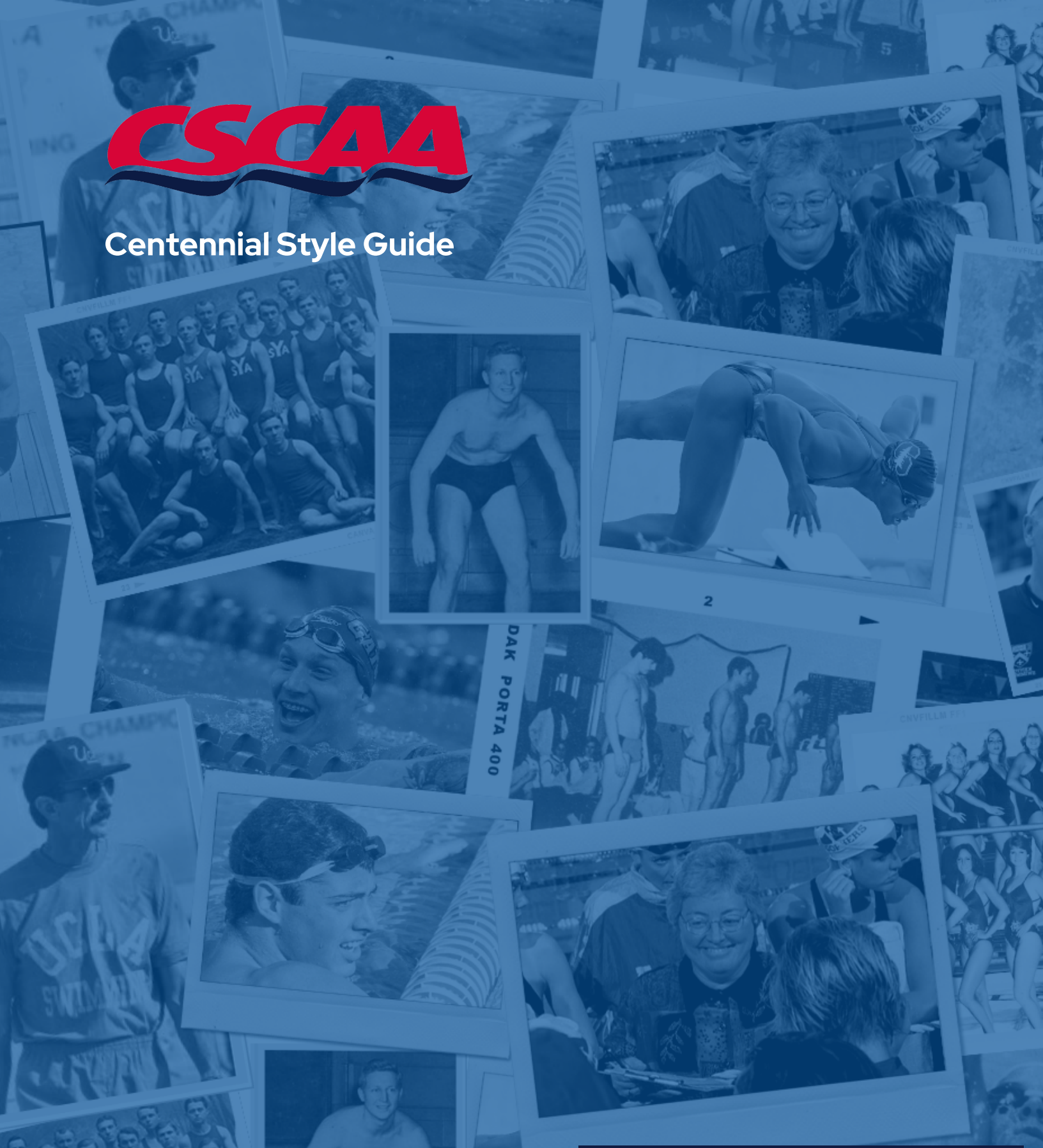




Centennial Style Guide



JULY 2021-JUNE 2022



Colors

The colors to the right should be used when applying any aspect of the Identity when possible.

For applications where full color isn't available, the use of only Black and White are acceptable.

Midnight Blue

Hex #111C42

R: 17

G: 28

B: 66

Crimson

Hex #D41438

R: 212

G: 20

B: 56

Summer Sky

Hex #29AAE1

R: 41

G: 70

B: 225

Primary Logo & Wordmark



Secondary Logo



Centennial Logo



Primary Logo & Wordmark

The Centennial Logo may be adopted to member institutions' colors.

Preferred Variation (Three Color)

The preferred version of the mark in institutional colors has the word "100" displayed in the darkest institutional color with the lane lines in the lighter institutional color and the wave using the "Summer Sky" color listed above.



Secondary Variation (Two Color)

An alternative variation of the mark in institutional colors has the word "100" and the lane lines displayed in the darkest institutional color with the wave in the lighter institutional color



Secondary Variation (Single Color)

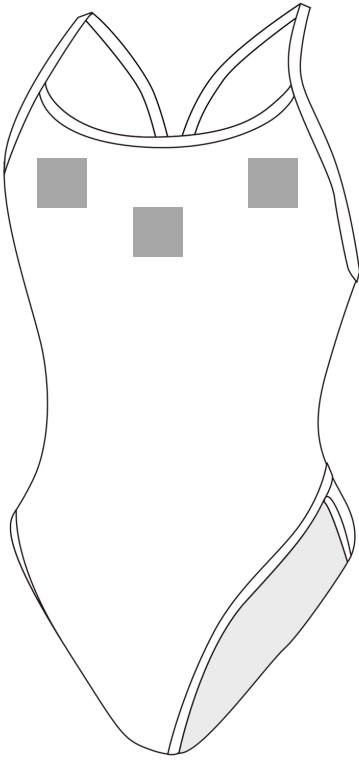
An alternative variation of the mark in institutional colors has the mark displayed in the preferred institutional color.



Suits & Apparel

Institutions are encouraged to work the CSCAA Centennial mark into their team apparel. Due to varying uniform types and materials, a patch or screen print mark is acceptable.

The logo should measure approximately 1.5" wide and 1" high.



Placement options include:

- Front Chest Left
- Front Chest Right
- Front Chest Middle
- Right/Left Sleeve
- Right/Left Hip (Front or Back)

