



CROWN COLLEGE

BRAND GUIDELINES | APRIL 2021

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We go deeper. Our shared curiosity drives us to think, create, do, and be better every day. At Crown, we create experiences that establish connections, increase understanding, and develop Christ-followers who will serve and influence the world.



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BRAND PLATFORM



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BRAND PLATFORM

BRAND ETHOS

Our brand described in a single set of words.

| Deeper education

BRAND PLATFORM

OUR SUCCESS

How do we measure success?

- › By attracting more students who love Jesus and want to become excellent at skills that will impact the world.
- › Seeing proof that our students leave Crown as holistically better people. They have grown their intellect, competence, spiritual, and emotional health through their Crown Experience.
- › We have learned that the best ideas win and we are always looking to the future.
- › By maintaining integrity, particularly with our guiding principles.

BRAND PLATFORM

BRAND PROMISE

The promise we make to our customers.

“We promise to inspire you to be fully equipped and on a mission for Jesus.”

BRAND PLATFORM

SUMMARY STATEMENT

For our customers

“Whether on-campus or online, Crown College is a place where you can be known. Our faculty and staff’s focus is on Jesus only, overflowing into their love for students. We will inspire you to become fully equipped in your passion. We will help you seek God’s will, sending you out on a mission to spread his word.”

OUR ON-CAMPUS GUIDING PRINCIPLES

The driving values that help define our direction:



Jesus Only

Jesus is core to our denomination's values and has been part of our DNA from the beginning. He is the catalyst for all the Christian values of our school. Everything is filtered through the lens of acting like and following Jesus. This influences the entire school experience from athletics to the classroom. All students will have the opportunity to experience the deeper life that Jesus calls each person to, becoming a self-feeding follower of Jesus by the time they graduate. We ask ourselves:

- › Do all team members adequately represent the person of Jesus? How can we develop them more to be examples for students?
- › Are there areas of the school that are not Jesus-centered?
- › Are we developing the whole person? Developing their cognition, emotion, body, and spirit?



Be Known

Everyone is looking for acceptance and love. We strive to develop deep relationships between faculty and staff as well as with each student. From dessert in a team member's home to mentoring a student, the goal is for each student to grow inside and outside the classroom. We ask ourselves:

- › Does every student feel a meaningful connection with another student and with a team member?
- › What new ways can the academic experience overflow into a student's personal life?
- › How do we remove barriers in each student's life for deeper connection?





Fully Equipped

Our graduates should go into the world not only with a grasp on the theory of a subject, but competent in practical skills that will translate to the workplace. Students will have the chance to explore their passions and to receive practical training that will help them land jobs and live out their mission. We ask ourselves:

- › Do we give students opportunities to explore what they love to do?
- › Do they receive the foundational theory in all areas that makes a liberal arts education so valuable?
- › Are we holding up the highest level of academic integrity?
- › Are we preparing students for the workplace or graduate school and retaining high placement rates?



Forward-Facing

We look quite different from 100 years ago because we have adapted to the changing times. We are emphasizing the future of higher education and developing innovative ways to provide a quality education. We ask ourselves:

- › Do we value moving forward over security?
- › What areas of the college are stagnant and which could be opportunities?
- › How can we fail fast to drive innovation?

OUR CROWN ONLINE GUIDING PRINCIPLES

The driving values which help define direction.

Due to the unique aim of Crown Online and how it provides for our Crown Online students, these principles are similar, but distinct, from the On-Campus principles.



Christian

Jesus is core to our denomination's values and has been part of our DNA from the beginning. He is the catalyst for all Christian values of our school. We filter everything through the lens of acting like and following Jesus. Faculty, curriculum, and the total student experience centers around Christian values and a Christian worldview. We ask ourselves:

- › Do all team members adequately represent a true Christian? How can we develop them more to be examples for students?
- › What areas of the online experience could better prepare students to follow Jesus more closely?
- › Are we developing the whole person? Developing their cognition, emotion, body, and spirit?



Practical

Education should always be in the intersect of where the rubber meets the road. All classes should explore the theoretical concepts, but ultimately land where it would be most useful for a student's spiritual goals or career goals. Students should also be aware of how ideas translate into real life. We ask ourselves:

- › Do all outcomes point toward useful theory and skills for the workplace?
- › Would current or future employers of the student thank us for what they learned in our programs?
- › Are we staying current with the trends in the workforce? Do we need to adapt our curriculum to match what the workforce requires?





Flexible

Life is incredibly busy, especially if students are working full-time jobs. We desire to provide quality education while still allowing for the complexity of life outside of full-time school. Students should experience flexibility while always being pushed toward their ultimate educational goals. We ask ourselves:

- › Can our curriculum fit into the lives of most individuals?
- › Do we strive to provide and support a balanced life for all students?

How can we balance flexibility with helping a student complete their educational goals in a reasonable amount of time?



Forward-Facing

We look quite different from 100 years ago because we have adapted to the changing times. We are emphasizing the future of higher education and developing innovative ways to provide a quality education. We ask ourselves:

- › Do we value moving forward over security?
- › What areas of the college are stagnant and which could be opportunities?
- › How can we fail fast to drive innovation?

OUR TONE

The language we use with our customers

Crown is an established institution and needs to reflect our scholarly heritage. However, we also have a culture that emphasizes relationships. Our tone should hint at our institutionalism, but provide language that invites people into the conversation.

We will always strive to remove barriers for students by giving concise, helpful answers. In our effort to provide succinct language, we never want to come across as rude. Our focus should be on simplifying to enhance problem-solving and to empathize with the audience.

We believe that story is one of the greatest modes of communication. We always strive to use story to inform, persuade, or describe. What our voice is in contrast to what it isn't:

- ▶ Informative but not wordy
- ▶ Quip but not silly
- ▶ Bold but not cocky
- ▶ Current but not edgy
- ▶ Friendly but not casual
- ▶ Handholding but not micromanaging



CROWN + BEYOND

The heart of Crown College exists on-campus in Minnesota. Students gain the full experience of faith, learning, and personal growth through a loving community. Crown has extended beyond the walls to offer fully-online programs, hybrid programs in locations like Atlanta and Omaha, Early College, Partnerships, and more.



On-Campus

The School of Arts and Science allows students to attend a traditional program on the beautiful campus in Minnesota. The focus extends beyond the roots in Bible training. Today, students gain a Biblical foundation in over forty programs.



Online

Both undergraduate and graduate degrees are offered in the School of Online Studies and Graduate Studies. Most of these programs are 100% online and provide students with a flexible, practical, affordable Christian educational experience.



Hybrid Locations

Hybrid locations in Nebraska and Atlanta provide the Crown online experience with a physical site, which offers a weekly in-class meeting — giving students the best of both worlds in their hometown.



Early College

Students can earn college credit in high school through the state's PSEO (Post Secondary Education Options) program or, more generally, through Crown's dual enrollment options. These programs include in-person, online, hybrid, private school, and homeschool options.



Professional Development

Crown has developed training institutes for non-degree-seeking students who wish to further develop their skills such as Crown Ministry Training Institute (CMTI). There are currently four institutes with more options coming.



Partnerships

Crown has more than eighteen partnerships with other academic institutions, churches, gap year programs, professional development agencies, and more. These partnerships extend Crown's reach into communities across the United States.

VISUAL IDENTITY



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ACADEMIC LOGO

The Crown College logo must be present on the first page or view of all materials.

Primary

The horizontal version of the logo is the preferred lockup.



Secondary

The vertical version of the logo is available when necessary.



Crest

The standalone crest logo can be used when the full logo or wordmark is also used on the same material.



ACADEMIC LOGO

Additional variations of the logo are available for limited use in specific scenarios. Whenever possible, the Crown College logo should be used in the Primary Purple brand color.

Alternate Primary

The horizontal version of the logo is the preferred lockup.



Alternate Secondary

The vertical version of the logo is available when necessary.



Alternate Crest

The standalone crest logo can be used when the full logo or wordmark is also used on the same material.



VISUAL IDENTITY

ACADEMIC WORDMARK

Typeface	Scala
Tracking	50
Horizontal Scale	114%

The Crown College Academic wordmark is our typographic identity which delineates our brand.

Center Aligned

CROWN
COLLEGE



Left aligned

CROWN
COLLEGE

Horizontal

CROWN COLLEGE



SIZE + SPACING

Minimum Size

To ensure legibility, all versions of the Crown College logo have a minimum width requirement. This also maintains brand recognition and consistency throughout collateral and use on the website.

