



THE SOUTHERN CONNECTICUT STATE UNIVERSITY OWLS STYLE GUIDE

THE SOUTHERN CONNECTICUT STATE UNIVERSITY OWLS



OFFICIAL PANTONE COLOR PRIMARY LOGO MARK



EMBROIDERY VERSION



ONE COLOR VERSION

CORRECT LOGO USAGE: RESPECT A 10% MARGIN OF THE TOTAL LOGO SIZE FOR ALL LOGO MARK APPLICATIONS

COLOR SPECIFICATION CHART & CONVERSION TABLE

SCSU COLORS:	PANTONE COLORS:	PROCESS COLORS:	RGB COLORS:	WEB HEX COLORS:
GREY	COOL GREY 7 C	C-20/M-14/Y-12/K-40	R-151/G-153/B-155	#97999B
BLUE	REFLEX BLUE C	C-100/M-89/Y-0/K-0	R-0/G-20/B-137	#001489
LT. BLUE	LT. BLUE 2726 C	C-81/M-70/Y-0/K-0	R-72/G-92/B-199	#485CC7
DK. BLUE	DK.BLUE 2766 C	C-100/M-100/Y-6/K-60	R-20/G-27/B-77	#141B4D

All logo art is supplied for the official reproduction of the Southern Connecticut State University Owls property only by the media, licensed manufacturers, sponsors, and their advertising agencies for the express purpose of planning and executing product, promotion, advertising, packaging, and display materials relating to and in support of the Southern Connecticut State University Owls. All logos must be used with a margin not less than 10% the total logo size between the logo and nearest graphic elements. The colors shown in this guide are not intended to match the Pantone color standards. For the Pantone color standards, refer to the current edition of the Pantone color publications. Pantone is a registered trademark of Pantone, Inc. All logos are the property of the Southern Connecticut State University Owls & may be used with their written permission only. These logos cannot be altered in any way. Contact the Southern Connecticut State University Owls, with any questions regarding usage. The Southern Connecticut State University Owls logo marks are trademarks of the Southern Connecticut State University Owls, 2017.

PANTONE COOL GREY 7 C

PANTONE REFLEX BLUE C

PANTONE BLUE 2726 C

PANTONE BLUE 2766 C



OFFICIAL PANTONE COLOR PRIMARY LOGO MARK



EMBROIDERY VERSION



ONE COLOR VERSION

CORRECT LOGO USAGE: RESPECT A 10% MARGIN OF THE TOTAL LOGO SIZE FOR ALL LOGO MARK APPLICATIONS

COLOR SPECIFICATION CHART & CONVERSION TABLE

SCSU COLORS:	PANTONE COLORS:	PROCESS COLORS:	RGB COLORS:	WEB HEX COLORS:
GREY	COOL GREY 7 C	C-20/M-14/Y-12/K-40	R-151/G-153/B-155	#97999B
BLUE	REFLEX BLUE C	C-100/M-89/Y-0/K-0	R-0/G-20/B-137	#001489
LT. BLUE	LT. BLUE 2726 C	C-81/M-70/Y-0/K-0	R-72/G-92/B-199	#485CC7
DK. BLUE	DK.BLUE 2766 C	C-100/M-100/Y-6/K-60	R-20/G-27/B-77	#141B4D

All logo art is supplied for the official reproduction of the Southern Connecticut State University Owls property only by the media, licensed manufacturers, sponsors, and their advertising agencies for the express purpose of planning and executing product, promotion, advertising, packaging, and display materials relating to and in support of the Southern Connecticut State University Owls. All logos must be used with a margin not less than 10% the total logo size between the logo and nearest graphic elements. The colors shown in this guide are not intended to match the Pantone color standards. For the Pantone color standards, refer to the current edition of the Pantone color publications. Pantone is a registered trademark of Pantone, Inc. All logos are the property of the Southern Connecticut State University Owls & may be used with their written permission only. These logos cannot be altered in any way. Contact the Southern Connecticut State University Owls, with any questions regarding usage. The Southern Connecticut State University Owls logo marks are trademarks of the Southern Connecticut State University Owls, 2017.



OFFICIAL PANTONE COLOR PRIMARY LOGO MARK



CORRECT LOGO USAGE: RESPECT A 10% MARGIN OF THE TOTAL LOGO SIZE FOR ALL LOGO MARK APPLICATIONS

COLOR SPECIFICATION CHART & CONVERSION TABLE

SCSU COLORS:	PANTONE COLORS:	PROCESS COLORS:	RGB COLORS:	WEB HEX COLORS:
GREY	COOL GREY 7 C	C-20/M-14/Y-12/K-40	R-151/G-153/B-155	#97999B
BLUE	REFLEX BLUE C	C-100/M-89/Y-0/K-0	R-0/G-20/B-137	#001489
LT. BLUE	LT. BLUE 2726 C	C-81/M-70/Y-0/K-0	R-72/G-92/B-199	#485CC7
DK. BLUE	DK.BLUE 2766 C	C-100/M-100/Y-6/K-60	R-20/G-27/B-77	#141B4D

All logo art is supplied for the official reproduction of the Southern Connecticut State University Owls property only by the media, licensed manufacturers, sponsors, and their advertising agencies for the express purpose of planning and executing product, promotion, advertising, packaging, and display materials relating to and in support of the Southern Connecticut State University Owls. All logos must be used with a margin not less than 10% the total logo size between the logo and nearest graphic elements. The colors shown in this guide are not intended to match the Pantone color standards. For the Pantone color standards, refer to the current edition of the Pantone color publications. Pantone is a registered trademark of Pantone, Inc. All logos are the property of the Southern Connecticut State University Owls & may be used with their written permission only. These logos cannot be altered in any way. Contact the Southern Connecticut State University Owls, with any questions regarding usage. The Southern Connecticut State University Owls logo marks are trademarks of the Southern Connecticut State University Owls, 2017.



