THE CONCORDIA PROMISE

Concordia University, St. Paul empowers you to discover and engage your purpose for life, career and service in a dynamic, multicultural, urban environment where Christ is honored, all are welcome, and Lutheran convictions inform intellectual inquiry and academic pursuits.

OUR MISSION
The mission of Concordia University, St. Paul, a university of The Lutheran Church — Missouri Synod, is to prepare students for thoughtful and informed living, for dedicated service to God and humanity, for enlightened care of God’s creation, all within the context of the Christian Gospel.

OUR VISION
The vision of Concordia University, St. Paul, is to be acknowledged as the leading Lutheran university offering exceptional opportunities for students from all backgrounds who seek relevant career preparation and a challenging academic experience coupled with the insights of Lutheran theology.
**BRAND COLORS**

## PRIMARY

<table>
<thead>
<tr>
<th>TINTS</th>
<th>PANTONE 540</th>
<th>PANTONE 110</th>
</tr>
</thead>
<tbody>
<tr>
<td>80%</td>
<td>R18 G48 B83</td>
<td>R230 G178 B34</td>
</tr>
<tr>
<td>60%</td>
<td>C100 M57 Y12 K61</td>
<td>C10 M30 Y100 K0</td>
</tr>
<tr>
<td>35%</td>
<td>#003055</td>
<td>#E6B220</td>
</tr>
<tr>
<td>10%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

ATHLETIC:
NIKE: **TEAM NAVY**

ATHLETIC:
NIKE: **TEAM BRIGHT GOLD**
SECONDARY

BLACK
R0 G0 B0
C0 M0 Y0 K0
#000000

TINTS
80%
30%
10%
Myriad Pro

**Headings:** Bold Condensed All Caps
**Size:** 16pt+  **Tracking:** 20pt+

*Myriad Pro is used for all marketing purposes.*

**Body Text:** Myriad Pro Light
**Size:** 9pt  •  **Tracking:** 10pt

Goudy Old Style

**Headings:** Bold Small Caps
**Size:** 24pt+  **Tracking:** 20pt+

*Goudy Old Style is used for academic purposes including department slicks and commencement materials.*

**Body Text:** Goudy Old Style Regular
**Size:** 9pt  •  **Tracking:** 10pt

Avenir

**Headings:** Heavy All Caps
**Size:** 24pt+  **Tracking:** 30pt+

*Avenir is used for athletic purposes and occasional marketing purposes*

**Body Text:** Avenir Book
**Size:** 9pt  •  **Tracking:** 10pt

**Consistent Typography is one of the easiest & most essential ways to create a visual voice for our brand. If you need to obtain these font files or have any general questions about typography please contact the office.**
SLAB SERIF

Ziggurat-HTF-Black

APPROVED USAGE OF THE SLAB SERIF:

CONCORDIA

GOLDEN BEARS

HEADINGS: ALL CAPS ZIGGURAT-HTF-BLACK • TRACKING: 0PT

*Ziggurat-HTF-Black is used primarily for athletic purposes and occasional marketing purposes

USE THIS FONT FOR ‘CONCORDIA’ OR ‘GOLDEN BEARS’ WHEN THE CSP IS NOT PRESENT OR PAIRED WITH RUNNING BEAR. CONTACT COMMUNICATIONS@CSP.EDU FOR APPROVAL ON ANY OTHER USE OF THE FONT OR TO RECEIVE THE FONT FILE.
CONCORDIA ST. PAUL BRAND STANDARDS

MONOGRAM

PRIMARY MARK

CSP

PRIMARY MARK
GIVE THE MONOGRAM ITS OWN SPACE

Balance is an essential feature of good design. Graphics, imagery, and text must all be balanced on the page so that each is able to speak clearly. Placing any element too close to the master monogram diminishes its importance.

A clear zone of "X" (X = cross width) will give it the room it needs to stand out.
Never take off the outline to create a 1 color monogram. There is a separate art file to be used for one color. Contact communications@csp.edu if you have any questions.

NO OUTLINE
Should always be placed on a background which allows the logo to be completely visible. Yellow logo cannot be placed on a yellow background, etc.

OUTLINE
Should always be placed on a background which allows the logo and the outline are both visible. Blue with yellow outline cannot be placed on a blue OR yellow background, etc.
The full version of the CSP monogram has many alternative color combinations available. For color examples, see the CSP monogram samples on page 9. If you need to obtain any of these logos, please contact the marketing office.
UNACCEPTABLE MONOGRAM USES

The logo is NOT to be edited by individual users. The logo cannot be squished, altered, or used on inappropriate backgrounds. Logo files are available for download at www.csp.edu/brand or by contacting the University Marketing and Communications office.

Examples of incorrect usage:

- Do not stretch or compress the logo, or allow a vendor to adjust the monogram.
- Do not place on backgrounds that impact the logo’s integrity.
- Do not change the size, font, or color of the sub-heading text.

Never adjust the colors of the monogram. Use of any color other than the approved Navy, Gold, or White must receive special approval. Do not use any unapproved version of the monogram.

