

BRAND STANDARDS

ATHLETICS

COASTAL ALABAMA
COYOTES



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PROCESS AND APPROVALS

We have created a simple process for the development of Coastal Alabama Athletics materials. This process ensures that your work supports, and is supported by, other Coastal Alabama Athletics initiatives.

We require that all materials using the Coastal Alabama identity system be submitted for approval to ensure that all work follows the set guidelines.

All materials must be submitted via the Artwork Approval Request form found at www.coastalalabama.edu/marco

You will receive a response that ensures your project:

- Supports the identity system
- Uses color appropriately
- Utilizes the correct typography
- Integrates the proper use of imagery

For additional information or assistance, contact the Marketing & Communications Office or visit: www.coastalalabama.edu/marco



COYOTES



LOGOS AND WORDMARKS

USAGE & STYLING

LOGOS

Because our identity is more than just a single logo, the elements that comprise the greater visual language of the Coastal Alabama Coyotes—the elements, typefaces, and logos—have also been used to create a visual identity system. This system provides flexibility for placement on products and communication materials and is specifically designed to represent our brand. Using these logos along with our brand elements consistently is necessary to build brand awareness and cohesion for Coastal Alabama.

When using our logos:

- Always use an appropriate version of the logo.
- Always place logos in their appropriate context.
- Use our logos with Coastal Alabama elements to create our own aesthetic.

For additional information or assistance, contact the Marketing & Communications Office or visit: www.coastalalabama.edu/marco



COASTAL ALABAMA
COYOTES



PRIMARY LOCKUP

Our primary athletic logo, complete with the mascot and custom Coastal Alabama type is referred to as our “Primary Lockup”. Using the logo consistently is necessary to build brand awareness for Coastal Alabama Athletics.

When using the Primary Lockup:

- Always use an appropriate version of the logo.
- Always place it on the appropriate background.

For additional information or assistance, contact the Marketing & Communications Office or visit: www.coastalalabama.edu/marco