OFFICIAL PANTONE COLOR PRIMARY LOGO MARK



EMBROIDERY VERSION



ONE COLOR VERSION

CORRECT LOGO USAGE: RESPECT A 10% MARGIN OF THE TOTAL LOGO SIZE FOR ALL LOGO MARK APPLICATIONS

COLOR SPECIFICATION CHART & CONVERSION TABLE

SCSU COLORS:	PANTONE COLORS:	PROCESS COLORS:	RGB COLORS:	WEB HEX COLORS:
GREY	COOL GREY 7 C	C-20/M-14/Y-12/K-40	R-151/G-153/B-155	#97999B
BLUE	REFLEX BLUE C	C-100/M-89/Y-0/K-0	R-0/G-20/B-137	#001489
LT. BLUE	LT. BLUE 2726 C	C-81/M-70/Y-0/K-0	R-72/G-92/B-199	#485CC7
DK. BLUE	DK.BLUE 2766 C	C-100/M-100/Y-6/K-60	R-20/G-27/B-77	#141B4D

All logo art is supplied for the official reproduction of the Southern Connecticut State University Owls property only by the media, licensed manufacturers, sponsors, and their advertising agencies for the express purpose of planning and executing product, promotion, advertising, packaging, and display materials relating to and in support of the Southern Connecticut State University Owls. All logos must be used with a margin not less than 10% the total logo size between the logo and nearest graphic elements. The colors shown in this guide are not intended to match the Pantone color standards. For the Pantone color standards, refer to the current edition of the Pantone color publications. Pantone is a registered trademark of Pantone, Inc. All logos are the property of the Southern Connecticut State University Owls & may be used with their written permission only. These logos cannot be altered in any way. Contact the Southern Connecticut State University Owls, with any questions regarding usage. The Southern Connecticut State University Owls logo marks are trademarks of the Southern Connecticut State University Owls, 2017.



OFFICIAL PANTONE COLOR PRIMARY LOGO MARK



CORRECT LOGO USAGE: RESPECT A 10% MARGIN OF THE TOTAL LOGO SIZE FOR ALL LOGO MARK APPLICATIONS

COLOR SPECIFICATION CHART & CONVERSION TABLE

SCSU COLORS:	PANTONE COLORS:	PROCESS COLORS:	RGB COLORS:	WEB HEX COLORS:
GREY	COOL GREY 7 C	C-20/M-14/Y-12/K-40	R-151/G-153/B-155	#97999B
BLUE	REFLEX BLUE C	C-100/M-89/Y-0/K-0	R-0/G-20/B-137	#001489
LT. BLUE	LT. BLUE 2726 C	C-81/M-70/Y-0/K-0	R-72/G-92/B-199	#485CC7
DK. BLUE	DK.BLUE 2766 C	C-100/M-100/Y-6/K-60	R-20/G-27/B-77	#141B4D

All logo art is supplied for the official reproduction of the Southern Connecticut State University Owls property only by the media, licensed manufacturers, sponsors, and their advertising agencies for the express purpose of planning and executing product, promotion, advertising, packaging, and display materials relating to and in support of the Southern Connecticut State University Owls. All logos must be used with a margin not less than 10% the total logo size between the logo and nearest graphic elements. The colors shown in this guide are not intended to match the Pantone color standards. For the Pantone color standards, refer to the current edition of the Pantone color publications. Pantone is a registered trademark of Pantone, Inc. All logos are the property of the Southern Connecticut State University Owls & may be used with their written permission only. These logos cannot be altered in any way. Contact the Southern Connecticut State University Owls, with any questions regarding usage. The Southern Connecticut State University Owls logo marks are trademarks of the Southern Connecticut State University Owls, 2017.



OFFICIAL PANTONE COLOR PRIMARY LOGO MARK



CORRECT LOGO USAGE: RESPECT A 10% MARGIN OF THE TOTAL LOGO SIZE FOR ALL LOGO MARK APPLICATIONS

COLOR SPECIFICATION CHART & CONVERSION TABLE

SCSU COLORS:	PANTONE COLORS:	PROCESS COLORS:	RGB COLORS:	WEB HEX COLORS:
GREY	COOL GREY 7 C	C-20/M-14/Y-12/K-40	R-151/G-153/B-155	#97999B
BLUE	REFLEX BLUE C	C-100/M-89/Y-0/K-0	R-0/G-20/B-137	#001489
LT. BLUE	LT. BLUE 2726 C	C-81/M-70/Y-0/K-0	R-72/G-92/B-199	#485CC7
DK. BLUE	DK.BLUE 2766 C	C-100/M-100/Y-6/K-60	R-20/G-27/B-77	#141B4D

All logo art is supplied for the official reproduction of the Southern Connecticut State University Owls property only by the media, licensed manufacturers, sponsors, and their advertising agencies for the express purpose of planning and executing product, promotion, advertising, packaging, and display materials relating to and in support of the Southern Connecticut State University Owls. All logos must be used with a margin not less than 10% the total logo size between the logo and nearest graphic elements. The colors shown in this guide are not intended to match the Pantone color standards. For the Pantone color standards, refer to the current edition of the Pantone color publications. Pantone is a registered trademark of Pantone, Inc. All logos are the property of the Southern Connecticut State University Owls & may be used with their written permission only. These logos cannot be altered in any way. Contact the Southern Connecticut State University Owls, with any questions regarding usage. The Southern Connecticut State University Owls logo marks are trademarks of the Southern Connecticut State University Owls, 2017.

