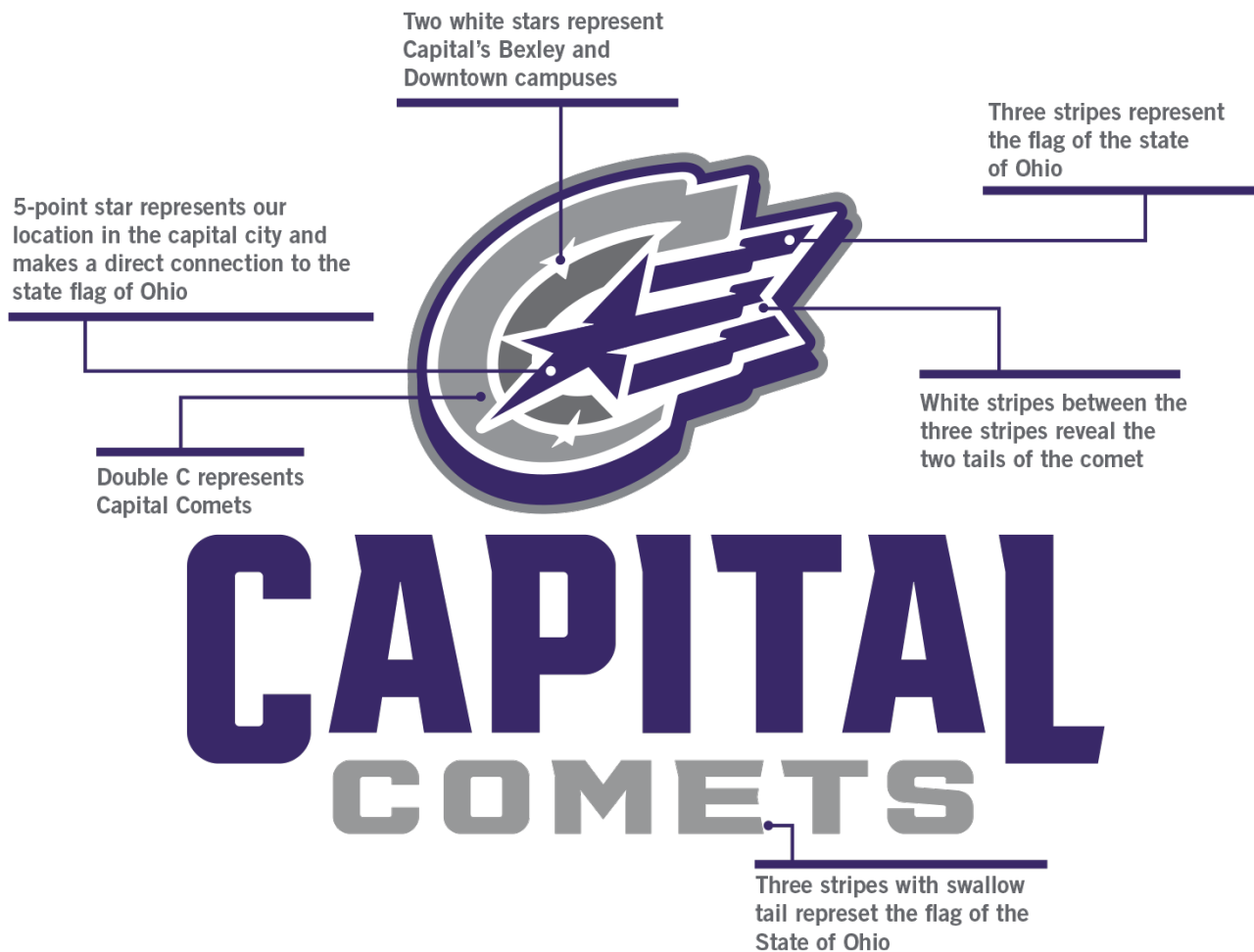# General University
Capital Comets Standards

Thank you for your interest in promoting and using the Capital Comets logo and insignia for your project. This branding guideline serves as a resource to help you use our brand elements correctly and easily. The Capital Comets name and logo art was adopted for public use in September 2021 and replaces the Capital Crusader logo and all versions of Crusader imagery. If you have questions or would like support with the use of the Capital University logo or mascot logo, please contact the Marketing department at imc@capital.edu.

