

# Logo and Slogan Design Challenge Branding Guide

Competitors in the 33<sup>rd</sup> annual Concord Business Challenge are invited to create the official logo and slogan for the 34<sup>th</sup> Annual Concord Business Challenge. The winning design will help shape the visual identity of next year's event and may be used across promotional materials, signage, awards, digital communications, and other event-related materials.

The goal is to create a design that is **creative, memorable, versatile, and representative of the energy and spirit of the Concord Business Challenge.**

## Required Design Element: A Circular Primary Logo

**The primary logo must be designed within a circular format.**

The winning design may be reproduced on items such as:

- Straw toppers
- Trophies and awards
- Social media graphics
- Event signage
- Promotional materials
- Apparel and/or merchandising materials such as T-shirts, mugs, stickers, etc.

Because the design must work in a variety of sizes and applications, participants should consider simplicity, legibility and scalability.

Designers may use text, symbols, illustrations, or other graphic elements within the circular design. The design should remain recognizable and legible when reproduced at both large and small sizes.

## Connection to Concord

The Business Challenge is a proud Concord University tradition. Designs should reflect the University's identity, spirit, and values while establishing a distinctive visual identity for the Annual Business Challenge.

Participants are encouraged to become familiar with Concord University's visual identity and incorporate appropriate elements of the University's established brand, including approved colors and typography.

Participants should not recreate, alter or incorporate the official Concord University logo or seal into their competition design unless specifically provided as an approved design element.

## Official Colors

Participants may use Concord University's approved brand colors as the foundation for designs in order to complement marketing efforts, but they are not required to stick to our color guides. Our primary colors are Maroon and Gray, with secondary colors of Navy and Tan, and a tertiary palette of Goldenrod, Lime, and Lavender, which can add some excitement, but we use these with restraint.

### *Primary Colors*

#### **Concord Maroon**



HEX: #73243E  
RGB: 115, 38, 62  
CMYK: 39, 91, 57, 37  
PMS: 209 C

#### **Gray**



HEX: #A4A3A3  
RGB: 164, 163, 163  
CMYK: 38, 31, 32, 0  
PMS: Cool Gray 5 C

### *Secondary Colors*

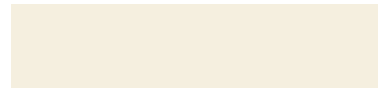
Our secondary palette of Navy and Tan complements Concord Maroon and Gray, adding flexibility, contrast, and depth. These tones bring visual interest to backgrounds, accents, and graphics — ideal for layered or long-form materials like publications and presentations.

#### **Navy**



HEX: #3E4C66  
RGB: 62, 76, 102  
CMYK: 81, 68, 40, 24  
PMS: 19-3934 TCX

#### **Tan**



HEX: #F5EFDf  
RGB: 245, 239, 223  
CMYK: 3, 4, 12, 0  
PMS: P 7-1 C

### *Tertiary Colors*

It is important to maintain a sense of hierarchy when using the Concord University color palette. While our color system is flexible, be careful to exercise restraint. Unique and exciting color palettes can be created using as few as three or four colors.

#### **Goldenrod**



HEX: #F9A01D  
RGB: 249, 160, 29  
CMYK: 0, 43, 99, 0  
PMS: PMS 137 C

#### **Lime**



HEX: #C0D36D  
RGB: 192, 211, 109  
CMYK: 28, 3, 73, 9  
PMS: 2298 C

#### **Lavender**



HEX: #665580  
RGB: 102, 85, 128  
CMYK: 68, 73, 26, 8  
PMS: 668 C

## Typography

Participants should use typefaces consistent with Concord University's visual identity or select complementary fonts that are clean, professional, and easily legible, because typography gives visual form to our voice, adding a distinct personality to everything we communicate. It's guided by a commitment to clarity and legibility, while reinforcing key elements that define our brand as a university.

### *Iowan*

Iowan is our most distinguished typeface, reserved for our primary logo and the “Come to Learn, Go to Serve” motto, its timeless serif form reflecting the tradition at Concord’s core.



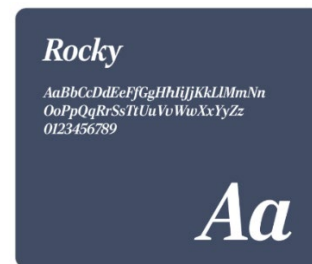
### *Gotham*

Gotham’s wide range of weights makes it our most versatile typeface, at home in headings, subheadings, and body text alike.



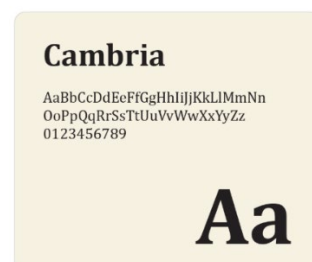
### *Rocky*

Rocky’s expressive, slanted strokes give our headings a genuine, characterful presence, making it the typeface we reach for whenever a heading needs extra energy and authenticity.



### *Cambria*

Cambria’s polished, traditional serif lends a tone of credibility and formality to our official documents, from the university magazine to presidential correspondence.



If alternate typefaces are used in your logo and/or slogan design(s), they should support—not compete with—the overall design and should remain legible across a variety of applications.

## **Slogan Guidelines**

### *Creating the Slogan*

Your slogan should:

- Reflect the purpose, energy, or competitive spirit of the Concord University Business Challenge.
- Be original and memorable.
- Be concise enough to work across a variety of promotional materials.
- Complement the visual identity rather than simply describe the event.
- Avoid language that may quickly become dated or overly specific to a single year.

## **Design for Versatility**

The winning logo will appear in a variety of areas and on a host of media. Students should consider how the logo will appear:

- At a very small size
- In full color
- In one color
- In digital and print formats
- On promotional items and awards
- With and without the accompanying slogan