Clear Space

150% of the logo size is required clear space. Maintaining the clear space zone between the logo 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. Spacing requirements are identical for all versions of the logo.

150%



Primary



Secondary



Crest



VISUAL IDENTITY

GENERAL USE GUIDELINES



DO use primary logo whenever possible including on light gray backgrounds.



DO use white alternate logo on dark photo backgrounds.



DO use white alternate logo on color backgrounds.



DO NOT use an unapproved color. Tints and shades are not permitted.



DO NOT skew or rotate the logo.



DO NOT alter the spatial relationship 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 to the logo.



DO NOT violate required clear space.

TYPOGRAPHY

GOTHAM

Foundry: Hoefler & Co.

Designer: Tobias Frere-Jones

Our preferred typeface is Gotham. When possible, it should be used on all print and screen-based materials.

Gotham Ultra

Gotham Ultra Italic

Gotham Black

Gotham Black Italic

Gotham Bold

Gotham Bold Italic

Gotham Medium

Gotham Medium Italic

Gotham Book

Gotham Book Italic

Gotham Light

Gotham Light Italic

Gotham Thin

Gotham Thin Italic



GOTHAM ULTRA + ALL CAPS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

Gotham Black

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0123456789

Gotham Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0123456789

Gotham Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0123456789

Gotham Book

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0123456789

Gotham Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0123456789

VISUAL IDENTITY

TYPOGRAPHY

SCALA

Foundry: Monotype

Designer: Martin Majoor

Scala is the typeface used for all Crown College Wordmarks

Scala Bold

Scala Bold Italic

Scala Regular

Scala Regular Italic

Scala Condensed Bold

Scala Condensed Regular

Aa

Scala Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789**

Scala Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Scala Condensed Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789**

Scala Condensed Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

TYPOGRAPHY

MONTSERRAT

Foundry: Google

Designer: Julieta Ulanovsky

When Gotham is not available, Montserrat should be used.

Montserrat Black

Montserrat Extra Bold

Montserrat Bold

Montserrat Semi Bold

Montserrat Medium

Montserrat Regular

Montserrat Light

Montserrat Extra Light

Montserrat Thin

Montserrat Black Italic

Montserrat Extra Bold Italic

Montserrat Bold Italic

Montserrat Semi Bold Italic

Montserrat Medium Italic

Montserrat Italic

Montserrat Light Italic

Montserrat Extra Light Italic

Montserrat Thin Italic



MONTERRAT BLACK + ALL CAPS

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789**

Montserrat Extra Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789**

Montserrat Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789**

Montserrat Medium

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789**

Montserrat Regular

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789**

Montserrat Light

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789**

HIERARCHY

40 PT HEADER

18 PT SUBHEADER

14 pt Tertiary Header

14 pt Quaternary Header

11 PT QUINARY HEADER

9 PT SENARY HEADER

10 pt Body Copy Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Blandit turpis cursus in hac habitasse platea dictumst quisque sagittis. Eleifend quam adipiscing vitae proin sagittis nisl rhoncus mattis rhoncus.

17 pt

Quotes Vel risus commodo viverra maecenas. Mi eget mauris pharetra et. Rutrum quisque non tellus orci.

› 10 pt

› Bullet 1

» 9 pt

» Bullet 2



Titling

Gotham Ultra is the preferred title treatment. Scala Bold is acceptable as an alternative typeface. Titling should only be used to make a bold statement. The preferred color is Dark Gray or White.

Header

Gotham Black is the preferred header treatment. The preferred case treatment is all caps. The preferred primary color for headers is Primary Purple. Dark Gray is also acceptable and it may be reversed to White on a dark background.

Subheader

Gotham Bold is the preferred subheader treatment. The preferred case treatment is all caps, but title-case can be used when multiple levels of hierarchy are needed. The preferred primary color for subheaders is Dark Gray. It can be reversed to White or Light Gray on a dark background.

Tertiary - Senary Headers

Gotham Bold and Gotham Light are the preferred treatments. The preferred case treatment varies depending on hierarchy. To maintain hierarchy, each descending header should be equal to or smaller in size than the previous header. The preferred primary color is Dark Gray, Primary Purple, and accent colors are also acceptable. Each can be reversed to White or Light Gray on a dark background.

HIERARCHY

40 PT HEADER

18 PT SUBHEADER

14 pt Tertiary Header

14 pt Quaternary Header

11 PT QUINARY HEADER

9 PT SENARY HEADER

10 pt Body Copy Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Blandit turpis cursus in hac habitasse platea dictumst quisque sagittis. Eleifend quam adipiscing vitae proin sagittis nisl rhoncus mattis rhoncus.

17 pt Quotes Vel risus commodo viverra maecenas. Mi eget mauris pharetra et. Rutrum quisque non tellus orci.

- › 10 pt
- › Bullet 1
- ›› 9 pt
- ›› Bullet 2

Body Copy

Gotham Book is the preferred treatment. The preferred case treatment is sentence case. The preferred primary color is Dark Gray. It can be reversed to White or Light Gray on a dark background.

Quotes

Gotham Light is the preferred treatment. Quotes should be larger than the body copy. The preferred case treatment is sentence case. The preferred primary color is Primary Purple or Blue.

Bullets

Gotham Book is the preferred treatment. Bullets should be equal to or smaller than the body copy. The preferred case treatment is sentence case. The preferred primary color is Dark Gray. They can be reversed to White or Light Gray on a dark background.

VISUAL IDENTITY

OUTLINE DISPLAY TYPE STYLE

Gotham Ultra or Montserrat Black fonts should be used for bold display font styles with no fill and a minimum one point outline.

Font: Gotham Ultra

Fill: None

Stroke: 1.5pt

Size: 100pt

Tracking: 100

Kerning: Optical

GOING

DEEPER

VISUAL IDENTITY

THIN DISPLAY TYPE STYLE

For a lighter feel Gotham Thin or Montserrat
Extra light should be used As a display font.

Font: Gotham Thin

Size: 100pt

GOING

DEEPER

ICON LIBRARY

If icons are needed to highlight content related to a subject, use these strategically to highlight the intended message.





ICON LIBRARY

AAC

C30

EMTI

HI

NE

BIOS

CCC

FAFSA

JD

RTI

CMTI

CMI

GA

MSP

SA





ACADEMIC COLOR PALETTE

PRIMARY PURPLE

PMS 2597
RGB 92 6 140
HEX 5C068C
CMYK 80 99 0 0

SECONDARY PURPLE

PMS 2627
RGB 60 16 83
HEX 3C1053
CMYK 85 100 6 38



LIGHT GRAY

PMS Cool Gray 4

RGB 187 188 188

HEX BBBCBC

CMYK 12 9 8 23

DARK GRAY

PMS Cool Gray 10

RGB 99 102 106

HEX 63666A

CMYK 40 30 20 66

BLACK

PMS Black 6

RGB 16 24 32

HEX 101820

CMYK 100 79 44 93

BLUE

PMS 2995

RGB 0 177 226

HEX 00B1E2

CMYK 79 3 0 0

RUBINE

PMS Rubine Red

RGB 206 0 88

HEX CE0050

CMYK 0 100 22 3

YELLOW

PMS 7548

RGB 155 198 0

HEX FFC600

CMYK 0 11 100 0

SANDSTONE

PMS 466

RGB 198 170 118

HEX C6AA76

CMYK 13 25 52 6

GRADIENTS

PRIMARY PURPLE

PMS 2597
RGB 92 6 140
HEX 5C068C
CMYK 80 99 0 0

BLUE

PMS 2995
RGB 0 177 226
HEX 00B1E2
CMYK 79 3 0 0

PRIMARY PURPLE

PMS 2597
RGB 92 6 140
HEX 5C068C
CMYK 80 99 0 0

PRIMARY PURPLE

PMS 2597
RGB 92 6 140
HEX 5C068C
CMYK 80 99 0 0

RUBINE

PMS Rubine Red
RGB 206 0 88
HEX CE0050
CMYK 0 100 22 3

SANDSTONE

PMS 466
RGB 198 170 118
HEX C6AA76
CMYK 13 25 52 6



CROWN COLLEGE

ATHLETICS

BRAND GUIDELINES | AUGUST 2022

CROWN COLLEGE POLAR ATHLETICS VISUAL IDENTITY



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ATHLETIC DEPARTMENT

The graphics in this section are specifically for the Crown College Polar Athletic Department. This is for non-sport specific applications.

The graphics should be used for Athletic Department Signage, Email Signatures, and non-sport specific Athletic Apparel.





ATHLETIC DEPARTMENT

The Primary Logo or Secondary Logo must be present on the first page or in view of all Athletic Department materials. Use the full-color Primary Logo whenever possible.

PRIMARY LOGO

FULL-COLOR

Use this Primary Logo whenever possible. This logo can be scaled as small as 1". Refer to the "Sizing + Spacing" section for more information.



ONE-COLOR

Use this logo on light backgrounds.



ONE-COLOR

Use this logo on dark backgrounds.

Additional variations of the logo are available for limited use in specific scenarios. Whenever possible, use the full-color Primary Logo.

SECONDARY LOGO

FULL-COLOR

This Secondary Logo is available when necessary. For example, this logo is to be used in place of the Primary Logo in a situation where the size of the logo needs to be smaller than 1". This logo can be scaled as small as 0.5". Refer to the "Sizing + Spacing" section for more information.



ONE-COLOR

Use this logo on light backgrounds.



ONE-COLOR

Use this logo on dark backgrounds.

ATHLETIC DEPARTMENT

This wordmark is our typographic identity. The typefaces used are Polar Bold and Banker Square Bold.

PRIMARY WORDMARK

FULL-COLOR

When using a Wordmark, use this Primary Wordmark whenever possible. This Wordmark can be used when the Primary Logo, Secondary Logo, or the Primary Polar Head Icon is also used on the same material. This wordmark can be scaled as small as 1". Refer to the "Sizing + Spacing" section for more information.



ONE-COLOR

Use this wordmark on light backgrounds.



ONE-COLOR

Use this wordmark on dark backgrounds.

Additional variations of the wordmark are available for limited use in specific scenarios. Whenever possible, use the full-color Primary Wordmark.

SECONDARY WORDMARK

FULL-COLOR

This Secondary Wordmark is available when necessary, and can be used when the Primary Logo, Secondary Logo, or the Primary Polar Head Icon is also used on the same material. This Wordmark is to be used in place of the Primary Wordmark in the situation where the size of the wordmark needs to be smaller than 1". This wordmark can be scaled as small as 0.5". Refer to the "Sizing + Spacing" section for more information.



CROWN
POLARS



CROWN
POLARS

ONE-COLOR

Use this wordmark on
light backgrounds.



CROWN
POLARS

ONE-COLOR

Use this wordmark on
dark backgrounds.

ATHLETIC DEPARTMENT

These Lettermarks showcase the “Crown” typography. These simplified lettermarks are for very limited use, in specific scenarios.

PRIMARY LETTERMARK

FULL-COLOR

This Primary Lettermark is the typography mark in our Primary Logo. This Lettermark can be used when the Primary Logo, Secondary Logo, or the Primary Polar Head Icon is also present on the material. This lettermark is also used specifically for embroidery on Athletic Department apparel. This lettermark can be scaled as small as 0.5”. Refer to the “Sizing + Spacing” section for more information.



FULL-COLOR

ADDITIONAL

Use the white-gray lettermark on dark backgrounds.



ONE-COLOR

Use the purple lettermark on light backgrounds, and the white lettermark on dark backgrounds.

These Lettermarks can only be used if the Primary Logo or Secondary Logo is also present on the material. Whenever possible, use the Primary Purple Lettermark.

SECONDARY LETTERMARK

FULL-COLOR

This Secondary Lettermark is the typography mark in our Secondary Logo. This Lettermark can be used when the Primary Logo, Secondary Logo, or the Primary Polar Head Icon is also present on the material. This lettermark is also used specifically for embroidery on Athletic Department apparel. This lettermark can be scaled as small as 0.5". Refer to the "Sizing + Spacing" section for more information.



FULL-COLOR

ADDITIONAL

Use the white-gray outline lettermark on dark backgrounds.



ONE-COLOR

Use the purple lettermark on light backgrounds, and the white lettermark on dark backgrounds.

ATHLETIC DEPARTMENT

These Icons are the symbols of Crown Polar Athletics. Our Primary Icon is the Polar Head, which is our mascot.

PRIMARY POLAR HEAD ICON

FULL-COLOR

When using an Icon, use this Primary Polar Head Icon whenever possible. This Polar Head Icon can be used when the Primary Logo, Secondary Logo, Wordmark, or Lettermark is also used on the same material. This icon can be scaled as small as 0.25". Refer to the "Sizing + Spacing" section for more information.



ONE-COLOR

Use this icon on light backgrounds.



ONE-COLOR

Use this icon on dark backgrounds.

Additional icons are available for limited use in specific scenarios. These icons include our initial “C” for Crown, and the Minnesota State to showcase where we are located. Whenever possible, use the full-color Primary Polar Head Icon.

SECONDARY CROWN CLAW ICON

FULL-COLOR

This Crown Claw Icon can be used when the Primary Logo, Secondary Logo, Wordmark, or Lettermark is also used on the same material. This icon can be scaled as small as 0.25”. Refer to the “Sizing + Spacing” section for more information.



ONE-COLOR

Use the purple icon on light backgrounds, and the white icon on dark backgrounds.

SECONDARY CROWN STATE ICON

FULL-COLOR

This Crown State Icon can be used when the Primary Logo, Secondary Logo, Wordmark, or Lettermark is also used on the same material. This icon can be scaled as small as 0.25”. Refer to the “Sizing + Spacing” section for more information.



ONE-COLOR

Use the purple icon on light backgrounds, and the white icon on dark backgrounds.

ATHLETIC DEPARTMENT

These elements have more flexibility with how they can be used. The Primary Logo, Secondary Logo, or a combination of a Wordmark or Lettermark with the Primary Polar Head Icon needs to be present.

POLAR BODY ELEMENT

FULL-COLOR

This Polar Body Element can be used in its entirety or cropped down. If cropped down for a texture, 3/4 of the Polar Head must be in view. This can also be used as a texture or image in front or behind graphics, as long as no faces are covered. This element can be scaled as small as 1". Refer to the "Sizing + Spacing" section for more information.



ONE-COLOR

Use this purple element on light backgrounds for more visibility.



ONE-COLOR

Use this white element on dark backgrounds for more visibility.

These can be used as textures, overlays, or borders. They can also be used at the bottom of a graphic or in the corner. These allow for flexibility and creativity within the brand.

PAW PRINT ELEMENT

This Paw Print Element can be used in its entirety or cropped down. If cropped, 1/2 of the element needs to be visible, with at least three claws in view. This ensures the element maintains the look of a paw print. This can also be used as a texture or image in front or behind graphics, as long as no faces are covered. This element can be scaled as small as 0.25". Refer to the "Sizing + Spacing" section for more information.



ONE-COLOR

Use the purple element on light backgrounds, and the white element on dark backgrounds for more visibility.

TREE LINE ELEMENT

This Tree line Element can be used in its entirety or cropped down. If cropped down for a texture, 3/4 of the top half of the trees must be in view. This element can be used at the bottom of a graphic as a border or transparent texture behind or in front of graphics, as long as it does not cover faces. This element can be scaled as small as 0.75". Refer to the "Sizing + Spacing" section for more information.



ONE-COLOR

Use the purple element on light backgrounds, and the white element on dark backgrounds for more visibility.

ATHLETIC DEPARTMENT EXAMPLES

On the left are examples of how to use the graphics on Athletic Department Apparel. These non-sport-specific items.

Each item needs to feature either the Primary Logo, Secondary Logo. Or, each item needs to have a combination of either the Primary Wordmark, Secondary Wordmark, or Lettermarks with the Primary Polar Head Icon. Once these are included, there is freedom to use the other graphics on the same item.



SWEATSHIRT EXAMPLE

A Wordmark, or Lettermark (featured) combined with the Primary Polar Head can be used instead of the Primary or Secondary Logos. The Secondary Crown State Icon can be used because the Lettermark and Primary Polar Icon is used.



3/4 SLEEVE SHIRT EXAMPLE

The full-color Primary logo is featured on the front. This allows for creativity with the Paw Print Element on the back.



T-SHIRT EXAMPLE

The Secondary Wordmark combined with the Primary Polar Head Icon on the back allows for creativity on the front. In this case, the Polar Body Element on the front was scaled and cropped down with an effect applied.

ATHLETIC STATIONARY

The graphics in this section are specifically for the Crown College Polar Athletic Department. This is for non-sport-specific applications.

