

# Concordia style guide

Wisconsin / Ann Arbor

# Voice

## Concordia's best self

There is something quite different about Concordia University. What sets us apart is that our ordinary university is attached to the extraordinary Word of God and connected to His promises. The promise of God's grace through His son Jesus Christ brings hope for the ever after and meaning to the every day. It's what makes Concordia University uncommon.

Because of this, Concordia is confidently committed to education, faith, and personal growth—really, all three are intertwined. Concordia is not a place to churn out degrees. Concordia is there to support, there to rely upon, and there to fulfill.

## Brand voice

Our tone of voice provides another way for the world to recognize the Concordia brand. It guides what we say and how we say it, and it comes through in all brand language, from internal communications to how we welcome and guide students through a campus tour, and how they experience our brand as they become part of the Concordia family. But there is a distinctive tone alive on each campus. Like siblings raised in the same home, we are together but set apart.

In its essence, a brand is the concise distillation of the promise that an organization makes to its constituents consistently, dramatically, and repeatedly. It's not simply a catch-phrase.

## Concordia is

Friendly | Honest | Supportive | Down-to-earth | Active | Welcoming | Selfless | Compassionate | Faithful | Ernest | Kind | Sincere | Trustworthy

## Concordia is not

Preachy | Dull | Typical | Narrow | Snobby | Flowery | Aloof | Exclusory | Passive | Cliché

## **The road to Live Uncommon**

Authenticity at every point of contact is the goal of successful, comprehensive brand work. Organizations can only fully achieve their missions when they are able to say and share exactly who they are and why they exist.

The following statements have been crafted and distilled from 18 months of research, conversations, focus groups, and testing to help our entire Concordia community clearly understand and articulate the Concordia University Wisconsin and Ann Arbor story.

### **Mission**

Concordia University is a Lutheran higher education community committed to helping students develop in mind, body, and spirit for service to Christ in the Church and the world.

### **Brand promise**

We are a learning community at the junction of knowledge and Christian faith, where students are developed to lead uncommon lives of higher professional purpose for the betterment of self and community.

### **Value proposition**

We provide distinctive Christian higher education that develops the whole student, intentionally nurturing alignment of mind, body, and spirit in a vibrant, caring community. As a result our graduates are empowered to achieve their highest potentials: to think, communicate, lead, and serve with integrity and compassion, wherever their careers, vocations, and lives lead.

### **Position statement**

For values-oriented, relationally driven students, Concordia University delivers a distinctive Christian higher education, where faith and knowledge intertwine, linking disciplinary content and liberal arts learning to faith and values in a supportive, friendly community that develops students holistically to achieve their God-given potentials.



# Best practices

## Brevity

When in doubt, brevity is best.

## Capitalization

We use sentence case across headlines, subheads, body copy, and calls to action. This means we capitalize the first word in a sentence, but don't capitalize words because we think they are important or we want to add emphasis. We do capitalize proper nouns, including:

- Names of people, and schools (e.g. Austin, a liberal arts major has earned 48 credits in the School of Arts and Sciences)
- Places like cities/states/countries (but not directions like “east” or “west,” or general places like “hometown” or “classroom”)
- Months, days of the week, and official holidays like “December,” “Monday,” and “Christmas” (but not seasons like “summer” or general terms like “winter break”)
- Typical religious proper nouns like God, Lutheran, the Bible and Christian (but not “faith” or “worship”)

**Please Note:** Do not capitalize degrees, unless writing out the proper title. (e.g. Tim Smith received his bachelor's degree in physics. Tim Smith received a Bachelor of Arts in music.) Lowercase subject areas, unless they are proper nouns (e.g. physics, computer science, theology; English).

For a full guide to language, punctuation, and usage please reference our [University Language Style Guide](#).

## Punctuation

Do not use periods at the end of a headline or subhead, except rare instances designed for effect. Question marks are allowed. Body copy should always end with the correct punctuation. Em-dashes can be used effectively to emphasize a clause (though be mindful of overdoing it). Do not double-space after sentences in body copy. Never use exclamation points.

