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CARROLL COLLEGE FIGHTING SAINTS  
*Athletics Brand Standards Guide*

# THE IMPORTANCE OF GRAPHIC STANDARDS

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Carroll College's Athletic Marks were carefully crafted to create a sharp new image while incorporating the history and tradition that has made us all Fighting Saints. The logos will carry with them the history of our programs on and off the field while also identifying itself with students, faculty and staff and their cherished experiences at the College. They represent a growing athletic community and the championship atmosphere in which it thrives.

With this in mind, it was extremely important to Carroll College to create a strong logo and visual identity. To accomplish this goal, the logos must be used in a consistent and uniform way. They must appear to be a part of Carroll College and the Fighting Saints regardless of the application. The coloring, the shading, alignment and proportions of the athletic logos must be consistent and conform to the rules within this graphic standards guide.

We appreciate your willingness to support, protect and advance the image of the Carroll College Athletic Department and its identifying marks. If you need any additional information regarding the usage of Carroll College's identifying marks in media, apparel or promotion, please contact Carroll College.



## MOMENTS MAKE US: THE FIGHTING SAINTS

The Carroll College athletic brand is a compelling story, one that celebrates our past but is future-minded. We own a distinctive athletic niche in Montana and the Northwest, and this athletic brand manual will help us strengthen our position so that we continue to attract student-athletes who fit our demanding academic culture.

Student-athletes come to Carroll to play serious collegiate sports while seeking their degrees; Carroll's strong academic rigor, engaging faculty-student relationships, numerous hands-on and mentoring opportunities, and overall excellence make you a flagship of NAIA schools.

To this end, The *Moments Make Us* brand campaign is more than a tagline.

The campaign elevates Carroll for a relevant and engaging campaign to extend its reach to the right audiences. The brand elements bring clarity to the college's messaging, and the human, passionate stories that are coming to life as part of this framework are advancing the college to new places.

Athletics plays a major role in this brand, helping to shape our institutional identity for students and fans of tomorrow. Here are the college's brand promise and pillars for reference:

### BRAND PROMISE (WHAT CARROLL STANDS FOR)

Carroll College offers a rigorous learning experience to inspired, compassionate students who share in a distinctive spirit of togetherness and expand their potential in an engaging and supportive environment.

### BRAND PILLARS (HOW TO SUPPORT THE PROMISE)

A Higher Standard      An Opportunity-Rich Location      A Catholic Tradition of Service  
A Global Outlook      A Common Heart

To best align the good of Fighting Saint athletics and the college at large, the following institutional brand promise elements apply to Fighting Saints athletics with the same confidence as to the overall Carroll brand include:

**Rigorous**—As one of the NAIA's leading programs, Carroll has exceptionally high standards.

**Inspired student-athletes**—Carroll student-athletes play with passion.

**Distinctive spirit of togetherness**—Camaraderie is an organic rule of athletic team as well as campus way of life at Carroll.

**Expand their potential**—Carroll athletes know there is always room for improving oneself, excelling to new levels throughout their time here. It is something for which all strive.

**Engaging and supportive environment**—Peers, teammates, coaches, and the campus community all have student-athletes' interests at heart.

As is the rule for the Brand Pillars, not all five apply directly to each audience in the Carroll realm. For Carroll student-athletes, three Pillars have particular influence on the 'athlete' part of that identity:

**A Higher Standard**—Carroll's prominence in the NAIA and in the conferences with whom the Fighting Saints are affiliated requires a high level of commitment and accountability from student-athletes, coaches, and staff.

**An Opportunity-Rich Location**—Both the Frontier and Cascade Collegiate Conference affiliations are possible by Carroll's Pacific Northwest location. This is ideal for recruitment in of the best athletes in the state and region, and serves as a draw from the heavily populated I-5 corridor.

**A Common Heart**—Carroll athletics takes the NAIA's Champions of Character and its five core values seriously. Fighting Saints student-athletes are compassionate, giving young men and women, representing the whole of Carroll in their community attitudes and actions.

# OFFICIAL COLORS OF CARROLL ATHLETICS

## PRIMARY PALETTE



### CARROLL PURPLE

(in lieu of use \*Pantone® 2685c)  
Process Equivalent: 93c 100m 18y 21k  
RGB Equivalent: 51r 0g 111b  
Madeira Thread: 910-1322 Classic Rayon  
Hex Code: #4b2e83



### CARROLL GOLD

(in lieu of use \*Pantone® 7502c)  
(For Metallic Gold, use \*Pantone® 8640c)  
Process Equivalent: 0c 13m 43y 13k  
RGB Equivalent: 232r 211g 162b  
Madeira Thread: 910-1270 Classic Rayon  
Hex Code: #b7a57a    Hex Code: #e8e3d3 (web only)

## PRIMARY PALETTE

Carroll Purple and Carroll Gold are the official colors for Carroll College Athletics and are shown on the left. It is very important to match these colors faithfully when reproducing the athletics marks. It is greatly preferred that all Carroll College Athletics Marks be used in both of these colors whenever possible.

