



CENTRE ATHLETICS BRAND GUIDELINES

SEPTEMBER 2020

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INTRODUCTION

CENTRE ATHLETICS VISUAL IDENTITY & HISTORY

With a winning athletic tradition and commitment to academic excellence, Centre College, founded in 1819, is one of the nation's oldest schools. Centre competes in 23 intercollegiate sports - 11 for men and 12 for women - with over 40% of the student body participating in one or more intercollegiate sport.

The Centre Colonels compete in Division III of the NCAA and the Southern Athletic Association, recognized as one of the top Division III conferences in the country.

George Joplin Jr., class of 1920, coined the "Colonels" moniker, thinking it exemplified dignity, respect and integrity.

In 2015, Centre underwent a complete brand overhaul, introducing new logos and wordmarks. The "Centre C" has since become the department's primary mark.

In 2019, new secondary and tertiary marks were added, giving the Colonels an inclusive, unique look inspired by the military rank of Colonel insignia and the Kentucky Colonel pin.

A consistent visual identity is key to effective communications and brand strength for Centre Athletics and contributes to a powerful and unified expression of the Centre brand.

The following rules for the implementation of the Centre Athletics visual identity includes guidelines for color and typography in print and digital communications, as well as for Centre merchandise and athletics gear.



PRIMARY MARKS

PRIMARY MARK

Established in 2015, the Primary Mark is the iconic Centre C. This mark provides the foundation for Centre's strong athletic brand.

Additional variations, colors and background applications are on the following pages.



“CENTRE C”



