Cañada College

COLTS

ATHLETICS STYLE GUIDE

CAÑADA COLLEGE ATHLETICS STYLE AND APPAREL GUIDE
CAÑADA COLLEGE | REDWOOD CITY, CA

TABLE OF CONTENTS

3 COLTS Athletics Identity

5 Approved Typography

6 Main Athletics Logo Use

7 Individual Team Logo USE

8 Approved Athletics Colors

9 Suggested Color Combinations

10 Incorrect Logo Use

11 Logo and Seal Sizes

13 Templates, Headers and Footers

14 Stationery

15 Schedule/Roster Templates

16 Digital Screen Slides/Ads

17 Examples of Print Materials

19 Team Uniforms

20 Team Uniform Samples

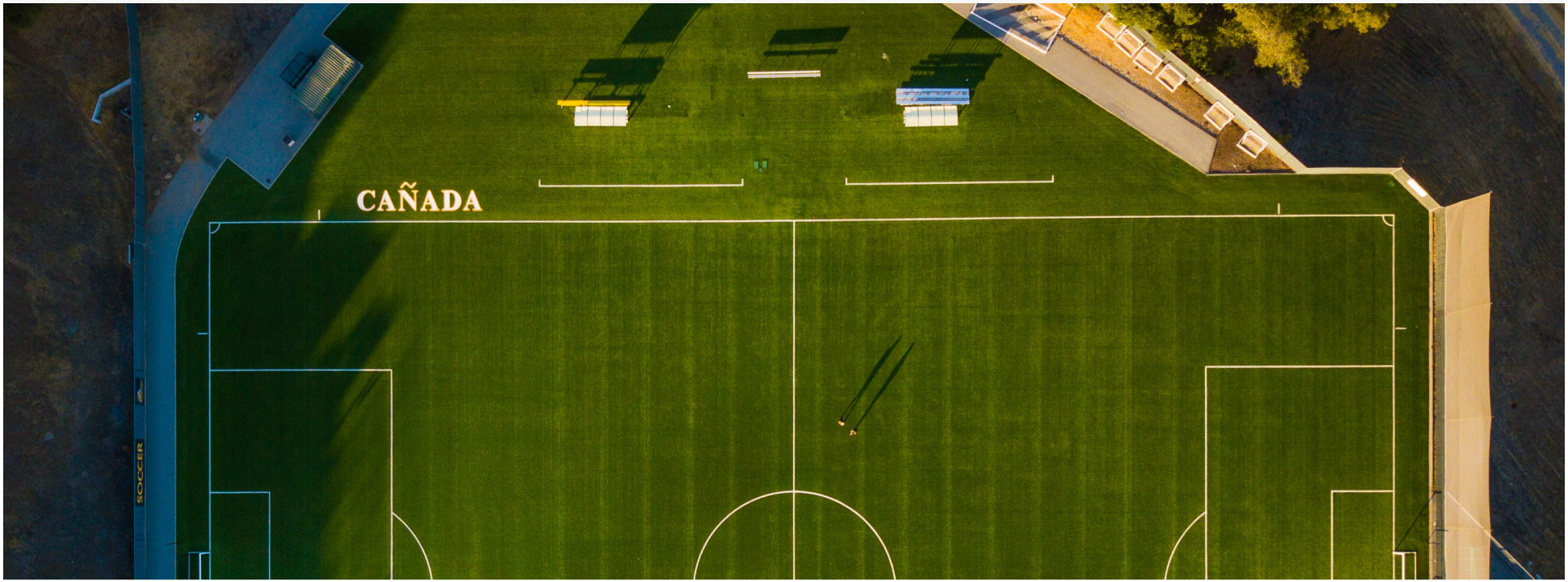
21 Non-Competition Apparel Samples

22 Questions about this Guide

COLTS ATHLETICS IDENTITY

The Cañada Athletics Department promotes excellence in athletics and prepares leaders for tomorrow by providing a positive environment to enable student-athletes to achieve their highest academic, athletic, and personal aspirations. The Athletics Deparztment is housed in Building 01, Kinesiology and Wellness.