LOGO DESCRIPTION

The Capital Comets logo has several elements which are symbolic and support the mission of university, our location in Columbus, and the energy, strength and momentum that is found in our athletic programs as well as in the classroom. All elements of the logo are to be used in their entirety and not separated for design purposes. A brief description of the logo elements are below:

Two white stars represent Capital's Bexley and Downtown campuses

Three stripes represent the flag of the state of Ohio

5-point star represents our location in the capital city and makes a direct connection to the state flag of Ohio

White stripes between the three stripes reveal the two tails of the comet

Double C represents Capital Comets

Three stripes with swallow tail represet the flag of the State of Ohio

PREFERRED LOGO AND TREATMENT

There are several options for print and digital use when using the Capital Comets logo. These include a horizontal and vertical treatment with mark, type only, or mark only. An additional logo type called a "Halo" can be used when the print or digital background is non-white. You can select any of the following versions based on your application. Examples of accepted logos are below. The official logo uses typography where "Capital" is prominent in size and placement with "Comets" in a secondary position. It is generally preferable to include the typography with the mark, when possible.

Please do not change colors, arrangement or typeface of the Comet logo. The logo and type should not be rotated, stretched or outlined. No additional art or graphic effects should be used with the Comet logo. Consistency is the key to a recognizable brand identity.

A. Full color Comet mark
B. Comet "Halo" effect (Purple)
C. White Comet Mark on purple background
D. Purple Comet mark
E. Stacked Comet mark with logo type
F. Horizontal Comet mark with logo type
G. Gray Comet Mark on purple background

FONTS

TYPOGRAPHY

The font to be used with the Comets branding is called Redzone. This font has been purchased by the University. It is custom designed and distinct from the general University font. Redzone should be used for athletic and mascot promotion purposes only. The Marketing department has access to the full font family so if you need the font for your projects or promotional purposes, please reach out to imc@capital.edu with your request. Please do not attempt to recreate the logo type with a substitute font.

Redzone Light Reg

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Redzone Black SemiCond

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

CAPITAL
COMETS
FOOTBALL

Redzone Medium Reg

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Redzone Light SemiExtd

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Redzone Bold Reg

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Redzone Medium SemiExtd

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
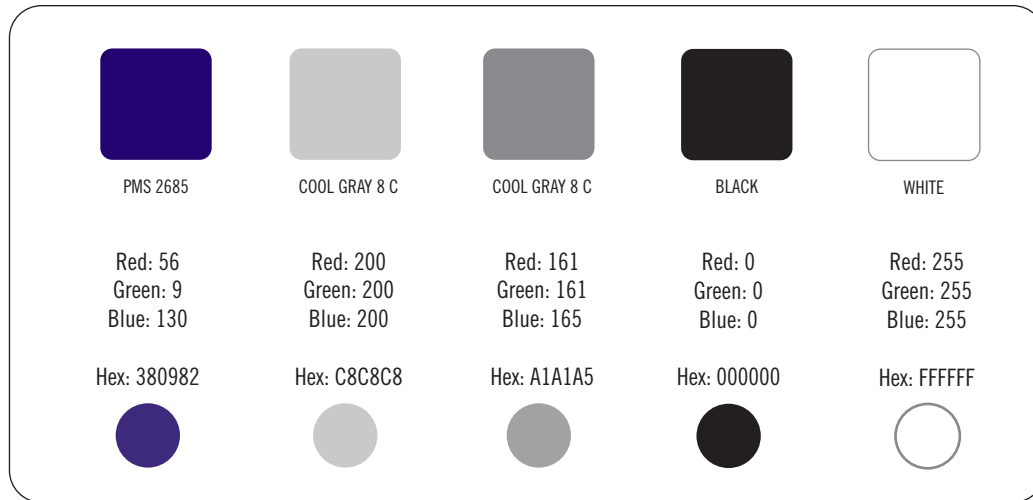abcdefghijklm
nopqrstuvwxyz
1234567890

CAPITAL
COMETS
VOLLEYBALL

COLORS

The Capital Comet logo was designed with colors approved by the General University Branding Guidelines. The logo uses a combination of purple, gray and white. Do not alter or manipulate colors or change the colors of the logo. Please email the IMC team with specific color questions related to print, video and web applications.

PMS 2685	COOL GRAY 8 C	COOL GRAY 8 C	BLACK	WHITE
Red: 56 Green: 9 Blue: 130	Red: 200 Green: 200 Blue: 200	Red: 161 Green: 161 Blue: 165	Red: 0 Green: 0 Blue: 0	Red: 255 Green: 255 Blue: 255
Hex: 380982	Hex: C8C8C8	Hex: A1A1A5	Hex: 000000	Hex: FFFFFF

ADDITIONAL COMET ART AND FILES

The Capital Comet brand also includes special patterns and backgrounds that can complement the Comet logo and typography. These additional tools can be used in print, social media, and wearables. Contact the Marketing department for these additional art options and to discuss best practice uses of this art.

If you use a more robust graphic program that is found in Adobe's Creative Suite (Photoshop, InDesign, Illustrator), please contact the marketing department for art in different file formats.

DESIGN ASSISTANCE

The Capital University Marketing department is here to help. Please feel free to email us with your project ideas or project needs.