

CNSTP

CONCORDIA ST. PAUL

2023-2024



THE CONCORDIA PROMISE

Concordia University, St. Paul empowers you to discover and engage your purpose for life, career and service in a dynamic, multicultural, urban environment where Christ is honored, all are welcome, and Lutheran convictions inform intellectual inquiry and academic pursuits.

OUR MISSION

The mission of Concordia University, St. Paul, a university of The Lutheran Church — Missouri Synod, is to prepare students for thoughtful and informed living, for dedicated service to God and humanity, for enlightened care of God's creation, all within the context of the Christian Gospel.

OUR VISION

The vision of Concordia University, St. Paul is to be a Christ-centered, nationally prominent Lutheran university known for excellence and innovation that fosters success for all students.

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GRAPHIC ASSETS

01. LOGOS





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SAINT PAUL



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The University Seal is for the President's Office and Institutional use only.



02. CSP GLOBAL



CSP
GLOBAL



CSP
GLOBAL



CSP
GLOBAL



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03. DEPARTMENTS & PROGRAMS

CSP Departments & Programs are **ONLY** permitted to use logo lockups. Any other type of CSP branding cannot be used to represent CSP Departments or Programs. See the button below to access your Departments or Programs logos.

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04. CLUBS & ORGANIZATIONS

CSP Clubs and Organizations are **ONLY** permitted to use Comet Badge logo lockups. Any other type of CSP branding cannot be used to represent CSP Clubs or Organizations. See the button below to access your Clubs or Organizations logos.

[DOWNLOAD](#)

05. COLOR PALETTE

UNIVERSITY NAVY

PANTONE 540
C:100 M:83 Y:40 K:34
R:0 G:48 B:85
#003055

PANTONE 540 - 80%
C:96 M:72 Y:35 K:20
R:26 G:73 B:109
#1A496D

PANTONE 540 - 60%
C:78 M:56 Y:29 K:7
R:74 G:104 B:137
#4A6889

PANTONE 540 - 40%
C:56 M:38 Y:21 K:0
R:122 G:143 B:170
#7A8FAA

PANTONE 540 - 20%
C:29 M:20 Y:11 K:0
R:179 G:189 B:206
#B3BDCE

COMET GOLD

PANTONE 110
C:11 M:30 Y:100 K:0
R:230 G:178 B:34
#E6B222

PANTONE 110 - 80%
C:9 M:24 Y:80 K:0
R:234 G:190 B:81
#EABE51

PANTONE 110 - 60%
C:6 M:18 Y:60 K:0
R:239 G:204 B:125
#EFCC7D

PANTONE 110 - 40%
C:4 M:12 Y:40 K:0
R:244 G:219 B:164
#F4DBA4

PANTONE 110 - 20%
C:2 M:6 Y:20 K:0
R:249 G:235 B:206
#F9EBCE

UNIVERSITY GRAY

C:10 M:4 Y:4 K:0
R:225 G:232 B:236
#E1E8EC

UNIVERSITY LIGHT GRAY

C:3 M:1 Y:1 K:0
R:244 G:247 B:248
#F4F7F8

WHITE

PANTONE 000
C:0 M:0 Y:0 K:0
R:255 G:255 B:255
#FFFFFF

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06. **TYPOGRAPHY**

PRIMARY

Myriad Pro

HEADINGS: BOLD ALL CAPS

Body Text: Myriad Pro Regular

**Myriad Pro is used for all marketing purposes.*

Myriad Pro Bold Myriad Pro Regular
ABC ABC

Goudy Old Style

HEADINGS: BOLD SMALL CAPS

Body Text: Goudy Old Style Regular

**Myriad Pro is used for academic purposes including, department slicks, and commencement materials.*

GOUDY OLD STYLE BOLD Goudy Old Style
ABC ABC

SECONDARY

Avenir

HEADINGS: HEAVY ALL CAPS

Body Text: Avenir Light

**Avenir Next is used for athletic purposes, and occasional marketing purposes.*

AVENIR HEAVY Avenir Light
ABC ABC

TREND RH SANS

HEADINGS: FOUR

DISPLAY TEXT: ONE

**TREND RH SANS IS USED FOR ACADEMIC PURPOSES, AND OCCASIONAL MARKETING PURPOSES.*

TREND RH SANS ONE TREND RH SANS FOUR
ABC ABC

07. PHOTOGRAPHY

HOW TO CREATE THE BLUE FILTER EFFECT:

