

CONCORD UNIVERSITY
THE CAMPUS BEAUTIFUL | EST. 1872

BRANDING *Guidelines*

come to
LEARN,
go to
SERVE
EST. 1872

CONCORD UNIVERSITY
1000 VERMILLION ST
ATHENS, WV | 24740

concord.edu

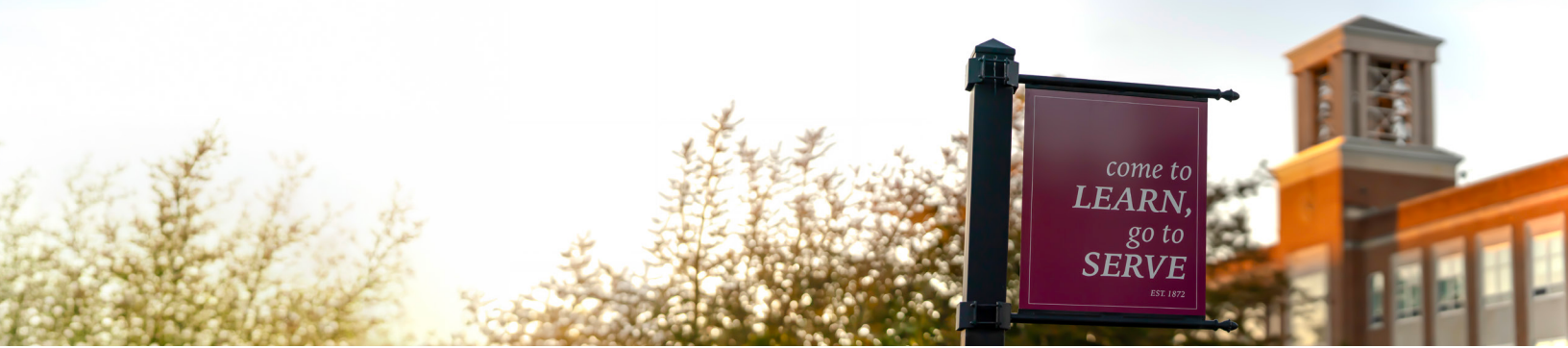


TABLE OF **CONTENTS**

SECTION 1.

Master Brand Primary Brand Extensions

SECTION 2.

Secondary Brand Extensions

SECTION 3.

Distinct Identities Partnership Logos

SECTION 4.

Initiatives, Campaigns, Events Graphic Elements

SECTION 5.

University Belltower & Seal

SECTION 6.

Clear Space

SECTION 7.

Athletic Logos Roar and other Spirit Logos External Requests to Use Logos

SECTION 8.

Colors Typography

SECTION 1.

Master Brand

The Concord University logo is the most recognizable expression of who we are. This section outlines its structure, variations, and proper usage to ensure it is applied consistently wherever our brand appears. Used correctly, the logo strengthens our identity, honors our heritage, and connects our campus community with a single, unified voice.

NOTE

The logo may be produced in copper, gold, or silver inks or foils. The logo may also be embossed or debossed.

The vertical logo is preferred on most merchandise. The horizontal logo is preferred in more formal applications.



Primary logo



Secondary logo



Stacked logo

- Only solid maroon, gray, black, or reversed white logos are acceptable one-color process printing options.
- The master brand logo is made up of two elements: the brand mark, which is the belltower, and the wordmark, which is the custom design of the Concord University name.
- The brandmark may be used on its own where size or design considerations necessitate it, with permission from the Office of Public Relations and Marketing; anywhere when the entire logo is also present elsewhere on the item; on merchandise that also displays the athletic Concord University; and on social media profile photos/thumbnails.

Primary Brand Extensions

The primary brand extensions are the university-level colleges and divisions of the university, as well as some leadership areas. These entities have brand extension lockup logos that are tied directly to the master brand. Primary brand extensions must use the Concord University brand guidelines.



Example

- Office of the Provost
- College of Professional and Liberal Studies
- College of Science, Math, and Health
- Department of Biology
- Department of Business
- Department of Education
- Fine Arts and Communications
- Department of Health Sciences
- Department of Humanities
- Mathematics and Computer Science
- Department of Nursing
- Physical and Environmental Sciences
- Department of Social Sciences
- Social Work and Sociology
- Admissions
- Financial Aid
- Student Life

SECTION 2.

Secondary Brand Extensions

The secondary brand extensions are unit-level areas under each primary brand extension. Secondary brand extension names are built into lockup logos with the master brand and the primary brand extension. Secondary brand extensions must use Concord University's brand guidelines.



SOCIAL WORK PROGRAMS
CONCORD UNIVERSITY
 concord.edu/sws | 304-384-6260

Example

SECTION 3.

Distinct Identities

Groups of university faculty, staff, and/or students who chose to come together around a common purpose whose efforts are outside of academic instruction are allowed to create a distinct identity. A distinct identity for a group must be submitted to pr@concord.edu for review before use by the group.



CORNERSTONE
SOCIETY

Example

University groups should use both their distinct identify and the master brand or appropriate brand extension lockup logo on apparel. The master brand or appropriate primary or secondary lockup logo must always accompany the distinct identify on merchandise unless spacing is an issue.

Partnership Logos

Partnership logos may be created between Concord University and an external entity with which there is a partnership when the partnership is meant to be permanent. The master brand only of both entities may be used to form the partnership logo. Each partnership logo must be approved by the Office of Public Relations and Marketing and the lead administrator in the unit forming the partnership on a case-by-case basis. Temporary partnerships, such as events and grant funding, do not rise to the level of a partnership logo.



Example

Partnership logos must also be approved by the Office of Public Relations and Marketing and lead administration equivalent of the partner institution. The entity that the two master brands create together is written under the partnership logo in text to become part of the overall logo. When the college name is not part of the entity that is created by the partnership, the college name will be included in editorial content.

