# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Page</th>
<th>Section</th>
</tr>
</thead>
<tbody>
<tr>
<td>03</td>
<td>Introduction - Official Athletic Logos</td>
</tr>
<tr>
<td>04</td>
<td>Colors</td>
</tr>
<tr>
<td>05</td>
<td>Color Reproduction - Logo</td>
</tr>
<tr>
<td>06</td>
<td>Color Reproduction - Shield Logo</td>
</tr>
<tr>
<td>07</td>
<td>Color Reproduction - Logo with Wordmark</td>
</tr>
<tr>
<td>08</td>
<td>Prohibited Use</td>
</tr>
</tbody>
</table>

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**Contact us**

For additional information regarding the use of Carleton College Athletics logos please contact:

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All art displayed in this manual is property of Carleton College and reproduction of any artwork is prohibited without the approval of Carleton College.

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Guidelines for Use manual and all logos designed by Mongoose Graphics.
**INTRODUCTION**

**Carleton Knights Identity**
The following guidelines have been established as the approved representation of Carleton College Athletics.

The Knights graphic identity should be managed with consistency and discipline across all communication materials. Proper reproduction of these marks protect and strengthen the integrity of the Carleton Knights brand.

These guidelines provide direction for commercial vendors for all elements of the Carleton Knights graphic identity including logos, wordmarks and color reproduction. Commercial vendors are required to obtain necessary permission to reproduce or distribute any and all marks pertaining to Carleton College Athletics. Reproduction of any logos or wordmarks is prohibited without the approval of Carleton College.

**Official Athletics Logos**
The official logos and wordmarks should be used for all Carleton College Athletics applications. Each logo should only be used as an independent and isolated stand-alone graphic. Never group logos or individual graphic elements together as a reconfiguration of the logo.

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**OFFICIAL ATHLETICS LOGOS**

**PRIMARY MARKS**

![Logo](image1)

![Shield Logo](image2)

![Logo with Wordmark](image3)

**SECONDARY MARKS**

![Sport Specific](image4)

![Wordmark](image5)
COLORS

The official colors of Carleton College Athletics are Blue and Maize. Values for these colors, in the most common color models, are listed at right.

Color Output
When possible, full-color output (Pantone Matching System® or CMYK) is preferred. When full color output is not an option, it is acceptable to reproduce the logo in 3-color, 2-color, 1-color, grayscale or black/white. Examples of each can be found in the Color Reproduction section of this manual.

Full Color Preferred version for all applications:
- PMS/CMYK - Print media
- RGB - Digital/Screen media

3-Color/2-Color Reserved for any non-CMYK applications
1-Color Reserved for applications of blue only
Grayscale Reserved for applications of grayscale only
Black Reserved for applications of black/white only

The colors shown on this page have not been evaluated by Pantone, Inc. for accuracy and may not match the Pantone® Color Standards. Consult current Pantone® Publications for accurate color.

Pantone® is a registered trademark of Pantone, Inc. Pantone® and other Pantone, Inc. Trademarks are the property of Pantone, Inc.
The preferred background colors for the Knights Logo are white, maize or blue. However, the logo can be reproduced on a variety of backgrounds or color fields. Artwork files are available as CMYK, 5-color, 4-color, 3-color, 2-color, 1-color, grayscale and black/white for use on light and dark backgrounds. Select the appropriate file for color output and the intended background. Artwork has been created with a built-in key line (outer border). The light gray key line is required on dark backgrounds. Follow the examples below to ensure there is enough contrast for the logo to stand out properly. Reproduction of the logo in any variation not pictured below requires prior approval.

Do Not Recreate

Do not modify or recreate 1-color, 2-color or 3-color versions of the logo from the full-color version. The logo has been optimized for output in each color scheme, with separate files for use on light and dark backgrounds.

Use only the official artwork files provided for reproduction.
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PROHIBITED USE

The following are examples of misuse of the logos and marks, and are strictly prohibited. Always use the artwork files as provided by Carleton College Athletics. **NEVER** recreate the logos or wordmarks.

- **Graphic Modifications**: Do not recreate or modify the logo in any manner. Do not move or resize the individual elements separately. Colors should not be substituted, screened or converted to a gradient.
- **Color Substitution**: Do not recreate or modify the logo in any manner. Do not move or resize the individual elements separately. Colors should not be substituted, screened or converted to a gradient.
- **Reverse Color**: The logo colors should not be swapped, altered or reversed when placed on a light or dark background.
- **Key Line**: Do not remove, resize or change the color of the logo’s key line (outer border). The key line is required on all dark backgrounds to ensure sufficient contrast. The key line color is always white.
- **Distortion**: Do not stretch, skew or rotate the logo. When re-sizing make sure that the width to height aspect ratio is the same. Maintain a 0° angle for reproduction.
- **Addition**: Do not add graphic elements or text to the logo.

**Busy Backgrounds**: Avoid use of the Logo on busy backgrounds including photos or textures.

**Screens and Watermarks**: Do not screen or watermark the logo, or place text over the logo. Logos should maintain the same color values listed in the color reproduction section of this manual.

**Low Resolution**: Do not use versions of the Logo obtained from the Web, or from scanning previously printed materials.