Cañada College competes as a member of the Coast Conference in baseball, women's soccer, men's soccer, women's volleyball, women's tennis, and basketball; in the Big 8 Conference, Cañada College competes in women's golf. A wide variety of activity courses are offered to students and the community that are designed for lifetime enhancement of fitness, recreation and leisure time.



BRAND APPROVED LOGOS, FONTS AND COLORS

APPROVED ATHLETICS TYPOGRAPHY

Please do not attempt to recreate the Athletics logo—use only the approved artwork and fonts. The typeface used in the logo is Straczynski, which you may also use for headlines when working on a printed material. If Straczynski is unavailable , please see complementary fonts section below.

Straczynski

Straczynski Regular

Straczynski Regular Italic

Straczynski Bold

Straczynski Bold Italic

Complimentary Fonts

ARIAL BOLD

ARIAL BOLD ITALICS

FUTURA BOLD CONDENSED

FUTURA BOLD CONDENSED ITALICS

FUTURA EXTRA BLACK CONDENSED

FUTURA EXTRA BLACK CONDENSED ITALICS

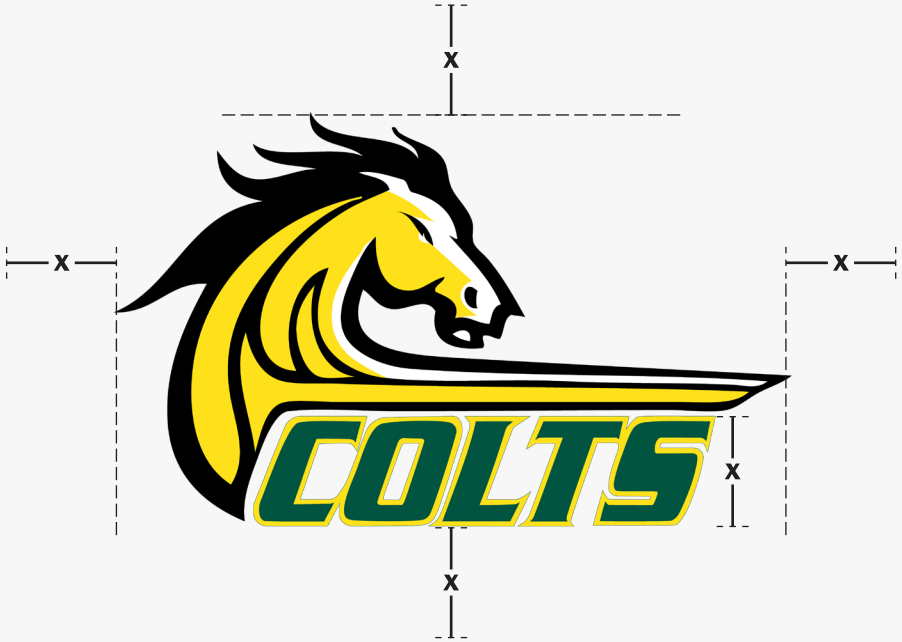
MAIN ATHLETICS LOGO USE

Our Athletics logo is the key to properly representing the Colt's Athletic teams at Cañada College.

We must ensure proper usage.

Please observe the clear space that is around the logo. Nothing should intrude on this specific area. When in doubt, please leave enough room around the logo.

The preferred logo use is our full-color design. Please use the white logo over darker backgrounds or on Cañada Green. No other Icons or "image branding" should be placed or used next to any Athletics logo at any time.



The logo consists of a custom colt illustration, and modified logo type, with roots written in Straczynski font.

INDIVIDUAL TEAM LOGO USE

Our Athletics logo can be formatted to promote specific athletic teams. The supporting team's typography vary in sizes, but should be less than or equal to the "open space" of the illustrated graphic as indicated.

Please observe the clear space that is around the logo. Nothing should intrude on this specific area. If a curved "Cañada College" version is desired, please download the correct version on the website, (canadacollege.edu/athletics/logos.php) and observe the same clear space.

APPROVED ATHLETICS COLORS

The following colors are approved to use on marketing materials, website assets, clothing, and team apparel. When designing print or digital materials, the college green should always be the primary color, while the yellow is an accent color. Please contact the Athletics Director if alternate colors or branding materials are needed for a special event.