PANTONE COOL GREY 7 C

PANTONE REFLEX BLUE C

PANTONE BLUE 2726 C

PANTONE BLUE 2766 C



OFFICIAL PANTONE COLOR PRIMARY LOGO MARK



CORRECT LOGO USAGE: RESPECT A 10% MARGIN OF THE TOTAL LOGO SIZE FOR ALL LOGO MARK APPLICATIONS

COLOR SPECIFICATION CHART & CONVERSION TABLE

SCSU COLORS:	PANTONE COLORS:	PROCESS COLORS:	RGB COLORS:	WEB HEX COLORS:
GREY	COOL GREY 7 C	C-20/M-14/Y-12/K-40	R-151/G-153/B-155	#97999B
BLUE	REFLEX BLUE C	C-100/M-89/Y-0/K-0	R-0/G-20/B-137	#001489
LT. BLUE	LT. BLUE 2726 C	C-81/M-70/Y-0/K-0	R-72/G-92/B-199	#485CC7
DK. BLUE	DK.BLUE 2766 C	C-100/M-100/Y-6/K-60	R-20/G-27/B-77	#141B4D

All logo art is supplied for the official reproduction of the Southern Connecticut State University Owls property only by the media, licensed manufacturers, sponsors, and their advertising agencies for the express purpose of planning and executing product, promotion, advertising, packaging, and display materials relating to and in support of the Southern Connecticut State University Owls. All logos must be used with a margin not less than 10% the total logo size between the logo and nearest graphic elements. The colors shown in this guide are not intended to match the Pantone color standards. For the Pantone color standards, refer to the current edition of the Pantone color publications. Pantone is a registered trademark of Pantone, Inc. All logos are the property of the Southern Connecticut State University Owls & may be used with their written permission only. These logos cannot be altered in any way. Contact the Southern Connecticut State University Owls, with any questions regarding usage. The Southern Connecticut State University Owls logo marks are trademarks of the Southern Connecticut State University Owls, 2017.

PANTONE COOL GREY 7 C

PANTONE REFLEX BLUE C

PANTONE BLUE 2726 C

PANTONE BLUE 2766 C

THE SOUTHERN CONNECTICUT STATE UNIVERSITY OWLS



OFFICIAL PANTONE COLOR PRIMARY LOGO MARK



EMBROIDERY VERSION



ONE COLOR VERSION

CORRECT LOGO USAGE: RESPECT A 10% MARGIN OF THE TOTAL LOGO SIZE FOR ALL LOGO MARK APPLICATIONS

COLOR SPECIFICATION CHART & CONVERSION TABLE

SCSU COLORS:	PANTONE COLORS:	PROCESS COLORS:	RGB COLORS:	WEB HEX COLORS:
GREY	COOL GREY 7 C	C-20/M-14/Y-12/K-40	R-151/G-153/B-155	#97999B
BLUE	REFLEX BLUE C	C-100/M-89/Y-0/K-0	R-0/G-20/B-137	#001489
LT. BLUE	LT. BLUE 2726 C	C-81/M-70/Y-0/K-0	R-72/G-92/B-199	#485CC7
DK. BLUE	DK.BLUE 2766 C	C-100/M-100/Y-6/K-60	R-20/G-27/B-77	#141B4D

All logo art is supplied for the official reproduction of the Southern Connecticut State University Owls property only by the media, licensed manufacturers, sponsors, and their advertising agencies for the express purpose of planning and executing product, promotion, advertising, packaging, and display materials relating to and in support of the Southern Connecticut State University Owls. All logos must be used with a margin not less than 10% the total logo size between the logo and nearest graphic elements. The colors shown in this guide are not intended to match the Pantone color standards. For the Pantone color standards, refer to the current edition of the Pantone color publications. Pantone is a registered trademark of Pantone, Inc. All logos are the property of the Southern Connecticut State University Owls & may be used with their written permission only. These logos cannot be altered in any way. Contact the Southern Connecticut State University Owls, with any questions regarding usage. The Southern Connecticut State University Owls logo marks are trademarks of the Southern Connecticut State University Owls, 2017.