Do not use the monogram on any color background that is not on the approved coloring list of primary or secondary options. *contact marketing for special instances*
**CONCORDIA ST. PAUL BRAND STANDARDS**

**UNACCEPTABLE MONOGRAM USES**

- Do not combine Running bear with CSP monogram. These should be used in replacement of each other.
- Do not combine CSP with any kind of graphic specific to the event/sport. Always follow the “Clearspace” guidelines on page 8.
- Do not increase the outline or change any part of the monogram official art.
- Do not stretch/bend/tilt the monogram in any way. Always use the official art AS-IS.
Do not use any kind of drop shadow on the monogram. Instead, pick colors that will contrast off the background without the need of a shadow.

Do not add any other outline onto the monogram.

If you have any questions on how to make adjustments, contact communications@csp.edu
Lockups can be created in different color combinations using the approved brand colors. Contact communications@csp.edu to receive your designated lockup.
CONCORDIA ST. PAUL BRAND STANDARDS

RUNNING BEAR LOGO

PRIMARY:
4 COLOR VERSION

SECONDARY:
4 COLOR VERSION

CLEARSPACE REQUIREMENTS

1 COLOR
The Running Bear logo is NOT to be edited by individual users. The logo cannot be squished, altered, or used on inappropriate backgrounds. Logo files are available for download at www.csp.edu/brand or by contacting the University Marketing and Communications office.

**Examples of incorrect usage:**
- Never change the flip or reflect the logo
- Do not use any colors other than the approved colors
- Do not stretch or compress the logo

**RUNNING BEAR USAGE**
Running bear should be used as a **SECONDARY LOGO** and for informal applications. This should not be used as a replacement for the CSP Monogram.
CONCORDIA ST. PAUL BRAND STANDARDS

COMET HEAD LOGO

PRIMARY:
2 COLOR VERSION

CLEARSPACE
REQUIREMENTS

SECONDARY:
1 COLOR VERSION

COMET HEAD LOGOS
This alternate logo should not be used alone, it must ALWAYS be used with Concordia branding.
**COMET BADGE LOGO**

**PRIMARY:**
2 COLOR VERSION

**CLEARSPACE REQUIREMENTS**

**SECONDARY:**
1 COLOR VERSION

**COMET BADGE USAGE**
The Comet Badge should be used as a **SECONDARY LOGO** and for informal applications. This should not be used as a replacement for the CSP Monogram.

**SUBBRANDS**
Use “Golden Bears” principally. For specific departments, contact Marketing.
UNACCEPTABLE USES

The logo is NOT to be edited by individual users. The logo cannot be squished, altered, or used on inappropriate backgrounds. Logo files are available for download at www.csp.edu/brand or by contacting the University Marketing and Communications office.

Examples of incorrect usage:

- Do not use any colors other than the approved colors.
- Do not add type to the badge; for group-specific wording, contact marketing.
- Do not come up with your own mark for the department.
The Concordia Full Shield is used for academic purposes including department information and commencement materials. It is Concordia's previous primary logo, and is now used the most for alumni. When branding university content, the CSP monogram is prioritized.
CONCORDIA FULL SHIELD LOGO

UNACCEPTABLE USES
The logo is NOT to be edited by individual users. The logo cannot be squished or altered. Logo files are available for download at www.csp.edu/brand or by contacting the University Marketing and Communications office.

Examples of incorrect usage:

- Do not stretch or compress the logo
- Do not adjust the type style in Concordia Saint Paul
- Do not adjust the scale of shield to word mark. The approved logo files must always be used.
COLOR

Whenever possible, order clothing and uniforms using our PMS 540 and PMS 110. If these are not available use the closest replacement color, any substitution must be approved. Please email proofs to communications@csp.edu.

*If using CMYK, reference page 3. do not let the vendor create the CMYK.

EMBROIDERY

The details and coloring of this monogram prove difficult in embroidery, please email communications@csp.edu to approve embroidery usage.

VENDOR REPLACEMENT FONTS AND COLOR OPTIONS

NIKE:

DIGITAL FULL BLOCK

This font should be used for uniforms using Nike. If any other font is being used, you must seek approval from Marketing.

SLAB SERIF

Ziggurat-HTF-Black

When Ziggurat is not available through vendors, have them find the closest matching font, replacement fonts must be approved by Marketing.

FONTs
CONCORDIA ST. PAUL BRAND STANDARDS

USE OF RUNNING BEAR WITH MONOGRAM

DO NOT USE RUNNING BEAR ALONG SIDE THE MONOGRAM.

EXAMPLE:
T-shirt: Do not include the running bear and CSP monogram on the same side.

T-shirt: Have the CSP monogram on the front, if needed, the Running bear can go on the back of the shirt.

EXAMPLE:
Brochure: Do not include the CSP monogram on the cover and have the Running Bear at the bottom.

Brochure: If the cover had the CSP monogram on it, you can include the Running Bear in the interior or back side of the brochure.
QUESTIONS OR CONCERNS?

JOSH DEER  JDEER@CSP.EDU
MARKETING & COMMUNICATIONS OFFICE  COMMUNICATIONS@CSP.EDU