## Write like this...

“What does it mean to live uncommon? It means using the talent, creativity, faith, and courage God gave each of us to live for a higher purpose. It’s a calling to go outside your comfort zone and share your gifts in the service of others. It means never following the crowd.”

## Not like this...

“What does it mean to live uncommon? It means using the talent, creativity, Faith, and Courage God gave each of us to live for a higher purpose! It means knowing what the right thing to do is, at all times, even when others do not. It means rambling on, proving how verbose, how magnificent, how truly, utterly mind-boggling your command of the English language is.”

## File types

There are different types of files for the various uses we have for our logos. Each file type works uniquely in how it displays an image, thus allowing us to achieve different goals.

## Quality

Computer displays are made up from grids of small square cells called pixels. Pictures are built up from these cells. The smaller and closer the cells are together, the better the quality of an image. However, with increased quality of an image, you'll find an increase in the file size, in order to store the data needed. Some files allow you to re-size while retaining quality, some don't.

## Transparency

Sometimes we need to see through the empty spaces of an image, to see what lies beneath or behind the logo/image creating a transparent effect; not all types of files/programs support this.

## Use on the web

Some files are supported on the web, some are not. A high-resolution photo is typically too large to load in a timely manner and only certain types of transparency-capable files are supported.

## Extensions (types of files)

In our 'Logos' folder (on the M drive) you will find a variety of file types. The file names will end in these file extensions: .eps, .jpg, .png, .ai, .gif, .bmp, .tiff

Vector graphics are complementary to raster graphics. There are instances when working with vector tools

and formats are the best practice, and instances when working with raster tools and formats are the best practice. An understanding of the advantages and limitations of each technology and the relationship between them are beneficial and will most likely result in a more efficient and effective use of file formats.

## Raster-based formats

Raster files have a pixel data storage structure, meaning the image has a set width and height. When re-sizing a raster-based image, if the number of pixels is kept constant, the size of each pixel will simply grow and the image becomes grainy (pixillated) when re-sized beyond its set width and height.

### .jpeg - Joint Photographic Experts Group file

Standard computer file format for images. Jpegs are relatively universally supported, however will not keep transparent properties. They can be re-sized based on the original number of pixels. **Important to note:** Once a pixel ratio is established the image cannot be up-sized without losing quality.

### .tiff - Tagged Image File Format

A popular format for high-color-depth images and is widely used in desktop publishing. When specifically set to do so, a .tiff file can retain transparent properties.

### .png - Portable Network Graphics OR an Adobe Fireworks file

This file type allows the original data to be reconstructed from compressed data. It will preserve the transparent properties of a file, and is often used for the web if you need to keep the transparencies intact, however you take a risk in using this file format on the web, as not all internet browsers support .png files.

### .gif - Graphics Interchange Format file

Are relatively universally supported, however will not keep transparent properties in tact. This format is more commonly used/supported for web graphics.

### .bmp - Bitmap file

A bitmap corresponds bit-for-bit with an image displayed on a screen. A bitmap is characterized by the width and height of the image in pixels and by the number of bits per pixel. Bitmap files are also more commonly used/supported for web graphics.

## Vector-based formats

Vector files store the lines, shapes and colors that make up an image as mathematical formula. A vector graphics program uses these mathematical formulas to construct the screen image, building the best quality image possible. The mathematical formula determines where the dots that make up the image should be placed for the best results when displaying the image at a certain size. Since these formulas can produce an image scalable to any size and detail, the quality of the image is limited only by the resolution of the display, and the file size of vector image stays the same. (**Important Note:** Access to a vector graphics program or a program that supports vector files, such as Adobe, is required to use or even open/view a vector file).

**.ai - Adobe Illustrator file** (The original file in which a logo is made, the illustration program the designer uses is called Adobe Illustrator.)

**.eps - Encapsulated Post Script file** (Otherwise known as a vector file, not only retains its transparent properties, but retains the quality of the image no matter how it is re-sized. An .eps file tends to be quite large and not as widely supported or accessible.)