PRIMARY MARK

VARIATIONS



COLLEGE OPTIONS



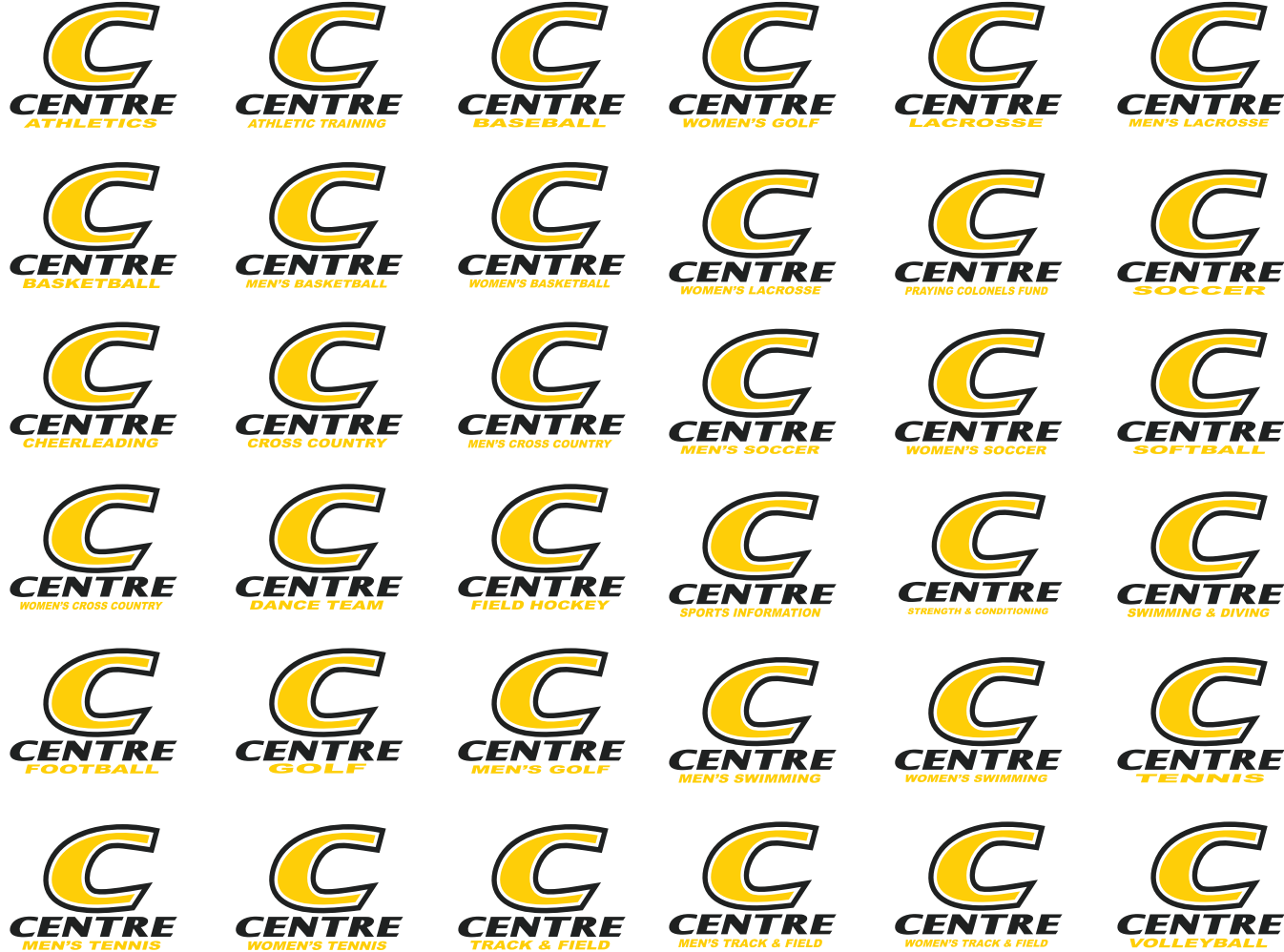
PRIMARY MARK

SPORT SPECIFIC OPTION 1



PRIMARY MARK

SPORT SPECIFIC OPTION 2



SECONDARY MARKS

“INSIGNIA”

INSIGNIA

Established in 2019, the Secondary Mark - or Insignia - features Centre's re-imagined "Colonel" logo. It features a right-facing eagle and gold star within a shield, with bold wings to complete the insignia. It can be combined with the existing wordmark, as well, for team- and department-specific use.

Additional variations and background applications are on the following pages.



“INSIGNIA”

INSIGNIA

COLOR BACKGROUND OPTIONS



SPORT SPECIFIC OPTION



INSIGNIA

SPORT SPECIFIC OPTION



TERTIARY MARKS

“SHIELD”

SHIELD

Established in 2019, the Tertiary Mark - or Shield - is the Insignia minus the wings. The different dimensions offer another option for use on apparel, jerseys, signage, digital media, etc.

Additional background applications are below.



“SHIELD”

COLOR BACKGROUND OPTIONS



WORDMARKS

PRIMARY WORDMARK

Established in 2015, the wordmarks that accompany the Primary Logo offer multiple variations and sport-specific options.



PRIMARY WORDMARK

SPORT SPECIFIC OPTION



WORDMARK VARIATIONS



WORDMARK VARIATIONS

SPORT SPECIFIC OPTIONS

CENTRE
ATHLETICS

CENTRE
ATHLETIC TRAINING

CENTRE
BASEBALL

CENTRE
ATHLETICS

CENTRE
ATHLETIC TRAINING

CENTRE
BASEBALL

CENTRE
BASKETBALL

CENTRE
MEN'S BASKETBALL

CENTRE
WOMEN'S BASKETBALL

CENTRE
BASKETBALL

CENTRE
MEN'S BASKETBALL

CENTRE
WOMEN'S BASKETBALL

CENTRE
CHEERLEADING

CENTRE
CROSS COUNTRY

CENTRE
MEN'S CROSS COUNTRY

CENTRE
CHEERLEADING

CENTRE
CROSS COUNTRY

CENTRE
MEN'S CROSS COUNTRY

CENTRE
WOMEN'S CROSS COUNTRY

CENTRE
DANCE TEAM

CENTRE
FIELD HOCKEY

CENTRE
WOMEN'S CROSS COUNTRY

CENTRE
DANCE TEAM

CENTRE
FIELD HOCKEY

CENTRE
FOOTBALL

CENTRE
GOLF

CENTRE
MEN'S GOLF

CENTRE
FOOTBALL

CENTRE
GOLF

CENTRE
MEN'S GOLF

CENTRE
WOMEN'S GOLF

CENTRE
LACROSSE

CENTRE
MEN'S LACROSSE

CENTRE
WOMEN'S GOLF

CENTRE
LACROSSE

CENTRE
MEN'S LACROSSE

CENTRE
WOMEN'S LACROSSE

CENTRE
PRAYING COLONELS FUND

CENTRE
SOCCER

CENTRE
WOMEN'S LACROSSE

CENTRE
PRAYING COLONELS FUND

CENTRE
SOCCER

CENTRE
MEN'S SOCCER

CENTRE
WOMEN'S SOCCER

CENTRE
SOFTBALL

CENTRE
MEN'S SOCCER

CENTRE
WOMEN'S SOCCER

CENTRE
SOFTBALL

CENTRE
SPORTS INFORMATION

CENTRE
STRENGTH & CONDITIONING

CENTRE
SWIMMING & DIVING

CENTRE
SPORTS INFORMATION

CENTRE
STRENGTH & CONDITIONING

CENTRE
SWIMMING & DIVING

CENTRE
MEN'S SWIMMING

CENTRE
WOMEN'S SWIMMING

CENTRE
TENNIS

CENTRE
MEN'S SWIMMING

CENTRE
WOMEN'S SWIMMING

CENTRE
TENNIS

CENTRE
MEN'S TENNIS

CENTRE
WOMEN'S TENNIS

CENTRE
TRACK & FIELD

CENTRE
MEN'S TENNIS

CENTRE
WOMEN'S TENNIS

CENTRE
TRACK & FIELD

CENTRE
MEN'S TRACK & FIELD

CENTRE
WOMEN'S TRACK & FIELD

CENTRE
VOLLEYBALL

CENTRE
MEN'S TRACK & FIELD

CENTRE
WOMEN'S TRACK & FIELD

CENTRE
VOLLEYBALL

CENTRE
MEN'S TRACK & FIELD

CENTRE
WOMEN'S TRACK & FIELD

CENTRE
VOLLEYBALL

CENTRE
MEN'S TRACK & FIELD

CENTRE
WOMEN'S TRACK & FIELD

CENTRE
VOLLEYBALL



WORDMARK VARIATIONS

SPORT SPECIFIC OPTIONS

CENTRE ATHLETICS	CENTRE ATHLETIC TRAINING	CENTRE BASEBALL	CENTRE ATHLETICS	CENTRE ATHLETIC TRAINING	CENTRE BASEBALL
CENTRE BASKETBALL	CENTRE MEN'S BASKETBALL	CENTRE WOMEN'S BASKETBALL	CENTRE BASKETBALL	CENTRE MEN'S BASKETBALL	CENTRE WOMEN'S BASKETBALL
CENTRE CHEERLEADING	CENTRE CROSS COUNTRY	CENTRE MEN'S CROSS COUNTRY	CENTRE CHEERLEADING	CENTRE CROSS COUNTRY	CENTRE MEN'S CROSS COUNTRY
CENTRE WOMEN'S CROSS COUNTRY	CENTRE DANCE TEAM	CENTRE FIELD HOCKEY	CENTRE WOMEN'S CROSS COUNTRY	CENTRE DANCE TEAM	CENTRE FIELD HOCKEY
CENTRE FOOTBALL	CENTRE GOLF	CENTRE MEN'S GOLF	CENTRE FOOTBALL	CENTRE GOLF	CENTRE MEN'S GOLF
CENTRE WOMEN'S GOLF	CENTRE LACROSSE	CENTRE MEN'S LACROSSE	CENTRE WOMEN'S GOLF	CENTRE LACROSSE	CENTRE MEN'S LACROSSE
CENTRE WOMEN'S LACROSSE	CENTRE PRAYING COLONELS FUND	CENTRE SOCCER	CENTRE WOMEN'S LACROSSE	CENTRE PRAYING COLONELS FUND	CENTRE SOCCER
CENTRE MEN'S SOCCER	CENTRE WOMEN'S SOCCER	CENTRE SOFTBALL	CENTRE MEN'S SOCCER	CENTRE WOMEN'S SOCCER	CENTRE SOFTBALL
CENTRE SPORTS INFORMATION	CENTRE STRENGTH & CONDITIONING	CENTRE SWIMMING & DIVING	CENTRE SPORTS INFORMATION	CENTRE STRENGTH & CONDITIONING	CENTRE SWIMMING & DIVING
CENTRE MEN'S SWIMMING	CENTRE WOMEN'S SWIMMING	CENTRE TENNIS	CENTRE MEN'S SWIMMING	CENTRE WOMEN'S SWIMMING	CENTRE TENNIS
CENTRE MEN'S TENNIS	CENTRE WOMEN'S TENNIS	CENTRE TRACK & FIELD	CENTRE MEN'S TENNIS	CENTRE WOMEN'S TENNIS	CENTRE TRACK & FIELD
CENTRE MEN'S TRACK & FIELD	CENTRE WOMEN'S TRACK & FIELD	CENTRE VOLLEYBALL	CENTRE MEN'S TRACK & FIELD	CENTRE WOMEN'S TRACK & FIELD	CENTRE VOLLEYBALL