PANTONE COOL GREY 7 C

PANTONE REFLEX BLUE C

PANTONE BLUE 2726 C

PANTONE BLUE 2766 C

THE SOUTHERN CONNECTICUT STATE UNIVERSITY OWLS



OFFICIAL PANTONE COLOR PRIMARY LOGO MARK



CORRECT LOGO USAGE: RESPECT A 10% MARGIN OF THE TOTAL LOGO SIZE FOR ALL LOGO MARK APPLICATIONS

COLOR SPECIFICATION CHART & CONVERSION TABLE

SCSU COLORS:	PANTONE COLORS:	PROCESS COLORS:	RGB COLORS:	WEB HEX COLORS:
GREY	COOL GREY 7 C	C-20/M-14/Y-12/K-40	R-151/G-153/B-155	#97999B
BLUE	REFLEX BLUE C	C-100/M-89/Y-0/K-0	R-0/G-20/B-137	#001489
LT. BLUE	LT. BLUE 2726 C	C-81/M-70/Y-0/K-0	R-72/G-92/B-199	#485CC7
DK. BLUE	DK.BLUE 2766 C	C-100/M-100/Y-6/K-60	R-20/G-27/B-77	#141B4D

All logo art is supplied for the official reproduction of the Southern Connecticut State University Owls property only by the media, licensed manufacturers, sponsors, and their advertising agencies for the express purpose of planning and executing product, promotion, advertising, packaging, and display materials relating to and in support of the Southern Connecticut State University Owls. All logos must be used with a margin not less than 10% the total logo size between the logo and nearest graphic elements. The colors shown in this guide are not intended to match the Pantone color standards. For the Pantone color standards, refer to the current edition of the Pantone color publications. Pantone is a registered trademark of Pantone, Inc. All logos are the property of the Southern Connecticut State University Owls & may be used with their written permission only. These logos cannot be altered in any way. Contact the Southern Connecticut State University Owls, with any questions regarding usage. The Southern Connecticut State University Owls logo marks are trademarks of the Southern Connecticut State University Owls, 2017.

PANTONE COOL GREY 7 C

PANTONE REFLEX BLUE C

PANTONE BLUE 2726 C

PANTONE BLUE 2766 C



OFFICIAL PANTONE COLOR PRIMARY LOGO MARK



EMBROIDERY VERSION



ONE COLOR VERSION

CORRECT LOGO USAGE: RESPECT A 10% MARGIN OF THE TOTAL LOGO SIZE FOR ALL LOGO MARK APPLICATIONS

COLOR SPECIFICATION CHART & CONVERSION TABLE

SCSU COLORS:	PANTONE COLORS:	PROCESS COLORS:	RGB COLORS:	WEB HEX COLORS:
GREY	COOL GREY 7 C	C-20/M-14/Y-12/K-40	R-151/G-153/B-155	#97999B
BLUE	REFLEX BLUE C	C-100/M-89/Y-0/K-0	R-0/G-20/B-137	#001489
LT. BLUE	LT. BLUE 2726 C	C-81/M-70/Y-0/K-0	R-72/G-92/B-199	#485CC7
DK. BLUE	DK.BLUE 2766 C	C-100/M-100/Y-6/K-60	R-20/G-27/B-77	#141B4D

All logo art is supplied for the official reproduction of the Southern Connecticut State University Owls property only by the media, licensed manufacturers, sponsors, and their advertising agencies for the express purpose of planning and executing product, promotion, advertising, packaging, and display materials relating to and in support of the Southern Connecticut State University Owls. All logos must be used with a margin not less than 10% the total logo size between the logo and nearest graphic elements. The colors shown in this guide are not intended to match the Pantone color standards. For the Pantone color standards, refer to the current edition of the Pantone color publications. Pantone is a registered trademark of Pantone, Inc. All logos are the property of the Southern Connecticut State University Owls & may be used with their written permission only. These logos cannot be altered in any way. Contact the Southern Connecticut State University Owls, with any questions regarding usage. The Southern Connecticut State University Owls logo marks are trademarks of the Southern Connecticut State University Owls, 2017.

PANTONE COOL GREY 7 C

PANTONE REFLEX BLUE C

PANTONE BLUE 2726 C

PANTONE BLUE 2766 C



OFFICIAL PANTONE COLOR PRIMARY LOGO MARK



EMBROIDERY VERSION



ONE COLOR VERSION

CORRECT LOGO USAGE: RESPECT A 10% MARGIN OF THE TOTAL LOGO SIZE FOR ALL LOGO MARK APPLICATIONS

COLOR SPECIFICATION CHART & CONVERSION TABLE

SCSU COLORS:	PANTONE COLORS:	PROCESS COLORS:	RGB COLORS:	WEB HEX COLORS:
GREY	COOL GREY 7 C	C-20/M-14/Y-12/K-40	R-151/G-153/B-155	#97999B
BLUE	REFLEX BLUE C	C-100/M-89/Y-0/K-0	R-0/G-20/B-137	#001489
LT. BLUE	LT. BLUE 2726 C	C-81/M-70/Y-0/K-0	R-72/G-92/B-199	#485CC7
DK. BLUE	DK.BLUE 2766 C	C-100/M-100/Y-6/K-60	R-20/G-27/B-77	#141B4D

All logo art is supplied for the official reproduction of the Southern Connecticut State University Owls property only by the media, licensed manufacturers, sponsors, and their advertising agencies for the express purpose of planning and executing product, promotion, advertising, packaging, and display materials relating to and in support of the Southern Connecticut State University Owls. All logos must be used with a margin not less than 10% the total logo size between the logo and nearest graphic elements. The colors shown in this guide are not intended to match the Pantone color standards. For the Pantone color standards, refer to the current edition of the Pantone color publications. Pantone is a registered trademark of Pantone, Inc. All logos are the property of the Southern Connecticut State University Owls & may be used with their written permission only. These logos cannot be altered in any way. Contact the Southern Connecticut State University Owls, with any questions regarding usage. The Southern Connecticut State University Owls logo marks are trademarks of the Southern Connecticut State University Owls, 2017.