Athletics Primary Colors:

Athletics Green

Pantone 3435
Pantone 3435 U
CMYK: 87, 45, 72, 51
RGB: 32, 92, 64

Cañada Yellow

Pantone 107 C
Pantone Yellow U
CMYK: 2, 7, 95, 0
RGB: 251, 225, 34

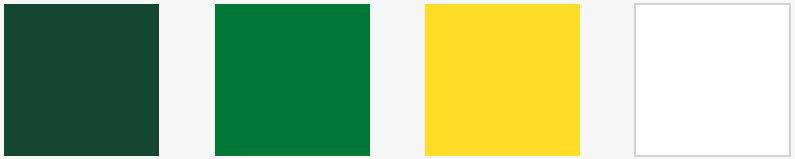
COMPLIMENTARY ATHLETICS COLORS

Colt Green	Lime Green	Bright Green	Famous Yellow	Black	Iron Grey	Light Grey	White
Pantone 356 C Pantone 356 U CMYK: 91, 0, 100, 26 RGB: 0, 122, 51	Pantone 369 C Pantone 369 U CMYK: 58, 0, 100, 4 RGB: 100, 167, 11	Pantone 375 C Pantone 342 U CMYK: 80, 16, 72, 51 RGB: 32, 92, 64	Pantone 135C Pantone 135 U CMYK: 0, 18, 72, 0 RGB: 255, 198, 88	Black CMYK: 0, 0, 0, 100 RGB: 0, 0, 0	Pantone Cool Grey 10 C Pantone 4196 U CMYK: 63, 55, 56, 31 RGB: 99, 101, 105	Pantone 428 C Pantone 428 U CMYK: 21, 13, 8, 0 RGB: 193, 198, 200	White CMYK: 0, 0, 0, 0 RGB: 255, 255, 255

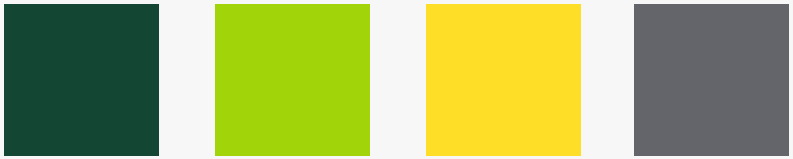
SUGGESTED COLOR COMBINATIONS

Here are some sample color combinations that address the message and tone of Athletics materials. Black, grey, and white are always accepted accent colors.

Classic Cañada:



Colt Athletic Pride:



Suggested Design Material Colors:

Quick Marketing Material or Flyer:

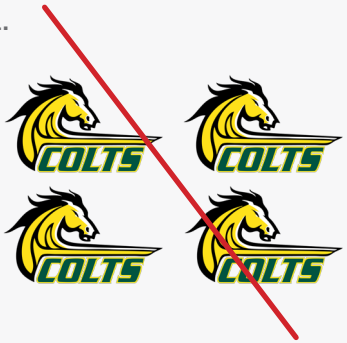
Non-Competition Apparel:

Alternative Jersey:

INCORRECT LOGO USE

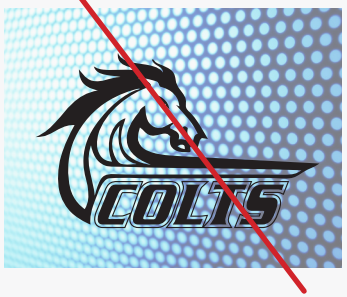
For all college logos and college seal, **DO NOT**:

1. Print in a repeat pattern
2. Alter or stretch disproportionately
3. Change the authorized colors
4. Use patterned backgrounds behind the logo
5. Change the orientation
6. Add extra effects. This includes but is not limited to: bevel, emboss, shadows, glow, etc.
7. Attempt to recreate the logo
8. Make alterations, additions, or substitutions to the words
9. Display the logo on busy photography

1.


2.

3.

4.


5.

6.

7.

8.

9.

LOGO AND SEAL SIZES

Minimum Sizes for Print:

Do not print the logos or seal smaller than three-quarters of an inch across.

.75 inch

.75 inch

.75 inch

Minimum Sizes for Web:

On the web, do not use the seal smaller than 70 pixels across and never use the logos less than 130 pixels across.