The graphics should be used for Stationary for the Athletic Staff. This includes Athletic Staff and Coach's business cards, letters, envelopes, and other formal communication.



ATHLETIC DEPARTMENT STATIONARY

The Primary Stationary logo or Secondary Stationary Logo must be present on the first page or in view of all stationary materials.

PRIMARY STATIONARY LOGO

FULL-COLOR

For stationary, use this Primary Stationary Logo whenever possible. This logo can be scaled as small as 1". Refer to the "Sizing + Spacing" section for more information.



ONE-COLOR

Use this logo on light backgrounds,



ONE-COLOR

Use this logo on dark backgrounds.

Additional variations of the logo are available for limited use in specific scenarios. Whenever possible, use the full-color Primary Stationary Logo.

SECONDARY STATIONARY LOGO

FULL-COLOR

This Secondary Stationary Logo is available when necessary. This logo is to be used in place of the Primary Stationary Logo when the size of the logo needs to be smaller than 1" wide. This logo can be scaled as small as 0.75". Refer to the "Sizing + Spacing" section for more information.



ONE COLOR

Use the purple logo on light backgrounds, and the white logo on dark backgrounds.

PRIMARY STATIONARY WORDMARK

FULL-COLOR

When using a Wordmark for Stationary, use this Primary Stationary Wordmark whenever possible. This can be used when the Primary Stationary Logo, Secondary Stationary Logo, or the Primary Polar Head Icon is also used on the same material. This wordmark can be scaled as small as 0.75". Refer to the "Sizing + Spacing" section for more information.



ONE COLOR

Use the purple wordmark on light backgrounds, and the white wordmark on dark backgrounds.

ATHLETIC DEPARTMENT STATIONARY

Additional variations of the stationary wordmark are available for limited use in specific scenarios. Whenever possible, use the full-color Primary Stationary Logo.

ALTERNATE CENTERED STATIONARY WORDMARK

FULL-COLOR - MAIN

This Alternate Centered Stationary Wordmark is available when necessary. This Wordmark can be used when the Primary Stationary Logo, Secondary Stationary Logo, or the Primary Polar Head Icon is also used. This Wordmark is to be used in place of the Primary Stationary Wordmark in the situation where the size of the wordmark needs to be smaller than 1". This logo can be scaled as small as 0.75". Refer to the "Sizing + Spacing" section for more information.

**CROWN
COLLEGE**
ATHLETICS



FULL-COLOR

ADDITIONAL

Use this wordmark on dark backgrounds.



ONE-COLOR

Use the purple wordmark on light backgrounds, and the white wordmark on dark backgrounds.



ALTERNATE LEFT-ALIGNED STATIONARY WORDMARK

FULL-COLOR - MAIN

The Alternate Left-Aligned Stationary Wordmark is available when necessary. This Wordmark can be used when the Primary Stationary Logo, Secondary Stationary Logo, or a Primary Polar Head Icon is also used. This Wordmark is to be used in place of the Primary Stationary Wordmark in the situation where the size of the wordmark needs to be smaller than 1". This logo can be scaled as small as 0.75". Refer to the "Sizing + Spacing" section for more information.

**CROWN
COLLEGE**
ATHLETICS



FULL-COLOR

ADDITIONAL

Use this wordmark on dark backgrounds.



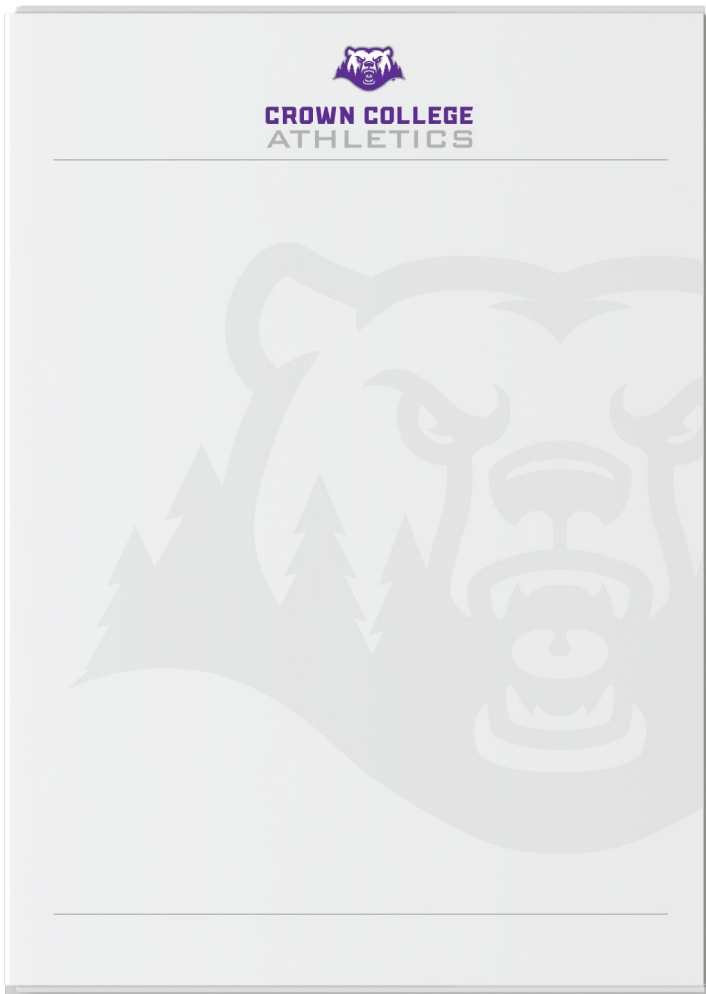
ONE-COLOR

Use the purple wordmark on light backgrounds, and the white wordmark on dark backgrounds.

ATHLETIC STATIONARY EXAMPLES

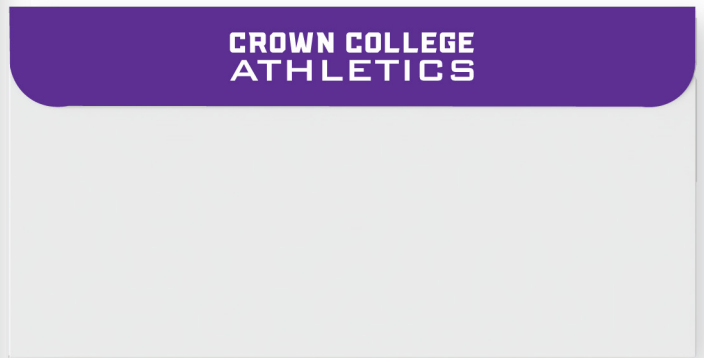
On the right are examples of how the different graphics can be used throughout the stationary. Refer to each graphic section in the pages before for specifics on how to use them in materials.





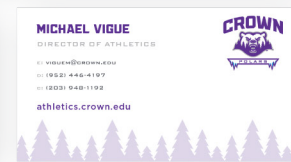
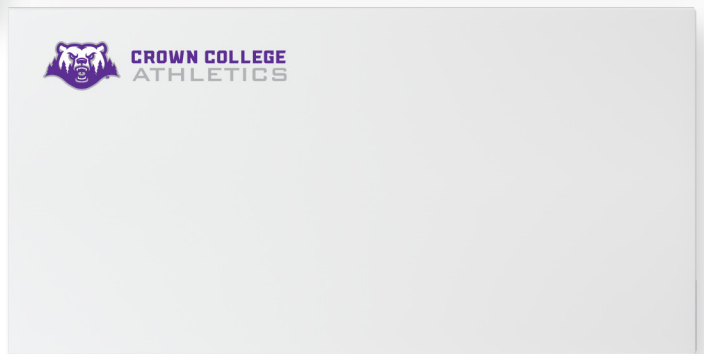
LETTERHEAD

Features the
Secondary Stationary Logo
+ the one-color Primary
Polar Head faded in the back.



ENVELOPE

The back shows the Primary
Purple with the Primary Stationary
Wordmark, and on the front
is the Primary Stationary Logo.



BUSINESS CARDS

Features the Alternate Centered Stationary
Wordmark, Primary Polar Head Icon, on
the front. The back shows the Primary
Logo and the Tree Line Element.

ATHLETIC SOCIAL

The graphics in this section are specifically for the Crown College social pages. This includes graphics for both the Athletic Department social pages, and Crown College sport-specific social pages.

The graphics should be used for web and online applications, and this section includes simplified versions of the graphics to be used on social posts, sport-specific page social profiles, and sports advertisements.

