CLEVELAND STATE UNIVERSITY DEPARTMENT OF INTERCOLLEGIATE ATHLETICS
Sports Information Department

OFFICIAL ATHLETIC LOGOS and LOGOTYPE GUIDELINES

Compiled August 2007

Typography and Colors

Primary Official Color—The Department of Intercollegiate Athletics official color is dark forest green, Pantone 343. This green is to be the primary color (other than black) in all publications. When printing in one color, green is the preferred choice, black second. The entire logo is to be printed in green or black, or maybe reversed out in white against a dark background.
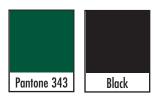
Various selections of approved logotype in colors are available through the Sports Information Department.

The official font for Cleveland State Athletics is Friz Quadrata Bold

1234567890

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Some letters have been customized within logotype.

The Official Pantone Colors of Cleveland State Athletics are

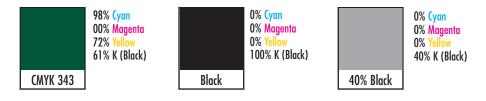| Pantone 343	Black

All typography in Pantone must use these colors only. Shades or percentages of Black are allowed and are outlined in specific logo files (see following pages)

Pantone 877

Pantone 877 (metallic silver) is allowed in specific logo files.
Use must be approved by the Department of Intercollegiate Athletics, Sports Information Department.

CMYK conversions of Pantone Colors for Cleveland State Athletics are

CMYK 343		Black		40% Black	
	98% Cyan		0% Cyan		0% Cyan
	00% Magenta		0% Magenta		0% Magenta
	72% Yellow		0% Yellow		0% Yellow
	61% K (Black)		100% K (Black)		40% K (Black)

Other Colors

Use of any other colors for Cleveland State Athletics Typography, Logos or other official Logos is prohibited without permission from theDepartment of Intercollegiate Athletics, Sports Information Department.

The only exception is the colors within the Viking Spirit Mark and are outlined on pag 4.

Examples of logotype and Spirit Marks
These represent some of the different styles of Official logotype and Spirit Marks.

The official logotype of Cleveland State Athletics

The Viking is the official Spirit Mark of Cleveland State Athletics

Referred to the "Peering" Viking with logotype.

The official logotype and spirit mark in a linear fashion

Cleveland State Vikings Arc logotype. Used with individual teams.

The official logotype in a linear fashion. Used with individual teams.

The interlocking logotype with Spirit Mark

"V" logotype with Spirit Mark

CSU Athletics with "Peeking" Spirit Mark, also used with Teams
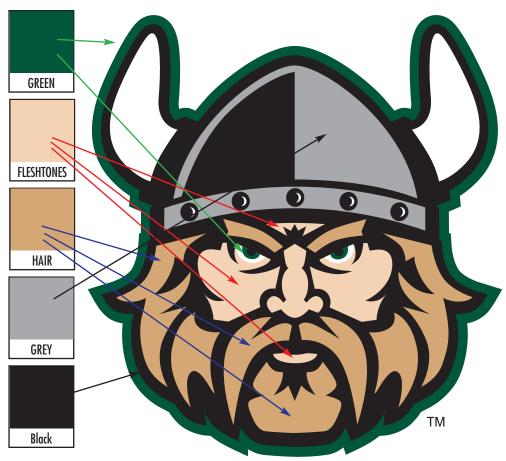
Spirit Logo

CSU Viking Head Color Breaks

Outer outline and iris of eyes
98% Cyan
00% Magenta
72% Yellow
61% K (Black)

GREEN

Fleshtones and lower lip
00% Cyan
15% Magenta
26% Yellow
4% K (Black)

FLESHTONES

Hair, eye brows, beard and mustache
00% Cyan
25% Magenta
50% Yellow
18% K (Black)

HAIR

Helmet
00% Cyan
00% Magenta
00% Yellow
40% K (Black)

GREY

Black outline as shown, Rivets with white highlights. white horns.
00% Cyan
00% Magenta
00% Yellow
100% K (Black)

Black

TM

Viking_CMYK+Grule.eps

4 Color Process or CMYK logo

This logo to be used with all 4 color jobs.

File names reflect usage. EXAMPLE: Viking_CMYK+Grule.eps, the "CMYK" indicates 4 color process and "+Grule" indicates a Green rule

2 versions can be used either with the green rule or the black rule only as shown below.

Other variations shown on next page.

Outer outline and iris of eyes are Pantone 343 Green

Pantone 343

Fleshtones
40% of Pantone 729

40% Pan 729

Hair, eye brows, beard and mustache
85% of Pantone 729

85% Pan 729

Helmet
40% screen of Black

40% Black

Black is Process Black

White Horns, White highlights on Rivets of Helmet, and Whites of eyes

Black

TM

Viking_PAN+Grule.eps

Pantone Colors

This logo created with 3 Pantone colors, Pantone 343, Pantone 729 (85% for hair & 40% for fleshtones), and Black (100% for outlines and 40% for helmet)

File names reflect usage. EXAMPLE: Viking_PAN+Grule.eps, the "PAN" indicates Pantone colors and "+Grule" indicates a Green rule

2 versions can be used either with the green rule or the black rule only as shown below.

Other variations shown on next page.

File Names and Usages

Viking_CMYK.eps

Viking_CMYK+Grule.eps

Any dark background

Viking_CMYK+Wrule

Viking_PAN.eps

Viking_PAN+Grule.eps

Any dark background

Viking_PAN+Wrule

Viking_K.eps

Helmet
40% Black

Hair, eye brows,
beard, mustache
20% Black

Viking_Grey.eps

Any dark background

Viking_K+Wrule

Cleveland State Athletic logotype BLACK and PANTONE Files

CLEVELAND STATE ™

CS_K.eps

CLEVELAND STATE ™

CS_PAN343.eps

CLEVELAND STATE ™

CS_PAN343&K.eps

CLEVELAND STATE ™

CS_PAN343&W&drop.eps

CLEVELAND STATE ™

CS_W.eps (use on any dark background)

CLEVELAND STATE ™

CS_PAN343&Wrule.eps (use on any dark background)

Cleveland State Athletic logotype   BLACK and CMYK Files

CLEVELAND STATE™

CS_K.eps

Pantone 343

USE this color Build
for CMYK Pantone
343
98% Cyan
00% Magenta
72% Yellow
61% K (Black)

CLEVELAND STATE™

CS_CMYK-Green.eps

CLEVELAND STATE™

CS_CMYK-G&K.eps

CLEVELAND STATE™

CS_CMYKG&W&drop.eps

CLEVELAND STATE™

CS_W.eps (use on any dark background)

CLEVELAND STATE™

CS_CMYK-G&W.eps (use on any dark background)

OTHER MEANS OF COMMUNICATION

All usages of the official logotype and or spirit mark for the must be approved by Department of Intercollegiate Athletics.

OUTSIDE CONTRACTED SERVICES

Work that is produced by individual departments or colleges or by outside vendors is to comply with all identity guidelines and with the approval of the Department of Intercollegiate Athletics. This ensures uniformity of look and message.

FOR MORE INFORMATION CONTACT:

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