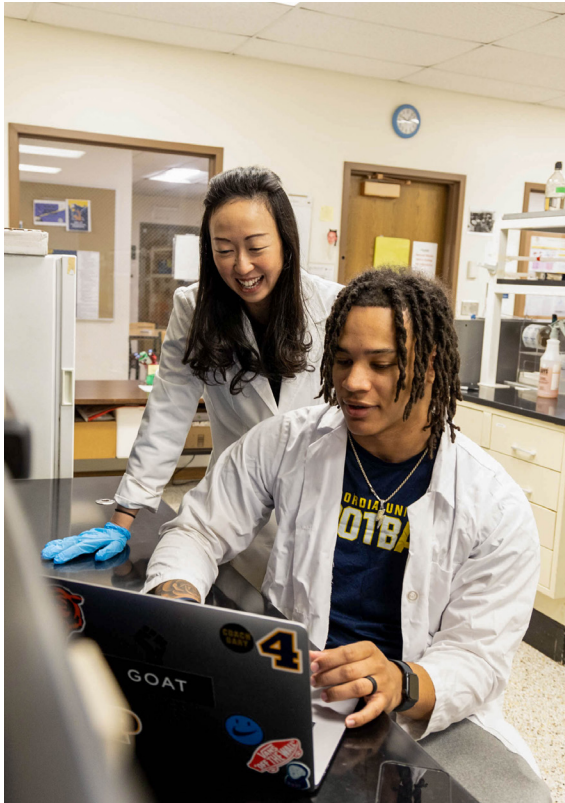
Load image to Photoshop (must be in RGB color mode). Add a black and white adjustment layer over your image. Add a new, empty layer, fill with university approved navy and then set the blend mode for the layer to be 'hard light'.





Use the button below to access a folder of approved images to be used by all university staff and faculty. This folder will be periodically updated.

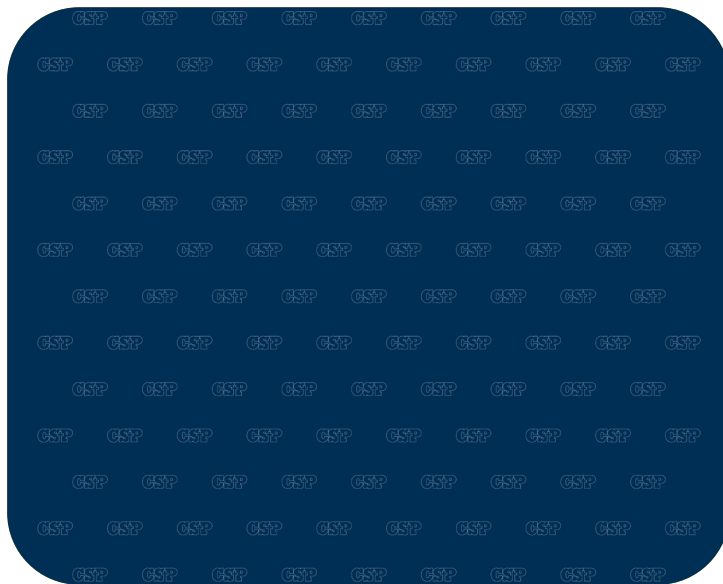
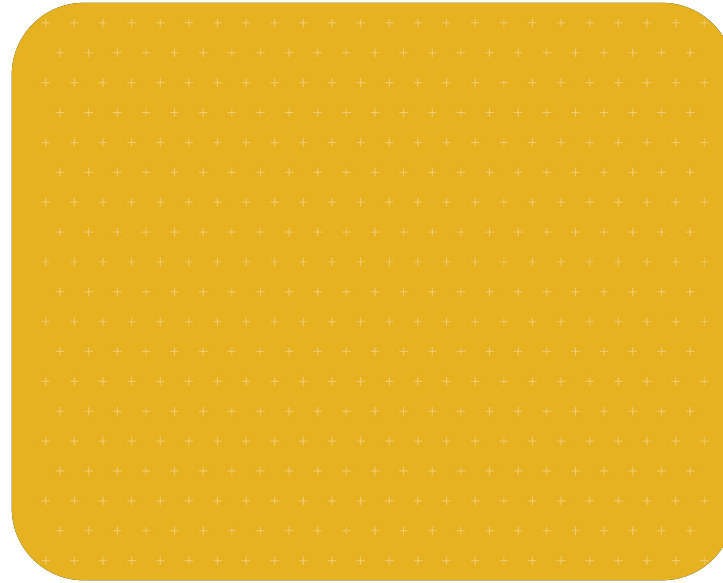
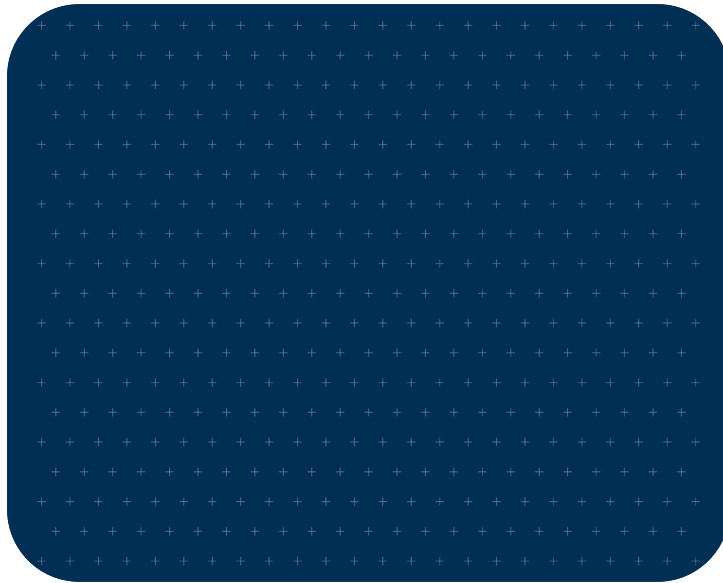
[DOWNLOAD](#)