Social pages have the ability to have only a lettermark or icon featured on an individual social post, as long as the “Crown College Polar Athletics” or “Crown College (Specific Sport)” is the title of the account, or is written out somewhere in the text of the post.

As an example, the baseball graphics are shown through these guidelines on how to use them. Each sport will have sport-specific graphics to be used by coaches. Reach out to marketing if you need these. Directions to submit a marketing request for these graphics are in the last section of these guidelines in “Athletic Branding”.



ATHLETIC SOCIAL

The Primary Logo or Secondary Logo must be present on the first page or view of all non-sport-specific materials, graphics, or social pages.

PRIMARY LOGO

FULL-COLOR

Use this Primary Logo whenever possible. This logo can be scaled as small as 1". Refer to the "Sizing + Spacing" section for more information.



ONE-COLOR

Use this logo on light backgrounds.



ONE-COLOR

Use this logo on dark backgrounds.

The Primary Sport Logo or Secondary Sport Logo must be present on the first page or in view of all sport-specific materials, graphics, or social pages.

PRIMARY SPORT LOGO

FULL-COLOR

Use this Primary Sport Logo whenever possible for sport-specific social media applications. This logo can be scaled as small as 1". Refer to the "Sizing + Spacing" section for more information. *The Baseball logo is used as an example.*



ONE-COLOR

Use this logo on light backgrounds.



ONE-COLOR

Use this logo on dark backgrounds.

ATHLETIC SOCIAL

Additional logos for Athletic Social are available for limited use in specific scenarios. Whenever possible, use the full-color Primary Logo.

SECONDARY LOGO

FULL-COLOR

This Secondary Logo is to be used in place of the Primary Logo in the situation where the size of the logo needs to be smaller than 1". This logo can be scaled as small as 0.5". Refer to the "Sizing + Spacing" section for more information.

CROWN
POLARS



ONE-COLOR

Use this logo on light backgrounds.



ONE-COLOR

Use this logo on dark backgrounds.

Additional logos for Athletic Sport Social are available for limited use in specific scenarios. Whenever possible, use the full-color Primary Sport Logo.

SECONDARY SPORT LOGO

FULL COLOR

This Secondary Sport Logo is to be used in place of Primary Sport Logo in the situation where the size of the logo needs to be smaller than 1". This logo can be scaled as small as 0.5". Refer to the "Sizing + Spacing" section for more information. *Baseball logo is used as an example.*

CROWN
POLARS
BASEBALL



ONE-COLOR

Use this logo on light backgrounds.



ONE-COLOR

Use this logo on dark backgrounds.

ATHLETIC SOCIAL

This wordmark is our typographic identity. The typefaces used are Polar Bold and Banker Square Bold.

PRIMARY WORDMARK

FULL-COLOR

When using a Wordmark on Social applications, use this Primary Wordmark whenever possible. This Wordmark can be used when the Primary Logo, Secondary Logo, or the Primary Polar Head Icon is also used on the social page. This wordmark can be scaled as small as 1". Refer to the "Sizing + Spacing" section for more information.



ONE-COLOR

Use this wordmark on light backgrounds.



ONE-COLOR

Use this wordmark on dark backgrounds.

This wordmark is a sport-specific typographic identity. This wordmark can be used to specify which sport on a graphic or social application.

PRIMARY SPORT WORDMARK

FULL-COLOR

For a Wordmark to be used sport-specific Social applications, use this Primary Sport Wordmark whenever possible. This Wordmark can be used when the Primary logo, Secondary Logo, or the Primary Polar Head Icon is also used on the Social Page. This wordmark can be scaled as small as 1". Refer to the "Sizing + Spacing" section for more information. *The Baseball wordmark is used as an example.*



ONE-COLOR

Use this wordmark on light backgrounds.



ONE-COLOR

Use this wordmark on dark backgrounds.

ATHLETIC SOCIAL

This additional wordmark for Athletic Social is available for limited use in specific scenarios. Whenever possible, use the full-color Primary Wordmark.

SECONDARY WORDMARK

FULL-COLOR

This Secondary Wordmark can be used when the Primary Logo, Secondary Logo, or the Primary Polar Head Icon is also used. This wordmark is to be used in place of the Primary Wordmark in the situation where the size of the wordmark needs to be smaller than 1". This logo can be scaled as small as 0.5". Refer to the "Sizing + Spacing" section for more information.



ONE-COLOR

Use this wordmark on light backgrounds.



ONE-COLOR

Use this wordmark on dark backgrounds.



This additional workmark for Athletic sport-specific Social is available for limited use in specific scenarios. Whenever possible, use the full-color Primary Sport Wordmark.

SECONDARY SPORT WORDMARK

FULL-COLOR

This Secondary Sport Wordmark can be used when the Primary Logo, Secondary Logo, or the Primary Polar Head Icon is also used. This wordmark is to be used in place of the Primary Sport Wordmark in the situation where the size of the logo needs to be smaller than 1". This logo can be scaled as small as 0.5". Refer to the "Sizing + Spacing" section for more information. *The Baseball wordmark is used as an example.*

CROWN
POLARS
CC+TRACK

CROWN
POLARS
CC+TRACK

ONE-COLOR

Use this wordmark on
light backgrounds.

CROWN
POLARS
CC+TRACK

ONE-COLOR

Use this wordmark on
dark backgrounds..

ATHLETIC SOCIAL

These lettermarks showcase the “Crown” typography. These simplified lettermarks are for very limited use, in specific scenarios for Social.

PRIMARY LETTERMARK

This Primary Lettermark is the typography mark in our Primary Logo. This Lettermark can be used when the Primary Logo, Secondary Logo, or Primary Polar Head Icon is also present on the Social Page. This lettermark can be scaled as small as 0.5”. Refer to the “Sizing + Spacing” section for more information.

CROWN



ONE-COLOR

Use the purple lettermark on light backgrounds, and the white lettermark on dark backgrounds.

These Lettermarks can only be used if the Primary Logo, Secondary Logo, or Primary Polar Head Icon is also present on the social page. Whenever possible, use the Primary Purple Lettermark.

SECONDARY LETTERMARK

This Secondary Lettermark is the typography mark in our Secondary Logo. This Lettermark can be used when the Primary Logo, Secondary Logo, or Primary Polar Head Icon is also present on the Social Page. This lettermark can be scaled as small as 0.5". Refer to the "Sizing + Spacing" section for more information.

CROWN

CROWN

ONE-COLOR

Use the purple lettermark on light backgrounds, and the white lettermark on dark backgrounds.

ATHLETIC SOCIAL

These Icons are the symbols of Crown Polar Athletics and can be used throughout Social. Our Primary Icon is the Polar Head, which is our mascot.

PRIMARY POLAR HEAD ICON

FULL-COLOR

When using an icon, use this Primary Polar Head Icon whenever possible. This Primary Polar Head Icon can be used when the Primary Logo, Secondary Logo, Wordmark, or Lettermark is used on the Social Page. This icon can be scaled as small as 0.25". Refer to the "Sizing + Spacing" section for more information.



ONE-COLOR

Use this icon on light backgrounds.



ONE-COLOR

Use this icon on dark backgrounds.

Additional icons are available for limited use in specific scenarios. These icons include our initial “C” for Crown, and the Minnesota State to showcase where we are located. Whenever possible, use the full-color Primary Polar Head Icon.

SECONDARY CROWN CLAW ICON

FULL-COLOR

This Crown Claw Icon can be used when the Primary Logo, Secondary Logo, Wordmark, or Lettermark is used on the Social Page. This icon can be scaled as small as 0.25”. Refer to the “Sizing + Spacing” section for more information.



ONE-COLOR

Use the purple icon on light backgrounds, and the white icon on dark backgrounds.

SECONDARY CROWN STATE ICON

FULL-COLOR

This Crown State Icon can be used when the Primary Logo, Secondary Logo, Wordmark, or Lettermark is used on the Social Page. This icon can be scaled as small as 0.25”. Refer to the “Sizing + Spacing” section for more information.



ONE-COLOR

Use the purple icon on light backgrounds, and the white icon on dark backgrounds.

ATHLETIC SOCIAL

These elements have more flexibility with how they can be used. When using this, the Primary Logo, Secondary Logo, Primary Wordmark or Secondary Wordmark needs to be present.

POLAR BODY ELEMENT

FULL-COLOR

This Polar Body Element can be used in its entirety or cropped down. If cropped down for a texture, 3/4 of the Polar Head must be in view. This can also be used as a texture or image in front or behind graphics, as long as no faces are covered. This element can be scaled as small as 1". Refer to the "Sizing + Spacing" section for more information.



