

KING'S COLLEGE

ATHLETIC BRAND GUIDELINES

INTRODUCTION

Upholding the branding of King's College isn't just the job of the Office of College Marketing and Communications (OCMC) team, it's the job of every member of the King's community. This document serves as a guide to ensure that the King's College athletic brand is consistently and correctly applied across all communication platforms—from newsletters, website, and social media, to clothing, uniforms, and decals. We take pride in our students and teams and they, in return, take pride in the brand they help to build year after year.

This is *your* brand. Respect and protect it.




Riddell
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BRAND ASSETS

LEO

This image is a stylized representation of the King's College mascot, Leo the Lion. In the first years of the College, the football team took the name the "Lions" based on the analogy between Christ the King, and the lion as king of the jungle. The lion mascot was eventually named Leo. Originally depicted as the "Leaning Leo" in the college yearbook, the *Regis*, the iconic sculpture of Leo stands boldly in O'Connor Park.

The following represent the official versions of the athletic logos used by the college. The King's and Monarchs Leo logos are to include the tag "King's College • Wilkes-Barre, PA," (Figures 1 and 2). The Horizontal Leo Logo should include only "Wilkes-Barre • Pennsylvania," (Figure 3).

Fig. 1 Athletic KING'S Leo Logo



Fig. 2 Athletic MONARCHS Leo Logo



Fig. 3 Athletic Horizontal Leo Logo



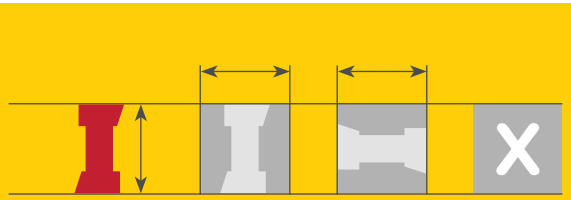
Fig. 4 Athletic Leo Head Only Logo



SPACING AND SIZE RESTRICTIONS

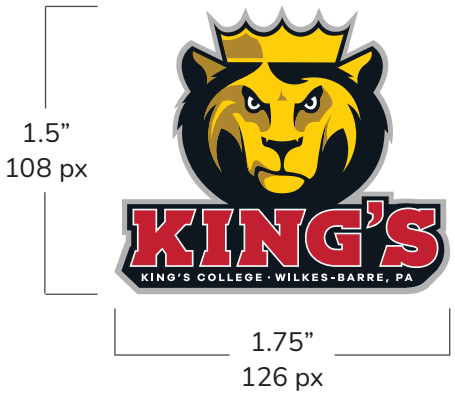
To ensure maximum visibility, the logos should always be given a proper amount of space free of competing graphics, images, or text.

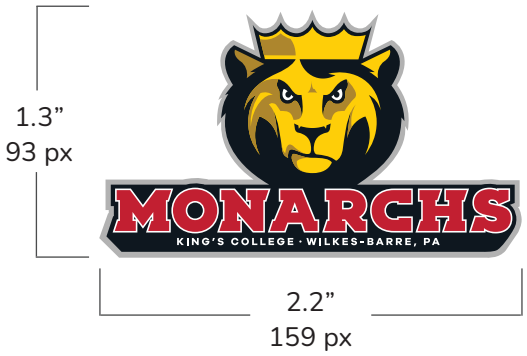


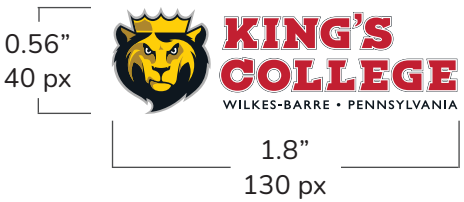


The safe area is calculated in values of "X."
X = 1x the height of the "I" in "King's."

There is a minimum size restriction for use of the Leo logos, as illustrated below. As the size of the logos decreases, the legibility of the tag becomes more difficult. In some instances, such as use on smaller items or screen printed clothing, it may be necessary to omit the tag, which requires a separate lockup design with the border or text adjusted to compensate. This altered logo is available from the OCMC. Simply removing the tag from the existing logo is strictly prohibited. There is no maximum size restriction.







ATHLETIC TEXT LOCKUPS

Figures 5 through 9 represent the official athletic text lockups used by the college.

