



# Cañada College



## ***ATHLETICS*** STYLE GUIDE

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

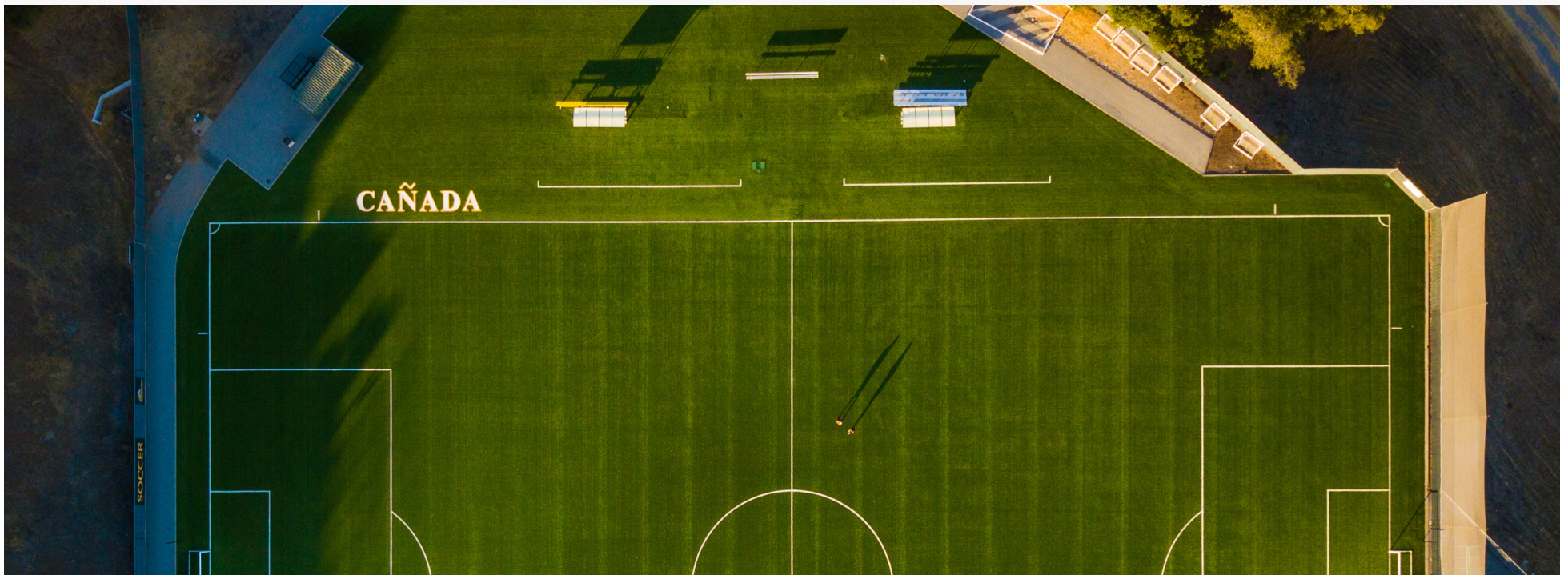
# TABLE OF CONTENTS

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 Department 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***

