

Brand Elements: Logo

The Criswell College logo consists of two elements: the Criswell name and the shield. The logo can be presented in navy, navy and grey, or navy, yellow, and grey.

Please be sure to protect against distortion or change to the shape of the elements by dragging from the corner of the JPEG/PNG rather than a side. Please read the additional tips on the following pages for more information.

In the folder you will find plenty of logo options. Files are in JPEG and PNG formatting. JPEGs have a white background, and PNGs have a transparent background (they will take on the color and pattern of the background on which you place them).

Logo - Correct Use

Shown here are acceptable versions of the Criswell College logo. The type and shield should always be reproduced together and never separated when using the logo. Positioning and proportions should never change or be manipulated. All external communications must display the logo.

Spacing and Positioning

The minimum recommended space around the logo is 0.25 inches. It is important to allow adequate space around the logo to be clearly displayed in all communication pieces.



Pantone Color Version



Solid Black Version



One Color Version



Logo - Incorrect Use

These are incorrect uses of our logo. We always want to communicate our brand clearly and following these rules for our logo will help us maintain our consistency.

Logo appears in the wrong colors



The logo fill is set to outline format. This is difficult to read.



Positioning has been altered



The logo is difficult to read on dark background and it is too close to the edge.



Secondary and Alternative Logos

In addition to the college's primary logo, there is also a secondary logo and several alternative logos. The table below is intended to help you understand when the primary logo is required for a project and when the secondary or alternative logos are permissible. Note that the primary logo is permissible for any project. Images of the logos are provided below, but please note that these images should not be used for projects; rather, the logo image files available on the network drive should be used.

Category	Primary Logo	Secondary Logo (If checked, secondary logo is permissible whenever use of primary logo is prohibitive.)	Alternative Logos (The only alternative logos approved by Director of Communications)
Advertising	✓	✓	
Apparel	✓	✓	✓
Awards and Certificates	✓	✓	
Banners	✓	✓	
Board Materials	✓	✓	
Business Cards	✓	✓	
Campus Signage	✓	✓	
Chapel Materials	✓	✓	
College Catalog	✓	✓	
Digital Signage	✓	✓	
Diplomas	✓		
Email	✓		
Envelopes	✓	✓	
Event Programs	✓	✓	
External marketing (e.g., digital and print ads)	✓	✓	
Handbooks	✓	✓	
Merchandise (drinkware, pens, etc.)	✓	✓	✓
Name Tags	✓	✓	
Newsletter	✓	✓	
Policies & Procedures	✓		
PowerPoint Presentations	✓	✓	
Recruitment Material	✓	✓	
Social Media	✓	✓	
Stationery	✓	✓	
Student Organization Materials	✓	✓	✓

Primary Logo



Secondary Logo



Alternative Logos