Use the button below to access a folder of approved images to be used by all university staff and faculty. This folder will be periodically updated.

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08. PATTERNS



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09. ELEMENTS



Icons come in **University Navy & Comet Gold**. Please contact Marketing if you wish to have specific icons created.

InDesign:

Minimum 2pt Comet Gold stroke.
Curve set to 0.25", under the 'Dashed
3 and 2' stroke style.

Illustrator

Minimum 2pt Comet Gold stroke.
Curve set to 0.25", style set to dashed line
and a dash weight of 6pt.

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ATHLETICS



01. LOGOS





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ATHLETICS



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CSP Athletic teams are permitted to use both the Primary and Comet head badge logos.
Contact communications@csp.edu to receive your designated logos.



CSP

MEN'S BASKETBALL



CSP

MEN'S BASKETBALL

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MEN'S BASKETBALL

CSP

MEN'S BASKETBALL

CSP

MEN'S BASKETBALL

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DOWNLOAD

PRIMARY



SECONDARY







02. **TYPOGRAPHY**

Myriad Pro

HEADINGS: BOLD ALL CAPS

Body Text: Myriad Pro Regular

**Myriad Pro is used for all marketing purposes.*

Myriad Pro Bold

ABC

Myriad Pro Regular

ABC

Avenir

HEADINGS: HEAVY ALL CAPS

Body Text: Avenir Light

**Avenir Next is used for athletic purposes,
and occasional marketing purposes.*

AVENIR HEAVY

ABC

Avenir Light

ABC

SLAB SERIF

Ziggurat-HTF-Black

When Ziggurat is not available through vendors, have them
find the closest matching font, replacement fonts
must be approved by Marketing.

Ziggurat-HTF-Black

ABC

These fonts are to be used in addition with the CSP Primary and Secondary font kit.

[DOWNLOAD](#)

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CLEAR SPACE GUIDELINES



01. LOGOS



GIVE THE PRIMARY LOGO ITS OWN SPACE

Balance is an essential feature of good design. Graphics, imagery, and text must all be balanced on the page so that each is able to speak clearly. Placing any element too close to the master monogram diminishes its importance.

A clear zone of "X" (X = cross width) will give it the room it needs to stand out.



GIVE THE STACKED WORDMARK ITS OWN SPACE

Balance is an essential feature of good design. Graphics, imagery, and text must all be balanced on the page so that each is able to speak clearly. Placing any element too close to the master monogram diminishes its importance.

A clear zone of "X" (X = cross width) will give it the room it needs to stand out.



GIVE THE WORDMARK ITS OWN SPACE

Balance is an essential feature of good design. Graphics, imagery, and text must all be balanced on the page so that each is able to speak clearly. Placing any element too close to the master monogram diminishes its importance.

A clear zone of "X" (X = cross width) will give it the room it needs to stand out.



