

COLLEGE SPORTS COMMUNICATORS

Bold. Forward-looking. Inclusive.

Our members are our foundation

The foundation of the logo — the quarter-circle shape — flips, turns and combines to form the letters CSC.

A shared purpose, a diverse approach

The quarter-circle shape represents how our individual members show versatility as communications professionals — we provide value in many ways. Our members share a purpose, but are diverse in skillsets and responsibilities.

Space for growth

The open space in the ‘S’ acknowledges and welcomes the differences within our membership divisions, as well as the multi-faceted job responsibilities of our members. It leaves open the space for growth of our organization and members.



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A bright new color palette

The bright blue and orange colors signal a fresh outlook for the future. Blue, a traditional color for the organization, communicates trust, intelligence and loyalty. Orange represents communication and creativity, and exudes warmth, optimism and energy.

Stronger together

Six quarter circles form the CSC, just as there are six divisions that make us whole — NCAA Division I, Division II, Division III, NAIA, Canadian institutions and Two-Year institutions.

We are College Sports Communicators

Bold, clear font (Proxima Nova) states exactly who we are. “College Sports” has been carried over from our previous name.