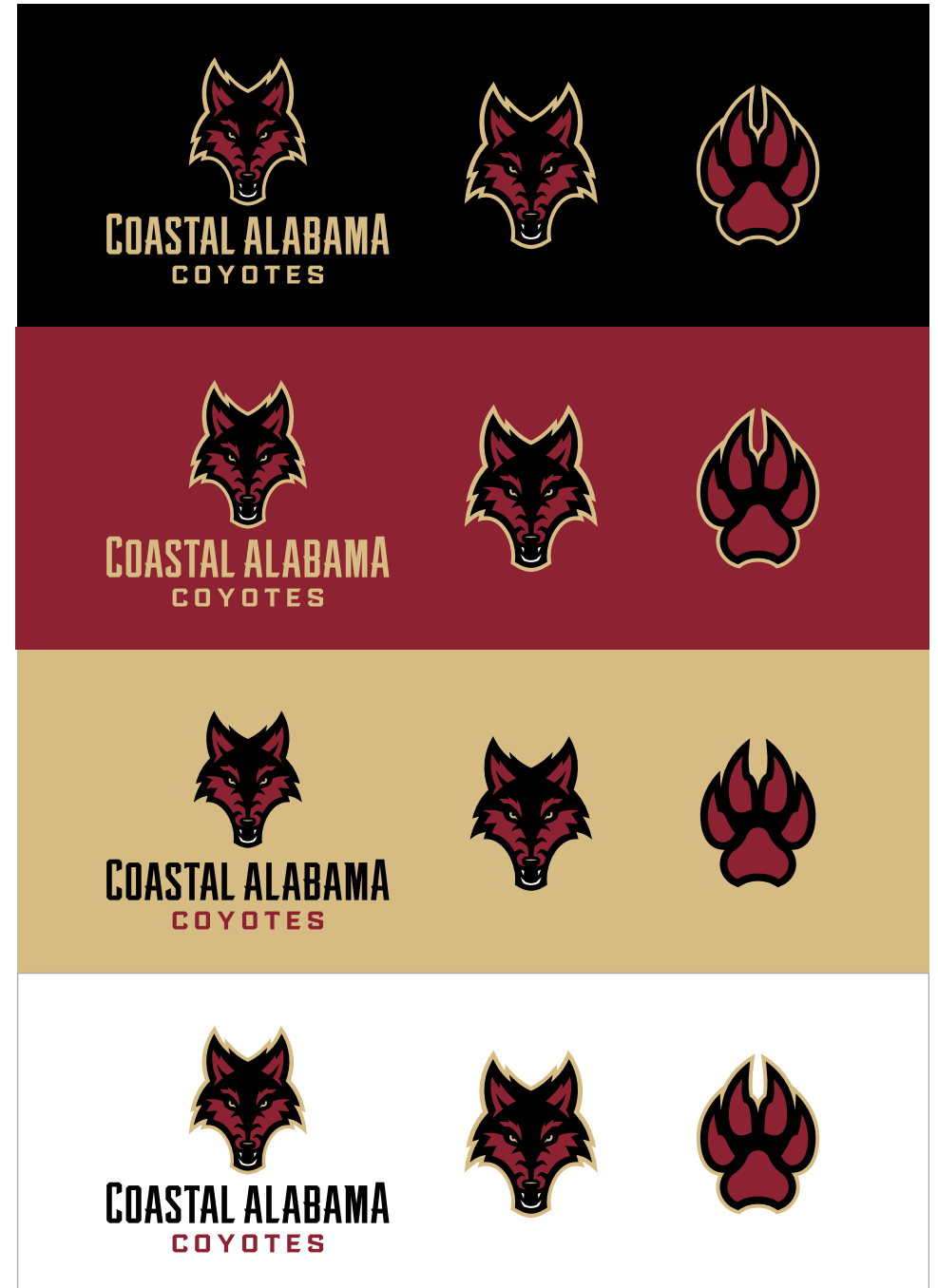


COASTAL ALABAMA
COYOTES

LOGO COLOR USAGE

When using the Coastal Alabama athletic logos on materials and designs it is preferred that our team colors be used as a brand-relevant backdrop. While Coastal Crimson and Black are the preferred colors to display our logos on, white will be more prominently featured with collateral featuring the Coastal Alabama logos. All of the examples to the right are also acceptable. Refer to the color section and application pages of this document for information about reproducing the colors and applying the Coastal Alabama athletic logos correctly.

For additional information or assistance, contact the Marketing & Communications Office or visit: www.coastalalabama.edu/marco



ONE COLOR LOGOS

The Full Color Logos are always the preferred choice to embody Coastal Alabama's brand character in visual applications. However, it is sometimes necessary to use a One Color Logo. One Color Logos are to be used thoughtfully and *sparingly*.

All Coastal Alabama Athletic logos have multiple One Color options to suit every application need. The table on the right side of this page outlines the correct use of the One Color Primary Lockup on different color backgrounds. The Examples on the left side of this page outline the difference between the One Color Logos for light and dark backgrounds and how to use them correctly.

For additional information or assistance, contact the Marketing & Communications Office or visit: www.coastalalabama.edu/marco

ONE COLOR LOGO FOR DARK BACKGROUNDS



ONE COLOR LOGO FOR LIGHT BACKGROUNDS



ONE COLOR LOGO COLOR USAGE



LOGO CLEAR SPACE

Coastal Alabama Athletic Logos should not be crowded or overwhelmed by other graphic elements or type. There is a minimum clear space surrounding each logo.

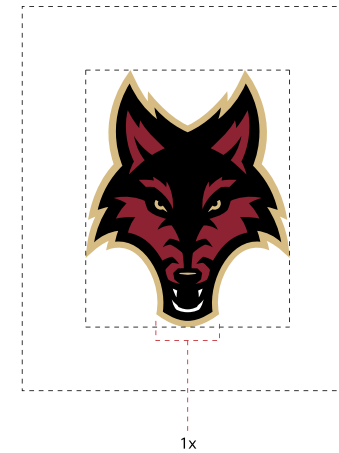
The Primary Lockup requires a minimum clear space of 1x the height of the “Coastal” C surrounding the logo.

The Mascot Logo requires a minimum clear space of 1x the width of the coyote’s chin surrounding the logo.

Keep the space surrounding the logo free of any text, graphics, borders, or other logos.

- Give the logo as much clear space around it as is practical in your layout.
- The minimum clear space is equal on all sides of the logo.
- Do not use the 1x clear space as a containing shape for the logo.

