



**Logo Style Guide**  
**8/8/2013**

# LOGOS

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The Colonial Athletic Association is represented with two logo variations -

CAA Block Letters with Text



Preferred use of the CAA Block Letters with Text logo is on CAA executive and business materials, CAA awards or anywhere that the CAA brand is not already implied or known.

CAA Block Letters



The CAA Block Letters logo is the preferred logo for CAA member institution use, use on apparel and uniforms, signage and overall general use.

Television and media outlets are permitted to use either logo variation.

*For questions concerning the logo or logo use please contact, Raven Wilkinson at 804.525.1425 or [rwilkinson@caasports.com](mailto:rwilkinson@caasports.com).*

# COLOR VARIATIONS OF MARKS

## CAA Block Letters with Text



2 color on a light background.



1 color on a light background.



1 color for black and white printint.



1 color on a mid to dark background.

The CAA Block Letters with Text should only be used in the above color combinations.

## CAA Block Letters



1 color on a light background.



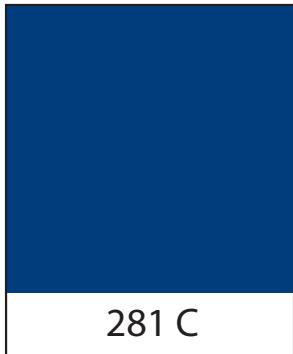
1 color for black and white printint.



1 color on a mid to dark background.

CAA Member Schools are permitted to use the CAA Block logo in colors as needed in projects involving their school colors. In these instances the CAA Block Logo should be used in a complementary and contrasting color to the background.

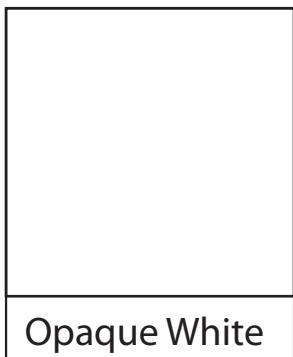
# COLORS



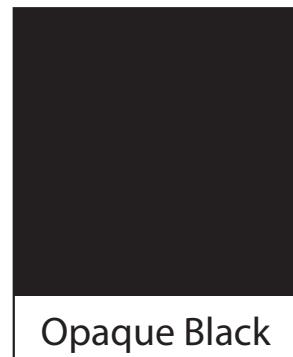
**PANTONE 281 C (Flat)**  
RGB: 00, 37, 105  
CMYK: 100, 72, 00, 32



**PANTONE 465 C (Flat)**  
RGB: 185, 156, 107  
CMYK: 20, 32, 58, 00

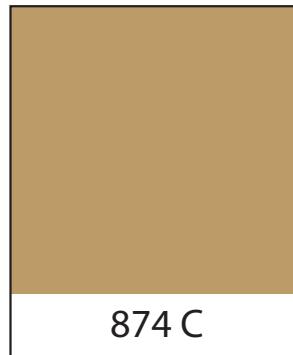


**Opaque White (Flat)**  
RGB: 255, 255, 255  
CMYK: 00, 00, 00, 00



**Opaque Black (Flat)**  
RGB: 00, 00, 00  
CMYK: 00, 00, 00, 100

## Alternate Primary Color



**PANTONE 874 C (Metallic)**  
PANTONE matching System Solid Color / Metallic - Coated

When projects allow PANTONE 874 C (metallic) can be used instead of PANTONE 465 C.