**TIP:** Apparel and promotional item vendors typically require this type of file, but it is important to first check with your sales representative as to what their requirements are, as they may vary.

# Typography

## Headlines

### Gotham Bold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890\$%&(' " /!?)

### Gotham Medium

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890\$%&(' " /!?)

### Gotham Book

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890\$%&(' " /!?)

## Bodycopy

### Gotham Narrow Book\*

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890\$%&(' " /!?)

\*Best used for bodycopy

## Alternate font

### Century Gothic Bold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890\$%&(' " /!?)

### Century Gothic

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890\$%&(' " /!?)

## Special cases

### CC SIGN LANGUAGE\*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890\$%&(' " /!?)

\* CC Sign Language should be used sparingly. It is best used as a 1-2 word design emphasis in headlines or as a name "signature" in testimonial quotes. It should not be overly used as a way to make things "more fun".

It should only be used in ALL CAPS. It should only be used in **BOLD ITALIC**.

## Icon font

### FontAwesome

\* We own the Pro version which can be used as a vector graphic, a desktop or web font.

<https://fontawesome.com/>

# Color palette

## Wisconsin colors

**Lake Blue**

CMYK C-100 M-58 Y-0 K-21  
 RGB R-0 G-85 B-150  
 HEX Value #005596  
 PMS 7691 C

**Sky Blue**

CMYK C-42 M-17 Y-0 K-0  
 RGB R-144 G-185 B-226  
 HEX Value #90b9e2  
 PMS TBD

**Midnight Blue**

CMYK C-100 M-81 Y-46 K-50  
 RGB R-0 G-38 B-65  
 HEX Value #002641  
 PMS 2965 C

**Sunrise Gold**

CMYK C-0 M-40 Y-90 K-0  
 RGB R-250 G-166 B-52  
 HEX Value #faa634  
 PMS 1375 C

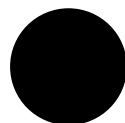
**Sunset Gold**

CMYK C-7 M-44 Y-95 K-0  
 RGB R-232 G-154 B-48  
 HEX Value #e89a30  
 PMS TBD

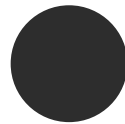
**Snowy White**

CMYK C-0 M-0 Y-0 K-0  
 RGB R-255 G-255 B-255  
 HEX Value #ffffff

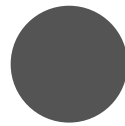
## The greys

**Black, But Not**

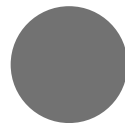
CMYK C-73 M-67 Y-66 K-82  
 RGB R-18 G-18 B-18  
 HEX Value #121212

**Charcoal Grey**

CMYK C-70 M-64 Y-63 K-64  
 RGB R-45 G-45 B-45  
 HEX Value #2d2d2d

**Ash Grey**

CMYK C-64 M-56 Y-56 K-32  
 RGB R-84 G-84 B-84  
 HEX Value #545454

**Grey Havens**

CMYK C-56 M-48 Y-47 K-14  
 RGB R-114 G-114 B-114  
 HEX Value #727272

**London Fog**

CMYK C-19 M-15 Y-16 K-0  
 RGB R-204 G-204 B-204  
 HEX Value #cccccc

**Downy Grey**

CMYK C-6 M-4 Y-4 K-0  
 RGB R-237 G-237 B-237  
 HEX Value #ededed

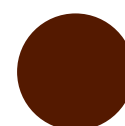
## Ann Arbor colors

**Cardinal Red**

CMYK C-10 M-100 Y-99 K-2  
 RGB R-213 G-21 B-37  
 HEX Value #d51525  
 PMS 186 C

**Scarlet Red**

CMYK C-0 M-88 Y-79 K-42  
 RGB R-147 G-17 B-31  
 HEX Value #93111f  
 PMS --

**Earth Red**

CMYK C-0 M-70 Y-100 K-67  
 RGB R-84 G-25 B-0  
 HEX Value #541900  
 PMS --

**Sunrise Gold**

CMYK C-0 M-40 Y-90 K-0  
 RGB R-250 G-166 B-52  
 HEX Value #faa634  
 PMS 1375 C