For additional information or assistance, contact the Marketing & Communications Office or visit: www.coastalalabama.edu/marco



LOGO MINIMUM SIZE

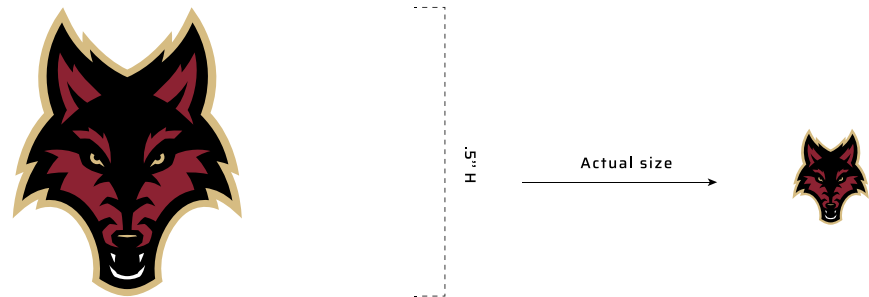
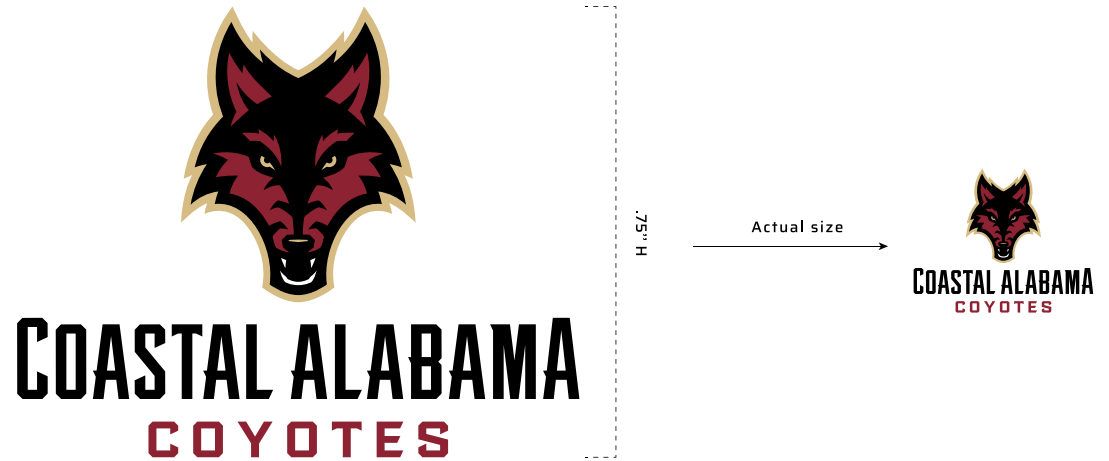
The Primary Lockup must maintain a minimum size to ensure that the typography is always visible.

Never use the logo smaller than its preferred size of .75" height for the Primary Lockup and .5" for the Mascot Logo.

Do not add a stroke or an outline to the logo.

Rare cases may require an exception to this guideline.

For additional information or assistance, contact the Marketing & Communications Office or visit: www.coastalalabama.edu/marco



LOGO DO'S AND DONT'S

The Primary Lockup is specially designed to represent the spirit of the Coastal Alabama Coyotes and must never be altered.

Do not alter any Coastal Alabama logos and wordmarks under any circumstances.

- 1 Do not change proportions or stretch
- 2 Do not remove outline
- 3 Do not substitute fonts
- 4 Do not place over busy background
- 5 Do not alter colors
- 6 Do not rotate
- 7 Do not alter text in the logo
- 8 Do not change outline color
- 9 Do not use the icon as a graphic element
- 10 Do not invert the logo colors or use One Color Logos on the wrong background

DO NOT ALTER THE LOGO

The following are examples of how the logo should not be applied or altered.



WORDMARKS

Our Primary Athletic Wordmark and apparel wordmarks are custom crafted wordmarks, designed to meet an array of application needs and embody our characteristics in a clear and timeless way. They balance the contrast of athleticism and tradition and create an ownable look that is unique to the Coastal Alabama Coyotes.

All Coastal Alabama Athletics Wordmarks are allowed for use on apparel and fan gear.

Strictly Primary Athletic Wordmark and the Horizontal Wordmarks are allowed for use in marketing, media, and signage applications.

The Arched Wordmarks are only allowed on uniforms and apparel.

When using the wordmarks:

- Always use an appropriate version of the logo in context.
- Understand where it will live.
- Never use the Uniforms and Apparel Wordmarks outside of uniforms and apparel.
- Never use the Primary Athletic Wordmark on uniforms.