PANTONE COOL GREY 7 C

PANTONE REFLEX BLUE C

PANTONE BLUE 2726 C

PANTONE BLUE 2766 C



OFFICIAL PANTONE COLOR PRIMARY LOGO MARK



CORRECT LOGO USAGE: RESPECT A 10% MARGIN OF THE TOTAL LOGO SIZE FOR ALL LOGO MARK APPLICATIONS

COLOR SPECIFICATION CHART & CONVERSION TABLE

SCSU COLORS:	PANTONE COLORS:	PROCESS COLORS:	RGB COLORS:	WEB HEX COLORS:
GREY	COOL GREY 7 C	C-20/M-14/Y-12/K-40	R-151/G-153/B-155	#97999B
BLUE	REFLEX BLUE C	C-100/M-89/Y-0/K-0	R-0/G-20/B-137	#001489
LT. BLUE	LT. BLUE 2726 C	C-81/M-70/Y-0/K-0	R-72/G-92/B-199	#485CC7
DK. BLUE	DK.BLUE 2766 C	C-100/M-100/Y-6/K-60	R-20/G-27/B-77	#141B4D

All logo art is supplied for the official reproduction of the Southern Connecticut State University Owls property only by the media, licensed manufacturers, sponsors, and their advertising agencies for the express purpose of planning and executing product, promotion, advertising, packaging, and display materials relating to and in support of the Southern Connecticut State University Owls. All logos must be used with a margin not less than 10% the total logo size between the logo and nearest graphic elements. The colors shown in this guide are not intended to match the Pantone color standards. For the Pantone color standards, refer to the current edition of the Pantone color publications. Pantone is a registered trademark of Pantone, Inc. All logos are the property of the Southern Connecticut State University Owls & may be used with their written permission only. These logos cannot be altered in any way. Contact the Southern Connecticut State University Owls, with any questions regarding usage. The Southern Connecticut State University Owls logo marks are trademarks of the Southern Connecticut State University Owls, 2017.

PANTONE COOL GREY 7 C

PANTONE REFLEX BLUE C

PANTONE BLUE 2726 C

PANTONE BLUE 2766 C



OFFICIAL PANTONE COLOR PRIMARY LOGO MARK



CORRECT LOGO USAGE: RESPECT A 10% MARGIN OF THE TOTAL LOGO SIZE FOR ALL LOGO MARK APPLICATIONS

COLOR SPECIFICATION CHART & CONVERSION TABLE

SCSU COLORS:	PANTONE COLORS:	PROCESS COLORS:	RGB COLORS:	WEB HEX COLORS:
GREY	COOL GREY 7 C	C-20/M-14/Y-12/K-40	R-151/G-153/B-155	#97999B
BLUE	REFLEX BLUE C	C-100/M-89/Y-0/K-0	R-0/G-20/B-137	#001489
LT. BLUE	LT. BLUE 2726 C	C-81/M-70/Y-0/K-0	R-72/G-92/B-199	#485CC7
DK. BLUE	DK.BLUE 2766 C	C-100/M-100/Y-6/K-60	R-20/G-27/B-77	#141B4D

All logo art is supplied for the official reproduction of the Southern Connecticut State University Owls property only by the media, licensed manufacturers, sponsors, and their advertising agencies for the express purpose of planning and executing product, promotion, advertising, packaging, and display materials relating to and in support of the Southern Connecticut State University Owls. All logos must be used with a margin not less than 10% the total logo size between the logo and nearest graphic elements. The colors shown in this guide are not intended to match the Pantone color standards. For the Pantone color standards, refer to the current edition of the Pantone color publications. Pantone is a registered trademark of Pantone, Inc. All logos are the property of the Southern Connecticut State University Owls & may be used with their written permission only. These logos cannot be altered in any way. Contact the Southern Connecticut State University Owls, with any questions regarding usage. The Southern Connecticut State University Owls logo marks are trademarks of the Southern Connecticut State University Owls, 2017.

PANTONE COOL GREY 7 C

PANTONE REFLEX BLUE C

PANTONE BLUE 2726 C

PANTONE BLUE 2766 C



OFFICIAL PANTONE COLOR PRIMARY LOGO MARK



CORRECT LOGO USAGE: RESPECT A 10% MARGIN OF THE TOTAL LOGO SIZE FOR ALL LOGO MARK APPLICATIONS

COLOR SPECIFICATION CHART & CONVERSION TABLE

SCSU COLORS:	PANTONE COLORS:	PROCESS COLORS:	RGB COLORS:	WEB HEX COLORS:
GREY	COOL GREY 7 C	C-20/M-14/Y-12/K-40	R-151/G-153/B-155	#97999B
BLUE	REFLEX BLUE C	C-100/M-89/Y-0/K-0	R-0/G-20/B-137	#001489
LT. BLUE	LT. BLUE 2726 C	C-81/M-70/Y-0/K-0	R-72/G-92/B-199	#485CC7
DK. BLUE	DK.BLUE 2766 C	C-100/M-100/Y-6/K-60	R-20/G-27/B-77	#141B4D

All logo art is supplied for the official reproduction of the Southern Connecticut State University Owls property only by the media, licensed manufacturers, sponsors, and their advertising agencies for the express purpose of planning and executing product, promotion, advertising, packaging, and display materials relating to and in support of the Southern Connecticut State University Owls. All logos must be used with a margin not less than 10% the total logo size between the logo and nearest graphic elements. The colors shown in this guide are not intended to match the Pantone color standards. For the Pantone color standards, refer to the current edition of the Pantone color publications. Pantone is a registered trademark of Pantone, Inc. All logos are the property of the Southern Connecticut State University Owls & may be used with their written permission only. These logos cannot be altered in any way. Contact the Southern Connecticut State University Owls, with any questions regarding usage. The Southern Connecticut State University Owls logo marks are trademarks of the Southern Connecticut State University Owls, 2017.

