GREAT PLAINS ATHLETIC CONFERENCE

# LOGO USAGE GUIDELINES

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**Contact us**

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Guidelines for Use manual and logo designed by Mongoose Graphics.

# IDENTITY

The following guidelines have been established as the approved representation of the Great Plains Athletic Conference.

The GPAC logo should be managed with consistency and discipline across all communication materials. Proper reproduction of these marks protect and strengthen the integrity of the GPAC brand.

These guidelines provide direction for commercial vendors for all elements of the GPAC graphic identity including logos and color reproduction. Commercial vendors are required to obtain necessary permission to reproduce or distribute any and all marks pertaining to the Great Plains Athletic Conference. Reproduction of the logo is prohibited without the approval of Great Plains Athletic Conference.

**Colors**

The official colors of the GPAC are Maroon and Gold. Values for these colors, in the most common color models, are listed at right.

**Color Output**

When possible, full-color output (CMYK) is preferred. When full color output is not an option, it is acceptable to reproduce the logo in 2-color, 1-color, grayscale or black/white. Examples of each can be found in the *Color Reproduction* section of this manual.

**Full Color**    Preferred version for all applications:

CMYK  - Print media

RGB  - Digital/Screen media

**2-Color**    Reserved for any non-CMYK applications

**1-Color**    Reserved for applications of maroon only

**Grayscale**    Reserved for applications of grayscale only

**Black**    Reserved for applications of black/white only

*The colors shown on this page have not been evaluated by Pantone, Inc. for accuracy and may not match the Pantone® Color Standards. Consult current Pantone® Publications for accurate color.*

*Pantone® is a registered trademark of Pantone, Inc.  Pantone® and other Pantone, Inc. Trademarks are the property of Pantone, Inc.*
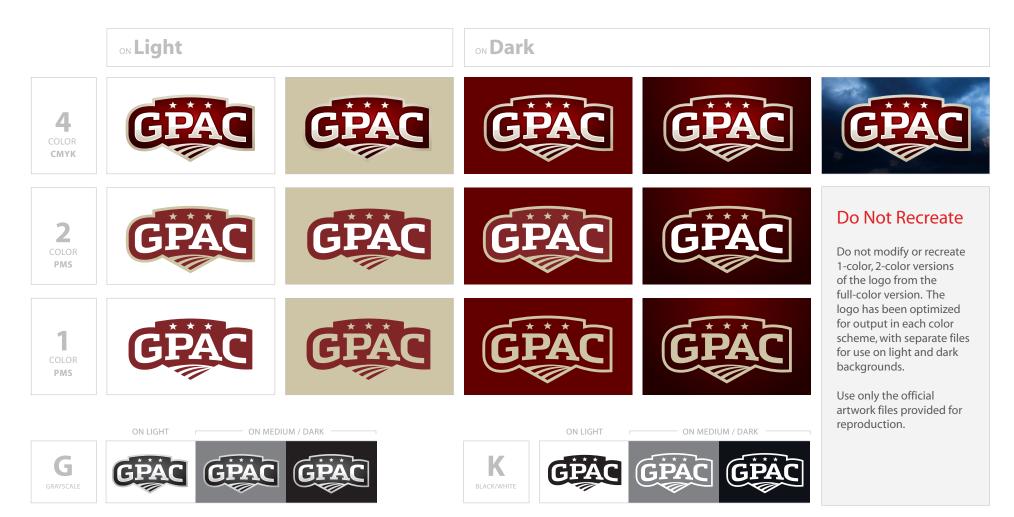
**CMYK**

| MAROON | GOLD |
|---|---|
| C 0 | C 20 |
| M 100 | M 18 |
| Y 100 | Y 36 |
| K 73 | K 0 |

**Pantone**

| MAROON | GOLD |
|---|---|
| PMS 1815 | PMS 454 |

**RGB**

| MAROON | GOLD |
|---|---|
| R 98 | R 206 |
| G 00 | G 196 |
| B 00 | B 167 |

**Web**

| MAROON | GOLD |
|---|---|
| # 670000 | # BDB193 |

**CMYK/RGB/Web**

MAROON

| C 0 | C 0 |
|---|---|
| M 100 | M 100 |
| Y 100 | Y 100 |
| K 25 | K 96 |
| R 186 | R 46 |
| G 20 | G 0 |
| B 26 | B 0 |
| # BA141A | # 2E0000 |

GOLD

| C 0 | C 20 |
|---|---|
| M 0 | M 18 |
| Y 0 | Y 36 |
| K 0 | K 0 |
| R 255 | R 189 |
| G 255 | G 178 |
| B 255 | B 148 |
| # FFFFFF | # BEB294 |

# COLOR REPRODUCTION

The preferred background colors for the GPAC Logo are white or maroon. However, the logo can be reproduced on a variety of backgrounds or color fields. Artwork files are available as CMYK, 2-color, 1-color, grayscale and black/white for use on light and dark backgrounds. Select the appropriate file for color output and the intended background. Artwork has been created with a built-in key line (outer border). Reproduction of the logo in any variation not pictured below requires prior approval.

ON **Light**

ON **Dark**

**4** COLOR **CMYK**

**2** COLOR **PMS**

**1** COLOR **PMS**

## Do Not Recreate

Do not modify or recreate 1-color, 2-color versions of the logo from the full-color version. The logo has been optimized for output in each color scheme, with separate files for use on light and dark backgrounds.

Use only the official artwork files provided for reproduction.

ON LIGHT — ON MEDIUM / DARK

**G** GRAYSCALE

ON LIGHT — ON MEDIUM / DARK

**K** BLACK/WHITE

# PROHIBITED USE

The following are examples of misuse of the logo, and are strictly prohibited. Always use the artwork files as provided by the Great Plains Athletic Conference. *NEVER* recreate the logo.



GRAPHIC MODIFICATIONS



SWAP COLORS



KEY LINE RESIZING



STRETCHING OR SKEWING



ADDING ELEMENTS



REVERSE COLORS



KEY LINE REMOVAL



ROTATION



ADDING GRAPHICS OR TEXT

## Modifications
Do not recreate or modify the logo in any manner. Do not move or resize the individual elements separately.

## Reverse color
The logo colors should not be swapped, altered or reversed when placed on a light or dark background.

## Key line
Do not remove, resize or change the color of the logo's key line (outer border). The key line is required on all dark backgrounds to ensure sufficient contrast. The key line color is always gold or white.

## Distortion
Do not stretch, skew or rotate the logo. When re-sizing make sure that the width to height aspect ratio is the same. Maintain a 0° angle for reproduction.

## Addition
Do not add graphic elements or text to the logo.



BUSY PHOTOGRAPH OR TEXTURE



SCREENING OR WATERMARK



LOGO FROM WEB

## Busy backgrounds
Avoid use of the logo on busy backgrounds including photos or textures.

## Screens and Watermarks
Do not screen or watermark the logo, or place text over the logo. Logos should maintain the same color values listed in the color reproduction section of this manual.

## Low resolution
Do not use versions of the logo obtained from the Web, or from scanning previously printed materials.