For additional information or assistance, contact the Marketing & Communications Office or visit: www.coastalalabama.edu/marco

COASTAL ALABAMA COYOTES

PRIMARY ATHLETIC WORDMARK

UNIFORMS AND APPAREL ONLY



UNIFORM WORDMARKS

ARCHED WORDMARKS

HORIZONTAL WORDMARKS

WORDMARK COLOR USAGE

When using the Wordmark on materials and designs it is preferred that our team colors be used as a brand-relevant backdrop. Refer to the color section, color proportion, and application pages of this document for information about reproducing the colors and applying the wordmarks correctly.

For additional information or assistance, contact the Marketing & Communications Office or visit: www.coastalalabama.edu/marco



TEAM WORDMARKS

While Coastal Alabama's Primary Athletic Lockup and wordmark signifies our organization as a whole, our Team Identity system wordmarks show the relationship between our college and its different sports and teams.

- Always use an appropriate version of the logo in context.
- Understand where it will live.

NORTH & SOUTH DESIGNATIONS

Coastal Alabama Community College maintains two (2) NJCAA memberships. These memberships are delineated using the terms "North" (Brewton and Monroeville Campuses) and "South" (Bay Minette Campus). While these delineations are used to defer between the two programs, there are examples where these delineations cannot be used.

Acceptable uses of the "North" and "South" delineations include:

- Press Releases
- Media Interviews
- Score Updates (Use Campus designation rather than North/South)
- Coaching and Personnel Titles
- Social Media Handles

We do not permit the use of the "North" and "South" delineations in:

- Athletic Uniforms
- Athletic Practice Apparel
- Athletic Gear
- Athletic/College Signage
- Clothing and Merchandise

For additional information or assistance, contact the Marketing & Communications Office or visit: www.coastalalabama.edu/marco

COASTAL ALABAMA COYOTES

PRIMARY ATHLETIC WORDMARK

COASTAL ALABAMA
BASEBALL

COASTAL ALABAMA
BASKETBALL

COASTAL ALABAMA
CHEERLEADING

COASTAL ALABAMA
CROSS COUNTRY

COASTAL ALABAMA
GOLF

COASTAL ALABAMA
SOFTBALL

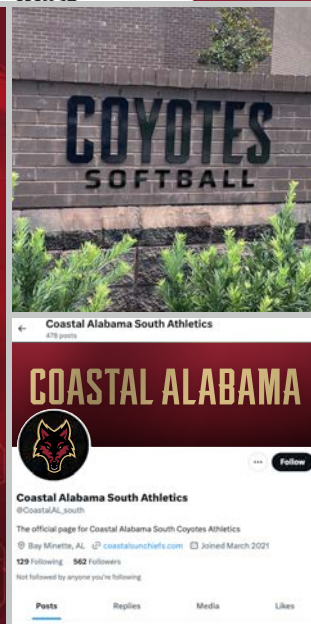
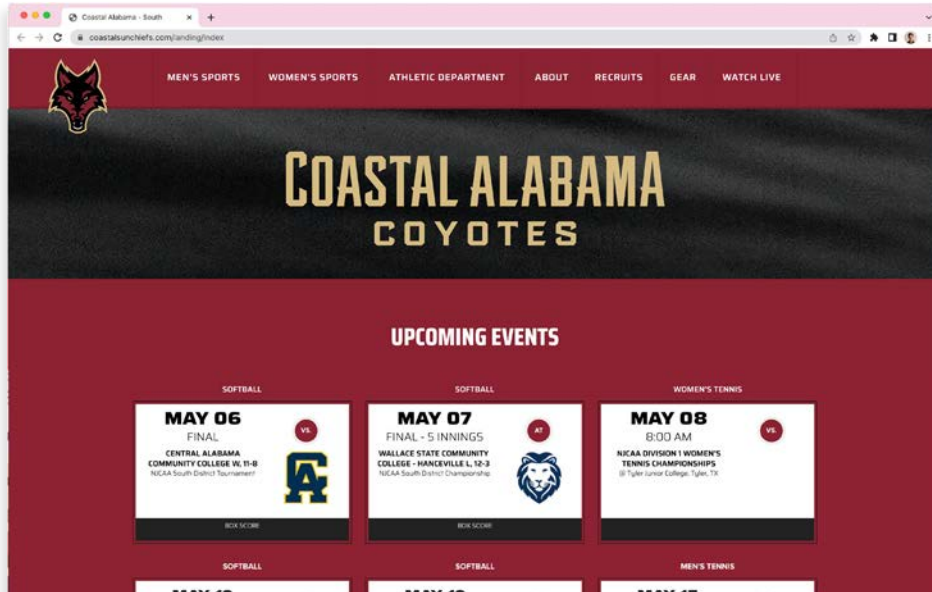
COASTAL ALABAMA
TENNIS