PANTONE COOL GREY 7 C

PANTONE REFLEX BLUE C

PANTONE BLUE 2726 C

PANTONE BLUE 2766 C



OFFICIAL PANTONE COLOR PRIMARY LOGO MARK



CORRECT LOGO USAGE: RESPECT A 10% MARGIN OF THE TOTAL LOGO SIZE FOR ALL LOGO MARK APPLICATIONS

COLOR SPECIFICATION CHART & CONVERSION TABLE

SCSU COLORS:	PANTONE COLORS:	PROCESS COLORS:	RGB COLORS:	WEB HEX COLORS:
GREY	COOL GREY 7 C	C-20/M-14/Y-12/K-40	R-151/G-153/B-155	#97999B
BLUE	REFLEX BLUE C	C-100/M-89/Y-0/K-0	R-0/G-20/B-137	#001489
LT. BLUE	LT. BLUE 2726 C	C-81/M-70/Y-0/K-0	R-72/G-92/B-199	#485CC7
DK. BLUE	DK.BLUE 2766 C	C-100/M-100/Y-6/K-60	R-20/G-27/B-77	#141B4D

All logo art is supplied for the official reproduction of the Southern Connecticut State University Owls property only by the media, licensed manufacturers, sponsors, and their advertising agencies for the express purpose of planning and executing product, promotion, advertising, packaging, and display materials relating to and in support of the Southern Connecticut State University Owls. All logos must be used with a margin not less than 10% the total logo size between the logo and nearest graphic elements. The colors shown in this guide are not intended to match the Pantone color standards. For the Pantone color standards, refer to the current edition of the Pantone color publications. Pantone is a registered trademark of Pantone, Inc. All logos are the property of the Southern Connecticut State University Owls & may be used with their written permission only. These logos cannot be altered in any way. Contact the Southern Connecticut State University Owls, with any questions regarding usage. The Southern Connecticut State University Owls logo marks are trademarks of the Southern Connecticut State University Owls, 2017.

PANTONE COOL GREY 7 C

PANTONE REFLEX BLUE C

PANTONE BLUE 2726 C

PANTONE BLUE 2766 C



OFFICIAL PANTONE COLOR PRIMARY LOGO MARK



EMBROIDERY VERSION



ONE COLOR VERSION

CORRECT LOGO USAGE: RESPECT A 10% MARGIN OF THE TOTAL LOGO SIZE FOR ALL LOGO MARK APPLICATIONS

COLOR SPECIFICATION CHART & CONVERSION TABLE

SCSU COLORS:	PANTONE COLORS:	PROCESS COLORS:	RGB COLORS:	WEB HEX COLORS:
GREY	COOL GREY 7 C	C-20/M-14/Y-12/K-40	R-151/G-153/B-155	#97999B
BLUE	REFLEX BLUE C	C-100/M-89/Y-0/K-0	R-0/G-20/B-137	#001489
LT. BLUE	LT. BLUE 2726 C	C-81/M-70/Y-0/K-0	R-72/G-92/B-199	#485CC7
DK. BLUE	DK.BLUE 2766 C	C-100/M-100/Y-6/K-60	R-20/G-27/B-77	#141B4D

All logo art is supplied for the official reproduction of the Southern Connecticut State University Owls property only by the media, licensed manufacturers, sponsors, and their advertising agencies for the express purpose of planning and executing product, promotion, advertising, packaging, and display materials relating to and in support of the Southern Connecticut State University Owls. All logos must be used with a margin not less than 10% the total logo size between the logo and nearest graphic elements. The colors shown in this guide are not intended to match the Pantone color standards. For the Pantone color standards, refer to the current edition of the Pantone color publications. Pantone is a registered trademark of Pantone, Inc. All logos are the property of the Southern Connecticut State University Owls & may be used with their written permission only. These logos cannot be altered in any way. Contact the Southern Connecticut State University Owls, with any questions regarding usage. The Southern Connecticut State University Owls logo marks are trademarks of the Southern Connecticut State University Owls, 2017.

