

ARIZONA CHRISTIAN UNIVERSITY

ONE-SHEET ATHLETIC BRAND AND STYLE GUIDE

FONTS

KULTURISTA

THIN *(ITALIC)*

LIGHT *(ITALIC)*

MEDIUM *(ITALIC)*

SEMIBOLD *(ITALIC)*

BOLD *(ITALIC)*

PROXIMA NOVA

THIN *(ITALIC)*

LIGHT *(ITALIC)*

REGULAR *(ITALIC)*

MEDIUM *(ITALIC)*

SEMIBOLD *(ITALIC)*

BOLD *(ITALIC)*

EXTRABOLD *(ITALIC)*

BLACK *(ITALIC)*

COLORS



RED: #D92E26
RGB: 217/46/39
CMYK: 9/96/100/1



DARK RED: #C62A23
RGB: 198/42/35
CMYK: 16/97/100/5



YELLOW: #F3BE17
RGB: 243/190/23
CMYK: 5/25/100/0



BRIGHT YELLOW: #FFC917
RGB: 255/202/23
CMYK: 0/21/97/0



LIGHT GREY: #D2CFC8
RGB: 210/207/201
CMYK: 17/14/18/0



DARK GREY: #222222
RGB: 34/34/34
CMYK: 72/68/67/90

LOGOS

PRIMARY LOGOS



WORDMARK

SPORT SPECIFIC LOGOS (EXAMPLE)



ATHLETICS



TO BE USED
ON A BLACK
BACKGROUND



TO BE USED
ON A RED
BACKGROUND



TO BE USED
ON A YELLOW
BACKGROUND