COASTAL ALABAMA
VOLLEYBALL

TEAM WORDMARKS

WORDMARK APPLICATION

MARKETING AND DIGITAL APPLICATION



UNIFORM & APPAREL APPLICATION





COLORS AND TYPOGRAPHY

USAGE & STYLING

COLOR PALETTE

Our primary colors are Coastal Crimson and White.

It is vital to the brand that these are the only colors we use in everything we do. Shirts, uniforms, hats, giveaways, bags, locker-room paintjobs, displays, wallpaper, signage... everything.

For additional information or assistance, contact the Marketing & Communications Office or visit: www.coastalalabama.edu/marco

COASTAL CRIMSON

CMYK: 19/96/76/29

RGB: 140/34/50

HEX #8C2232

PANTONE® 202 C

BLACK

CMYK: 0/0/0/100

RGB: 0/0/0

HEX #000000

PANTONE® NEUTRAL BLACK C

PRIMARY ATHLETIC COLORS

GOLD

CMYK: 17/23/56/0

RGB: 214/188/130

HEX #D6BC82

PANTONE® 467 C

GRAY

CMYK: 0/0/0/40

RGB: 167/169/172

HEX #A7A9AC

PANTONE® COOL GRAY 6 C

WHITE

CMYK: 0/0/0/0

RGB: 255/255/255

HEX #FFFFFF

SECONDARY ATHLETIC COLORS

TYPOGRAPHY

Typography is important for any successful identity system, and the characteristics of our type palette communicate as much about us as the words we speak. When used consistently, our typefaces become synonymous with the Coastal Alabama Coyotes.

The Coastal Alabama athletic system uses the Saira font family as its primary headline, secondary headline, and body copy typeface.

The Saira font family is broad and versatile. This page outlines the recommended weights and styles to use for Coastal Alabama Athletics.

PRIMARY HEADLINE

SAIRA CONDENSED | BOLD

A B C D E F G H I J K L M

N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0

SECONDARY HEADLINE & BODY COPY

PROMPT | Our secondary typeface, with its variable weights, is where aesthetics and function meet at the nexus of practicality and versatility. This typeface is unique and complementary of our rebranded identity and is intended for use in primary messaging, headlines, and body copy. Usage examples: headline graphics in social media posts, paragraph headlines on body copy, longer primary messaging in marketing collateral

SAIRA | MEDIUM (SECONDARY HEADLINE)

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

SAIRA | REGULAR (PRIMARY BODY COPY)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

ALTERNATE BODY COPY

Helvetica | Our sans-serif tertiary typeface, was specified to extend functionality to our type palette. Due to its prevalence on popular computer operating systems, Helvetica is a great multi-purpose, universal font.

HELVETICA | REGULAR (ALTERNATE BODY COPY)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

DYNAMIC TYPE

The Saira font family lends itself to many different application needs. Some advertising and social media applications can benefit from more weights and styles than the recommended options on the previous page.

Use these “dynamic” alternate weights and styles thoughtfully and sparingly.

WELCOME TO
COASTAL

*PLAYER
NAME*

5'6" | MOBILE, AL

COASTAL ALABAMA
MEN'S BASKETBALL

FINAL

70 - 55



**GO
YOTES!**

UNIFORM NUMBERS

Coastal Alabama custom uniform numerals are specifically designed to compliment our athletic wordmarks and logos. They are the recommended numerals for all athletic uniforms.

Due to manufacturing standards, it is not always possible to utilize our custom numerals on uniforms. In such a case, you may have to choose the closest possible option. This will be referred to as a special case.

The special case use of any uniform numerals outside of the Coastal Alabama system will require approval.

To seek approval or assistance, contact the Marketing & Communications Office or visit: www.coastalalabama.edu/marco

*Note that in most application uses, (like tackle twill on a uniform) the gold outline will still be visible on a gold background.



12345
67890



12345
67890



12345
67890



12345
67890



BRAND APPLICATION

AND STYLING

HIGH BRAND VS. FAN GEAR APPLICATIONS

When it comes to the application of our brand on apparel, it is important to consider the context for which we are designing. Two key instances are High Brand and Fan gear. Both areas are important but there is a clear time and place for each.

