Athletic Logo Styles: Tiger Logo

Athletic “mascot” logos bring strength not only to the athletic programs, but also as a secondary element to our primary Central Christian logo. These logos should not be used as primary logos on any assets, except for Athletic purposes (including athletic staff and coaches).

2-Color Tiger

90% Black Tiger

20% Black Tiger

Reverse White Tiger

90/20 Tiger
Athletic Logo Styles: Logo Misuses

Athletic logos have been carefully designed as unified elements to be visually balanced and represent our athletic brand appropriately. No alteration or customization of these marks is allowed. Examples of unacceptable alterations include:

- No horizontal stretch of logo
- No vertical stretch of logo
- No change of outlined colors
- No detracting effects added

- No additional elements added to the logo
- No changes in color options, other than ones provided

While we love and take pride in our brand’s history, having two versions can create brand confusion. For this reason, we will only use this version for historical purposes.
Athletic lockups contain our mascot logo and our athletic wordmarks. These lockups may be used on promotional items, athletics, and apparel, but should never be used when any academic department or program is identified.
When there exists confusion in the messaging of a brand, it is important that the conflicting elements find resolution so that they do not create increased confusion affecting the brand’s integrity. For this reason, all logos with the CCC lockup will be discontinued moving forward.
Athletic Logo Styles: Primary Color Selection

Color is an important part of our identity. Using our Central Christian color palette throughout web and printed materials will retain our visual consistency which is essential to a strong brand identity.

We have a color palette specifically for web use, as well as a separate palette for print or electronic media. These palettes were created to maintain Central Christian’s strong visual consistency.

Use these guidelines to help you determine the appropriate color proportions for your materials or uniforms.

When using these two colors, regardless of how much or little space it uses, they need to be at a 70/30 ratio.

Central Blue

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<tr>
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<th>PMS</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
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<tbody>
<tr>
<td>Blue</td>
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<td>C-100 M-87 Y-20 K-10</td>
<td>R-0 G-47 B-134</td>
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Tiger Gold

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<td>C-0 M-32 Y-95 K-0</td>
<td>R-255 G-183 B-24</td>
<td>#FFB718</td>
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</tbody>
</table>
Athletic Logo Styles: Primary Color Arrangements

Primary White

Primary Blue

Secondary 20% Blk

Secondary 90% Blk

Central Christian College of Kansas Athletic Style Guide
Central Logo Styles: Primary Color Selection
Central Logo Styles: Primary Color Selection
Central Logo Styles: Number Font Selections

POWERSTATION BLOCK WIDE LOW

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
The following profile picture icons are available, each sized for use on:

Facebook (FB) 180 x 180
Twitter (TW) 400 x 400
Instagram (IG) 180 x 180
Flickr (FL) 300 x 300
LinkedIn (LI) 200 x 200
YouTube (YT) 800 x 800
SnapChat (SC) 180 x 180

Facebook Name: Central Christian College of Kansas Women's Softball
Facebook Name: Central Christian College of Kansas Men's Basketball