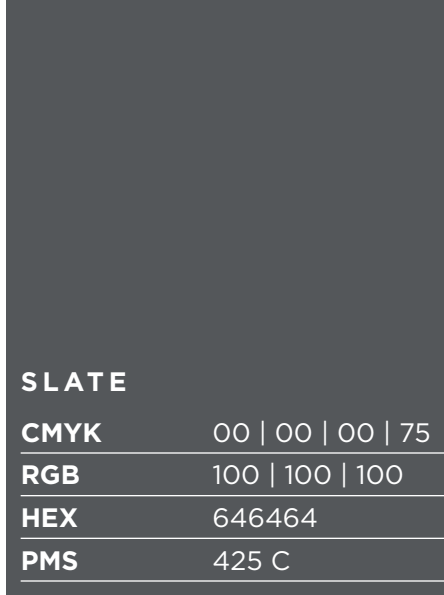
CMYK	100 | 89 | 36 | 35
RGB	25 | 45 | 83
HEX	192C53
PMS	295 C
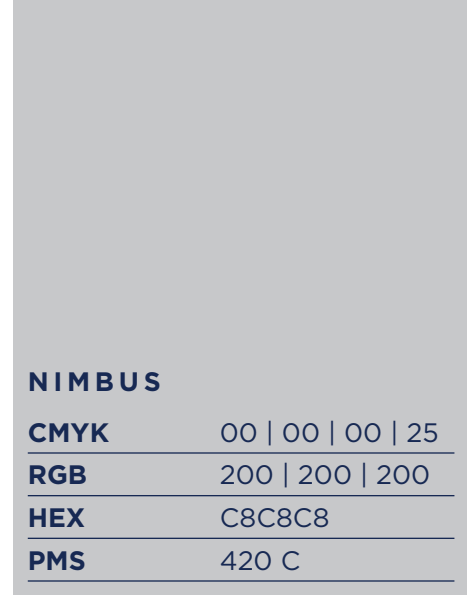
SKY

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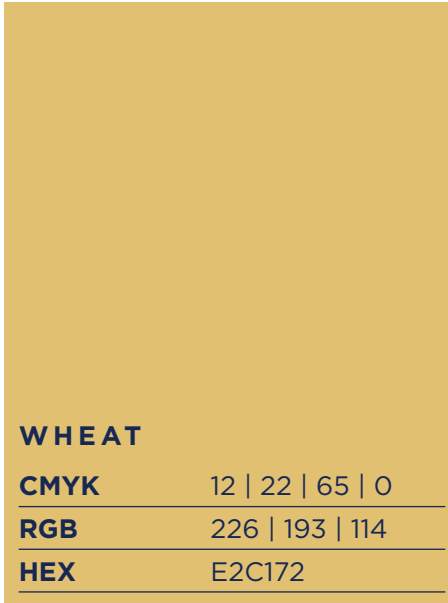
SLATE

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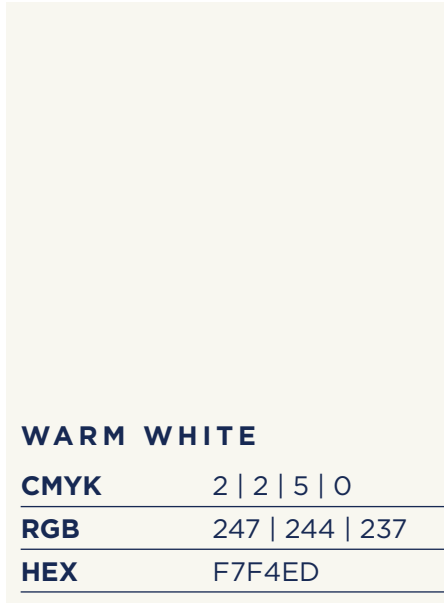
NIMBUS