SECTION 4. *Initiatives, Campaigns, Events*

Initiatives, campaigns, and events are allowed to create distinct identities. A distinct identity for an initiative, campaign, or event must be submitted to **pr@concord.edu** for review before use by the group over the initiative, campaign, or event.

University initiatives, campaigns, and events should use both their distinct identity and the master brand or appropriate brand extension lockup logo on merchandise. The master brand, appropriate primary or secondary lockup logo, or some reference to the university must always accompany the distinct identity on merchandise unless spacing is an issue (i.e. lapel pins).



Groundhog Day



Giving Day



Homecoming

Graphic Elements

Academic colleges, departments, and programs **are not allowed** to create distinct identities. These entities must use their appropriate brand extension lockup logos or the master brand logo. If any academic entity would like to use a symbol without combining their unit name on materials so that its repeated use causes it to intentionally become associated with the unit, that is allowed.

However, the master brand or appropriate brand extension lockup logo must be used in addition to the graphic element, but separate from the graphic design. Academic colleges, departments, and programs cannot present their name together with or on top of the graphic element to create a distinct identity.



Do Not: Include other graphic design elements with the logo.



Do Not: Place the logo over photographs or on backgrounds that reduce its visibility. The logo must remain in its own clear space and be fully legible.



Do Not: Add graphical styles such as drop shadows and gradients.



Do Not: Stretch or Distort the logo.



Do Not: Outline the logo with any colors.



Do Not: Replace the belltower with our Athletic Mascot, Roar.

SECTION 5.

Clear Space

To maintain visual clarity, always keep clear space around the Concord University logo equal to the width of the “C” of the wordmark.



SECTION 6.

University Belltower & Seal

A strong brand is built through consistent application of the full Concord University logo across every touchpoint. While the Bell Tower landmark is a distinctive and recognizable element of our visual identity, it **should not be used** as a standalone replacement for the official logo.

The full logo is required on all official communications, merchandise, marketing materials, and digital applications. The landmark may be used as a secondary graphic element when the full logo is present or in close proximity, serving to enhance the visual system while reinforcing—not replacing—the Concord University brand.



Belltower landmark



Full-color



Maroon



Grey

The formal university seal is reserved for internal ceremonies, watermarks on official documents, on diplomas, on building plaques, and in other special circumstances.

SECTION 7.

Athletic Logos

The athletic logos are not approved for use by brand extensions, sub-brands, any other individual brand, or endorsed brands.



Logo



Roar Mascot Logo



Full-color Roar Mascot Logo

Roar and other Spirit Logos

Roar and other spirit logos may not be used by academic units. Roar and other spirit logos are approved for use by student organizations.



Roar and other Spirit Logos

Requests by external entities (university faculty, staff, students, or alumni chapters) to use the university logo for presentations, websites, or other communications are granted for one-time use on a case-by case basis. Scan the QR to request permission. Logos may be used by external organizations to express the role of Concord University as a partner or an affiliation. Careful consideration is given to avoid the appearance of endorsement.



SECTION 8.

Colors

Our university’s colors are Maroon and Gray. Adding a secondary palette increases flexibility for many different communication styles, while creating connections among all our materials. Using color appropriately is one of the easiest ways to make sure our materials reflect a cohesive Concord University Brand.



To maintain consistency across every application, always reference the correct color values: RGB or HEX for digital and on-screen use, and PMS or CMYK for print materials.

NOTE
Depending on the printing method or display medium, colors may shift slightly — it’s best practice to test colors before moving into full production.

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

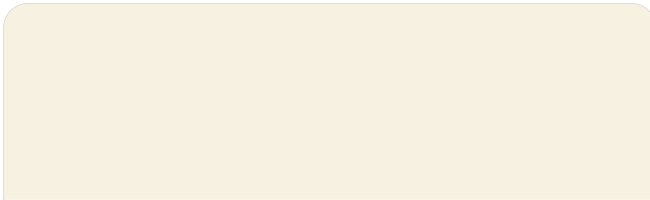
CMYK: 38, 31, 32, 0

PMS: Cool Gray 5 C

Secondary Colors



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

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.

Tertiary Colors



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



LIME
HEX: COD36D
RGB: 192, 211, 109
CMYK: 28, 3, 73, 0
PMS: 2298 C



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

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.

Typography

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 the key elements that define our brand.

Iowan

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789

Aa

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

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789

Aa

Gotham

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

Rocky

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789

Aa

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

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789

Aa

Cambria

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

Type hierarchy

Applying our typefaces consistently helps preserve a unified brand identity and delivers a seamless experience across every external touchpoint. Treat the guidance below as a starting point for typesetting, adapting formatting as needed to fit the context and purpose of each application.

Funding Your Future

Concord ranked number 1 in West Virginia.

In the top 50 public colleges in the United States where students receive the most scholarship aid (The Student Loan Report). Concord's generous scholarship program allows our students to graduate with the **lowest in loan debt** of any four-year public university in West Virginia!



CU FREE PROGRAM

Pell-eligible students
can earn a degree tuition-free

For other scholarships, please visit:

concord.edu/financial-aid/scholarships-programs

Example

*Funding
Your
Future*

Headline

Rocky Bold Italic, sized 20–30 pts larger than the subhead or body text, when no subhead is present.

**Concord ranked
number 1 in
West Virginia.**

Subhead

Gotham Bold, sized 4–5 pts larger than body text.

In the top 50 public colleges in the United States where students receive the most scholarship aid (The Student Loan Report).

Body text

Gotham Book, typically sized 8–12 pts.



CONCORD
UNIVERSITY

Public Relations & Marketing: 304-384-5367 | pr@concord.edu