Fig. 5 KING'S COLLEGE Horizontal Text Lockup

KING'S COLLEGE

Fig. 6 KING'S COLLEGE Stacked Text Lockup

KING'S
COLLEGE

Fig. 7 KING'S Text Lockup

KING'S

Fig. 8 MONARCHS Text Lockup

MONARCHS

Fig. 9 Athletic Block K Logo

K


KING'S
KING'S COLLEGE · WILKES-BARRE, PA



TYP

OGRAPHY

TYPOGRAPHY

King’s Athletics typography consists of three display typefaces: Choplin, Galano Grotesque and Helvetica Neue. These fonts should be used in all King’s Athletics display applications. Alternate fonts dilute our athletics brand. Adherence to these typefaces will help create a consistent and strong identity for King’s Athletics.

CHOPLIN EXTRA BOLD

A slab serif typeface, has been selected for the “King’s” and “Monarchs” nameplates. While available in several weights, Extra Bold was chosen for primary use by King’s Athletics due to its prominent and eye-catching appearance. Although based on Choplin, the logo text has been slightly modified for use in the branding marks. As such, the words KING’S and MONARCHS used in the logo lockups must be a fixed art file. No attempt to reproduce and set the font is permitted.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

The quick brown fox jumps over the lazy dog

GALANO GROTESQUE BOLD

A sans serif typeface used as a secondary supporting font for the “KING’S COLLEGE • WILKES-BARRE, PA” supporting line in the lockup.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

The quick brown fox jumps over the lazy dog

HELVETICA NEUE 93 BLACK EXTENDED

A sans serif typeface used as a tertiary supporting font for the names of college athletics teams, departments, and clubs.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

The quick brown fox jumps over the lazy dog


KING'S
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COLOR PALETTE

ATHLETIC BRAND COLORS

The King's athletics color palette consists of two institutional colors, two secondary accent colors, and black and white. When used in any of the athletic marks, these colors are used at 100% density. These colors define the mark as being the unique and ownable domain of King's Athletics.

PRIMARY COLOR PALETTE



KING'S RED
PANTONE 200C

C=0, M=100, Y=79, K=20
R=186, G=12, B=47
HEX BA0C2F



KING'S YELLOW
PANTONE 116C

C=0, M=12, Y=100, K=0
R=255, G=205, B=0
HEX FFCD00

Note: Because color can vary across computer monitors and digital printing devices, the colors shown in this guide may differ from the actual PANTONE® shades.

For the most accurate color representation, always reference the PANTONE® color number when specifying colors.

SECONDARY COLOR PALETTE

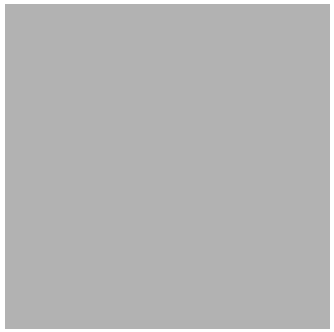


ACCENT YELLOW
PANTONE 118C

C=0, M=28, Y=100, K=30

R=172, G=132, B=0

HEX AC8400

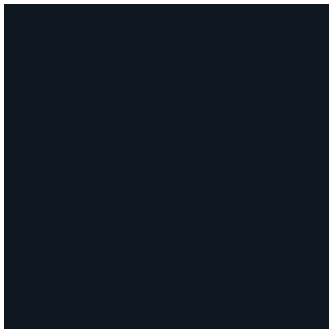


ACCENT GRAY
PANTONE Cool Gray 5C

C=7, M=5, Y=5, K=27

R=177, G=179, B=179

HEX B1B3B3

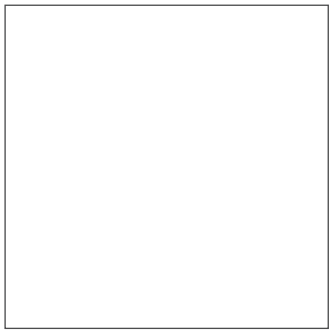


BLACK
PANTONE Black 6C

C=100, M=79, Y=44, K=100

R=0, G=0, B=0

HEX 000000



WHITE
Process White

C=0, M=0, Y=0, K=0

R=255, G=255, B=255

HEX FFFFFF

COLOR USAGE (LEO LOGO)

It is encouraged to use the full six-color lockup of the primary and secondary Athletic marks. However, this is not always possible, particularly when there are budget or print vendor constraints.

THREE-COLOR LOGO

The three color version will work best when it is possible to take advantage of the substrate color where that color would exist in the full-color logo, as seen in figure 10. This is only permissible when the substrate colors are red, yellow, or black.

Fig. 10 Three-Color Options for Red, Yellow or Black Substrates



a. PMS 116C, PMS 6C, and White

b. PMS 200C, PMS 6C, and White

c. PMS 200C, PMS 116C, and White

TWO-COLOR LOGO

Figures 11 and 12 illustrate the different color combinations possible using the two-color version of the athletic mark. The colors used should be the same Pantone or CMYK mixes used for the full color logo. It is important to note the difference in the shape of the crown on the “positive” version of the logo.

