

***VULCANS***

**Athletics Identity**

2018 Version 1.0

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## Vulcans Athletics Identity

# Introduction

Every time a student-athlete suits up, California University's visual identity is on display. Our student-athletes become traveling displays, as well as Cal U ambassadors, whether they're at home or away.

Our goal is to maximize recognition of Cal U Athletics and reinforce our unique brand DNA through systematic brand identity standards. Consistency is essential.

This guide contains the standards for California University of Pennsylvania Athletics' visual communication system. Everyone who takes part in communicating Cal U's athletics brand should reference this document and follow these standards strictly.

Within this guide, you'll find logos, typefaces, colors and more to aid in on-brand communications for all Vulcans materials. Adherence to these standards will ensure that teams and programs associated with Cal U Athletics remain consistent across all communications platforms.

# Color

Vulcan Red is the official red of the Athletic Department.

The Vulcans' logo and supporting materials should always use the official Vulcan Red, Black, and White colors as specified.

CMYK color mixtures should be used for all 4-color printing. RGB colors should be used for all digital materials.

The secondary colors are to be used solely as accents. The secondary colors should never make up more than 25% of the color used in any given piece of colateral. Tinting and shading of the secondary colors is permitted.

## Primary Colors



### Vulcan Red

PRINT	DIGITAL	HTML
C 0	R 218	FA291C
M 95	G 41	PANTONE
Y 100	B 28	PMS 485
K 0		



### Black

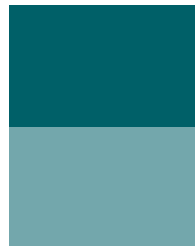
PRINT	DIGITAL	HTML
C 0	R 44	2C2A29
M 0	G 42	PANTONE
Y 0	B 41	Process Black
K 100		



### White

PRINT	DIGITAL	HTML
C 0	R 255	FFFFFF
M 0	G 255	
Y 0	B 255	
K 0		

## Secondary Colors



### Steel Blue

PRINT	DIGITAL	HTML
C 97	R 0	006289
M 0	G 98	PANTONE
Y 35	B 105	PMS 7715
K 57		



### Molten Gold

PRINT	DIGITAL	HTML
C 0	R 241	F1B434
M 32	G 180	PANTONE
Y 87	B 52	PMS 143
K 0		

## Display Fonts

PRIMARY

### Industry

SAMPLE

ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

ALTERNATE OPTION

### Oswald

SAMPLE

ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

## Text Fonts

PRIMARY SANS SERIF

### Roboto

SAMPLE

ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

PRIMARY SERIF

### PT Serif

SAMPLE

ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

# Typography

The typefaces used by the Athletic Department are **Industry**, **Roboto**, and **PT Serif**.

Industry is Cal U Athletics's display font, best used for headlines, brief paragraphs, and copy meant to bring attention to itself. Oswald is an alternate that can be used in its place if cost and accessibility otherwise prohibits use.

Industry is available through a variety of vendors including Typekit by Adobe Creative Cloud.

Roboto and PT Serif are Cal U Athletics's text fonts, best used for long, full- or multi-page passages of text that invite engaged, smooth reading at a variety of sizes.

Oswald, Roboto, and PT Serif are all available for free from Google Fonts.

# Vulcan Logomark

Vulcan is the god of fire, metalworking, volcanoes, and the forge in ancient Roman religion and myth.

The official Vulcans logomark embodies the power, agility, and spirit found in Vulcan himself.



## On White

PRIMARY CHOICE - 2 COLOR



ALTERNATE OPTIONS - 1 COLOR



## On Black

PRIMARY CHOICE - 2 COLOR



ALTERNATE OPTIONS - 1 COLOR



## On Vulcan Red

PRIMARY CHOICE - 2 COLOR



Outline

ALTERNATE OPTION - 2 COLOR



No Outline

ALTERNATE OPTIONS - 1 COLOR



# Vulcan Colors

Shown are the approved color variants of the Vulcans logomark.

When the Vulcans logomark is placed on a background, be it an image or a solid color, it is important that the correctly colored logo be chosen to ensure proper contrast and clarity.

Please follow the guidelines to the left. In the case of placement over a background image, use the Vulcans color variant that provides highest contrast.

When in doubt, the 2 Color on Black variant provides a white outline that gives the greatest amount of separation and definition from background elements.

# Wordmarks

In addition to the Vulcans logomark, these are the official wordmarks of the Vulcans and Cal U athletics teams. The negative space in the “C” suggests Vulcan’s hammer.

VULCANS WORDMARK

**VULCANS**

CAL U WORDMARK

**CAL U**

## On White

PRIMARY CHOICE - 2 COLOR

**VULCANS**

ALTERNATE OPTIONS - 1 COLOR

**VULCANS** **VULCANS**

## On Vulcan Red

PRIMARY CHOICE - 2 COLOR

**VULCANS**

ALTERNATE OPTIONS - 1 COLOR

**VULCANS** **VULCANS**

## On Black

PRIMARY CHOICE - 2 COLOR

**VULCANS**

ALTERNATE OPTIONS - 1 COLOR

**VULCANS** **VULCANS**

# Wordmark Colors

Shown here are the approved color variants of the Cal U Athletics Wordmarks. These color variants ensure legibility, and are applicable to both the Cal U and Vulcans wordmarks.

When the wordmark is placed on a background, be it an image or a solid color, it is important that the correctly colored wordmark be chosen to ensure proper contrast and clarity. Below each wordmark are squares indicating the colors on which the wordmark should be placed.

In the case of placement over a background image, use the wordmark variant that provides highest legibility.

## Combination Marks

The Vulcans logomark and wordmarks can be used in a limited number of positional combinations. Shown here the approved logo combination marks.