## SUPPORT COLORS

In addition to the primary palette, the Carroll Athletics Marks utilize white and black as important support colors.

## SUPPORT COLORS



### WHITE



### BLACK

\*Pantone® is a registered trademark of Pantone, Inc. The colors shown on this page and throughout this manual are not intended to match the PANTONE Color Standards. For the PANTONE Color Standards, refer to the current edition of the PANTONE Color Formula Guide.

## CARROLL COLLEGE ATHLETICS MARKS

SHOWN HERE IN FULL COLOR



The Carroll Athletics Marks were designed to create a consistent brand for the Carroll Athletics department. These marks should not be changed or altered in any way and their use must adhere to the standards in this guide. At the same time, there are many logo variations to choose from so there should be a design compatible to any desired application.

All of the Carroll Athletics Marks are shown in full color on the left.

These logos are intended for use only by the Carroll Athletics department. Permission is required for use by any other entity.

## CARROLL COLLEGE PRIMARY ATHLETICS MARK

### FULL COLOR



The Carroll College Primary Athletics Mark shown on the left is a primary identifier of Carroll Athletics. The preferred use of the Carroll Primary Athletics Mark is the full color version.

### COLOR VARIATIONS

The Carroll College Primary Athletics Mark may be used as an all gold version, an all purple version, a black & white version, or an all white version only when use of the preferred full color version (or the alternative full color version for use on dark backgrounds) is not possible. These options are shown on the following pages.

All artwork and variations are available in Macintosh and PC digital file formats.

## CARROLL PRIMARY ATHLETICS MARK ON LIGHT BACKGROUNDS

### PRIMARY MARKS ACCEPTABLE ON WHITE



Frequently it may be desirable to place the Carroll Primary Athletics Mark on a light field of color. On this page are the color variations for the Carroll Primary Athletics Mark on light backgrounds. In all cases the preferred version is on the upper left hand corner of the background sample.

For information on using the mark on other background colors see the following pages.

### PRIMARY MARKS ACCEPTABLE ON CARROLL GOLD



## CARROLL PRIMARY ATHLETICS MARK ON DARK BACKGROUNDS

### PRIMARY MARKS ACCEPTABLE ON CARROLL PURPLE



### PRIMARY MARKS ACCEPTABLE ON BLACK



Frequently it may be desirable to place the Carroll Primary Athletics Mark on a dark field of color. On this page are the color variations for the Carroll Primary Athletics Mark on dark backgrounds. In all cases the preferred version is on the upper left hand corner of the background sample.

### IMPORTANT NOTE

None of these versions of the Carroll Primary Athletics Mark should be used on white, light, or complex backgrounds since none of these background colors offers sufficient contrast.

For information on using the mark on other background colors see the following pages.

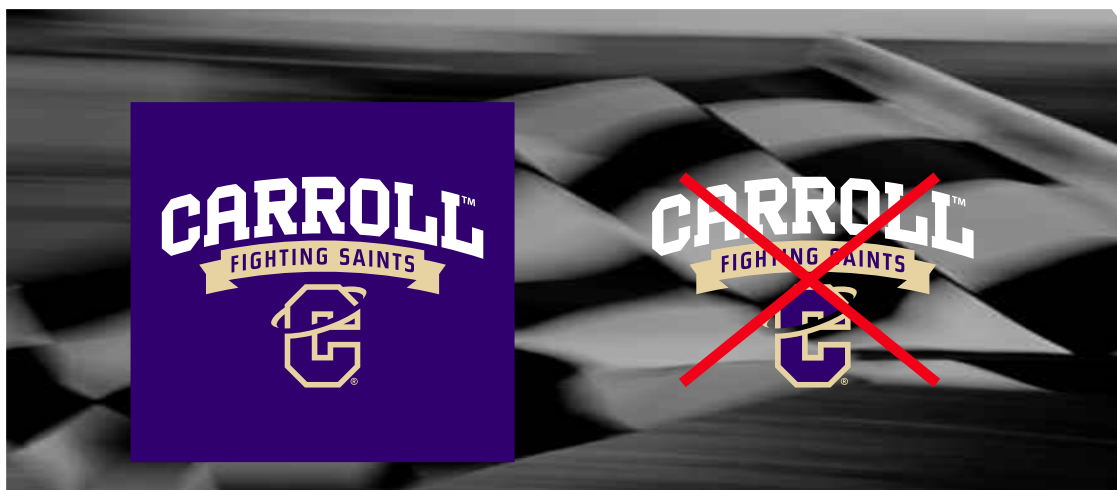


## CARROLL PRIMARY ATHLETICS MARK ON ALTERNATE BACKGROUNDS

### PRIMARY MARKS ACCEPTABLE ON LIGHT GRAY



### PRIMARY MARKS ACCEPTABLE ON COMPLEX BACKGROUNDS



ACCEPTABLE

UNACCEPTABLE

Frequently it may be desirable to place the Carroll Primary Athletics Mark on alternate backgrounds. On this page are the color variations for the Carroll Primary Athletics Mark on light gray (similar to the color of practice sweat pants and shirt). Also shown is the technique for using the mark on a complex background. In all cases the preferred version is on the upper left hand corner of the background sample.