Fig. 11 Two-Color (Positive) Options for Light Substrates



a. PMS 6C and White

b. PMS 116C and PMS 6C

c. PMS 200C and White

d. PMS 200C and PMS 6C

Fig. 12 Two-Color (Reversed) Options for Dark Substrates



a. PMS 6C and White

b. PMS 116C and PMS 6C

c. PMS 200C and White

d. PMS 200C and PMS 6C

ONE-COLOR LOGO

A one-color version of the logo exists and will mostly apply to silk screening, pad printing or vinyl cut images. **The "positive" one-color version of the logo is only acceptable on white, yellow, or light gray**. This is to ensure that Leo's face and the wording below are always a King's-branded color. The "reversed" version of the logo is welcome on any appropriate darker color. Figures 13 and 14 show the different color options of the one-color logo.

Fig. 13 One-Color (Positive) Options for White, Yellow, or Light Gray Substrates



a. PMS 200C

b. PMS Black 6C

Fig. 14 One-Color (Reversed) Options for Dark Substrates



a. PMS 116C

b. PMS Cool Gray 5C

c. Process White

COLOR USAGE (TEXT LOCKUP)

It is encouraged to use the full three-color lockup of the athletic text lockups. However, there are other options to consider when this is not possible. The following colors apply to all versions of the text lockup logos.

TWO-COLOR TEXT LOCKUP

Figures 15 and 16 illustrate the different color combinations possible using the two-color version of the text lockups. The colors used should be the same Pantone or CMYK mixes used for the full color logo. **Note that option D of the light substrate options is only permissible on a white background**.

Fig. 15 Two-Color Options for Light Substrates



a. PMS 200C and White ***b***. PMS 200C and PMS 116C ***c***. PMS Black 6C and White ***d***. PMS 200C and PMS Black 6C

Fig. 16 Two-Color Options for Dark Substrates



a. PMS 200C and White ***b***. PMS 200C and PMS 116C

ONE-COLOR TEXT LOCKUP

Figures 17–20 illustrate the different color variations of the one-color version of the text lockups. These colors apply to all text lockup logo options. The colors used should be the same Pantone or CMYK mixes used for the full color logo and are welcome on most substrate colors. **Note that option D of the dark substrate options with stroke is only permissible on red, black, or dark gray backgrounds**.

Fig. 17 One-Color Options With Stroke for Light Substrates



a. PMS 200C ***b***. PMS Black 6C

Fig. 18 One-Color Options With Stroke for Dark Substrates



a. PMS 116C ***b***. PMS Cool Gray 5C ***c***. Process White (Version 1) ***d***. Process White (Version 2)

Fig. 19 One-Color Options Without Stroke for Light Substrates



a. PMS 200C ***b***. PMS Black 6C

Fig. 20 One-Color Options Without Stroke for Dark Substrates



a. PMS 116C ***b***. PMS Cool Gray 5C ***c***. Process White

BLOCK K COLOR OPTIONS

Figures 21 and 22 illustrate the different color variations of the Block K logo. The colors used should be the same Pantone or CMYK mixes used for the other college athletic logos.

