By using the CUI logo, you are partnering with us to represent our identity, our brand, and our story to the world. Any use of the logo constitutes a contract to use it within our Logo Guidelines stated in this document.

So why the rules?

In a fragmented market clamoring for attention at every turn, a high standard for logo consistency allows us to cut through the noise, speaking with one unified, clear voice. Staying within these guidelines will help keep our brand assets memorable, recognizable, and a true visual ambassador of our school’s standard of excellence.
How to Use Our Logo

1. Keep the logo exactly as it is.

Keep it fresh by not distorting, stretching, adapting, remaking, changing colors, changing placement, using an outdated logo, adding on, detracting from, “jazzing up,” or otherwise changing a thing.

The only exception to this rule is for the logomark (the 3 triangles on the left), which is permitted to be faded and/or cropped when used on its own:
2. **Double check that it’s not pixelated.**

Never use a logo that is pixelated, blurry, or that shows artifacting in the white space. Never pull a low resolution image off the internet and use it in print, (See rule 3) and do a print check if necessary to ensure art edges are crisp, sharp, and keeping our work looking professional.

**DO:**

![Correct logo](image1)

**DON’T**

![Pixelated logo](image2)

Quality check those email signatures!

3. **Only use downloads from Concordia University Irvine’s website.**

Back away slowly from that Google Image Search. You may only use the official brand assets that are available from www.CUI.edu/Marketing. Never use a Concordia logo pulled from another website.

4. **Professional design = Less logo, More white space.**

The singularly most common crime against professional looking design is clutter, and the most common way to clutter is by making the logo too large. The best brands give their logo more breathing room than you might expect. Always give at least the width of one of the triangles in the logomark between the logo and everything else.

Whether you’re drafting a fill-out-form or designing a flyer, resist the urge to make the logo the loudest item on the page. The less the logo desperately seeks attention, the more confident it appears. Just focus on quality content, and then the logo will still be there to take credit for how professional your work looks.
Official Color Codes

We use a 3-color logo of blue, green and gold. When an accurate color match is not available due to technical restrictions, an all-black or all-white logo may be used. Be sure to never darken or change the colors of the logo in any way.

CMYK
- Gold: 2, 39, 100, 10
- Green: 35, 30, 100, 75
- Blue: 51, 27, 36, 3

RGB
- Gold: 204, 138, 0
- Green: 85, 80, 37
- Blue: 129, 149, 149

Pantone
- Gold: Pantone 131
- Green: Pantone 5815
- Blue: Pantone 5497

HEX
- Gold: #cc8a00
- Green: #555025
- Blue: #819595

For additional questions regarding permission and usage of the Concordia University Irvine logo, contact Courtney.Mansell@cui.edu.