HIGH BRAND APPLICATION

High Brand applications are the instances when we show not just our professional side but capability of eliteness. Our visual identity doesn't need to lean on current trends or fads to be successful. It's precise yet versatile. Examples of high brand applications include:

- Athletic Facility Signage
- Coaches Apparel
- Premium Fan Gear

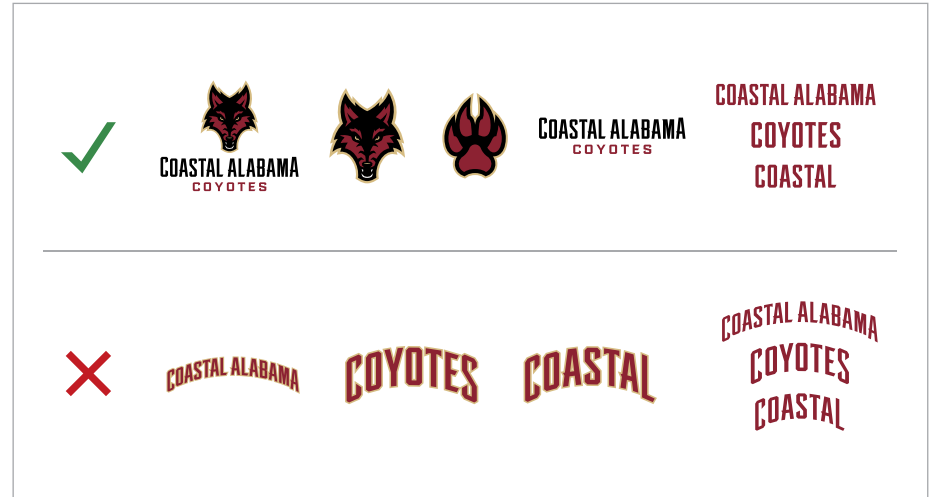
FAN GEAR APPLICATION

Fan Gear applications are where we have fun and show our spirit and ferocity. The Coastal Alabama Athletic identity embodies our core characteristics. When applied correctly and consistently, it gives our students and fans something to rally behind and a sense of belonging. Examples of Fan gear include:

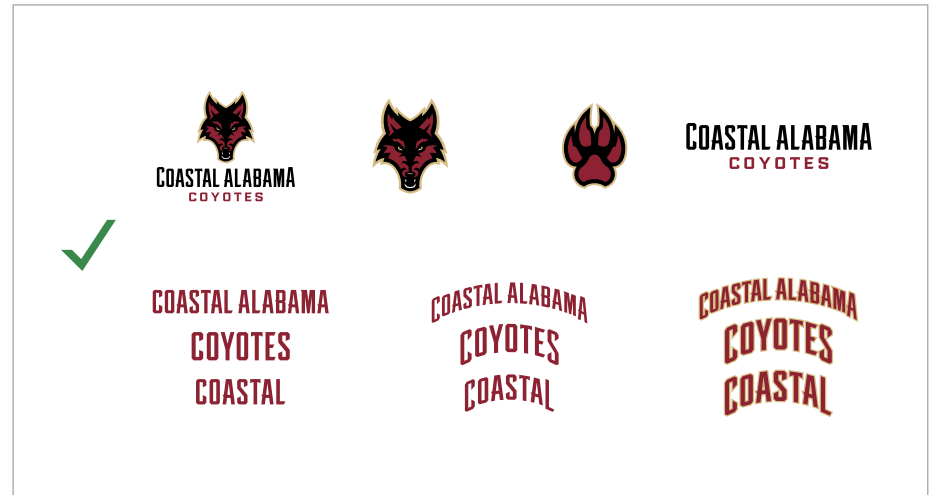
- Banners
- Gameday Merchandise
- General Team Store Apparel
- Giveaway Prizes
- School Swag
- Pop up Tents

For additional information or assistance, contact the Marketing & Communications Office or visit: www.coastalalabama.edu/marco

CORRECT AND INCORRECT LOGOS FOR USE IN HIGH BRAND APPLICATION



ALL LOGOS ARE RECOMMENDED FOR FAN GEAR APPLICATION



HIGH BRAND VS. FAN GEAR APPLICATIONS

HIGH BRAND APPLICATION



FAN GEAR APPLICATION





COASTAL ALABAMA
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