### EXCEPTIONS

On complex backgrounds it is best to contain the Carroll Primary Athletics Mark within a field of color such as a band, box or shape. Never place the marks directly on a complex background as there will not be ample contrast.

When placing any Carroll Primary Athletics Mark on a "non" school color please use the all white version of the mark.



## CARROLL C-HALO MARK

### FULL COLOR



The Carroll C-Halo Mark shown on the left is a primary identifier of Carroll Athletics. The preferred use of the Carroll C-Halo Mark is the full color version.

### COLOR VARIATIONS

The Carroll C-Halo Mark may be used as an all gold version, an all purple version, a black & white version, or an all white version only when use of the preferred full color version is not possible.

For information using this mark on various background colors see the following pages.

All artwork and variations are available in Macintosh and PC digital file formats.

## CARROLL C-HALO MARK ON LIGHT BACKGROUNDS

### C-HALO MARKS ACCEPTABLE ON WHITE



### C-HALO MARKS ACCEPTABLE ON CARROLL GOLD



Frequently it may be desirable to place the Carroll C-Halo Mark on a light field of color. On this page are the color variations for the Carroll C-Halo Mark on light backgrounds. In all cases the preferred version is on the upper left hand corner of the background sample.

For information on using the mark on other background colors see the following pages.

## CARROLL C-HALO MARK ON DARK BACKGROUNDS

### C-HALO MARKS ACCEPTABLE ON CARROLL PURPLE



### C-HALO MARKS ACCEPTABLE ON BLACK



Frequently it may be desirable to place the Carroll C-Halo Mark on a dark field of color. On this page are the color variations for the Carroll C-Halo Mark on dark backgrounds. In all cases the preferred version is on the upper left hand corner of the background sample.

### IMPORTANT NOTE

None of these versions of the Carroll C-Halo Mark should be used on white, light, or complex backgrounds since none of these background colors offers sufficient contrast.

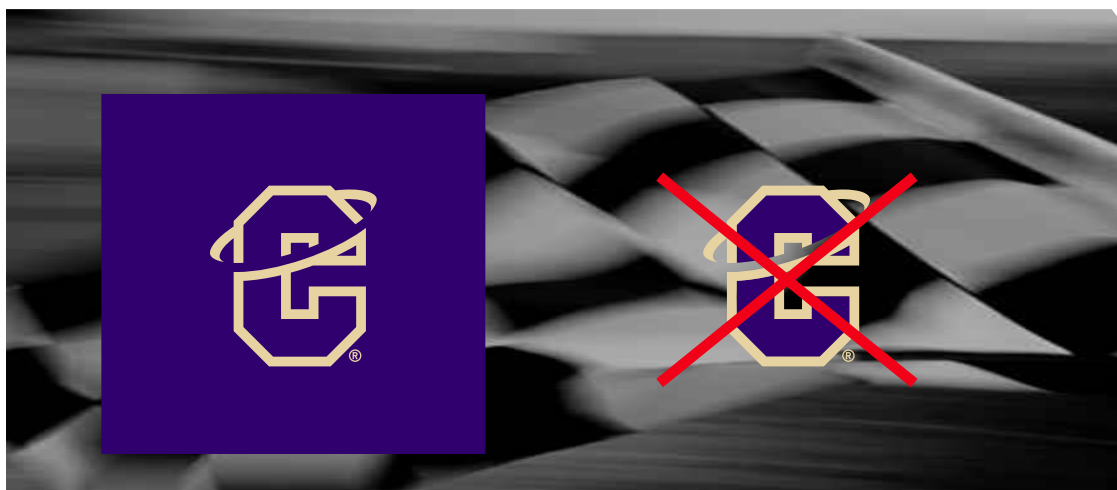
For information on using the mark on other background colors see the following pages.

## CARROLL C-HALO MARK ON ALTERNATE BACKGROUNDS

### C-HALO MARKS ACCEPTABLE ON LIGHT GRAY



### C-HALO MARKS ACCEPTABLE ON COMPLEX BACKGROUNDS



ACCEPTABLE

UNACCEPTABLE

Frequently it may be desirable to place the Carroll C-Halo Mark on alternate backgrounds. On this page are the color variations for the Carroll C-Halo Mark on light gray (similar to the color of practice sweat pants and shirt). Also shown is the technique for using the mark on a complex background. In all cases the preferred version is on the upper left hand corner of the background sample.

### EXCEPTIONS

On complex backgrounds it is best to contain the Carroll C-Halo Mark within a field of color such as a band, box or shape. Never place the mark directly on a complex background as there will not be ample contrast.