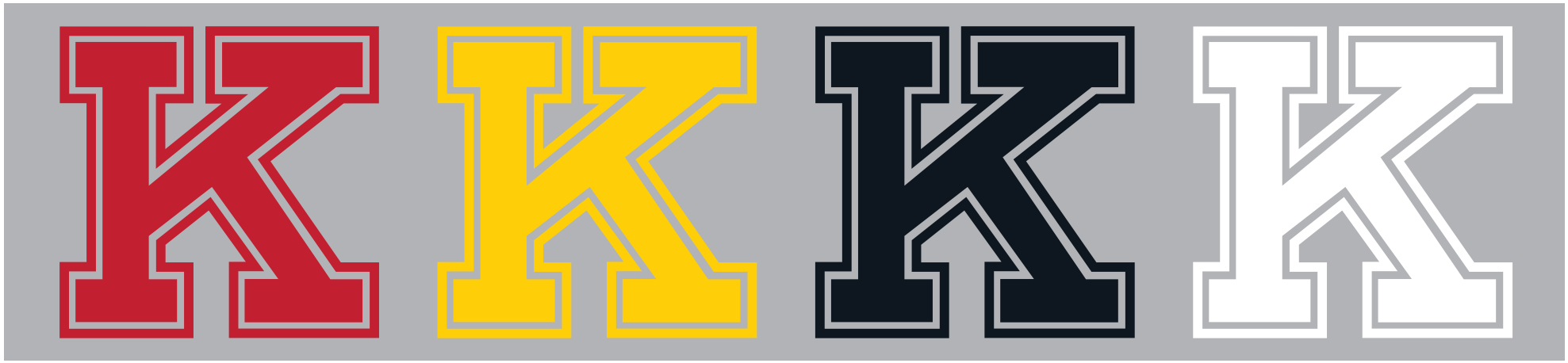
Fig. 21 Two-Color Options



a. PMS 200C and PMS 116C

b. PMS Black 6C and White

Fig. 22 One-Color Options



a. PMS 200C

b. PMS 116C

c. PMS Black 6C

d. Process White



SE

CONDARY MARKS

SECONDARY ATHLETIC MARK FORMATS

The following logos remove the “King’s College • Wilkes-Barre, PA” text in favor of the sport, club or department name. It is important to note that the “S” is removed from the Monarch logo when the sport, club or department name is added. For illustration purposes, “Athletics” will be used as an example.

Fig. 23 Athletic KING’S Leo Sport Logo



Fig. 24 Athletic MONARCHS Leo Sport Logo



SECONDARY ATHLETIC TEXT FORMATS

The secondary text lockups add the name of the sport, club or department below the standard lockup. It is important to note that the “S” is removed from the Monarch logo when the sport, club or department name is added. For illustration purposes, “Athletics” will be used as an example. Other color options are available upon request. The name of the sports team or department may be any primary or secondary King’s color.

Fig. 25 KING’S COLLEGE Sport Text Lockups



Fig. 26 KING'S Standard Sport Text Lockups



Fig. 27 KING'S Arched Sport Text Lockups



Fig. 28 MONARCH Standard Sport Text Lockups



Fig. 29 MONARCH Arched Sport Text Lockups Ver. 1



Fig. 30 MONARCH Arched Sport Text Lockups Ver. 2





PR
V

ROPER USE
S. MISUSE

PROPER USE VS. MISUSE

Building a brand that's recognizable takes a lot of time and dedication. Consistent and correct use of our branding allows it to be immediately recognizable with our target audiences. With your help, we can make our brand distinguishable among other higher education institutions. **Please review the following common uses and mistakes when using the brand marks**. If you have any questions regarding the brand standards or brand mark usage, never hesitate to contact the OCMC.



(black and white reproduction)



(high-resolution reproduction)





(use authorized addition of strokes)



(one-color mark on single color background)



(ensure proper spacing around brand marks)

100% scale



100% scale

(ensure proper proportions when scaled)



(ensure proper contrast with background)



(ensure proper contrast with background)

KING'S
ATHLETICS

MONARCH
ATHLETICS

(use authorized color combinations)



(one-color modified mark on single color background)



(one-color mark on single color background)



(no black and and white reproduction of full-color logo)



(no low-resolution reproduction)





(ensure proper proportions when scaled)



incorrect *correct*

*(**do not** remove the outer stroke from the "reversed" logo to make a "positive" version)*



*(**do not** use "positive" one-color logos on dark backgrounds)*



*(**do not** add drop shadows to one-color logos)*



(no unauthorized color variations)



(no unauthorized color variations)



*(**do not** use one-color logos on complex backgrounds)*



(ensure proper contrast with background)



(no substitution of fonts)



(no substitution of fonts)



(no combination of separate brand marks)



*(**do not** remove the tag line from the standard brand mark - use modified version)*



(no modification of brand marks)



(no addition of graphic elements)



(no unauthorized addition of strokes)



*(**do not** use outdated brand marks)*

KING'S COLLEGE
WILKES-BARRE • PENNSYLVANIA

*(**do not** remove elements from the brand marks)*

KING'S COLLEGE
WILKES-BARRE • PENNSYLVANIA

(no addition of graphic elements)

KING'S
MONARCHS

(no modification of brand marks)

KING'S COLLEGE
TRANSFORMATION. COMMUNITY. *HOLY CROSS.*
KING'S COLLEGE

*(**do not** place in close proximity to other brand marks or text)*

KING'S COLLEGE
TRANSFORMATION. COMMUNITY. *HOLY CROSS.*
BASKETBALL

*(**do not** use academic marks for athletic teams)*

KING'S COLLEGE
MONARCHS

(no combination of separate brand marks)

OFFICE OF COLLEGE MARKETING AND COMMUNICATIONS

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Always remember that we're here to help! If you have any questions or concerns about the King's branding, contact us or pay us a visit.


KING'S


KING'S
COLLEGE
WILKES-BARRE • PENNSYLVANIA