**Sunset Gold**

CMYK C-7 M-44 Y-95 K-0  
 RGB R-232 G-154 B-48  
 HEX Value #e89a30  
 PMS TBD

**Snowy White**

CMYK C-0 M-0 Y-0 K-0  
 RGB R-255 G-255 B-255  
 HEX Value #ffffff



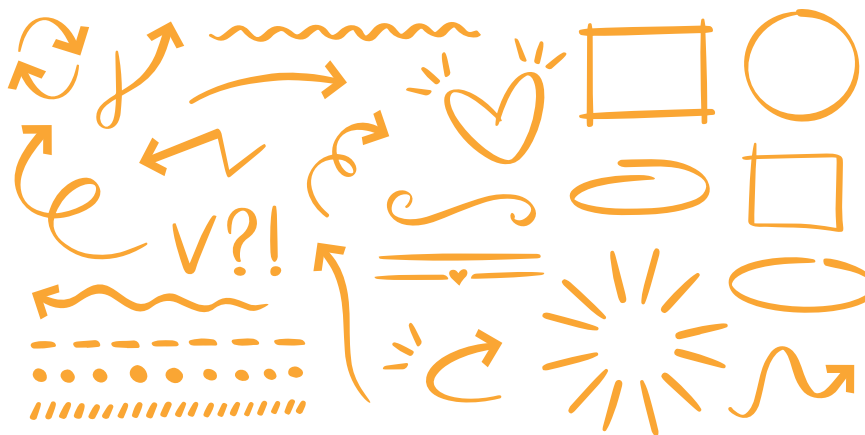
# Graphical elements

## Hand-drawn shapes

Hand-drawn elements can be used to draw attention and add an organic feel to the design. These should be used sparingly.

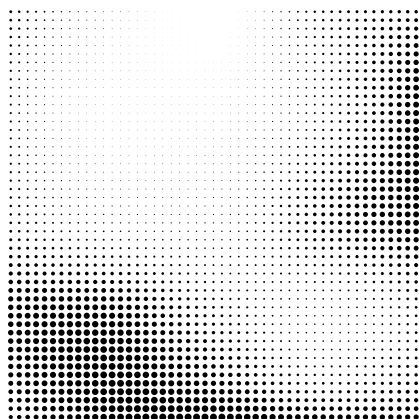
## Ink edges

Ink edges may be used to create color blocks, separate visual elements, mask photos, used as animated transitions, or other uses.



## Printing textures

Printing textures such as those found in traditional screen printing, lithography, halftones, woodblocks, risograph, letterpress can be incorporated subtly to add texture and visual interest.






## MASTER OF CHURCH MUSIC

Organ and choral concentrations

Coursework can be completed in three summers

Flexible course offerings

[CUW.EDU/CHURCHMUSIC](http://CUW.EDU/CHURCHMUSIC)




## FIND YOUR CALLING



SCHOOL OF ARTS & SCIENCES

### PARTNER WITH CONCORDIA

and give your company a unique opportunity to provide educational access to your employees while increasing talent retention and professional development.



BECOME A PARTNER TODAY:



# INTRODUCTION TO PHARMACY (PHAR 105)

## FOR PRECOLLEGE AND UNDERGRADUATE STUDENTS



1-CREDIT COURSE



FULLY ONLINE



15-WEEK COURSE

This **ONLINE** introductory course is intended for high school and undergraduate college students who are interested in the profession of pharmacy. It is designed to help you understand the progressive world of pharmacy and the profound impact pharmacists have on patient care. This course will introduce you to the history of pharmacy, the role of pharmacists and technicians in patient care, drug discovery, drug manufacture, pharmacy law, and many other important pharmacy topics.