ONE-COLOR

Use this purple element on light backgrounds for more visibility.



ONE-COLOR

Use this white element on dark backgrounds for more visibility.

These can be used as textures, overlays, or borders. They can also be used at the bottom of a graphic or in the corner. These allow for flexibility and creativity within the brand.

PAW PRINT ELEMENT

ONE-COLOR

This Paw Print Element can be used in its entirety or cropped down. If cropped, 1/2 of the element needs to be visible, with at least three claws in view. This ensures the element maintains the look of a paw print. This can also be used as a texture or image in front or behind graphics, as long as no faces are covered. This element can be scaled as small as 0.25". Refer to the "Sizing + Spacing" section for more information.



ONE-COLOR

Use the purple element on light backgrounds, and the white element on dark backgrounds for more visibility.

TREE LINE ELEMENT

ONE-COLOR

This Tree line Element can be used in its entirety or cropped down. If cropped down for a texture, 3/4 of the top half of the trees must be in view. This element can be used at the bottom of a graphic as a border or transparent texture behind or in front of graphics, as long as it does not cover faces. This element can be scaled as small as 0.75". Refer to the "Sizing + Spacing" section for more information.



ONE-COLOR

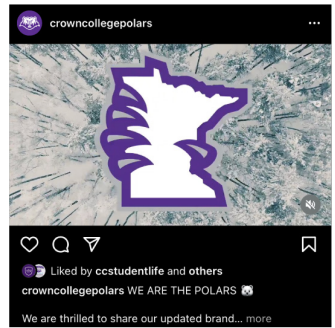
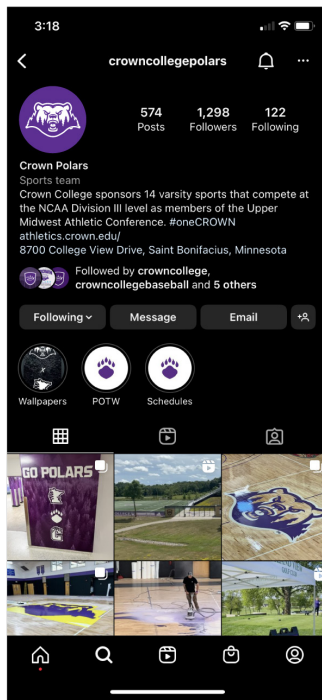
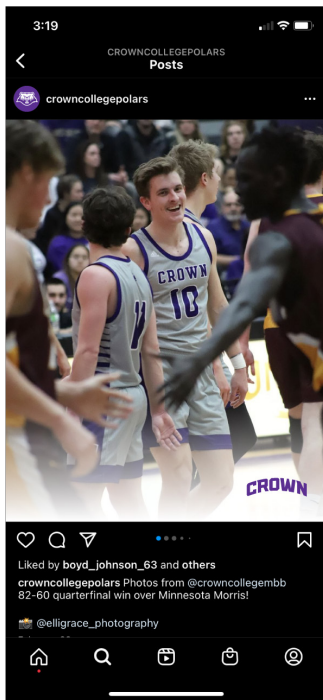
Use the purple element on light backgrounds, and the white element on dark backgrounds for more visibility.

ATHLETIC SOCIAL EXAMPLES

On the left are examples of how to use the graphics on social. The graphics for social are generally smaller, so the Secondary Logo and Secondary Sport Logo are the main logos used. This ensures readability.

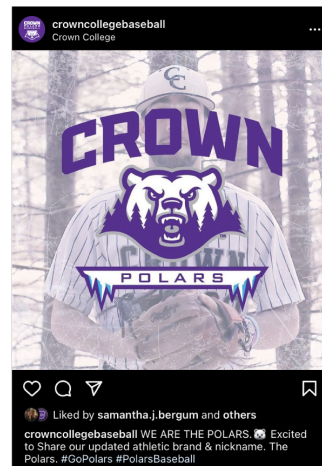
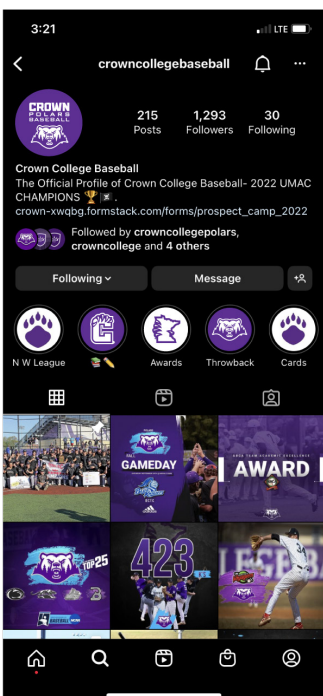
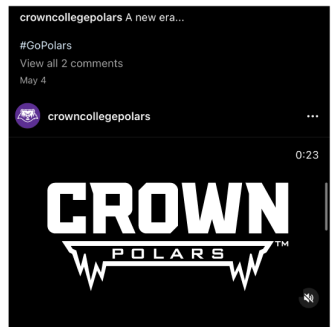
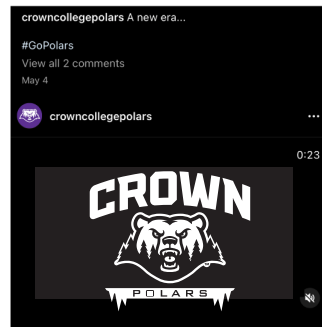
The preferred graphic for the profile picture of the Athletic Department is either the Secondary Logo or the Primary Polar Head Icon. The preferred graphic for the profile picture of sport-specific social pages is the Secondary Sport Logo or the Primary Polar Head Icon.

Social pages have the ability to have only a lettermark or icon featured on an individual social post, as long as the “Crown College Polar Athletics” or “Crown College (Specific Sport)” is the title of the account, or is written out somewhere in the text of the post.



ATHLETIC DEPARTMENT

As an example, a combination of the Secondary Logo, Lettermark, and Elements are used throughout. Only use Primary Logo or Primary Wordmark when it will be displayed large, as shown on the right.



SPORT-SPECIFIC

A combination of the Secondary Sport Logo, Lettermark, and Elements are used throughout. Only use Primary Logo or Primary Wordmark when it will be displayed large, as shown above.

ATHLETIC UNIFORM

The graphics in this section are specifically for the Crown College Polar Athletic Sports uniforms, apparel, and gear. Sports teams can use a combination of sport-specific and non-sport-specific graphics.

Graphics for uniforms are generally simpler for embroidery purposes, so the Secondary Logo and Secondary Sport Logo are the main logos used. This ensures readability.

The preferred graphic for helmets or hats is the Primary Polar Head Icon. This standard is to create brand recognition with the mascot, the Polar Bear.

If there is no room for the Secondary Logo on the uniform, the Uniform needs to have a combination of graphics. That includes the Wordmark, Lettermark, and the mascot. This can be the Primary Wordmark, Secondary Wordmark, or a Lettermark with the Primary Polar Head Icon. This combination needs to be clearly visible on the uniform.

For sport-specific gear, we ask that you use a sport-specific logo or a combination of a sport-specific wordmark with the Primary Polar Head Icon.

As an example, the baseball graphics are shown through these guidelines on how to use the graphics. Each sport will have their own sport-specific graphics to be used by coaches. Reach out to marketing if you need these. Directions to submit a marketing request for these graphics are in the last section of these guidelines in “Athletic Branding”.





ATHLETIC UNIFORMS

The Athletic uniforms need to have the Primary Logo, Secondary Logo or the combination of a Wordmark or Lettermark and Primary Icon clearly visible. Use the Primary Logo or the Primary Sport Logo whenever possible.

PRIMARY LOGO

FULL-COLOR

Use this Primary Logo whenever possible as a non-sport specific logo. This logo can be scaled as small as 1". Refer to the "Sizing + Spacing" section for more information.



ONE-COLOR

Use this logo on light backgrounds.



ONE-COLOR

Use this logo on dark backgrounds.

PRIMARY SPORT LOGO

FULL-COLOR

Use this Primary Sport Logo whenever possible for sport-specific uniforms. This logo can be scaled as small as 1". Refer to the "Sizing + Spacing" section for more information. *The Baseball logo is used as an example.*



ONE-COLOR

Use this logo on light backgrounds.



ONE-COLOR

Use this logo on dark backgrounds.

