

YES



Proper Use of One-Color Kutztown University Golden Bear Logos (on any non-white backgrounds)

For correct usage of the one-color images on any non-white background, The parts of the image that are WHITE in the original file,-- should be changed to the COLOR that you are printing.

To the left is the original file, placed over a dark background. Note the white rule surrounding the image.

YES



Above is the correct use of gold on black, all aspects that were white in the original were changed to gold, including the rule surrounding the image
Note, what appears in gold above, may also appear in maroon or white, all other colors must be approved by University Relations.

NO



Above is a common incorrect use of the logo in gold on black, all aspects that were white in the original were changed to black, while aspects that were black, were changed to gold (including the rule surrounding the image).

NO



Above is a common incorrect use of the logo in gold on black. The image is missing the rule surrounding the logo on the original.