When placing any Carroll C-Halo Mark on a "non" school color please use the all white version of the mark.



## CARROLL WORDMARK WITH C-HALO

FULL COLOR



The Carroll Wordmark with C-Halo shown on the left is a primary identifier of Carroll Athletics. The preferred use of the Carroll Wordmark with C-Halo is the full color version.

### COLOR VARIATIONS

The Carroll Wordmark with C-Halo may be used as an all gold version, an all purple version, a black & white version, or an all white version only when use of the preferred full color version (or the alternative full color version for use on dark backgrounds) is not possible. These options are shown on the following pages.

All artwork and variations are available in Macintosh and PC digital file formats.

## CARROLL WORDMARK WITH C-HALO ON LIGHT BACKGROUNDS

### WORDMARKS WITH C-HALO ACCEPTABLE ON WHITE



Frequently it may be desirable to place the Carroll Wordmark with C-Halo on a light field of color. On this page are the color variations for the Carroll Wordmark with C-Halo on light backgrounds. In all cases the preferred version is on the upper left hand corner of the background sample.

For information on using the mark on other background colors see the following pages.

### WORDMARKS WITH C-HALO ACCEPTABLE ON CARROLL GOLD



## CARROLL WORDMARK WITH C-HALO ON DARK BACKGROUNDS

### WORDMARKS WITH C-HALO ACCEPTABLE ON CARROLL PURPLE



### WORDMARKS WITH C-HALO ACCEPTABLE ON BLACK



Frequently it may be desirable to place the Carroll Wordmark with C-Halo on a dark field of color. On this page are the color variations for the Carroll Wordmark with C-Halo on dark backgrounds. In all cases the preferred version is on the upper left hand corner of the background sample.

### IMPORTANT NOTE

None of these versions of the Carroll Wordmark with C-Halo should be used on white, light, or complex backgrounds since none of these background colors offers sufficient contrast.

For information on using the mark on other background colors see the following pages.



## CARROLL WORDMARK WITH C-HALO ON ALTERNATE BACKGROUNDS

### WORDMARKS WITH C-HALO ACCEPTABLE ON LIGHT GRAY



### WORDMARKS WITH C-HALO ACCEPTABLE ON COMPLEX BACKGROUNDS



ACCEPTABLE

UNACCEPTABLE

Frequently it may be desirable to place the Carroll Wordmark with C-Halo on alternate backgrounds. On this page are the color variations for the Carroll Wordmark with C-Halo on light gray (similar to the color of practice sweat pants and shirt). Also shown is the technique for using the mark on a complex background. In all cases the preferred version is on the upper left hand corner of the background sample.

### EXCEPTIONS

On complex backgrounds it is best to contain the Carroll Wordmark with C-Halo within a field of color such as a band, box or shape. Never place the marks directly on a complex background as there will not be ample contrast.

When placing any Carroll Wordmark with C-Halo on a "non" school color please use the all white version of the mark.



## CARROLL WORDMARKS WITH/WITHOUT BANNER

### FULL COLOR



### ALL PURPLE



The Carroll Wordmarks shown on the left are a secondary identifier of Carroll Athletics (meaning it should be used only in retail or on uniforms and with the C-Halo Mark somewhere on the same piece). The preferred use of the Carroll Wordmarks is the full color version and the all purple version without a banner as shown.

### COLOR VARIATIONS

The Carroll Wordmarks may be used as an all gold version, an all purple version, a black & white version, or an all white version only when use of the preferred full color version (or the all purple version when used without a banner) is not possible. These options are shown on the following pages.

All artwork and variations are available in Macintosh and PC digital file formats.

## CARROLL WORDMARKS W/ WO BANNER ON LIGHT BACKGROUNDS

### WORDMARKS ACCEPTABLE ON WHITE



### WORDMARKS ACCEPTABLE ON CARROLL GOLD



Frequently it may be desirable to place the Carroll Wordmarks on a light field of color. On this page are the color variations for the Carroll Wordmarks on light backgrounds. In all cases the preferred version is on the upper left hand corner of the background sample.

For information on using the marks on other background colors see the following pages.

## CARROLL WORDMARKS W/ WO BANNER ON DARK BACKGROUNDS

### WORDMARKS ACCEPTABLE ON CARROLL PURPLE



### WORDMARKS ACCEPTABLE ON BLACK



Frequently it may be desirable to place the Carroll Wordmarks on a dark field of color. On this page are the color variations for the Carroll Wordmarks on dark backgrounds. In all cases the preferred version is on the upper left hand corner of the background sample.

### IMPORTANT NOTE

None of these versions of the Carroll Wordmarks should be used on white, light, or complex backgrounds since none of these background colors offers sufficient contrast.

For information on using the marks on other background colors see the following pages.