PANTONE COOL GREY 7 C

PANTONE REFLEX BLUE C

PANTONE BLUE 2726 C

PANTONE BLUE 2766 C



OFFICIAL PANTONE COLOR PRIMARY LOGO MARK



EMBROIDERY VERSION



ONE COLOR VERSION

CORRECT LOGO USAGE: RESPECT A 10% MARGIN OF THE TOTAL LOGO SIZE FOR ALL LOGO MARK APPLICATIONS

COLOR SPECIFICATION CHART & CONVERSION TABLE

SCSU COLORS:	PANTONE COLORS:	PROCESS COLORS:	RGB COLORS:	WEB HEX COLORS:
GREY	COOL GREY 7 C	C-20/M-14/Y-12/K-40	R-151/G-153/B-155	#97999B
BLUE	REFLEX BLUE C	C-100/M-89/Y-0/K-0	R-0/G-20/B-137	#001489
LT. BLUE	LT. BLUE 2726 C	C-81/M-70/Y-0/K-0	R-72/G-92/B-199	#485CC7
DK. BLUE	DK.BLUE 2766 C	C-100/M-100/Y-6/K-60	R-20/G-27/B-77	#141B4D

All logo art is supplied for the official reproduction of the Southern Connecticut State University Owls property only by the media, licensed manufacturers, sponsors, and their advertising agencies for the express purpose of planning and executing product, promotion, advertising, packaging, and display materials relating to and in support of the Southern Connecticut State University Owls. All logos must be used with a margin not less than 10% the total logo size between the logo and nearest graphic elements. The colors shown in this guide are not intended to match the Pantone color standards. For the Pantone color standards, refer to the current edition of the Pantone color publications. Pantone is a registered trademark of Pantone, Inc. All logos are the property of the Southern Connecticut State University Owls & may be used with their written permission only. These logos cannot be altered in any way. Contact the Southern Connecticut State University Owls, with any questions regarding usage. The Southern Connecticut State University Owls logo marks are trademarks of the Southern Connecticut State University Owls, 2017.



OFFICIAL PANTONE COLOR PRIMARY LOGO MARK



CORRECT LOGO USAGE: RESPECT A 10% MARGIN OF THE TOTAL LOGO SIZE FOR ALL LOGO MARK APPLICATIONS

COLOR SPECIFICATION CHART & CONVERSION TABLE

SCSU COLORS:	PANTONE COLORS:	PROCESS COLORS:	RGB COLORS:	WEB HEX COLORS:
GREY	COOL GREY 7 C	C-20/M-14/Y-12/K-40	R-151/G-153/B-155	#97999B
BLUE	REFLEX BLUE C	C-100/M-89/Y-0/K-0	R-0/G-20/B-137	#001489
LT. BLUE	LT. BLUE 2726 C	C-81/M-70/Y-0/K-0	R-72/G-92/B-199	#485CC7
DK. BLUE	DK.BLUE 2766 C	C-100/M-100/Y-6/K-60	R-20/G-27/B-77	#141B4D

All logo art is supplied for the official reproduction of the Southern Connecticut State University Owls property only by the media, licensed manufacturers, sponsors, and their advertising agencies for the express purpose of planning and executing product, promotion, advertising, packaging, and display materials relating to and in support of the Southern Connecticut State University Owls. All logos must be used with a margin not less than 10% the total logo size between the logo and nearest graphic elements. The colors shown in this guide are not intended to match the Pantone color standards. For the Pantone color standards, refer to the current edition of the Pantone color publications. Pantone is a registered trademark of Pantone, Inc. All logos are the property of the Southern Connecticut State University Owls & may be used with their written permission only. These logos cannot be altered in any way. Contact the Southern Connecticut State University Owls, with any questions regarding usage. The Southern Connecticut State University Owls logo marks are trademarks of the Southern Connecticut State University Owls, 2017.

PANTONE COOL GREY 7 C

PANTONE REFLEX BLUE C

PANTONE BLUE 2726 C

PANTONE BLUE 2766 C



OFFICIAL PANTONE COLOR PRIMARY LOGO MARK



EMBROIDERY VERSION



ONE COLOR VERSION

CORRECT LOGO USAGE: RESPECT A 10% MARGIN OF THE TOTAL LOGO SIZE FOR ALL LOGO MARK APPLICATIONS

COLOR SPECIFICATION CHART & CONVERSION TABLE

SCSU COLORS:	PANTONE COLORS:	PROCESS COLORS:	RGB COLORS:	WEB HEX COLORS:
GREY	COOL GREY 7 C	C-20/M-14/Y-12/K-40	R-151/G-153/B-155	#97999B
BLUE	REFLEX BLUE C	C-100/M-89/Y-0/K-0	R-0/G-20/B-137	#001489
LT. BLUE	LT. BLUE 2726 C	C-81/M-70/Y-0/K-0	R-72/G-92/B-199	#485CC7
DK. BLUE	DK.BLUE 2766 C	C-100/M-100/Y-6/K-60	R-20/G-27/B-77	#141B4D

All logo art is supplied for the official reproduction of the Southern Connecticut State University Owls property only by the media, licensed manufacturers, sponsors, and their advertising agencies for the express purpose of planning and executing product, promotion, advertising, packaging, and display materials relating to and in support of the Southern Connecticut State University Owls. All logos must be used with a margin not less than 10% the total logo size between the logo and nearest graphic elements. The colors shown in this guide are not intended to match the Pantone color standards. For the Pantone color standards, refer to the current edition of the Pantone color publications. Pantone is a registered trademark of Pantone, Inc. All logos are the property of the Southern Connecticut State University Owls & may be used with their written permission only. These logos cannot be altered in any way. Contact the Southern Connecticut State University Owls, with any questions regarding usage. The Southern Connecticut State University Owls logo marks are trademarks of the Southern Connecticut State University Owls, 2017.

