



THE KUTZTOWN UNIVERSITY GOLDEN BEARS ATHLETICS STYLE GUIDE

KUTZTOWN™

OFFICIAL COLOR PRIMARY LOGO MARK

The Kutztown logo is displayed in a maroon color with a white outline, set against a solid black rectangular background. The letters are in a serif font with a stylized swoosh under the 'N'.

BLACK BACKGROUND USAGE

The Kutztown logo is shown in a dark gray or black color, maintaining the same serif font and swoosh design as the primary logo.

ONE COLOR VERSION

CORRECT LOGO USAGE: RESPECT A 10% MARGIN OF THE TOTAL LOGO SIZE FOR ALL LOGO MARK APPLICATIONS

For information on Kutztown University's colors,
visit www.kutztown.edu/colors

All logo art is supplied for the official reproduction of the Kutztown University Golden Bears property only by the media, licensed manufacturers, sponsors, and their advertising agencies for the express purpose of planning and executing product, promotion, advertising, packaging, and display materials relating to and in support of the Kutztown University Golden Bears. All logos must be used with a margin not less than 10% the total logo size between the logo and nearest graphic elements. The colors shown in this guide are not intended to match the Pantone color standards. For the Pantone color standards, refer to the current edition of the Pantone color publications. Pantone is a registered trademark of Pantone, Inc. All logos are the property of the Kutztown University Golden Bears & may be used with their written permission only. These logos cannot be altered in any way. Contact the Kutztown University Golden Bears, with any questions regarding usage. The Kutztown University Golden Bears logo marks are trademarks of the Kutztown University Golden Bears, 2017.



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OFFICIAL COLOR ALPHABET

A B C D E F G H I J K K L M
 N N O P Q R S T U V W X
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 + = ? 0 1 2 3 4 5 6 7 8 9

OFFICIAL ALTERNATE COLOR ALPHABET

A B C D E F G H I J K K L M
 N N O P Q R S T U V W X
 Y Z . , " ' ! @ # \$ % ^ & * () - _
 + = ? 0 1 2 3 4 5 6 7 8 9

OFFICIAL ONE COLOR ALPHABET

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**FOR MORE INFORMATION ON THIS STYLE
MANUAL OR OTHER QUESTIONS, CONTACT:**

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University Relations
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Kutztown, PA 19530
Phone: 610-683-4114, 4183**

**FOR INFORMATION ON DEVELOPING
BRANDING PROGRAMS, CONTACT:**

**Phoenix Design Works
973.763.8200
pdwnyc@phoenixdesignworks.com
www.phoenixdesignworks.com**