### OBJECTIVES

- Discuss the historical background of the pharmacy profession
- Review and explore the role of the pharmacist in multiple practice settings
- Describe the role of the pharmacy technician and pharmacy intern
- Experience a pharmacy setting and interview with a pharmacist
- Develop an understanding of the patient experience
- Explore cultural competency in the healthcare system
- Recognize diverse team players on the interprofessional healthcare team
- Describe pharmacy education from admission to post-graduate training

### COURSE SCHEDULE

- Online courses are divided into weekly units with assignment deadlines.
- Students can login at anytime to view a course.
- Attendance is recorded when required discussions or assignments are submitted.

We offer an **Early Assurance Pathway** for high school seniors who complete pre-pharmacy coursework at CUW or CUA.

INTERESTED?  
VISIT THE SCHOOL OF  
PHARMACY WEBSITE



### CONNECT WITH US FOR MORE INFORMATION:

PRECOLLEGE STUDENTS  
Email: [precollege@cuw.edu](mailto:precollege@cuw.edu)  
Phone: 262-243-4300

UNDERGRADUATE STUDENTS  
Email: [Katelyn.Wilson@cuw.edu](mailto:Katelyn.Wilson@cuw.edu)  
Phone: 262-384-5190

# Photography



## Art direction

Focus on natural, inviting settings that bring warmth to the page. The occasional eccentricity is allowed—it is college after all—but the goal should be to straddle the line between timeless and trendy.



## Portraits

Highlight quirky and confident traits. Keep portraits diverse, introspective, and in-the-moment. Photos should portray a short depth of field and a mix of clean and textured backgrounds in nature or iconic campus areas.

## Styling

Rely on natural/neutral tones with bolder blues, reds, and golds.





## Uncommon candids

When using candid photos, capitalize on in-the-moment shots, with students and professors living uncommon stories and being proud of it. Candid photos can be cinematic and intimate, and should always be authentic and honest. Photos should portray nature and natural campus environments.

## Styling

Shoot for inspirational, stylish, and a big splash of personality.



## Art direction

Focus on natural, inviting settings that bring warmth to the page. The occasional eccentricity is allowed—it is college after all—but the goal should be to straddle the line between timeless and trendy.





## Portraits

Highlight quirky and confident traits. Keep portraits diverse, introspective, and in-the-moment. Photos should portray a short depth of field and a mix of clean and textured backgrounds in nature or iconic campus areas.

## Styling

Rely on natural/neutral tones with bolder blues, reds, and golds.



## Uncommon candids

When using candid photos, capitalize on in-the-moment shots, with students and professors living uncommon stories and being proud of it. Candids can be cinematic and intimate, and should always be authentic and honest. Photos should portray nature and natural campus environments.

## Styling

Shoot for inspirational, stylish, and a big splash of personality.



## Photo permission

Reproduction and publication of photographs or video, either edited or unedited, in brochures, advertisements, or other promotional media need to have the consent of the subjects featured in them. Meaning if you are taking your own photos of events, gatherings, etc. (natural or posed) with students/faculty/staff/alumni/general public/etc. you must have them sign a [Consent to Likeness Form](#)\*. This states that the subject grants Concordia University the right to use their photo/video/voice/likeness without making any payment (of any form).

Likewise, photos you plan to use that you did not take/purchase must have the written or verbal consent of the photographer to use their property.

\*This form can be found online at  
<https://www.cuw.edu/photo-release>

## Online photo library

Many great photos exist already (with rights secured) on our online Photoshelter library that can be accessed at [cuwaa.photoshelter.com/](http://cuwaa.photoshelter.com/). You can use Single Sign On (SSO) to login to the university photo library and search for specific photos using keywords (e.x. CIT, 2018, bluffs, chapel, etc.) These pictures vary from scenery and buildings to students and faculty in action. There are even a few folders filled with old black/white photos from Concordia's history that have been scanned in from various archives.

## Stock photography

In the rare case that you can't find an existing Concordia photo or don't have the opportunity to take/get photos of your specific need, we do have a stock photo account with [Getty Images](#). There are hundreds of thousands of photos available through Getty Images, so you'll be sure to find one that is a perfect fit for your needs.

# **Live Uncommon wordmark**



The “Live” portion of the Live Uncommon wordmark is a custom, hand-lettered mark.

