



Concordia University Irvine
Logo Guide





By using the CUI logo, you are partnering with us to represent our identity, our brand, and our story to the world. Any use of the logo constitutes a contract to use it within our Logo Guidelines stated in this document.

So why the rules?

In a fragmented market clamoring for attention at every turn, a high standard for logo consistency allows us to cut through the noise, speaking with one unified, clear voice. Staying within these guidelines will help keep our brand assets memorable, recognizable, and a true visual ambassador of our school's standard of excellence.



How to Use Our Logo

1. Keep the logo exactly as it is.

Keep it fresh by not distorting, stretching, adapting, remaking, changing colors, changing placement, adding on, detracting from, "jazzing up," or otherwise changing a thing.



2. Double check that it's not pixelated.

Never use a logo that is pixelated, blurry, or that shows artifacting in the white space. Never pull a low resolution image off the internet and use it in print, (See rule 3) and do a print check if necessary to ensure art edges are crisp, sharp, and keeping our work looking professional.

DO:



DON'T



Quality check those email signatures!

artifacting

pixelated edges

3. Only use downloads from Concordia University Irvine's website.

Back away slowly from that Google Image Search. You may only use the official brand assets that are available from www.CUI.edu/Marketing. Never use a Concordia logo pulled from another website.

4. Professional design = Less logo, More white space.

The singularly most common crime against professional looking design is clutter, and the most common way to clutter is by making the logo too large. The best brands give their logo more breathing room than you might expect. Always give at least the width of the logomark (the 3 triangle graphic) between the logo and everything else.



Whether you're drafting a fill-out-form or designing a flyer, resist the urge to make the logo the loudest item on the page. The less the logo desperately seeks attention, the more confident it appears. Just focus on quality content, and then the logo will still be there to take credit for how professional your work looks.



Official Color Codes

We use a 3-color logo of blue, green and gold. When an accurate color match is not available due to technical restrictions, an all-black or all-white logo may be used. Be sure to never darken or change the colors of the logo in any way.

CMYK

 Gold: 2, 39, 100, 10

 Green: 35, 30, 100, 75

 Blue: 51, 27, 36, 3

RGB

 Gold: 204, 138, 0

 Green: 85, 80, 37

 Blue: 129, 149, 149

Pantone

 Gold: Pantone 131

 Green: Pantone 5815

 Blue: Pantone 5497

HEX

 Gold: #cc8a00

 Green: #555025

 Blue: #819595