## CARROLL WORDMARKS W/ WO BANNER ON ALTERNATE BACKGROUNDS

### WORDMARKS ACCEPTABLE ON LIGHT GRAY



### WORDMARKS ACCEPTABLE ON COMPLEX BACKGROUNDS



ACCEPTABLE

UNACCEPTABLE

Frequently it may be desirable to place the Carroll Wordmarks on alternate backgrounds. On this page are the color variations for the Carroll Wordmarks on light gray (similar to the color of practice sweat pants and shirt). Also shown is the technique for using the mark on a complex background. In all cases the preferred version is on the upper left hand corner of the background sample.

### EXCEPTIONS

On complex backgrounds it is best to contain the Carroll Wordmarks within a field of color such as a band, box or shape. Never place the marks directly on a complex background as there will not be ample contrast.

When placing any Carroll Wordmarks on a "non" school color please use the all white version of the mark.



## HALO MASCOT MARKS

### FULL COLOR



**HALO**



**HALO**



The Halo Mascot Marks shown on the left are the spirit marks of Carroll Athletics (meaning that it is only for retail and decorative use and is not to be used on uniforms or as an official identifier). The preferred use of the Halo Mascot Marks is the full color versions shown on the left.

### COLOR VARIATIONS

The Halo Mascot Marks may be used as an all purple version, a black & white, or an all white version only when use of the preferred full color version is not possible. These options are shown on the following pages.

All artwork and variations are available in Macintosh and PC digital file formats.

## HALO MASCOT MARKS ON LIGHT BACKGROUNDS

### HALO MARKS ACCEPTABLE ON WHITE



Frequently it may be desirable to place the Halo Mascot Marks on a light field of color. On this page are the color variations for the Halo Mascot Marks on light backgrounds. In all cases the preferred version is in the upper row of the background sample.

For information on using the marks on other background colors see the following pages.

### HALO MARKS ACCEPTABLE ON CARROLL GOLD



## HALO MASCOT MARKS ON DARK BACKGROUNDS

HALO MARKS ACCEPTABLE ON CARROLL PURPLE



HALO MARKS ACCEPTABLE ON BLACK



Frequently it may be desirable to place the Halo Mascot Marks on a dark field of color. On this page are the color variations for the Halo Mascot Marks on dark backgrounds. In all cases the preferred version is in the upper row of the background sample.

### IMPORTANT NOTE

None of these versions of the Halo Mascot Marks should be used on white, light, or complex backgrounds since none of these background colors offers sufficient contrast.

For information on using the marks on other background colors see the following pages.



## HALO MASCOT MARKS ON ALTERNATE BACKGROUNDS

### HALO MARKS ACCEPTABLE ON LIGHT GRAY



### HALO MARKS ACCEPTABLE ON COMPLEX BACKGROUNDS



Frequently it may be desirable to place the Halo Mascot Marks on alternate backgrounds. On this page are the color variations for the Halo Mascot Marks on light gray (similar to the color of practice sweat pants and shirt). Also shown is the technique for using the marks on a complex background. In all cases the preferred version is in the upper row of the background sample.

### EXCEPTIONS

On complex backgrounds it is best to contain the Halo Mascot Marks within a field of color such as a band, box or shape. Never place the marks directly on a complex background as there will not be ample contrast. (Note: The Halo Mascot Marks head has a white containing shape and can work well by itself on any complex background)

When placing any Halo Mascot Marks on a "non" school color please use the all white version of the mark.



## CARROLL ATHLETICS CUSTOM TEXT BANNERS

FULL COLOR



### BANNER TEXT

The two logo configurations shown on this page are capable of presenting different text in the banners. All wording must be approved by Carroll College Athletics. Banner text must represent varsity sports and athletics activities at Carroll College. Club sports or intramural teams may NOT have custom banner text logos.

### AVAILABLE BANNER TEXT

Fighting Saints, Athletics, Basketball, Cross Country, Football, Golf, Soccer, Softball, Track & Field and Volleyball.

## CARROLL ATHLETICS IDEOLOGY MARKS

### FULL COLOR



The Carroll College Ideology Marks shown on the left are secondary identifiers of Carroll Athletics (meaning it should be used only in retail or on uniforms and with the C-Halo Mark somewhere on the same piece). The preferred use of the Carroll College Ideology Marks is the full color versions shown on the left.

### COLOR VARIATIONS

The Carroll College Ideology Marks may be used as an all gold version, an all purple version, a black & white version, or an all white version only when use of the preferred full color versions is not possible. These options are shown on the following pages.

All artwork and variations are available in Macintosh and PC digital file formats.

## CARROLL ATHLETICS IDEOLOGY MARKS ON LIGHT BACKGROUNDS

### IDEOLOGY MARKS ACCEPTABLE ON WHITE



Frequently it may be desirable to place the Carroll Ideology Marks on a light field of color. On this page are the color variations for the Carroll Ideology Marks on light backgrounds. In all cases the preferred version is on the upper left hand corner of the background sample.

For information on using the marks on other background colors see the following pages.

