

CLARION GOLDEN EAGLES

ATHLETICS BRAND STYLE GUIDE



CLARION
GOLDEN EAGLES



CLARION ATHLETICS

Established: **1867**

Location: **Clarion, PA**

Nickname: **Golden Eagles**

Conference: **Pennsylvania State Athletic Conference**

Approved Verbiage:

- **Home of the Golden Eagles™**
- **Clarion™**
- **Golden Eagles™**

CLARION GOLDEN EAGLES

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PRIMARY LOCKUP

C-EAGLE AND WORDMARK



CMYK



PANTONE 281 BLUE



PANTONE 118 GOLD



BLACK



PANTONE 118 GOLD AND WHITE



WHITE

CLARION GOLDEN EAGLES

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SECONDARY LOCKUP

ERNIE THE EAGLE AND WORDMARK
(VERTICAL)



CLARION
GOLDEN EAGLES

CMYK

THE WHITE OUTLINED
VERSION IS INTENDED
FOR PRINTING THE
LOCKUP IN CMYK ON
A BLUE OR DARK
BACKGROUND.



CLARION
GOLDEN EAGLES

PANTONE 281 BLUE



CLARION
GOLDEN EAGLES

BLACK



CLARION
GOLDEN EAGLES

WHITE



CLARION
GOLDEN EAGLES

CMYK WITH WHITE OUTLINE

CLARION GOLDEN EAGLES

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SECONDARY LOCKUP

ERNIE THE EAGLE AND WORDMARK
(HORIZONTAL)



CLARION
GOLDEN EAGLES

CMYK

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PANTONE 281 BLUE



BLACK



WHITE



CMYK WITH WHITE OUTLINE

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PRIMARY BRANDMARK

C-EAGLE

THE C-EAGLE BRANDMARK MAY BE USED AS A STANDALONE GRAPHIC OR AS PART OF A LOCKUP WITH “CLARION” AND AN INDIVIDUAL SPORT NAME UNDERNEATH.

THE SPORT NAME SHOULD ALWAYS APPEAR IN **ALL CAPS** USING THE **MYRIAD PRO SEMIBOLD CONDENSED FONT** (TRACKING SET TO 25).

THE SPORT NAME SHOULD BE CENTERED AND PLACED UNDERNEATH “CLARION” AT A DISTANCE EQUAL TO HALF THE HEIGHT OF THE SPORT NAME.

THE CAP HEIGHT OF THE SPORT NAME SHOULD BE EQUAL TO 75% OF THE CAP HEIGHT OF “CLARION.”



CAP HEIGHT OF THE SPORT NAME EQUALS 75% OF THE CAP HEIGHT OF “CLARION”

75%

CLARION
SWIMMING & DIVING

DISTANCE BETWEEN THE BOTTOM OF “CLARION” AND THE TOP OF THE SPORT NAME EQUALS HALF THE HEIGHT OF THE SPORT NAME.

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SECONDARY BRANDMARK

ERNIE THE EAGLE



CMYK

THE WHITE OUTLINED VERSION IS INTENDED FOR PRINTING THE BRANDMARK IN CMYK ON A BLUE OR DARK BACKGROUND.



PANTONE 281 BLUE



BLACK



WHITE



CMYK WITH WHITE OUTLINE

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WORDMARK

CLARION
GOLDEN EAGLES

CMYK

CLARION
GOLDEN EAGLES

PANTONE 281 BLUE

CLARION
GOLDEN EAGLES

PANTONE 118 GOLD

CLARION
GOLDEN EAGLES

BLACK



WHITE

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COLOR



Clarion Blue

Pantone: PMS 281 C
CMYK: 100 | 90 | 31 | 35
RGB: 24 | 41 | 87
Hex: #182957
Madeira®: Rayon 1467 / Polyneon 1743



Clarion Gold

Pantone: PMS 118 C
CMYK: 0 | 25 | 80 | 40
RGB: 167 | 130 | 49
Hex: #a78231
Madeira®: 1672 / Polyneon 60 / Polyneon 75



Black

Pantone: Black
CMYK: 0 | 0 | 0 | 100



White

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TRADEMARK

USING THE TM (TRADEMARK) SYMBOL PROVIDES PUBLIC NOTICE THAT WE CLAIM RIGHTS TO ALL CLARION ATHLETICS MARKS UNTIL THE MARKS CAN BE OFFICIALLY REGISTERED WITH THE UNITED STATES PATENT AND TRADEMARK OFFICE.

THE TM VERSION IS RESERVED FOR USE ON LICENSED MERCHANDISE AND PRODUCTS INTENDED FOR RESALE, BUT IS NOT REQUIRED ON OFFICIAL UNIFORMS AND APPAREL WORN BY CLARION GOLDEN EAGLE ATHLETIC TEAMS AND THE CLARION ATHLETICS DEPARTMENT.

