



Carthage Athletics Brand Guidelines

PRIMARY MARKS

The Carthage Athletics logo symbolizes athleticism, speed, and honor. The shield background connects the mark with its ancient namesake.

The logos should only be used in the color combinations as shown.

The logo on the far right is a horizontal variation on the primary logo, and should be used only when the centered logo does not work well, typically on smaller applications

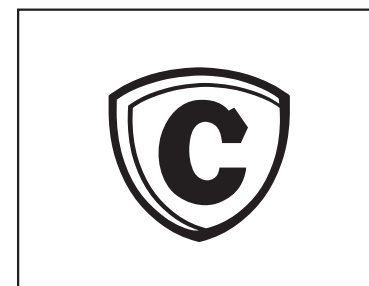


Horizontal



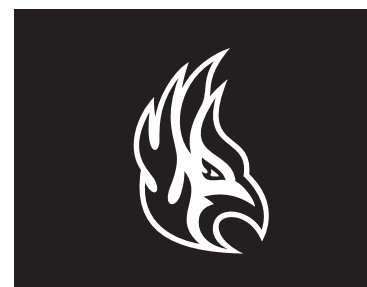
SECONDARY MARKS: C/Shield

To maintain tradition, the Carthage C/Shield will continue to be a secondary logo for the athletics program, in conjunction with the Firebird head. They are interchangeable, but should not necessarily be used together or in close proximity of each other.



SECONDARY MARKS: Firebird Head

The Firebird head will be used as a secondary mark along with the C/shield. They are interchangeable, but should not necessarily be used together or in close proximity of each other.



Carthage Athletics Brand Guidelines

WORDMARKS

CARTHAGE ***CARTHAGE***
FIREBIRDS ***FIREBIRDS***

<i>CARTHAGE</i>	<i>CARTHAGE</i> <i>FIREBIRDS</i>	<i>FIREBIRDS</i>	<i>CARTHAGE</i> <i>FIREBIRDS</i>
<i>CARTHAGE</i>	<i>CARTHAGE</i> <i>FIREBIRDS</i>	<i>FIREBIRDS</i>	<i>CARTHAGE</i> <i>FIREBIRDS</i>
<i>CARTHAGE</i>	<i>CARTHAGE</i> <i>FIREBIRDS</i>	<i>FIREBIRDS</i>	<i>CARTHAGE</i> <i>FIREBIRDS</i>
<i>CARTHAGE</i>	<i>CARTHAGE</i> <i>FIREBIRDS</i>	<i>FIREBIRDS</i>	<i>CARTHAGE</i> <i>FIREBIRDS</i>

SECONDARY MARKS: Firebird Head/wordmark



ADDITIONAL MARKS: Firebird Head/wordmark with sports



ADDITIONAL MARKS: Primary/wordmark with sports



CARTHAGE
ATHLETICS



CARTHAGE
WATER POLO

CARTHAGE
FIREBIRDS
WATER POLO

Secondary Shield options



CARTHAGE
WATER POLO

FIREBIRDS
CARTHAGE
WATER POLO



FIREBIRDS
CARTHAGE
WATER POLO

ADDITIONAL MARKS/TAGLINES

The C may be used by itself, but should be used in a way that it is still clear what it signifies.

The script versions of the wordmarks are typically used on “throwback” attire, or for baseball or softball, where script fonts are more popular.

The full-body Firebird and wings should have limited use during the 2021-22 year. Once the brand is more established, these elements can be worked into designs and branding.

VERBIAGE:

Carthage College
Carthage Firebirds
Firebirds

TAGLINES:

#fiREDup
Find your wings.
Take flight.
Always rising.
Protect the nest.



Unacceptable use of logos

So that Carthage can maintain the design integrity of its identity and maximize each logo's effectiveness as an identifier, it is mandatory that all logos be applied as indicated in this manual without modification.

The logos are not to be altered in any way. Shown to the right are unacceptable uses of the Carthage Athletics logos—this applies to the Firebird logos as well.



Don't place the logo against a patterned or "busy" background.



Don't enclose the logo in an unapproved outline or shape.



Don't switch the colors of the logo.



Don't use effects on the logo.



Don't use drop shadow on the logo.



Don't squash, stretch or distort the logo.



Don't use gradients within the logo.



Don't place anything on top of the logo.



Don't screen or tint logo.



Don't display the logo on an angle.



Don't switch the colors of the logo.



Don't use the shield as first letter of any word.

Carthage Fonts

Primary Font

The font used for the Carthage Athletic logos and typographic logos is a custom font. Substitutions for this font are not allowed.

Secondary Font

Gotham Sans Bold

Carthage Athletics Font

***ABCDEFGHIJKLMNO
PQRSTUVWXYZ***

***ABCDEFGHIJKLMNO
PQRSTUVWXYZ***

Gotham Black/Medium (for text) Font

**ABCDEFGHIJKLMNO
PQRSTUVWXYZ**

**abcdefghijklmno
pqrstuvwxyz**