For more information on Cañada College logo usage and style guide, visit: **canadacollege.edu/marketing/**

130 Pixels

70 Pixels

70 Pixels

PRINT MATERIALS, WEB/DIGITAL CONTENT, AND TEMPLATES

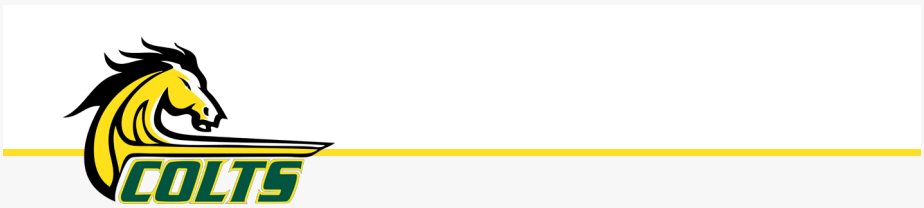
TEMPLATES, HEADERS, AND FOOTERS

In order to facilitate your design time, there are Athletics templates, headers and footers within the college website. The template sizes and designed footers and headers can all be found on this web page: **canadacollege.edu/kad/templates.php**

Templates: For print ease-ability, please try to design in the following sizes: 8.5”x11”, 11”x17”, 18”x24”, and 24”x36”. Place a header and/or footer if needed. Footers are preferred in any design.

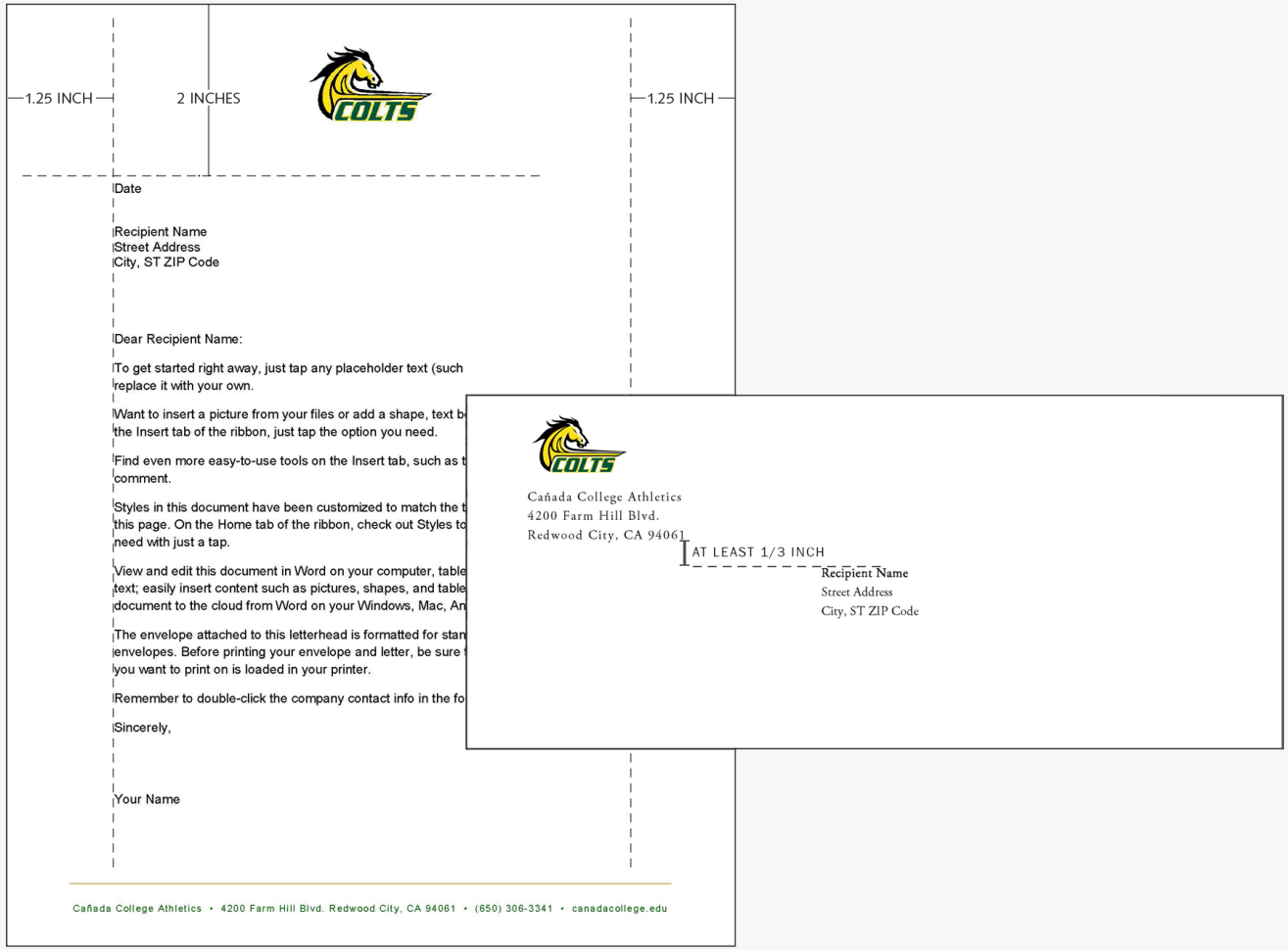
Headers and Footers: The following Headers and Footers can be used on any design template (Word, InDesign, Publisher, Illustrator, FrontPage, etc) to easily maintain our brand on printed materials. They are provided to you in “.png” format, which is ready to include in your design with a “Clear/transparent” background. The png file will open in your browser window - right click on it and choose ‘Save Picture As’ and save it to the location of your choice.

