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The athletic wordmarks CALVIN and KNIGHTS are primarily used for merchandise, uniforms and for official athletic identity items. Other examples include t-shirts, signage, and scoreboards.

Eliciting both emotional responses and brand recognition, color is a seemingly straightforward component and yet a powerful tool. Calvin athletics' color palette has been selected to support core brand values and an accurate representation of the university's brand system and personality.

The official Calvin College colors are maroon and gold. These primary colors typically serve as the majority of the color ratio on the canvas. The athletic red can be used as an accent or supporting color.

Uniforms, products and apparel should only use the Maroon and Gold.

As with all content in this standards document, if you have questions about appropriate usage of the color palette, please contact Calvin College's(n)6 1f

When printing communication products, always request a proof and compare the result against Pantone's® color matching system.

When using digital files, be aware that color modes, profiles, hardware, and file types will influence color accuracy.

The color guide shown in this section is approved for use with branded merchandise, apparel and athletic uniforms.

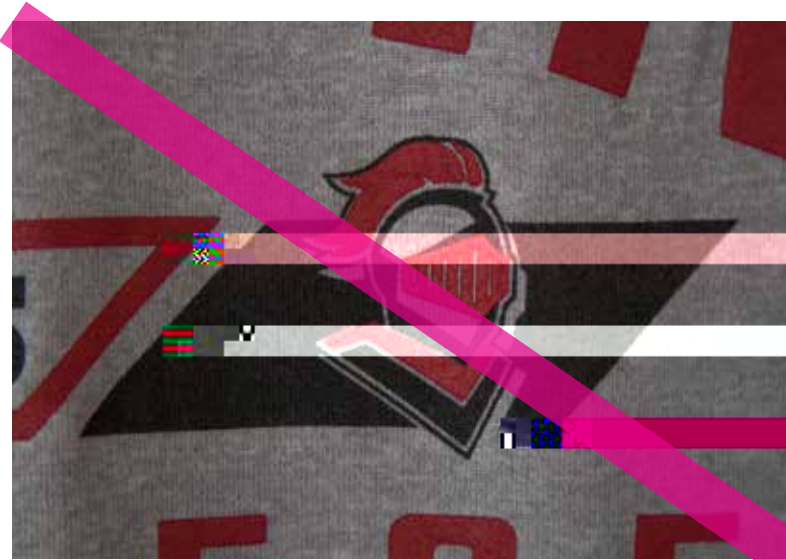
Since an exact PMS match to available merchandise and apparel colors is often not possible, the Calvin Knights logo, when placed on merchandise and apparel only, may be placed on a wider range of colors. For merchandise and apparel, non-standard color combinations, such as Maroon letters on blue for orientation or dorm rooms, are allowed, as long as the color combination is attractive and legible.

A dedicated collection of Calvin Knight logos is available in Cumulus for use by approved vendors working with departments, the bookstore and athletic teams.

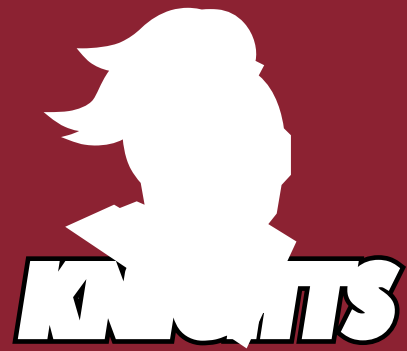
To ensure a consistent identity, it is essential the logo is used correctly. The logo was purposefully designed to fit across numerous applications at various sizes. Your help in using the logo as it was originally drawn will go a long way in building strong recognition for the Calvin College athletic brand.

Usages to Avoid

- Do not alter the logo in any way.
- Never attempt to redraw or alter the proportions of the logo.
- Do not change the color, or add or omit any elements of the logo.
- Do not reproduce the logo on a patterned or busy background.



Do not alter the colors of the logo.
Do not use unofficial colors or combinations.



Athletics Identity