### IDEOLOGY MARKS ACCEPTABLE ON CARROLL GOLD



## CARROLL ATHLETICS IDEOLOGY MARKS ON DARK BACKGROUNDS

### IDEOLOGY MARKS ACCEPTABLE ON CARROLL PURPLE



### IDEOLOGY MARKS ACCEPTABLE ON BLACK



Frequently it may be desirable to place the Carroll Ideology Marks on a dark field of color. On this page are the color variations for the Carroll Ideology Marks on dark backgrounds. In all cases the preferred version is on the upper left hand corner of the background sample.

### IMPORTANT NOTE

None of these versions of the Carroll Ideology Marks should be used on white, light, or complex backgrounds since none of these background colors offers sufficient contrast.

For information on using the marks on other background colors see the following pages.

## CARROLL ATHLETICS IDEOLOGY MARKS ON ALTERNATE BACKGROUNDS

### IDEOLOGY MARKS ACCEPTABLE ON LIGHT GRAY



### IDEOLOGY MARKS ACCEPTABLE ON COMPLEX BACKGROUNDS



ACCEPTABLE

UNACCEPTABLE

Frequently it may be desirable to place the Carroll Ideology Marks on alternate backgrounds. On this page are the color variations for the Carroll Ideology Marks on light gray (similar to the color of practice sweat pants and shirt). Also shown is the technique for using the mark on a complex background. In all cases the preferred version is on the upper left hand corner of the background sample.

### EXCEPTIONS

On complex backgrounds it is best to contain the Carroll Ideology Marks within a field of color such as a band, box or shape. Never place the marks directly on a complex background as there will not be ample contrast.

When placing any Carroll Ideology Marks on a "non" school color please use the all white version of the mark.



## CARROLL ATHLETICS VERBIAGE

ALL PURPLE

**CARROLL™**

**FIGHTING  
SAINTS™**

**FIGHTING  
SAINTS™**

**FIGHTING  
SAINTS™**

**CARROLL COLLEGE™**

**CHAMPIONS™  
FOR LIFE**

**CARROLL™  
CHAMPIONS FOR LIFE**

**FIGHTING SAINTS™**

The Carroll Athletics Verbiage art shown on the left is a secondary identifier of Carroll Athletics (meaning it should be used only in retail or on uniforms and with the C-Halo Mark somewhere on the same piece). The preferred use of the Carroll Athletics Verbiage art is the all purple version shown on the left.

### COLOR VARIATIONS

The Carroll Athletics Verbiage art may be used as an all gold version, a black & white version, or an all white version only when use of the preferred all purple version is not possible. These options are shown on the following pages.

All artwork and variations are available in Macintosh and PC digital file formats.

## CARROLL ATHLETICS VERBIAGE ON LIGHT BACKGROUNDS

VERBIAGE ACCEPTABLE ON WHITE (NOT ALL VERSIONS SHOWN)



VERBIAGE ACCEPTABLE ON CARROLL GOLD (NOT ALL VERSIONS SHOWN)



Frequently it may be desirable to place the Carroll Athletics Verbiage art on a light field of color. On this page are the color variations for the Carroll Athletics Verbiage art on light backgrounds. In all cases the preferred version is on the upper left hand corner of the background sample.

For information on using the marks on other background colors see the following pages.



## CARROLL ATHLETICS VERBIAGE ON DARK BACKGROUNDS

VERBIAGE ACCEPTABLE ON CARROLL PURPLE (NOT ALL VERSIONS SHOWN)



VERBIAGE ACCEPTABLE ON BLACK (NOT ALL VERSIONS SHOWN)



Frequently it may be desirable to place the Carroll Athletics Verbiage art on a dark field of color. On this page are the color variations for the Carroll Athletics Verbiage art on dark backgrounds. In all cases the preferred version is on the upper left hand corner of the background sample.

### IMPORTANT NOTE

None of these versions of the Carroll Athletics Verbiage art should be used on white, light, or complex backgrounds since none of these background colors offers sufficient contrast.

For information on using the marks on other background colors see the following pages.

## CARROLL ATHLETICS VERBIAGE ON ALTERNATE BACKGROUNDS

VERBIAGE ACCEPTABLE ON LIGHT GRAY (NOT ALL VERSIONS SHOWN)



VERBIAGE ACCEPTABLE ON COMPLEX BACKGROUNDS (NOT ALL VERSIONS SHOWN)



Frequently it may be desirable to place the Carroll Athletics Verbiage art on alternate backgrounds. On this page are the color variations for the Carroll Athletics Verbiage art on light gray (similar to the color of practice sweat pants and shirt). Also shown is the technique for using the mark on a complex background. In all cases the preferred version is on the upper left hand corner of the background sample.