Sample Header/Footer:



STATIONERY

Please use the appropriate stationary, whether it is general college or athletics letterhead and envelope. Align the letter and address as shown below and optically center the address side-to-side on the envelope.

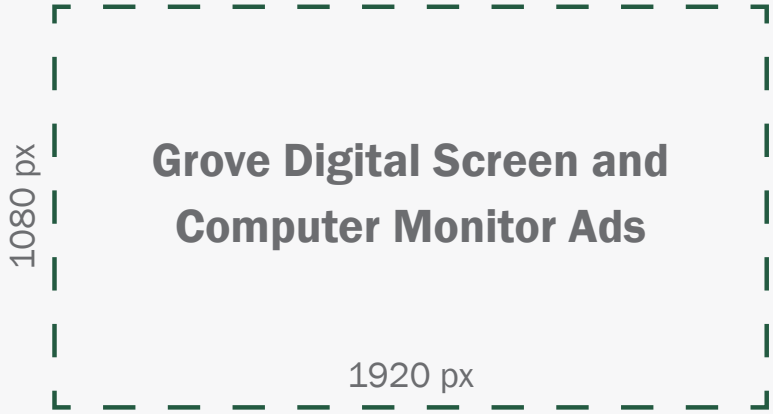


SCHEDULE/ROSTER TEMPLATES

Team schedules and rosters templates can be found on the college website. The template sizes can be found on this webpage: **canadacollege.edu/kad/templates.php**

DIGITAL SCREEN SLIDES/ADS

The Marketing Department coordinates the content displayed on select digital screens around campus, mainly the screens in Building 1, Building 5 (The Grove), Building 9, and Building 23. The screens in Building 9 are monitor screen-savers located in the Library and Learning Center. The purpose of Building 1 screens the is to provide information to the campus community about sporting events, recruitment opportunities, activities, and to promote COLTS pride. Please design your image in horizontal format and in dimensions 1920 by 1080 pixels at least **one week** prior to desired posting date, and then fill out a Marketing request form for approval at: **canadacollege.edu/marketing/requestform.php**



1920 x 1080 pixels at 150 dpi (dots per inch);

A PowerPoint, horizontal, widescreen (16:9) slide-size works well

If you need assistance from the Marketing Department to design a digital slide, please complete the Marketing request form. A lead time of **2-3 weeks** before the desired posting date is preferred.

EXAMPLES OF PRINT MATERIALS

TEAM UNIFORMS AND NON-COMPETITION APPAREL

TEAM UNIFORMS

Team uniforms include everything worn during competition. This is includes, but it not limited to: jerseys, shorts, pants, socks, hats, helmets. The entire uniform is considered “Competition Apparel”.