OTHER MARKS

SCHOOL MARKS

PRIMARY SCHOOL MARK



VARIATIONS



SCHOOL MARKS

SECONDARY SCHOOL MARK

CENTRE

VARIATIONS

CENTRE

CENTRE

CENTRE

TEAM MARKS

PRIMARY TEAM MARK

COLONELS

VARIATIONS

COLONELS

COLONELS

TYPOGRAPHY

ALPHABET

A B C D E
F G H I J K
L M N O P
Q R S T U
V W X Y Z

NUMBERS

1 2 3 4 5 6 7 8 9 0

1 2 3 4 5 6 7 8 9 0

1 2 3 4 5 6 7 8 9 0

1 2 3 4 5 6 7 8 9 0

1 2 3 4 5 6 7 8 9 0

COLORS



CENTRE GOLD

CMYK 0 | 14 | 100 | 0
RGB 255 | 205 | 0
HEX #FFCD00
PMS 116 C | 115 U



WHITE

CMYK 0 | 0 | 0 | 0
RGB 255 | 255 | 255
HEX #FFFFFF



TRUE BLACK

CMYK 60 | 40 | 40 | 100
RGB 0 | 0 | 0
HEX #000000



NEUTRAL BLACK

CMYK 65 | 66 | 68 | 82
RGB 45 | 41 | 38
HEX #2D2926



GRAY

CMYK 35 | 23 | 19 | 2
RGB 162 | 170 | 173
HEX #A2AAAD

All colors used in each Centre athletic brand trademark must adhere to the official color standards listed at left. The official College colors are Centre Gold and white. However, for optimal contrast and legibility, we also use black heavily and gray on occasion.

PANTONE, CMYK, RGB, and thread color specifications are provided to help guide the application process for all brand touchpoints.



BRAND GUIDELINES

DO NOT ALTER THE PROPORTIONS OF MARKS



DO NOT CROP MARKS IN ANY WAY



DO NOT ALTER, RESCALE, OR REFORMAT ELEMENTS IN MARKS



DO NOT ROTATE THE LOGOS



DO NOT CHANGE THE FONT WITHIN MARKS



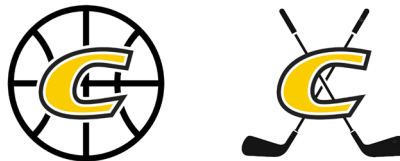
DO NOT PLACE MARKS ON VISUALLY DISTRACTING BACKGROUNDS



DO NOT ALTER COLORS WITHIN MARKS



DO NOT ADD ELEMENTS TO MARKS



IMPROPER USES

In the interest of maintaining the highest level of legibility and prominence, the practices on this page are forbidden. While the examples shown here only use the primary logos, the same principles apply to all Centre athletics marks.

Remember to always use the official logo files provided by the Athletics Communications Office. Never attempt to recreate or otherwise alter any portion of our identity marks.

CLEAR SPACE

It is of the utmost importance that all of our identity marks be reproduced cleanly and legibly. One way to do this is to always give the logo proper surrounding clear space.

A protected field the height and width of the 'C' in 'Centre' should surround the family of athletic marks at all times.

Please contact the Communications Office if you have further questions about proper implementation.



LICENSING

LICENSING PROGRAM

Centre College's licensing program is a critical component of the College's overall branding efforts. The program helps protect, promote and support the College's reputation and image as one of the top liberal arts universities in the country.

Any vendor creating apparel and merchandise bearing Centre's protected name and/or marks, whether for on-campus departments, student organizations, or for third-party vendors to sell online or in store, must be approved as an official licensee.

Licensed vendors producing apparel and merchandise will be required to pay a royalty fee to use any of the Centre's protected names, terms or marks. Merchandise being produced for official use by internal departments, offices, and student organizations is not subject to a royalty fee except in instances where the merchandise is being resold, including fundraisers.

All artwork, including apparel and merchandise for internal use, must go through the appropriate approval process before being produced.

Centre's licensing administration partner is Nexus Licensing Group. For vendors with questions about the process, please contact Brian Young at Nexus Licensing Group at byoung@nexuslicensinggroup.com or 508-535-5464.



CONTACT INFORMATION

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