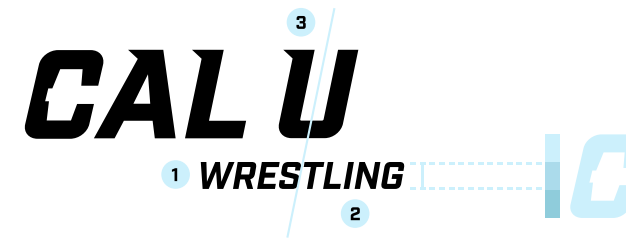
Combination marks can be formed from a variety of wordmark and logomark color variants. Approved combination mark are available in a number of file types.



## NCAA Athletics



- 1 Height is 1/3 of the “C”
- 2 Text is right aligned
- 3 Right side lines up with “N”



- 1 Height is 1/3 of the “C”
- 2 Text is centered
- 3 Text is centered on the “U”

## Club Athletics



- 1 Height is 1/3 of the “C”
- 2 Text is centered
- 3 Text is centered on the “U”
- 4 “CLUB” is to be added

## Designations

When a team, sport, or department needs to identify itself in conjunction with the Cal U or the Vulcans wordmarks, the designation template should be followed to ensure consistency and legibility across all Cal U Athletics.

The Athletics unit signatures are built with intentional ratios, dimensions, and proximity. Never attempt to manipulate, resize, shift, skew, or otherwise alter them.

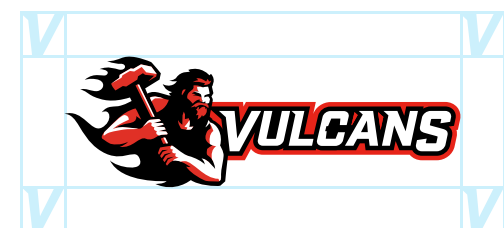
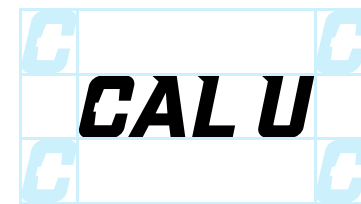
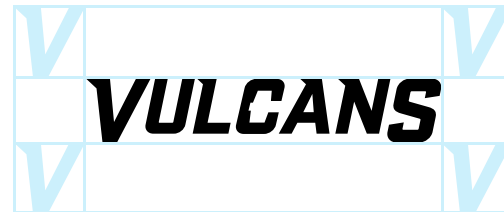
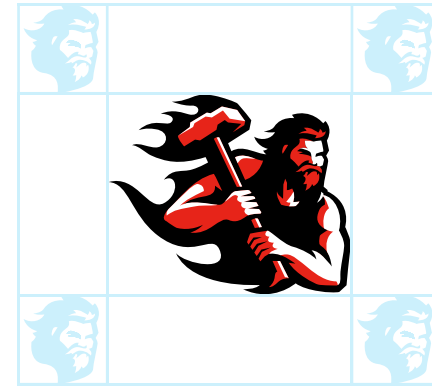
The designations are typeset specifically for leading and tracking. You can obtain official typeset template files from the Creative Services team [724-938-4274] in the Office of Communications and Marketing.

# Clear Zone

The clear zone is a protected area surrounding the logomarks or wordmarks. Ensure that no other design elements (text, shapes, or image borders) intrude into this area.

The size of the clear zone margin is defined by elements within each mark.

The clear zone applies to all applications, arrangements, colors, and lock-ups of each logomark and wordmark.



# Minimum Sizing

Reproducing the logomarks and wordmarks below a minimum size compromises their legibility. Therefore, to ensure readability, scale should be given special consideration.

As a best practice, follow the minimum sizing for each logomark or wordmark arrangement. Sizing is measured based on height. Do not reduce the logo below these designated values.



48 Pixels or 2/3 inch in height

**VULCANS**

18 Pixels or 1/4 inch in height

**CAL U**

18 Pixels or 1/4 inch in height

For combination marks, ensure that both the logomark and wordmark are either equal to or exceed minimum sizing.

Equal to or greater than  
48 pixels or  
2/3 inch in height



Equal to or greater than  
18 Pixels or 1/4 inch in height

# Brand Protection

It's important to maintain brand consistency throughout all Athletics material. Please protect the brand by avoiding any alterations to the logomarks and wordmarks regardless of situation.

This is a small sample of alterations that can have negative consequences on your brand identity. Please avoid altering Cal U Athletics' marks, and use best judgment in their presentation. If you are unsure about a use or representation of the marks, contact the Creative Services team [724-938-4274] in the Office of Communications and Marketing.

DO NOT APPLY UNAPPROVED COLORS



DO NOT STRETCH OR SKEW ELEMENTS



DO NOT FLIP/REFLECT THE LOGO



DO NOT MISMATCH LOGOMARK VARIANTS AND BACKGROUND COLORS



DO NOT REARRANGE ELEMENTS



DO NOT APPLY DROPSHADOW OR OTHER EFFECTS



DO NOT OVERLAY IMAGES WITHOUT HIGH CONTRAST



DO NOT ROTATE MARKS



DO NOT ATTEMPT TO RETYPE WORDMARKS



## On White



## Reduced Red Logomark



## On Vulcan Red



## Gapped Combination Mark



## On Black



# Embroidery and Apparel

Special considerations may need to be made for the specific requirements of embroidery. Only in these cases are the simplified Embroidery logo variants allowed.

Additionally, a version of the Vulcan logomark has been created with a reduced use of Vulcan Red. This allows for higher contrast and greater visibility for embroidery on a red background.

For the purposes of clarity and legibility, embroidery may require a gap between the logomark and the wordmark in combination marks.



# ***VULCANS***

Any questions concerning the Cal U Athletics identity,  
please contact the Creative Services team [724-938-4274]  
in the Office of Communications.