

Arizona Christian University Brand & Style Guide

Athletic Guidelines

Step 1: Contact Vendor

Using ACU's approved athletic vendor is vital in supporting ACU's brand. This ensures accuracy and consistency in regards to our brand and protects against liabilities from product failures. Please use the information below to contact our vendor sales representative.

Marketing must approve all apparel and/or uniform designs prior to placing an order.

marketing@arizonachristian.edu

Under Armour/Eastbay

Todd Ludwig

(602) 284-9887

tludwig@eastbay.com

Step 2: Colors

ACU ATHLETICS CORE COLORS

ACU RED

Pantone: 485

ACU MARIGOLD

Pantone: 143

ACU ATHLETICS SUB GROUP COLORS

BLACK

WARM GREY 11

WHITE

WARM GREY 7

The Arizona Christian University logo and word marks may be used on backgrounds in the **color combinations** shown below.

Red Background:



Yellow Background:



White Background:



All game day athletic uniforms and warm-ups **MUST** contain a prominent combination of both primary colors, **ACU Red and ACU Marigold**.

When ordering a uniform, Red and Marigold must both be used on the jersey. Other appropriate uses of the secondary colors would include accessories such as pants, gloves, stripes, socks, etc.

Black uniforms may only be approved as alternates when red, yellow, and white uniforms are already in use. Black uniforms are considered 'one offs' and may be used in the case of tournaments or special occasions.

Step 3: Pick an ACU Logo

The logos below are the main logos used to represent the ACU athletic brand. Select one per wear item. Colors may be changed to solid black or solid white only.

Any apparel purchased with university funds to be given away or sold to groups on or off campus must include an approved ACU logo and the design must be approved by Marketing.



ARIZONA CHRISTIAN UNIVERSITY



Step 4: Personalize

Customize for your team. If you would like a customized logo, please submit a Marketing Request Form on MyACU. Below are examples of sport-specific logos created & approved by Marketing.



Step 5: Fonts

Typography plays an equally important role in establishing and maintaining consistency in ACU's visual identity. The following are the two approved font families for Arizona Christian University:

Kulturista™ Type Family

ITC Franklin Gothic®

Note that the full name and/or acronym of the university must always be used on apparel and may not be shortened.

Approved:

Arizona Christian University
ACU

Not Approved:

Arizona Christian
AC

Arizona Christian University Brand & Style Guide

Uniform, Team & Fan Apparel Guidelines

Step 6: Approval

Coaches and athletic administrators are encouraged to participate in the uniform and apparel selection process.

All designs must be submitted to the Marketing and Communications Department for approval before an order is placed.

Note: If approval of a design is given for one purpose, it does not automatically mean that same design will be approved for a different purpose. For example, Marketing may approve a design for a camp t-shirt, but might not approve the same design for a uniform.

Process

All athletic teams must follow the same guidelines when selecting uniforms and apparel.

- A) Select a vendor and begin to build the ACU athletic uniform or apparel using the approved logos and colors.
- B) Seek approval from the ACU Athletic Director and **final** written approval from the Marketing and Communications Department.
- C) Place your order and await the shipment.

*** When ordering uniforms,**

We recommend that you begin the process *at least* 3 months before the start of your season! Please consult the Business Office if you plan to purchase your uniforms or apparel before the start of the next fiscal year.

Fall Sports —→ Start in April

Winter Sports —→ Start in August

Spring Sports —→ Start in November

Why?

These guidelines are critical to assisting us in building a cohesive university brand. The consistent graphical presentation of our visual brand elements will strengthen the portrayal of a unified Arizona Christian University brand to our audiences.

The goal is to maintain continuity between the athletic brand and the institutional brand.

Please contact the marketing department with any questions or concerns; we would be happy to help in any way we can!

marketing@arizonachristian.edu