ATHLETIC UNIFORMS

Additional logos for Athletic Uniforms are available for limited use in specific scenarios. Whenever possible, use the full-color Primary Logo.

SECONDARY LOGO

FULL-COLOR

This Secondary Logo is to be used in place of the Primary Logo in the situation where the size of the logo needs to be smaller than 1". This logo is also used specifically for embroidery. This logo can be scaled as small as 0.5". Refer to the "Sizing + Spacing" section for more information.

CROWN
POLARS



ONE-COLOR

Use this logo on light backgrounds.



ONE-COLOR

Use this logo on dark backgrounds.

Additional logos for Athletic Sport Uniforms are available for limited use in specific scenarios. Whenever possible, use the full-color Primary Sport Logo.

SECONDARY SPORT LOGO

FULL-COLOR

This Secondary Sport Logo is to be used on sports uniforms as a simplified logo, in place of Primary Sport Logo where the size of the logo needs to be smaller than 1". This logo is also used specifically for embroidery. This logo can be scaled as small as 0.5". Refer to the "Sizing + Spacing" section for more information. *The Baseball logo is used as an example.*



ONE-COLOR

Use this logo on light backgrounds.



ONE-COLOR

Use this logo on dark backgrounds.

ATHLETIC UNIFORMS

This wordmark is our typographic identity. The typefaces used are Polar Bold and Banker Square Bold.

PRIMARY WORDMARK

FULL-COLOR

When using a Wordmark on uniforms, use this Primary Wordmark whenever possible. This Wordmark can be used when the Primary Logo, Secondary Logo, or the Primary Polar Head Icon is also on the uniform. This wordmark can be scaled as small as 1". Refer to the "Sizing + Spacing" section for more information.



ONE-COLOR

Use this wordmark on light backgrounds.



ONE-COLOR

Use this wordmark on dark backgrounds.

This wordmark is a sport-specific typographic identity. This wordmark can be used to specify which sport on uniforms.

PRIMARY SPORT WORDMARK

FULL-COLOR

For a Wordmark to be used for sport-specific applications on uniforms, use this Primary Sport Wordmark whenever possible. This Wordmark can be used when the Primary logo, Secondary Logo, or the Primary Polar Head Icon is also used. This wordmark can be scaled as small as 1". Refer to the "Sizing + Spacing" section for more information. *The Baseball wordmark is used as an example.*



ONE-COLOR

Use this wordmark on light backgrounds.



ONE-COLOR

Use this wordmark on dark backgrounds.

ATHLETIC UNIFORMS

This additional wordmark for Athletic Uniforms is available for limited use in specific scenarios. Whenever possible, use the full-color Primary Wordmark.

SECONDARY WORDMARK

FULL-COLOR

This Secondary Wordmark is to be used in place of the Primary Wordmark in the situation where the size of the wordmark needs to be smaller than 1". This wordmark is also used specifically for embroidery. This can be used when the Primary Logo, Secondary Logo, Primary Wordmark, Lettermark, or Primary Polar Head Icon is used on the uniform. This wordmark can be scaled as small as 0.5". Refer to the "Sizing + Spacing" section for more information.

CROWN
POLARS

CROWN
POLARS

ONE-COLOR

Use this wordmark on light backgrounds.

CROWN
POLARS

ONE-COLOR

Use this wordmark on dark backgrounds.



This additional workmark for Athletic Uniforms is available for limited use in sport-specific scenarios. Whenever possible, use the full-color Primary Sport Wordmark.

SECONDARY SPORT WORDMARK

FULL-COLOR

This Secondary Sport Wordmark is to be used in place of Primary Sport Wordmark in the situation where the size of the wordmark needs to be smaller than 1". This wordmark is also used specifically for embroidery. This can be used when the Primary logo, Secondary Logo, Primary Wordmark, Lettermark, or the Primary Polar Head Icon is used on the uniform. This wordmark can be scaled as small as 0.5". Refer to the "Sizing + Spacing" section for more information. *The Baseball wordmark is used as an example.*

CROWN
POLARS
TENNIS

CROWN
POLARS
TENNIS

ONE-COLOR

Use this wordmark on light backgrounds.

CROWN
POLARS
TENNIS

ONE-COLOR

Use this wordmark on dark backgrounds.

ATHLETIC UNIFORMS

These lettermarks showcase the “Crown” typography. These simplified lettermarks are for very limited use, in specific scenarios on uniforms.

PRIMARY LETTERMARK

FULL-COLOR

This Primary Lettermark is the typography mark in our Primary Logo. This Lettermark can be used when the Primary Logo or the Secondary Logo, or the Primary Polar Head Icon is also present on the Uniform. This lettermark is also used specifically for embroidery. This lettermark can be scaled as small as 0.5”. Refer to the “Sizing + Spacing” section for more information.



FULL-COLOR

ADDITIONAL

Use the white-gray lettermark on dark backgrounds.



ONE-COLOR

Use the purple lettermark on light backgrounds, and the white lettermark on dark backgrounds.



These Lettermarks can only be used if the Primary Logo or Secondary Logo is also present on the uniform. Whenever possible, use the Primary Purple Lettermark.

SECONDARY LETTERMARK

FULL-COLOR

This Secondary Lettermark is the typography mark in our Secondary Logo. This Lettermark can be used when the Primary Logo or the Secondary Logo, or the Primary Polar Head Icon is also present on the Uniform. This lettermark is also used specifically for embroidery. This lettermark can be scaled as small as 0.5". Refer to the "Sizing + Spacing" section for more information.



FULL-COLOR

ADDITIONAL

Use the white-gray outline lettermark on dark backgrounds.



ONE-COLOR

Use the purple lettermark on light backgrounds, and the white lettermark on dark backgrounds.

ATHLETIC UNIFORMS

Within Athletic branding, different sports have different uniform standards. This includes graphics for those specific uses.

HAT/HELMET ICON

FULL-COLOR

When using an Icon for Hats or Helmets on uniforms, use this Primary Polar Head Icon. This can be used when the Primary Logo, Primary Sport Logo, Secondary Logo, Secondary Sport Logo, Wordmark, or Lettermark is present somewhere on the uniform. This icon can be scaled as small as 0.25". Refer to the "Sizing + Spacing" section for more information.



ONE-COLOR

Use this icon on light backgrounds.



ONE-COLOR

Use this icon on light backgrounds.

BASEBALL + SOFTBALL HAT ICON

FULL-COLOR

This simplified Crown “C” Icon is to be used for Baseball or Softball hats only. This can be used when the Primary Logo, Primary Sport Logo, Secondary Logo, Secondary Sport Logo, Wordmark, or the Lettermark is present somewhere on the uniform. This icon can be scaled as small as 0.25”. Refer to the “Sizing + Spacing” section for more information.



ONE-COLOR

Use this icon on light backgrounds.



ONE-COLOR

Use this icon on light backgrounds.

ATHLETIC UNIFORMS

Within Athletic branding, different sports have different uniform standards. This includes graphics for those specific uses.

BASEBALL + SOFTBALL UNIFORM SCRIPT

ALKALINE REGULAR, 1 PT STROKE ADDED

This Script is only to be used on Baseball and Softball uniforms. This can be used when the Primary Logo or the Secondary Logo is present somewhere on the uniform. Whenever possible, use the full-color options. Refer to the “Sizing + Spacing” section for information on restrictions for size.



FULL-COLOR

Use the full color Script whenever possible.



ONE-COLOR

Use the purple Script on light backgrounds, and the white Script on dark backgrounds.



FULL-COLOR

The full color Script whenever possible.



FULL-COLOR

The full color Script whenever possible.



ONE-COLOR

Use the purple Script on light backgrounds, and the white Script on dark backgrounds.



ONE-COLOR

Use the purple Script on light backgrounds, and the white Script on dark backgrounds.

SOCCKER UNIFORM CREST

FULL-COLOR

This crest is to be used only by soccer for uniforms. This Soccer Crest can be used when the Primary logo, Secondary Logo, Wordmark, or Lettermark is also used. This crest can be scaled as small as 1". Whenever possible, use the full-color options. Refer to the "Sizing + Spacing" section for more information.



ONE-COLOR

Use this crest on light backgrounds.



ONE-COLOR

Use this crest on dark backgrounds.

ATHLETIC UNIFORM EXAMPLES

On the left are examples of how to use the graphics on Athletic Uniforms. The graphics in this section are specifically for the Crown College Polar Athletic Sports uniforms and apparel. Sports teams can use a combination of sport-specific and non-sport-specific graphics, but the full uniform needs to feature the Primary or Secondary Logo, or a combination of a Wordmark, or Lettermark with the Primary Polar Head Icon.