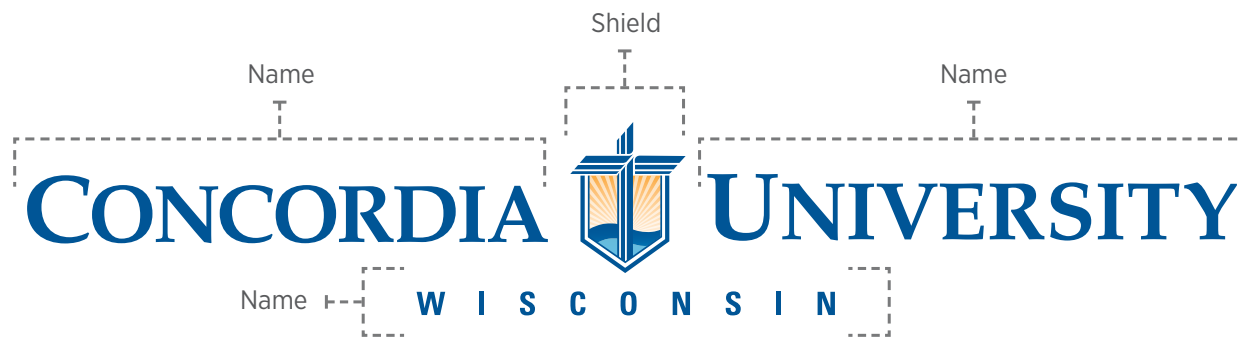


The “Uncommon” portion of the Live Uncommon wordmark uses **Gotham Bold** with letter tracking set to -70.



Contact IT if you need to have Gotham installed on your computer for design use.

# Logos



**Note:** The Concordia logomark should never be re-drawn or re-constructed. ONLY use final, vector, electronic artwork.

	Horizontal Centered
	Horizontal Flush Left
	Stacked Centered
	Stacked Flush Left

## Minimum size

The smallest size for all configurations of the logomark is based on the width of the cross in the shield, tip to tip, which must be at least  $\frac{1}{4}$ ", to ensure legibility.

Horizontal Centered



Horizontal Flush Left



Stacked Centered



Stacked Flush Left





## Logo clear space

It's important to provide enough clear space around the Concordia logomark to protect its integrity and maximize its visibility and impact. The minimum clear space is measured by the height of the "U" in University.

The clear space above the logomark is measured from the horizontal bar of the cross in the CUW shield, with one "U" above horizontal versions and 1½ "U" above the stacked variations. This clear space should remain free of any other graphic elements.





**Note:** The Concordia logomark should never be re-drawn or re-constructed. ONLY use final, vector, electronic artwork.

 <p>CONCORDIA UNIVERSITY ANN ARBOR, MICHIGAN</p>	<p>Horizontal Centered</p>
 <p>CONCORDIA UNIVERSITY ANN ARBOR, MICHIGAN</p>	<p>Horizontal Flush Left</p>
 <p>CONCORDIA UNIVERSITY ANN ARBOR MICHIGAN</p>	<p>Stacked Centered</p>
 <p>CONCORDIA UNIVERSITY ANN ARBOR, MICHIGAN</p>	<p>Stacked Flush Left</p>

## Minimum size

The smallest size for all configurations of the logomark is based on the width of the cross, tip to tip, which must be at least  $\frac{1}{2}$ ", to ensure legibility.

Horizontal Centered



Horizontal Flush Left



Stacked Centered



Stacked Flush Left



## Joint logo

The Joint Concordia logomark has been created for instances where both the Wisconsin and Ann Arbor campuses need to be equally represented. It should be used sparingly and only when individual campus logos will not suffice.

**CONCORDIA UNIVERSITY**  
WISCONSIN & ANN ARBOR

**CONCORDIA UNIVERSITY**  
WISCONSIN & ANN ARBOR

**CONCORDIA  
UNIVERSITY**  
WISCONSIN & ANN ARBOR

**CONCORDIA  
UNIVERSITY**  
WISCONSIN & ANN ARBOR

**Note:** The Joint Concordia logomark should never be re-colored, added to, stretched, distorted, re-drawn or re-constructed. ONLY use final, electronic artwork, accessible on the M drive. The above marks are the ONLY logo configurations approved for use.

