



GREAT PLAINS ATHLETIC CONFERENCE
LOGO USAGE GUIDELINES

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All art displayed in this manual is property of the Great Plains Athletic Conference and reproduction of any artwork is prohibited without the approval of the Great Plains Athletic Conference.

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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.



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CMYK

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


Pantone

MAROON	GOLD
	
PMS 1815	PMS 454


RGB


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

Web

MAROON	GOLD
	
# 670000	# BDB193

CMYK/RGB/Web

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

GOLD	
	
C 0 M 0 Y 0 K 0	C 20 M 18 Y 36 K 0
R 255 G 255 B 255	R 189 G 178 B 148
# FFFFFFFF	# 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					<div><div>Do Not Recreate</div><p>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.</p><p>Use only the official artwork files provided for reproduction.</p></div>
1 COLOR PMS					

G
GRAYSCALE

ON LIGHT

ON MEDIUM / DARK

K
BLACK/WHITE

ON LIGHT

ON MEDIUM / DARK

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



Modifications

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



SWAP COLORS



REVERSE COLORS

Reverse color

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



KEY LINE RESIZING



KEY LINE REMOVAL

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.



STRETCHING OR SKEWING



ROTATION

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.



ADDING ELEMENTS



ADDING GRAPHICS OR TEXT

Addition

Do not add graphic elements or text to the logo.



BUSY PHOTOGRAPH OR TEXTURE

Busy backgrounds

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



SCREENING OR WATERMARK

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.



LOGO FROM WEB

Low resolution

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