Colors: Uniforms should conform to the Athletics color palette. Please try and adhere to the college green, yellow, and white, with black/grey being alternate or accent colors. One exception are the soccer teams, which may use bright green alternate uniforms.

Logos and Numbers: A “COLTS” logo or team logo should always appear somewhere on the uniform. For most sports, a logo in the chest area, upper breast area, or sleeve is sufficient. Script or “classic” fonts may be used for sports where that is the norm, such as Baseball. Numbers should be high contrast against college colors, similar to the first two examples. Please avoid low contrast numbers and letters.

TEAM UNIFORM SAMPLES

Below are sample uniforms across competetive COLTS sports. Please note the consistent use of the branding, colors, and typography. Please contact the Athletics Director BEFORE ordering alternative team uniform color combinations.

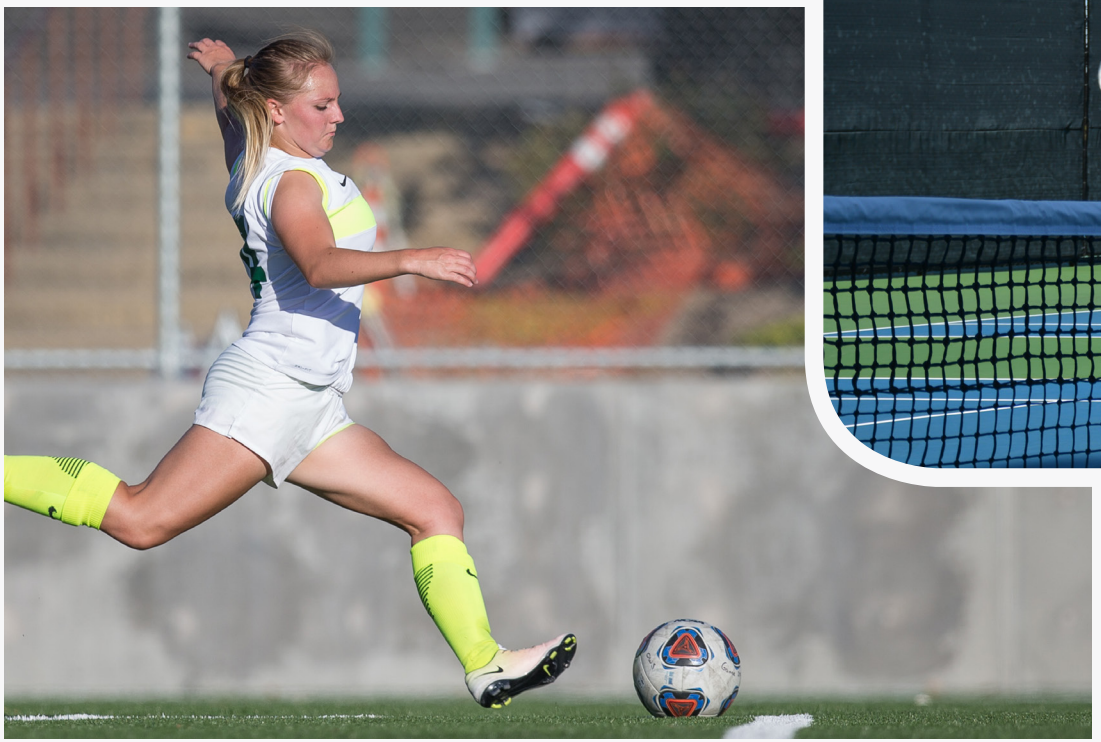
NON-COMPETITION APPAREL SAMPLES

Along with clothing, apparel can also include items such as keychains, hats, jewelry, nametags, and sunglasses. These items are not intended for use or wear during competition.

QUESTIONS ABOUT THIS GUIDE

There are several options for you and your team to create an attractive and impactful look and style. Our goals are to facilitate department individuality while still maintaining our Cañada College brand, market our college identity, and make sure that all instructional and promotional material always have the proper look and message in order to most benefit our students and community.

Should you have questions after consulting these guidelines, please contact the Athletics Department.



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20

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12

24

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