School logo lockups

	Horizontal
	Stacked
	Vertical Stacked

Office/department logo lockups

	Horizontal
	Stacked
	Vertical Stacked




## Logo lockups

CUAA logo lockups enable each school, center, department/office\* to connect its name with the CUAA logomark to provide a consistent form of unit identification that is immediately recognizable as Concordia University Ann Arbor. The lockup allows units to leverage the equity of the university's primary marks while strengthening the overall CUAA brand. \***Note:** Logo lockups will *not* be created for programs.

### School logo lockups

	Horizontal
	Stacked
	Vertical Stacked

### Office/department logo lockups

	Horizontal
	Stacked
	Vertical Stacked

## Baron Frederick VonBird (aka Freddy Falcon)

The “New Freddy” is designed to better reflect a modern mascot. It is closer to our official costume and it fits with our sister mascot, Corky. Old Freddy was hand-drawn by someone’s cousin and difficult to modify, as well as featuring an old version of the CUW logo. Previous versions of the mascot should not be used and may be “retired” as items are reprinted.

### General usage

Freddy usage is broad. Shirts, promotional items, stickers, giveaways, notepads, and other fun products are fair use.

### “Costume” usage

Freddy was designed to be “costumed”. Pharmacy Freddy, Travel Freddy, various sports Freddies - Freddy can hold items in his hands as well. Please contact Marketing for your custom “costume.”



LaCrosse Freddy



International  
(Travel) Freddy

## Corwin McFly (aka Corky Cardinal)

### General usage

Corky usage is broad. Shirts, promotional items, stickers, giveaways, notepads, and other fun products are fair use.

### “Costume” usage

Corky was designed to be “costumed”. Nurse Corky, Travel Corky, various sports Corkies - Corky can hold items in his hands as well. Please contact Marketing for your custom “costume.”



International  
(Travel) Corky



## Athletics marks

Please contact Athletics for usage inquiries. In general athletics marks should only be used by official CUW Athletics Department and Team products.



## Athletics Marks

Below are some examples of the approved Concordia athletics marks. To view all of the available marks, and their color variations, please refer to the CUAA Athletics Brand Identity Guide, available on the M drive. Please note, the CUAA Wordmarks, and Spirit Mark should only be used by athletics or for general CUAA swag and apparel.

### Spirit Mark



### C-Cross



### CUAA Wordmarks



### Cardinal Wordmarks



**DO NOT** use the shield by itself or as a design element



Office Name  
12800 N Lake Shore Dr.  
Mequon, WI 53097

**DO NOT** distort, stretch, or crop the logo



**DO NOT** create your own logo or change the color of logo elements



**DO** use the full university logo



**OFFICE NAME**

12800 North Lake Shore Drive  
Mequon, WI 53097-2402

**DO** use an appropriate logo variant on colored backgrounds (logo should pop)



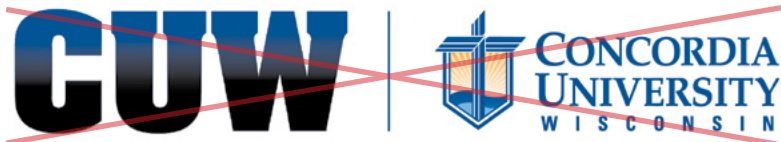
**DO** use logo configurations that have been created & approved by marketing



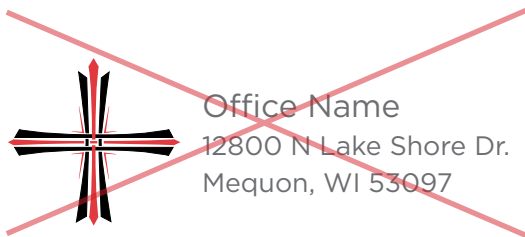
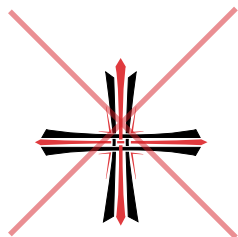
**CONCORDIA UNIVERSITY**  
WISCONSIN & ANN ARBOR

