



**COLLEGE SPORTS
COMMUNICATORS**

Welcome To The College Sports Communicators Brand.

Bold. Forward-looking. Inclusive.

Founded in 1957, College Sports Communicators is the premier professional and educational association for strategic, creative and digital communicators across intercollegiate athletics in North America. Known as College Sports Information Directors of America (CoSIDA) for its first 65 years, the organization adopted a new name and associated visual identity in 2022-23.

Our new brand identity is a major step in a larger strategic plan to define the association's evolution and expansion. It is designed to represent our brand promise-- connect and support all communicators in college sports through advocacy, leadership, education, recognition and collaboration.

The CSC logo stands as a visual representation of our members, our organization, our community, and our profession. The quarter-circle piece transforms and combines with other quarter circles to form the letters CSC. This represents the many roles and responsibilities of our members, as well as the differences and shared traits of our diverse membership.

This style guide provides direction for approved usage of our logos in different orientations and color combinations, and is intended to streamline how our members, partners and stakeholders can collectively and consistently use the marks. Proper and consistent use of these assets will dictate our brand perception and reflect how we represent ourselves, our profession and all of college sports.

We invite you to live the College Sports Communicators brand.

Color Information.

Pantone 300c

R: 0
G: 92
B: 185

Html: 005cb9

C: 91
M: 68
Y: 0
K: 0

Pantone 1505c

R: 255
G: 107
B: 0

Html: ff6b00

C: 0
M: 72
Y: 100
K: 0

Pantone 2995c

R: 0
G: 167
B: 225

Html: 00a7e1

C: 73
M: 16
Y: 0
K: 0

Pantone 534c

R: 28
G: 53
B: 94

Html: 1c355e

C: 98
M: 84
Y: 36
K: 27

NOTE: Due to the inconsistent calibration of screens and desktop printers, always refer to the Pantone® specifications for accurate color reproduction.

The CSC Icon.

The CSC icon may appear in full color or in one color, as shown here. One color logos may appear in any color in the approved palette, including white. See page 8 for all acceptable color rotations.

Full Color



One Color



CSC Vertical Lockup.

The CSC vertical lockup may appear in full color or in one color, as shown here. One color logos may appear in any color in the approved palette, including white. See page 8 for all acceptable color rotations.

Full Color



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CSC Horizontal Lockup.

The CSC horizontal lockup may appear in full color or in one color, as shown here. One color logos may appear in any color in the approved palette, including white. See page 8 for all acceptable color rotations.

Full Color



One Color



CSC Extreme Horizontal Lockup.

The CSC extreme horizontal lockup may appear in full color or in one color, as shown here. One color logos may appear in any color in the approved palette, including white. See page 8 for all acceptable color rotations.