### EXCEPTIONS

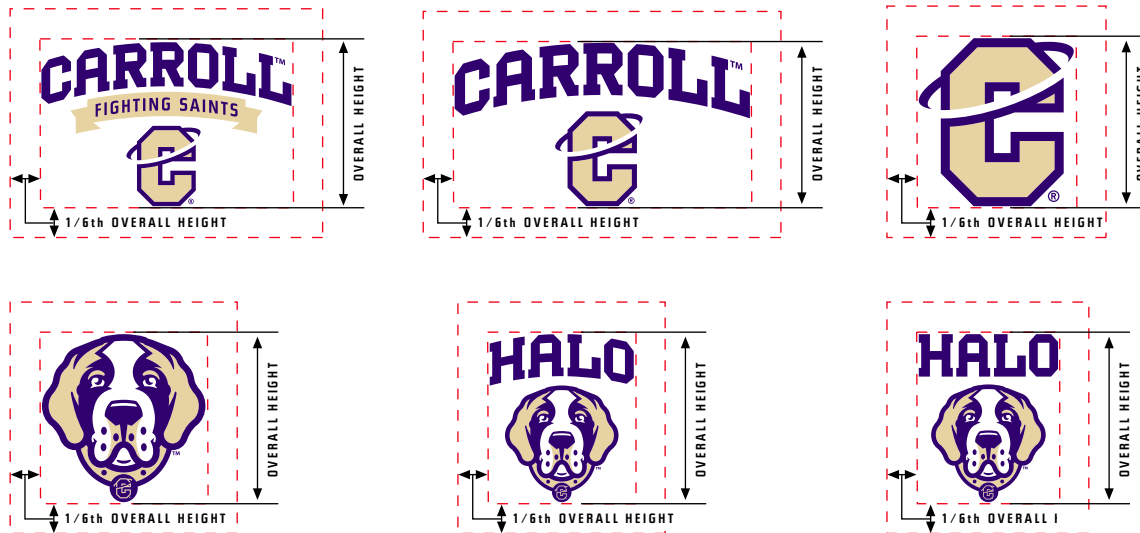
On complex backgrounds it is best to contain the Carroll Athletics Verbiage art within a field of color such as a band, box or shape. Never place the marks directly on a complex background as there will not be ample contrast.

When placing any Carroll Athletics Verbiage art on a "non" school color please use the all white version of the mark.



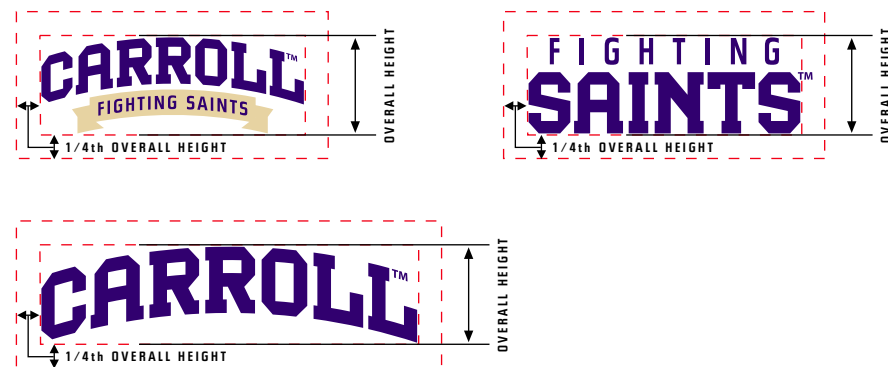
## CARROLL ATHLETICS MARKS SAFE ZONES

EQUALS ONE SIXTH THE OVERALL HEIGHT OF THE MARK

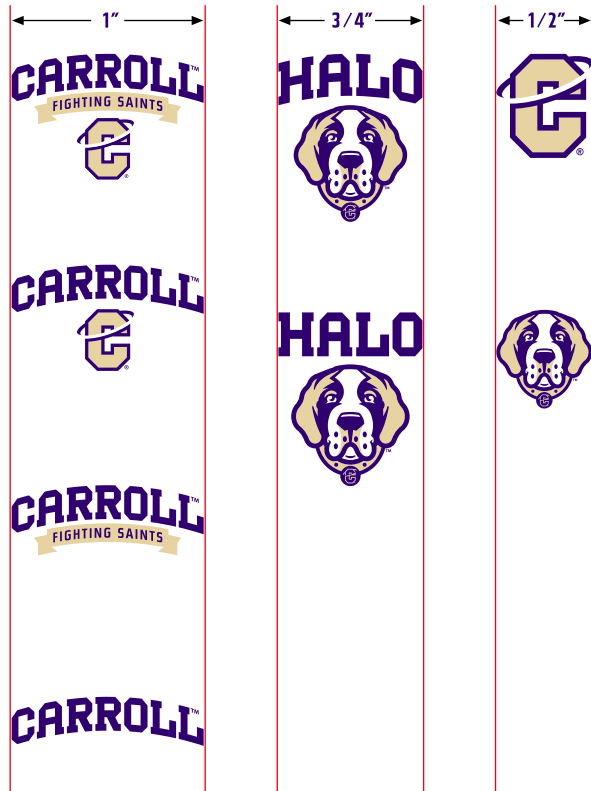


Each of the Carroll College Athletics Marks has an established “safe zone”. This safe zone is intended to maintain the marks’s integrity and to avoid visual confusion. No other type or graphic element (including folds, trims or edges) should fall within the safe zone shown. The safe zone for the Carroll College Athletic Marks is equal to one sixth the height of the mark (shown on the right at the top). The safe zone for the Carroll College Wordmarks is equal to one fourth the height of the mark (shown on the right at the bottom). The safe zone spacing is uniform on all sides of the marks.

