



BRAND IDENTITY GUIDELINES

Help us connect with our target audiences and to strengthen our image and brand awareness both locally and globally by adhering to these graphic standards. Used consistently, it communicates a message that becomes quickly recognizable.

LOGOTYPES

ONE-COLOR CORPORATE LOGO



ONE-COLOR ACADEMIC SEAL



THREE-COLOR ATHLETIC LOGO



ONE-COLOR ATHLETIC LOGO



ONE-COLOR REVERSE ATHLETIC LOGO



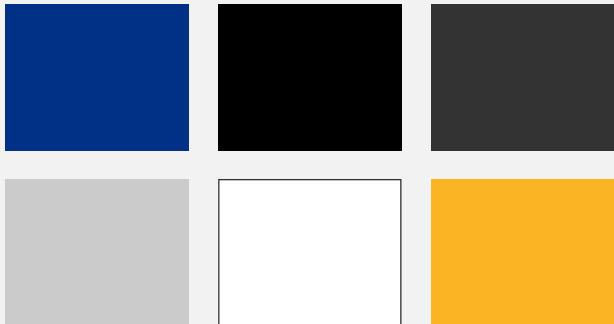
THREE-COLOR ALUMNI LOGO



TWO-COLOR FOUNDATION LOGO



APPAREL COLORS



LOGO MISUSES



NO horizontal or vertical stretching



NO unauthorized color/design changes



NO separating out logo elements



NO additional elements added



NO change of outlined colors



NO effects added on any logo

COLLEGE NAME

Official Name:
Central Christian College of Kansas

Familial Name:
Central -or- Central Christian

Acronym:
CCCK (used in copy)

CORPORATE WORDMARKS

CENTRAL CHRISTIAN COLLEGE OF KANSAS

CENTRAL CHRISTIAN COLLEGE OF KANSAS

ATHLETIC WORDMARKS

CENTRAL TIGERS

NON-APPROVED LOGOTYPES

Please make the extra effort to remove all CCC logos from future print and digital materials.



While we take pride in our brand's history, having two versions can create brand confusion. For this reason we will only use this logo for historical purposes.



When using the one-color athletic logo, always make sure the shading around the eye is darker than the pupil.



CORPORATE AND ATHLETIC TYPOGRAPHY

FUTURA MD BT

- Medium (Body)
- **Bold (Headlines)**
- **NOTE:** Other forms of the Futura Font Family are acceptable

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

POWERSTATION BLOCK WIDE LOW

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
- Powerstation is for athletic use only
- Variations may be used for logo use

COLOR USAGE

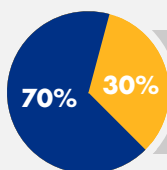
Central Blue

PMS 287C	CMYK C-100 M-87 Y-20 K-10
HEX #002F86	RGB R-0 G-47 B-134
THREAD Royal 2210	PAINT Blueblood (Sherman W.)

Tiger Gold

PMS 1235C	CMYK C-0 M-32 Y-95 K-0
HEX #FFB718	RGB R-255 G-183 B-24
THREAD Merit Gold 2463	PAINT Gusto Gold (Sherman W.)

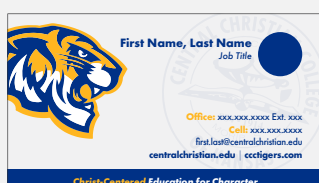
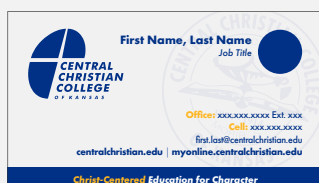
NOTE: When printing through McPherson Business Solutions (and other possible businesses) please use PMS color formulas for best results.



When using these two colors, regardless of how much or little space it uses, the color ratio needs to be at approximately a 70/30 ratio.

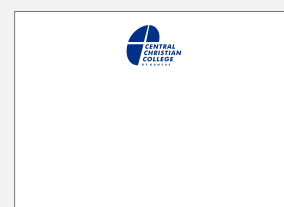
STATIONARY AND SOCIAL MEDIA ACCOUNTS

Business Cards



All **business cards** and other **stationary items** are to be requested through the marketing department.

Letterhead



Social Media

All social media accounts must:

1. Be created through the marketing department
2. Have the Toby Tiger admin attached to each site
3. Provide any credential changes to the marketing department

The following profile picture styles must be used on each site:

