

## Kutztown University Athletics Golden Bear Logo and Graphic Standards

Kutztown University developed a Golden Bear logo family of images to be used beginning in the summer of 2004. The logo family was designed to be similar to the university logo that was implemented during the 2003-04 school year and to help create an overall university-wide image.

The Golden Bear logo family was designed for use primarily by the athletics department and sports teams, for use on uniforms, publications, apparel, summer camp publications, etc. Usage by other university departments and personnel may be approved through the University Relations office, according to the style guidelines detailed on page 40-41 of the university style guide and visual identity manual.

The new Golden Bear logo will replace, in most cases, the existing "Bear and Tower" logo where it currently appears. No other depictions of a bear or bears are permitted on official or unofficial university products created for or by university personnel.

The logos may not be altered in any way and usage must be along the guidelines contained in this style manual. The Sports Information and University Relations offices may approve additional usages beyond what is contained in this style guide.

The following information provides campus personnel with specific logo guidelines and usage.

### **Usage**

- \*These logos cannot be altered in any way. Proper proportion must be used.
- \*All logos must be used with a margin not less than ¼ inch between the logo and nearest graphic elements.
- \*Accompanying type must adhere to the ¼ inch margin rule above.
- \*More than one of the logo variations may be used in conjunction with another, as long as it the usage guidelines are adhered to (1/4 margin between logos, proper colors, etc.)

### **Colors**

- \*Colors used are: Pantone 195 (maroon), Pantone 871 (metallic gold), Pantone Black and White. No other colors may be substituted.
- \*Colors in the logos must be used as they are presented.
- \*The one-color versions of each logo may be used in black, metallic gold (871), maroon (195) or white (on dark background only). No other color variations are permitted.
- \*If you are displaying the logo on a dark (black, maroon) background, you must change all aspects that were white in the original to the color you are printing. The aspects in black in the original will remain black or maroon. For more information, refer to this [tip-sheet on one-color printing](#).

### **Approval**

- \*Usage of the logos in ways other than what is described in this style guide must be obtained in writing, from the Coordinator of Sports Information. In order to receive approval, a sample of the logo usage will be necessary.
- \*Make sure you plan far enough in advance of your desired distribution of the product bearing the logo. Improper usage of the logo will result in the rejection of the product (ie-University will not pay for it, product will not be allowed to be used - will need to be replaced before use).

### **How to Obtain Logos**

- \*The sports information office has all of the logo variations on disk. Additionally, each variation is available in different formats, each of which is used for different purposes
  - EPS (Illustrator) These files are used by graphics designers. They are the most detailed versions of the logos.
  - TIF-These are also high-quality versions of the images. If vendors cannot access EPS/Illustrator files, TIF files should be suggested.
  - JPG-These are used for websites and for publications. JPG versions may not reproduce well in some printed, embroidered or screened final products.
- \*Persons wishing to request a logo, should notify the sports information office.
- \*All versions of the logo will be placed on the athletics website for downloading purposes.

## Primary Logos

The Primary Logos are to be used as stand alone images on merchandise and products.

### A. Primary Golden Bear Logo

The primary Golden Bear logo consists of the bear and the wording “Kutztown University Golden Bears.” *This is the preferred logo, when using the bear and wording. It is to be used in all publications, merchandise, etc., designed for off-campus distribution.*



### B. Primary Golden Bear Word Mark

The primary word mark consists of the wording “Kutztown University Golden Bears.” *This is the preferred usage when using only wording. It should be used in all publications, merchandise, etc., designed for off-campus distribution.*



### C. Alternate Golden Bear Logo

The alternate Golden Bear logo consists of the bear and the wording “Kutztown Golden Bears.” *It should be used for on-campus publications, merchandise, on athletic facilities, etc. Or, when the inclusion of University is unnecessary or the format of the publication does not allow for the taller Primary Mark.*



### D. Alternate Golden Bear Word Mark

The alternate word mark consists of the wording “Kutztown Golden Bears.” *It is to be used for on-campus publications and merchandise, athletic facilities (court logos, field banners), etc. Or, when the inclusion of University is unnecessary or the format of the publication does not allow for the taller Primary Mark.*



### E. Individual Sport Marks

Each of Kutztown’s Varsity sports have an individual sport mark. *These marks are to be used by the teams or on products in support of these teams.*



**F. Kutztown Word Mark**

The Kutztown word mark consists of the word “Kutztown” from the primary mark. *Its preferred usage is on athletics apparel which would only use Kutztown, such as the front of jerseys.*



**G. Athletics Youth Bear with Word Mark**

The Athletics Youth Bear with Word Mark was created for products designed for distribution to young people. *This is the only alternate bear that is approved for official university usage.*



**Secondary Logos**

*The secondary logos are variations of the primary marks, and are to be used where appropriate. When not using one of the primary marks, the secondary marks are preferred as each contains a “KU” so as to make its association with Kutztown evident.*

**H. KU Letter Mark**

The KU letter mark consists of the letters “KU,” taken from the primary mark. *Its preferred usage is on athletics apparel which you would only use KU, such as baseball caps.*



**I. Bear Head with KU**

This alternate head mark consists of the Golden Bear head and “KU.”



**J. Golden Bear Body With KU**

The alternate Golden Bear body mark is the stylized bear only, with “KU.”



**Tertiary Logos**

*The tertiary logos are variations of the primary logos, but do not contain “KU” like the secondary logos. These tertiary logos are to be used only when the product’s association with Kutztown is otherwise evident. Such as, using the bear head mark on the sleeve of a uniform that already has the Kutztown Word Mark on it.*

**K. Bear Head Mark**

The bear head mark is one of several alternate versions of the Golden Bear.



**L. Golden Bear Body Mark**

The Golden Bear body mark is a stylized version of the bear only.



**M. Bear Paw Mark**

The bear paw mark is one of the Golden Bear’s paws from the primary logo, with shaded claws.



**N. Athletics Youth Bear**

The alternate youth mark contains only the bear from the Youth Mark. *This is the only alternate bear that is approved for official university usage.*



**Supporting Graphics**

*The Supporting Graphics may be used to support the use of any of the above logos.*

**Kutztown Alphabet**

The Kutztown alphabet was created using the stylized version of Trajan in the Primary mark. *It is to be used for headlines on official athletics publications or products. It is not to be used as body copy in publications.*

**KUTZTOWN  
GOLDEN BEARS  
1234567890**