The graphics for uniforms are generally simpler for embroidery purposes, so the Secondary Logo and Secondary Sport Logo are the main logos used. This ensures readability.

The preferred graphic for helmets or hats is the Primary Polar Head Icon. This standard is to create brand recognition with the mascot, the Polar Bear.

If there is no room for the Secondary Logo on the uniform, the Uniform needs to have a combination of graphics. This needs to be the Secondary Wordmark or the Secondary Sport Wordmark with the Primary Polar Head Icon. This combination needs to be clearly visible on the front of the uniform.



FOOTBALL UNIFORM EXAMPLE

The Secondary Sport Logo is featured on the front of the shirt. Using the Primary Logo or the Secondary Logo allows for freedom with additional graphics. In this case, the Primary Lettermark is included on the back, and the Secondary Wordmark is on the pants. The icon that can be used for helmets is the Primary Polar Head Icon, as shown.



BASKETBALL UNIFORM EXAMPLE

This uniform shows a combination of the Secondary Sport Lettermark with the Primary Polar Head Icon. This combination works because it still features the type treatment with the Polar Head Icon on the uniform. This is an option to instead of the Primary or Secondary Logo.

GENERAL USE GUIDELINES

This section contains instructions for the application of the graphics within materials. Specifically this section has information on what types of backgrounds to put graphics on, and to not alter the logos in any way.

This is created to provide clear instruction to keep the branding consistent with the look. Intentionally placed logos keeps the branding clear, visible, and polished.



SIZE + SPACING

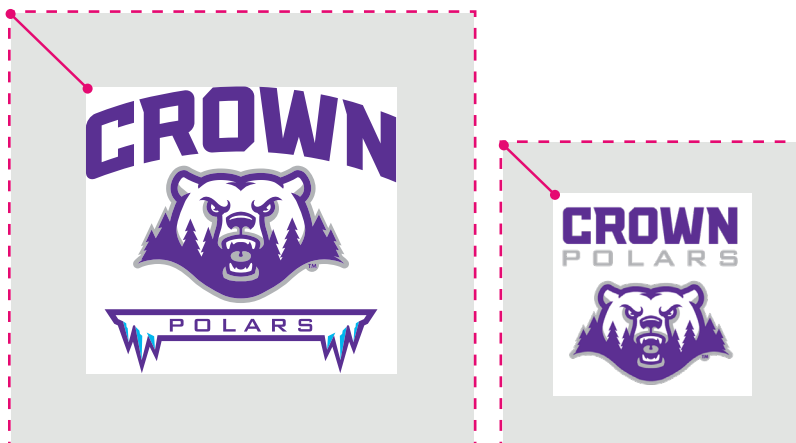
MINIMUM SIZE

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%



ATHLETIC DEPARTMENT

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"

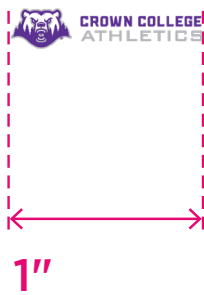


0.75"

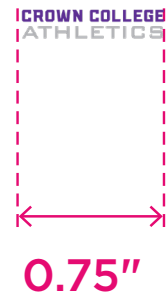
SIZE + SPACING

ATHLETIC DEPARTMENT STATIONARY

PRIMARY
STATIONARY
LOGO



PRIMARY
STATIONARY
WORDMARK



SECONDARY
STATIONARY
LOGO



ALTERNATE
CENTERED
STATIONARY
WORDMARK



ALTERNATE
LEFT-ALIGNED
WORDMARK



ATHLETIC SPORT + ATHLETIC UNIFORM

PRIMARY
SPORT
LOGO



1"

BASEBALL
+
SOFTBALL
UNIFORM
SCRIPT



0.5"



0.5"



0.75"

SECONDARY
SPORT
LOGO



0.5"

SOCCER
UNIFORM
CREST



1"

HAT +
HELMET
ICON



0.25"

PRIMARY
SPORT
WORDMARK



1"

SECONDARY
SPORT
WORDMARK



0.5"

BASEBALL +
SOFTBALL
HAT ICON



0.25"

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.

ATHLETIC BRANDING

This section contains additional branding elements and instructions. This includes guidelines for campus store apparel, resources for marketing, general information on marketing, where to send marketing requests, and facility branding guidelines.

These resources and information are for Crown College Athletics to create and reinforce a strong, consistent athletic brand throughout print, web, image, marketing material, social, apparel, and the facilities.





ATHLETIC BRANDING

Fonts and colors used for the Athletic Branding of Crown College.

ATHLETIC FONTS

Use these fonts in any materials created for Crown Polar Athletics.

POLAR BOLD

- TITLES

BANKER SQUARE BOLD

- HEADERS
- SUB-HEADERS
- QUOTES

Gotham Book

- BODY COPY

EXAMPLE TITLE

EXAMPLE HEADER

Iviviciv ivitra is remod confirica; nonintela rei patis, non sentenatrei pro vehena, consim rei cem, nostienat octelis. Verox Ceriviliciae furoris sestemum avenit. Peripie nit? Nihil huctus

Iviviciv ivitra is remod confirica; nonintela rei patis, non sentenatrei pro vehena, consim rei cem, nostienat octelis. Verox Ceriviliciae furoris sestemum avenit. Peripie nit? Nihil huctus

“EXAMPLE OF A QUOTE”

Iviviciv ivitra is remod confirica; nonintela rei patis, non sentenatrei pro vehena, consim rei cem. Iviviciv ivitra is remod confirica; nonintela rei patis, non sentenatrei pro vehena.



ATHLETIC COLOR PALETTE

Use these colors in any materials created for Crown Polar Athletics.

PRIMARY

Use colors whenever possible. Polar Purple is preferred as the Primary Color on materials.

SECONDARY

Colors available for specific purposes. Use as an accent color, for small portions of graphics to complement the primary colors.

POLAR PURPLE

PMS 2597
CMYK 80 99 0 0
RGB 92 6 140
HEX 5C068C

POLAR BLUE

PMS 2995
CMYK 79 3 0 0
RGB 0 177 226
HEX 00B1E2

POLAR LIGHT GRAY

PMS Cool Gray 4
CMYK 12 9 8 23
RGB 187 188 188
HEX BBBCBC

POLAR BLACK

PMS Black 6
CMYK 100 79 44 93
RGB 16 24 32
HEX 101820

POLAR DARK GRAY

PMS Cool Gray 10
CMYK 40 30 20 66
RGB 99 102 106
HEX 63666A

ATHLETIC BRANDING

Any printed items, including Apparel, must be approved by marketing.

JERSEY + GEAR

GRAPHICS USE

Send for approval to Samantha at bergums@crowncollege.edu

MARKETING MATERIAL

REQUESTS

For assistance in creating branded material, submit a request to:
brand.crowncollege.edu/marketing-request

RESOURCES

BRANDING WEBSITE

All logos, wordmarks, icons, and elements are found on the marketing website:
brand.crowncollege.edu/brand-assets



ATHLETIC FACILITIES

This includes indoor and outdoor spaces.

ATHLETIC LOBBY

VISUAL ENVIRONMENT

Paint color, carpet color, etc....

ATHLETIC OFFICES

VISUAL ENVIRONMENT

Paint color, carpet color, etc....

OUTDOOR FACILITIES

VISUAL ENVIRONMENT

Turf color, tile color, etc....

ATHLETIC BRANDING

PRIMARY

Use colors whenever possible. Polar Purple is preferred as the Primary Color on materials.

POLAR PURPLE

PMS 2597
RGB 92 6 140
HEX 5C068C
CMYK 80 99 0 0

POLAR LIGHT GRAY

PMS Cool Gray 4
RGB 187 188 188
HEX BBBCBC
CMYK 12 9 8 23

POLAR DARK GRAY

PMS Cool Gray 10
RGB 99 102 106
HEX 63666A
CMYK 40 30 20 66



SECONDARY

Colors available for specific purposes. Use as an accent color, for small portions of graphics to complement the primary colors.

POLAR BLUE

PMS 2995

RGB 0 177 226

HEX 00B1E2

CMYK 79 3 0 0

POLAR BLACK

PMS Black 6

RGB 16 24 32

HEX 101820

CMYK 100 79 44 93





CROWN
COLLEGE