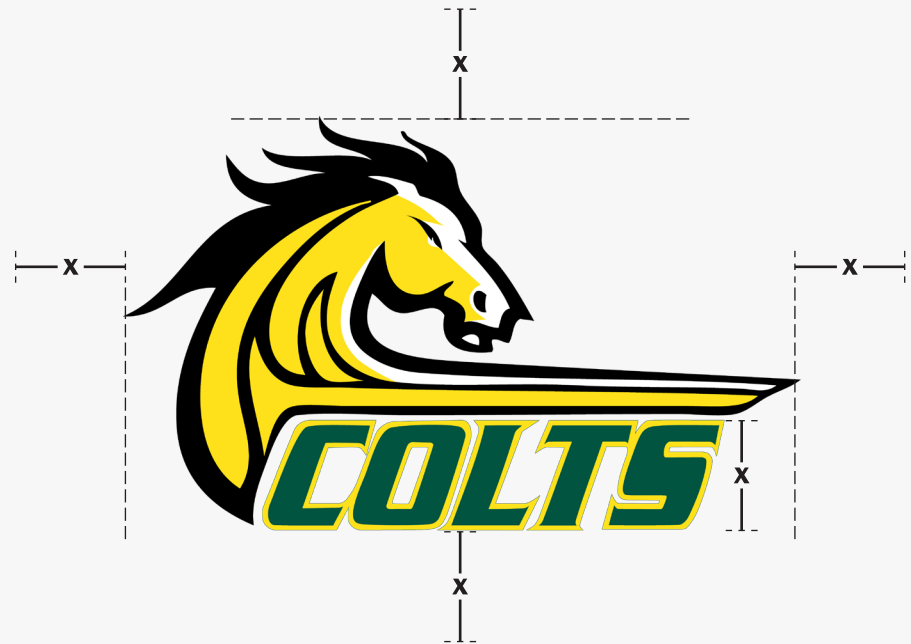
# MAIN ATHLETICS LOGO USE

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](http://canadacollege.edu/athletics/logos.php)) and observe the same clear space.

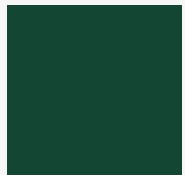


# APPROVED ATHLETICS COLORS

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

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



# 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:



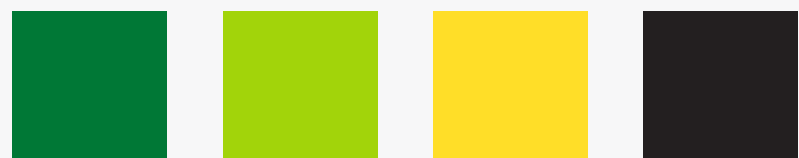
## Quick Marketing Material or Flyer:



## Non-Competition Apparel:



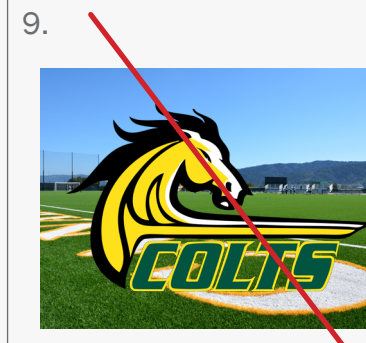
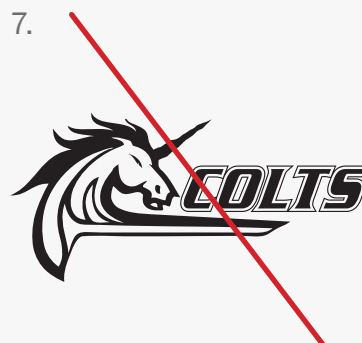
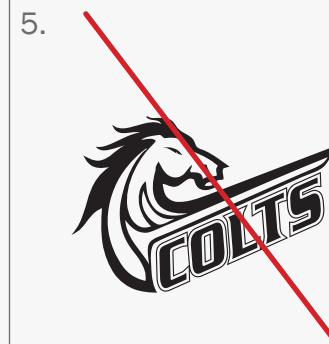
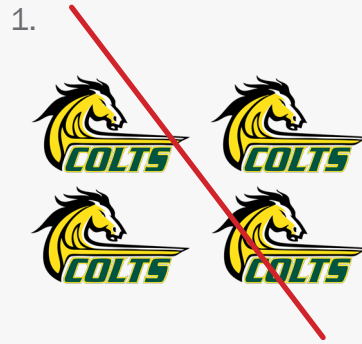
## Alternative Jersey:



# 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



# LOGO AND SEAL SIZES

## Minimum Sizes for Print:

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



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## 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/](http://canadacollege.edu/marketing/)

# PRINT MATERIALS, WEB/DIGITAL CONTENT, AND TEMPLATES



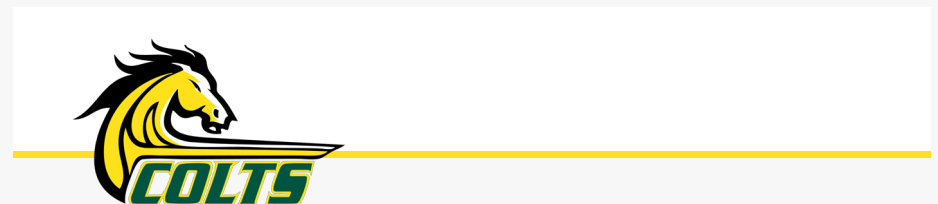
# TEMPLATES, HEADERS, AND FOOTERS

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](http://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.

The diagram illustrates the layout of stationery for Cañada College Athletics. It features a main letterhead area and an inset envelope area.