## Old logos

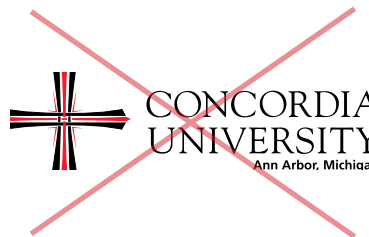
The following logos/logo configurations are outdated and should no longer be used in any print or digital files.



**DO NOT** use the shield by itself or as a design element



**DO NOT** distort, stretch, or crop the logo



**DO NOT** create your own logo or change the color of logo elements



**DO** use the full university logo



**OFFICE NAME**  
12800 North Lake Shore Drive  
Mequon, WI 53097-2402

**DO** use an appropriate logo variant on colored backgrounds (logo should pop)



**DO** use logo configurations that have been created & approved by marketing



**CONCORDIA UNIVERSITY**  
WISCONSIN & ANN ARBOR

## Old logos

The following logos/logo configurations are outdated and should no longer be used in any print or digital files.



# Swag & apparel

## Concordia swag/apparel standards

Departments and student groups on campus regularly want to create swag, apparel, or garments for use in conjunction with Concordia departments/groups or events. Just like any printed materials, these items require branding standards to be followed. We know vendors offer a wide range of color options or combinations, so we regularly get asked what is or can be allowed. Shirt colors close to our brand colors are acceptable.

### T-shirt designs

Any designs or lettering should “pop” off a darker colored shirt. See examples to the right. Also, *please make sure that any custom designs or artwork are approved by Marketing before sending to the vendor.* We need to make sure that the design and colors are complimentary to the brand identity.

### Internal-use shirt designs

For student groups or departments wishing to create a shirt design for *internal use only*, we are more flexible on shirt color, design, logo placement, and other desired variations. We do not want to inhibit creativity, and therefore only ask that you run your design by us as a courtesy. Only in extreme cases will the designer be asked to modify their design.

### Swag designs

Swag items such as waterbottles, mugs, pens, lanyards, etc. should follow all of the same design guidelines as apparel.

## Examples



## Polo or dress shirts

Many times, due to the nature of the embroidering or imprinting, these types of apparel prohibit gradients (the fading in the rays of our logomark) and will require a slight re-design to comply. We ask that you have our in-house graphic designer complete these changes, not only to save money (the vendor will usually add an extensive up-charge to do this for you), but it also keeps the creative control of our brand in our hands. What may look good or acceptable to the vendor may be in violation of our brand standards.

### Polos (reversed, no gradients)



### White polos (no gradients)



**Note:** While we require that the previously stated branding standards be followed for logo configurations (for departments/schools/etc.) some exceptions have been made in certain cases when there are space limitations and/or minimum letter heights, especially for embroidery. *If you feel your product choice requires a modified version of a logo, please contact the Marketing Department for further details.*



## Contact us:

If you have any questions about creative, web, or writing standards in the Concordia Digital Style Guide please contact:

### Creative

#### Dan Baker

Director of Web and Design  
[dan.baker@cuw.edu](mailto:dan.baker@cuw.edu)  
262.243.4220

#### Erika Sims

Graphic Designer  
[erika.sims@cuw.edu](mailto:erika.sims@cuw.edu)  
262.243.2085

#### Andrea Michel

Lead Graphic Designer  
[andrea.michel@cuw.edu](mailto:andrea.michel@cuw.edu)  
262.243.4449

### Web

#### Christopher Halper

Webmaster  
[christopher.halper@cuw.edu](mailto:christopher.halper@cuw.edu)  
262.243.4503

### Writing

#### Kali Thiel

Director of University Communications  
[kali.thiel@cuw.edu](mailto:kali.thiel@cuw.edu)  
262.243.2149