GIVE THE MONOGRAM ITS OWN SPACE

Balance is an essential feature of good design. Graphics, imagery, and text must all be balanced on the page so that each is able to speak clearly. Placing any element too close to the master monogram diminishes its importance.

A clear zone of "X" (X = cross width) will give it the room it needs to stand out.



Never take off the outline to create a 1 color monogram. There is a separate art file to be used for one color.
Contact communications@csp.edu if you have any questions.



NO OUTLINE

Should always be placed on a background which allows the logo to be completely visible. Gold logos cannot be placed on a gold background, etc.



OUTLINE

Should always be placed on a background which allows the logos and the outline to both be visible. Blue with Gold outline cannot be placed on a blue OR gold background, etc.





UNACCEPTABLE USES

The logo is NOT to be edited by individual users. The logo cannot be squished, altered, or used on inappropriate backgrounds. Logo files are available for download at www.csp.edu/brand or by contacting the University Marketing and Communications office.

Examples of incorrect usage:



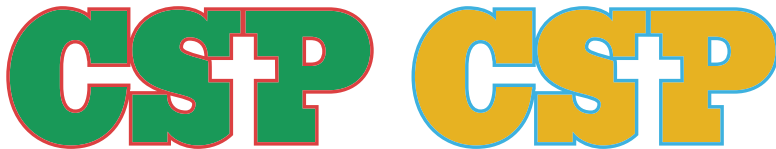
Do not stretch or compress the logo, or allow a vendor to adjust the monogram



Do not place on backgrounds that impact the logo's integrity



Do not change the size, font, or color of the sub-heading text



Never adjust the colors of the monogram. Use of any color other than the approved Navy, Gold, or White must receive special approval. Do not use any unapproved version of the monogram.



Do not use the monogram on any color background that is not on the approved coloring list of primary or secondary options. *contact marketing for special instances



(X) Do not combine Running Bear with CSP monogram. These should be used in replacement of each other.



(X) Do not combine CSP with any kind of graphic specific to the event/sport. Always follow the "Clear space" guidelines on page 8.






(X) Do not increase the outline or change any part of the monogram official art.



(X) Do not stretch/bend/tilt the monogram in any way. Always use the official art AS-IS.



-  Do not use any kind of drop shadow on the monogram. Instead, pick colors that will contrast off the background without the need of a shadow.
-  Do not add any other outline onto the monogram.
-  If you have any questions on how to make adjustments, contact communications@csp.edu



GIVE THE LOGO ITS OWN SPACE

Balance is an essential feature of good design. Graphics, imagery, and text must all be balanced on the page so that each is able to speak clearly. Placing any element too close to the master monogram diminishes its importance.

A clear zone of "X" (X = cross width) will give it the room it needs to stand out.



GIVE THE STACKED WORDMARK ITS OWN SPACE

Balance is an essential feature of good design. Graphics, imagery, and text must all be balanced on the page so that each is able to speak clearly. Placing any element too close to the master monogram diminishes its importance.

A clear zone of "X" (X = cross width) will give it the room it needs to stand out.



UNACCEPTABLE USES

The logo is NOT to be edited by individual users. The logo cannot be squished, altered, or used on inappropriate backgrounds. Logo files are available for download at www.csp.edu/brand or by contacting the University Marketing and Communications office.

Examples of incorrect usage:



Do not use any colors other than the approved colors



Do not add type to the badge; for group-specific wording, contact marketing

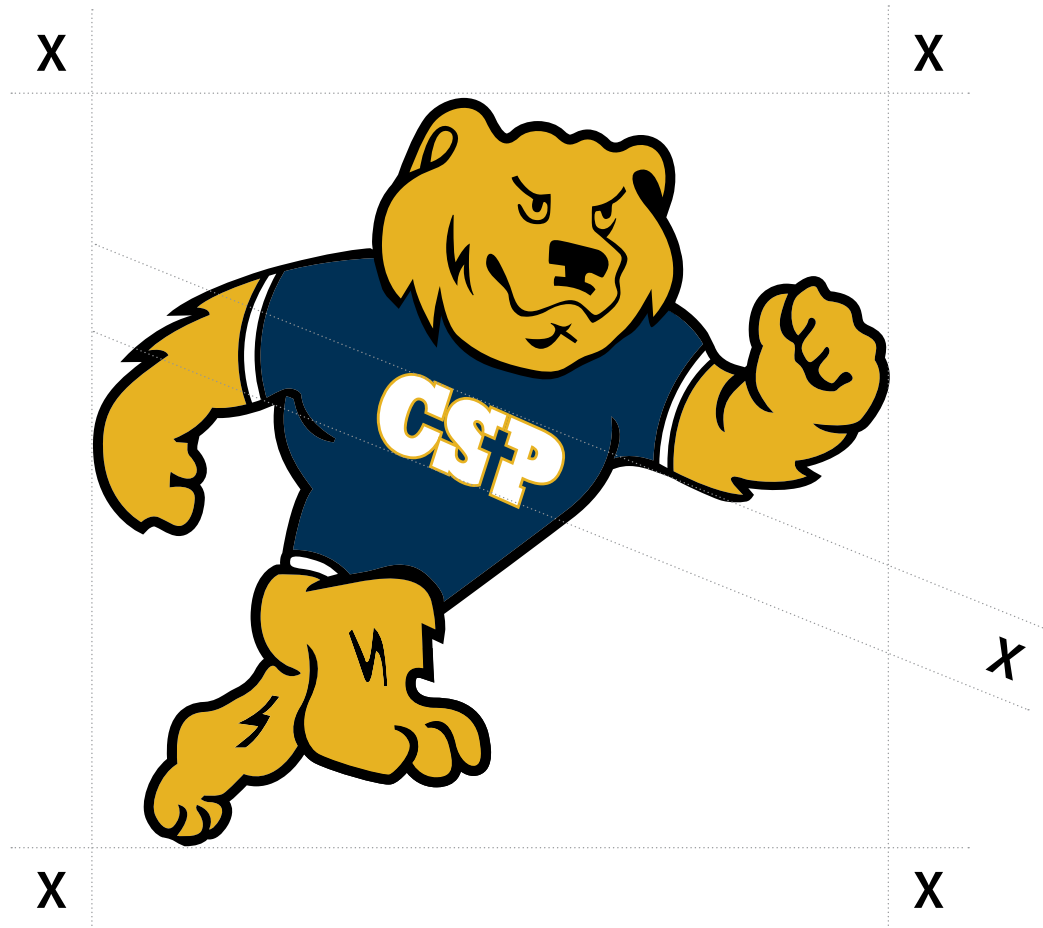


Do not come up with your own mark for the department



COMET HEAD LOGOS

This alternate logo should not be used alone, it must ALWAYS be used with Concordia branding.



RUNNING BEAR USAGE

Running Bear should be used as a **SECONDARY LOGO** and for informal applications.
This should not be used as a replacement for the CSP Monogram.



UNACCEPTABLE USES

The Running Bear logo is NOT to be edited by individual users. The logo cannot be squished, altered, or used on inappropriate backgrounds. Logo files are available for download at www.csp.edu/brand or by contacting the University Marketing and Communications office.

Examples of incorrect usage:



Never flip or reflect the logo



Do not use any colors other than the approved colors



Do not stretch or compress the logo

DO NOT USE RUNNING BEAR ALONG SIDE THE MONOGRAM.**EXAMPLE:**

T-shirt: Do not include the running bear and CSP monogram on the same side.

T-shirt: Have the CSP monogram on the front, if needed, the Running bear can go on the back of the shirt.

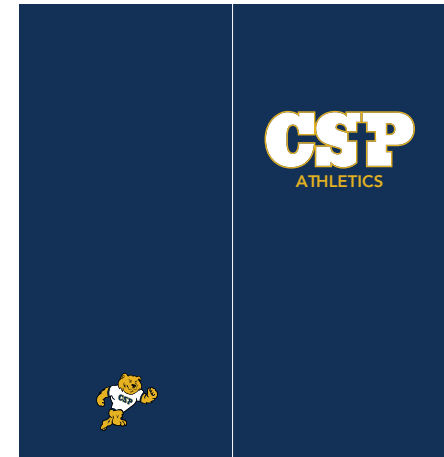
EXAMPLE:

Brochure: Do not include the CSP monogram on the cover and have the Running Bear at the bottom.

Brochure: If the cover had the CSP monogram on it, you can include the Running Bear in the interior or back side of the brochure.



Front: Brochure



Back: Brochure

Front: Brochure



QUESTIONS OR CONCERNS?

GENERAL MARKETING QUESTIONS:

MARKETING & COMMUNICATIONS OFFICE COMMUNICATIONS@CSP.EDU

ATHLETIC SPECIFIC QUESTIONS:

JOSH DEER JDEER@CSP.EDU