**Letterhead Dimensions:**

- Left margin: 1.25 INCH
- Header area: 2 INCHES
- Right margin: 1.25 INCH

**Letterhead Content:**

- Logo:
- Placeholder text: |Date|
- Placeholder text: |Recipient Name| |Street Address| |City, ST ZIP Code|
- Placeholder text: |Dear Recipient Name:|
- Placeholder text: |To get started right away, just tap any placeholder text (such as replace it with your own.)|
- Placeholder text: |Want to insert a picture from your files or add a shape, text box, or table to this page. Tap the Insert tab of the ribbon, just tap the option you need.|
- Placeholder text: |Find even more easy-to-use tools on the Insert tab, such as tables, comments, and more. Tap the comment icon to add a comment.|
- Placeholder text: |Styles in this document have been customized to match the theme of this page. On the Home tab of the ribbon, check out Styles to see the styles you need with just a tap.|
- Placeholder text: |View and edit this document in Word on your computer, tablet, or phone. You can also view and edit this document in Word on your Windows, Mac, or Android device. Tap the document icon to view and edit this document in Word on your Windows, Mac, or Android device.|
- Placeholder text: |The envelope attached to this letterhead is formatted for standard envelopes. Before printing your envelope and letter, be sure the envelope you want to print on is loaded in your printer.|
- Placeholder text: |Remember to double-click the company contact info in the footer to update it.|
- Placeholder text: |Sincerely,|
- Placeholder text: |Your Name|

**Envelope Dimensions:**

- Address area: AT LEAST 1/3 INCH

**Envelope Content:**

- Logo:
- Text: Cañada College Athletics  
4200 Farm Hill Blvd.  
Redwood City, CA 94061
- Placeholder text: |Recipient Name| |Street Address| |City, ST ZIP Code|

**Footer:**

Cañada College Athletics • 4200 Farm Hill Blvd. Redwood City, CA 94061 • (650) 306-3341 • canadacollege.edu

# 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](http://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 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](http://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



**YOUR TITLE GOES HERE**



**YOUR LOGO GOES HERE**

**Slogan or Tag Line**  
A short intro of two lines of text can fit here. This is just a sample.

**Description:**  
Ulpa apit optam ut dolorio necabor estotati qui cullaceatem volendis essequate venimil moluptatur, il iur simusci atiae. Nequo et, omnis exerum que non consedio. Ut ad quatio beriorest debis nobit re vendae. Itae diae suntur sequo qui dolor sit que sed qui inis et prepedist, optation raerro beatur?

**Other event information:**

- Korem ipsum dor sit amet, In sodales risus nibh, sodales risus nibh
- Torem ipsum dolor sit amet, In sodales risus nibh, sodales risus nibhn sodales risus
- Lorem ipsuolor sit amet, In sodales risus nibh, sodales risus nibh ipsum dolor sit
- Borem ipsum dolor sit amet, In sodales risus nibh, sodales risus nibh
- Lorem ipsum dolor sit amet, In sodales risus nibh, sodales risus nibh

canadacollege.edu/kad  
First name last name | your@smccd.edu  
(650) 306-32XX | Building #-###



For disability-related accommodations, please email: [canvps@smccd.edu](mailto:canvps@smccd.edu) or call (650) 306-3233.





**YOUR LONG TITLE WILL GO HERE WE PROMISE.**

“Short introduction to information below”

Your paragraph of information goes here. Sample text has helped me by providing a wide variety of resources from textbook support to scheduling classes. I appreciated knowing there was a support system behind me that was willing to answer any questions I may have.

**SUBTITLE GOES HERE:**

- ▶ Grounding point 1
- ▶ Grounding point 2 with extra detail as an example
- ▶ Grounding point 3 with room for more points if needed.

More Information to go here. Students who commit to attending full-time (12 units minimum per semester).

Motivated students who are seeking a degree or certificate

**EVENT NAME & DATE, JANUARY 15, 2020**  
FOR MORE INFORMATION VISIT YOUR WEBSITE URL.COM OR CONTACT YOUR DEPARTMENT  
**YOUR EMAIL@smccd.edu | 650-XXX-XXXX**

# TEAM UNIFORMS AND NON-COMPETITION APPAREL



# TEAM UNIFORMS

Team uniforms include everything worn during competition. This includes, but is 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 competitive 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.

