

Brand Elements: Logo

The Criswell College logo consists of two elements: the Criswell name and the shield. The shield may be used alone, but only on inside material (as students are already aware of our logo) or on publications that also include the entire logo (shield and name together). The logo can be presented in navy, navy and grey, or navy, sunset yellow, and grey.

Please be sure to protect against distortion or change to the shape of the elements by dragging from the corner of the JPEG/PNG rather than a side. Please read the additional tips on the following pages for more information.

In the folder you will find plenty of options including the name, shield, slogan, and the complete logo. Files are in JPEG and PNG formatting. JPEG's have a white background, and PNG's have a transparent background (they will take on the color and pattern of the background on which you place them). Here are some examples of logos and logo elements you may wish to use:



Engaging Minds. Transforming Culture.



**CRISWELL
COLLEGE**

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Logo Guidelines

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CRISWELL COLLEGE

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Logo - Correct Use

Shown here are acceptable versions of the Criswell College logo. The type and symbol should always be reproduced together and never separated when using the typography logo. The symbol can be used separately as a design element but the colors, positioning and proportions should never change or be manipulated. All external communications must display the logo.

Spacing and Positioning

The minimum recommended space around the logo is .25 inches. It is important to allow adequate space around the logo to be clearly displayed in all communication pieces.



Alternate Layouts



Pantone Color Version



Solid Black Version



Logo with slogan



One Color Version



White reverse on black background



Symbol Only



Logo - Incorrect Use

These are incorrect uses of our logo. We always want to communicate our brand clearly and following these rules for our logo will help us maintain our consistency.

Logo appears in the wrong colors



The logo fill is set to outline format.
This is difficult to read.



Positioning has been altered



The logo is difficult to read on dark background
and it is too close to the edge.



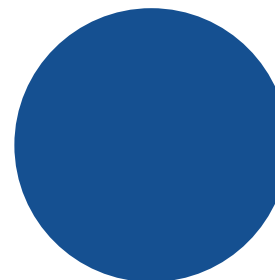
Main Logo Colors

These are the primary Pantone® colors and should be represented on every Criswell College process printing. Presenting these Pantone® colors to a printer ensures the correct color is printed.

Pantone® 7686 C - Blue

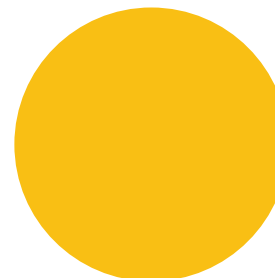
Pantone® 7408 C - Yellow

Pantone® 429 C - Gray



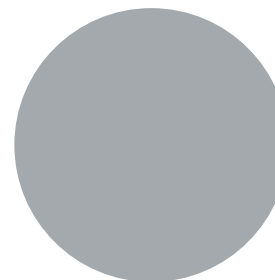
Pantone® 7686 C

C 98	R 25
M 77	G 79
Y 14	B 144
K 2	



Pantone® 7408 C

C 0	R 254
M 27	G 190
Y 100	B 16
K 0	



Pantone® 429 C

C 38	R 164
M 27	G 170
Y 27	B 173
K 0	

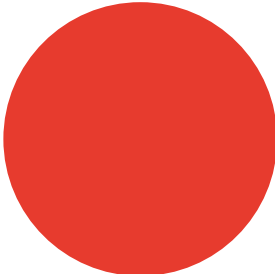
**CRISWELL
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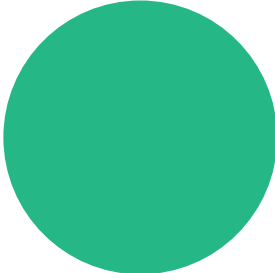
Secondary Criswell Colors

These are the secondary Pantone® colors and can be used to compliment the Criswell College Main Colors listed on the previous page. Again, presenting these Pantone® colors to a printer ensures the correct color is printed.

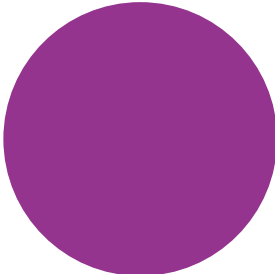
- Pantone® 179 C - Red
- Pantone® 3395 C - Green
- Pantone® 513 C - Purple



Pantone® 179 C
C 4 R 230
M 91 G 61
Y 91 B 47
K 0



Pantone® 3395 C
C 85 R 0
M 0 G 176
Y 65 B 133
K 0



Pantone® 513 C
C 48 R 150
M 94 G 54
Y 5 B 141
K 0

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