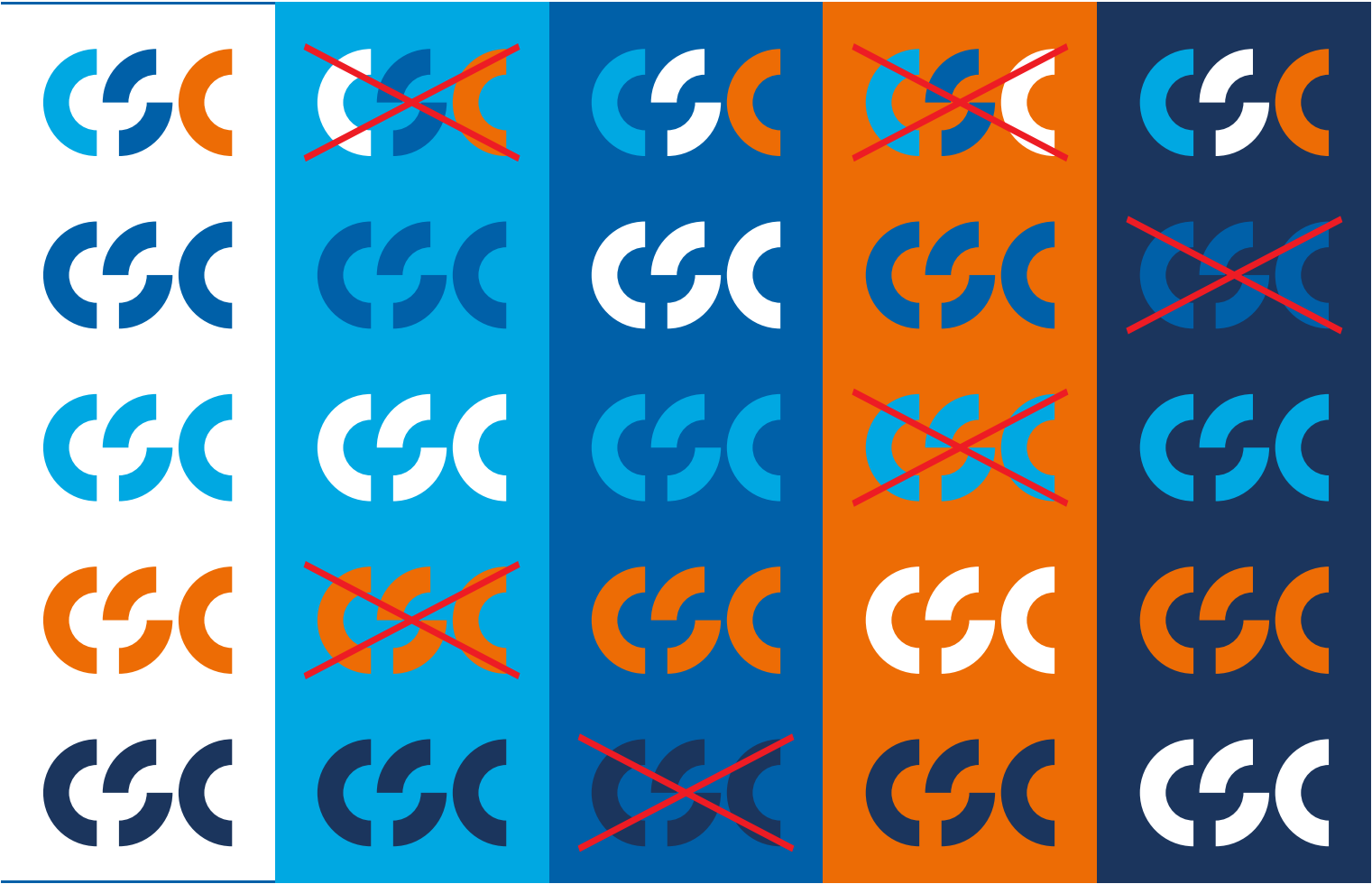
Full Color



One Color



Acceptable Color Rotations.



Note: Some one-color applications may be approved for special occasions such as awareness or recognition days, weeks or months (i.e. one-color pink). This is acceptable for special occasions but is not intended for long-term or regular use.

Typography.

The CSC brand identity is supported by a commercially available font, Proxima Nova. It is available in the Adobe font library and can be activated via the Adobe Creative Cloud.

PREFERRED FONT - PROXIMA NOVA:

BLACK - ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

EXTRA BOLD - ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

BOLD - ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

SEMI BOLD - ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

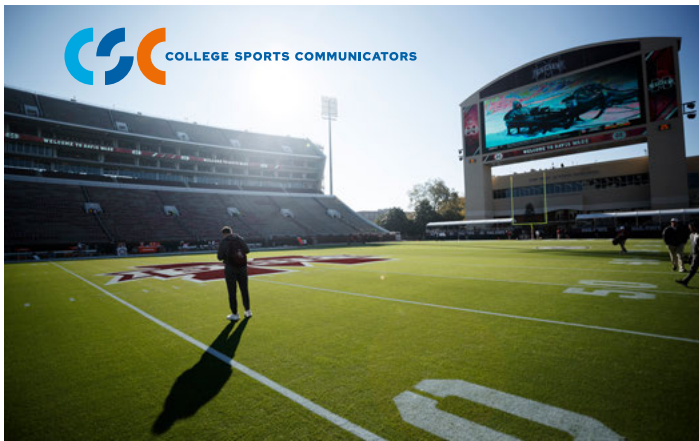
MEDIUM - ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

REGULAR - ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

LIGHT - ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Applying the logo over photos.

When applying the CSC logo over photos, carefully consider the image to make sure the placement of the logo is clear of confusing textures and has sufficient contrast.



Academic All America® Logos.

These logos should not be adjusted in any way.

Full Color



Common Misuse.



Never alter the proportions



Never skew the logo



Never modify the type



Never use unapproved colors



Never add graphic components (i.e. drop shadow)



Never apply a gradient



Never use retired logos

Contact Information.

For questions about this guide, or the application of the CSC brand identity, please contact:

Beau White

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