EQUALS ONE FOURTH THE OVERALL HEIGHT OF THE MARK



## CARROLL ATHLETICS MARKS MINIMUM SIZE



## MINIMUM LOGO SIZES

Each of the Carroll College Athletics Marks has a minimum allowable size for printing or other reproduction. To ensure clarity and legibility, the logos must NOT be used any smaller than the sizes shown on this page. It is preferred that, when possible, the logos be used larger than their minimum size.

## EMBROIDERY

Contact Carroll College's Creative Services office for information about embroidering athletics marks. Minimum sizes are considerably larger for embroidery.

## COMPATIBLE TYPOGRAPHY

### CARROLL BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0 - = ! @ # \$ % & ™

¢ \* ( ) \_ + © ® { } [ ] ? ; , . " ' /

### STEILE FUTURA BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 - = ! @ # \$ % & ™

¢ \* ( ) \_ + © ® { } [ ] ? ; : , . " ' /

### STEILE FUTURA BOLD OBLIQUE

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 - = ! @ # \$ % & ™

¢ \* ( ) \_ + © ® { } [ ] ? ; : , . " ' /

Compatible fonts for the Carroll College Athletics Identity are CARROLL BOLD, STEILE FUTURA BOLD and STEILE FUTURA BOLD OBLIQUE. Steile Futura is the font used in the banner text of the Carroll College Athletics Marks. Carroll Bold is a custom font designed to match the new athletics marks. The Carroll Bold and Steile Futura fonts are available from the Creative Services office.

## ARTWORK USE VIOLATIONS

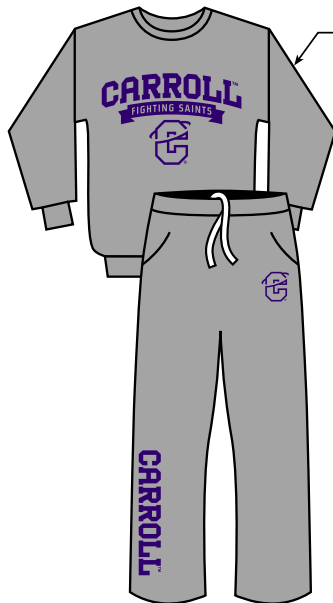


So that Carroll Athletics can maintain the design integrity of its athletics brand, it is mandatory that all marks applied as indicated in this manual without modification. The marks are not to be altered in any way. Shown on this page are unacceptable uses of the Carroll Athletics Marks.

## UNIFORM APPLICATIONS



Use black only as a trim or accent.



This sample shows how the all purple marks can be used on athletic sweats.

Note: All gray sweats are permissible as these are commonly available from vendors.



Full color or one color logos can be used on uniforms and retail gear. The sample shown uses the all gold Carroll marks.

The new Carroll Athletics Marks may be used only on uniforms representing the official teams of Carroll College Athletics. The official athletics marks or lettering with the words "Carroll" or "Fighting Saints" must always appear on all uniforms. It is preferred that the C-Halo Mark appear somewhere prominently. The Halo Mascot Mark is not to be used on uniforms and is instead intended as a retail and spirit mark. All lettering on uniforms should be in the Carroll Bold custom font.

Note: Black is to only be used as a trim or accent color on uniforms. It should never be the predominant color on any Carroll uniforms.

## RETAIL APPLICATIONS

### FULL COLOR ART



**TOP ROW:**  
Each of these shirts would require two color printing to reproduce.

**BOTTOM ROW:**  
This shirt would require three color printing to reproduce.

### ONE COLOR ART



Each of these shirts would require one color printing to reproduce.

### FULL COLOR RETAIL GRAPHICS

In a retail design, if the fabric color matches one of the official colors exactly (Carroll purple, Carroll gold or white), the fabric can show through in place of printing that color. If the fabric color does not match any official color, both official colors (and white) must be used to print the mark.

### ALTERNATIVES TO FULL COLOR RETAIL GRAPHICS

When using marks on apparel, the art may print in all Carroll purple, all Carroll gold or all white as long the application follows the specifications in this guide. This is a great cost saving alternative to the full color marks.

**Note:** When selecting fabrics for Carroll merchandise please try to stay as close to Carroll purple and Carroll gold as possible.





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## CONTACT INFORMATION:

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Manual and marks designed by Rickabaugh Graphics.