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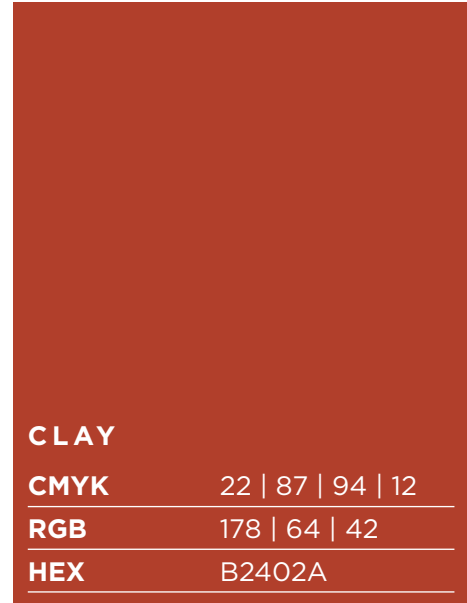
WHEAT

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

SUBHEADING

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

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

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 OPQRSVTUVWXYZ
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

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()-_=+:;'",./<>?

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.

1   2   3

4   5   6
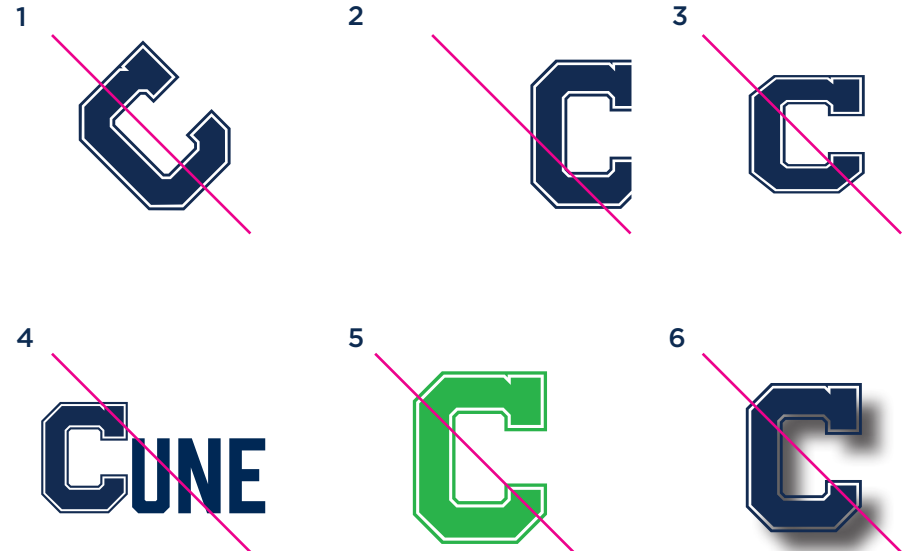
Athletic Typography

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 sequeAlis 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
Job Title
Department Name

Office Number
Office Phone
cune.edu

YOUR NAME
Job Title
Department Name

Office Number
Office Phone
cune.edu

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.

CONCORDIA UNIVERSITY NEBRASKA
GRADUATE SCHOOL

CONCORDIA UNIVERSITY NEBRASKA
MARKETING AND COMMUNICATIONS

CONCORDIA UNIVERSITY NEBRASKA
STUDENT LIFE OFFICE

COLLEGES AND FACULTY DEPARTMENTS

CONCORDIA UNIVERSITY NEBRASKA
COLLEGE OF EDUCATION, HEALTH AND HUMAN SCIENCES

CONCORDIA UNIVERSITY NEBRASKA
Department of Education

CONCORDIA UNIVERSITY NEBRASKA
COLLEGE OF EDUCATION, HEALTH AND HUMAN SCIENCES
Department of Education

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.

CONCORDIA
WOMEN'S BASKETBALL

CONCORDIA
BASEBALL

CONCORDIA
VOLLEYBALL

CONCORDIA
FOOTBALL

CONCORDIA
TRAP & SKEET

CONCORDIA
MEN'S GOLF