PANTONE COOL GREY 7 C

PANTONE REFLEX BLUE C

PANTONE BLUE 2726 C

PANTONE BLUE 2766 C

THE SOUTHERN CONNECTICUT STATE UNIVERSITY OWLS



OFFICIAL PANTONE COLOR PRIMARY LOGO MARK



EMBROIDERY VERSION



ONE COLOR VERSION

CORRECT LOGO USAGE: RESPECT A 10% MARGIN OF THE TOTAL LOGO SIZE FOR ALL LOGO MARK APPLICATIONS

COLOR SPECIFICATION CHART & CONVERSION TABLE

SCSU COLORS:	PANTONE COLORS:	PROCESS COLORS:	RGB COLORS:	WEB HEX COLORS:
GREY	COOL GREY 7 C	C-20/M-14/Y-12/K-40	R-151/G-153/B-155	#97999B
BLUE	REFLEX BLUE C	C-100/M-89/Y-0/K-0	R-0/G-20/B-137	#001489
LT. BLUE	LT. BLUE 2726 C	C-81/M-70/Y-0/K-0	R-72/G-92/B-199	#485CC7
DK. BLUE	DK.BLUE 2766 C	C-100/M-100/Y-6/K-60	R-20/G-27/B-77	#141B4D

All logo art is supplied for the official reproduction of the Southern Connecticut State University Owls property only by the media, licensed manufacturers, sponsors, and their advertising agencies for the express purpose of planning and executing product, promotion, advertising, packaging, and display materials relating to and in support of the Southern Connecticut State University Owls. All logos must be used with a margin not less than 10% the total logo size between the logo and nearest graphic elements. The colors shown in this guide are not intended to match the Pantone color standards. For the Pantone color standards, refer to the current edition of the Pantone color publications. Pantone is a registered trademark of Pantone, Inc. All logos are the property of the Southern Connecticut State University Owls & may be used with their written permission only. These logos cannot be altered in any way. Contact the Southern Connecticut State University Owls, with any questions regarding usage. The Southern Connecticut State University Owls logo marks are trademarks of the Southern Connecticut State University Owls, 2017.

PANTONE COOL GREY 7 C

PANTONE REFLEX BLUE C

PANTONE BLUE 2726 C

PANTONE BLUE 2766 C



OFFICIAL PANTONE COLOR PRIMARY LOGO MARK



CORRECT LOGO USAGE: RESPECT A 10% MARGIN OF THE TOTAL LOGO SIZE FOR ALL LOGO MARK APPLICATIONS

COLOR SPECIFICATION CHART & CONVERSION TABLE

SCSU COLORS:	PANTONE COLORS:	PROCESS COLORS:	RGB COLORS:	WEB HEX COLORS:
GREY	COOL GREY 7 C	C-20/M-14/Y-12/K-40	R-151/G-153/B-155	#97999B
BLUE	REFLEX BLUE C	C-100/M-89/Y-0/K-0	R-0/G-20/B-137	#001489
LT. BLUE	LT. BLUE 2726 C	C-81/M-70/Y-0/K-0	R-72/G-92/B-199	#485CC7
DK. BLUE	DK.BLUE 2766 C	C-100/M-100/Y-6/K-60	R-20/G-27/B-77	#141B4D

All logo art is supplied for the official reproduction of the Southern Connecticut State University Owls property only by the media, licensed manufacturers, sponsors, and their advertising agencies for the express purpose of planning and executing product, promotion, advertising, packaging, and display materials relating to and in support of the Southern Connecticut State University Owls. All logos must be used with a margin not less than 10% the total logo size between the logo and nearest graphic elements. The colors shown in this guide are not intended to match the Pantone color standards. For the Pantone color standards, refer to the current edition of the Pantone color publications. Pantone is a registered trademark of Pantone, Inc. All logos are the property of the Southern Connecticut State University Owls & may be used with their written permission only. These logos cannot be altered in any way. Contact the Southern Connecticut State University Owls, with any questions regarding usage. The Southern Connecticut State University Owls logo marks are trademarks of the Southern Connecticut State University Owls, 2017.

PANTONE COOL GREY 7 C

PANTONE REFLEX BLUE C

PANTONE BLUE 2726 C

PANTONE BLUE 2766 C



OFFICIAL PANTONE COLOR PRIMARY LOGO MARK



CORRECT LOGO USAGE: RESPECT A 10% MARGIN OF THE TOTAL LOGO SIZE FOR ALL LOGO MARK APPLICATIONS

COLOR SPECIFICATION CHART & CONVERSION TABLE

SCSU COLORS:	PANTONE COLORS:	PROCESS COLORS:	RGB COLORS:	WEB HEX COLORS:
GREY	COOL GREY 7 C	C-20/M-14/Y-12/K-40	R-151/G-153/B-155	#97999B
BLUE	REFLEX BLUE C	C-100/M-89/Y-0/K-0	R-0/G-20/B-137	#001489
LT. BLUE	LT. BLUE 2726 C	C-81/M-70/Y-0/K-0	R-72/G-92/B-199	#485CC7
DK. BLUE	DK.BLUE 2766 C	C-100/M-100/Y-6/K-60	R-20/G-27/B-77	#141B4D

All logo art is supplied for the official reproduction of the Southern Connecticut State University Owls property only by the media, licensed manufacturers, sponsors, and their advertising agencies for the express purpose of planning and executing product, promotion, advertising, packaging, and display materials relating to and in support of the Southern Connecticut State University Owls. All logos must be used with a margin not less than 10% the total logo size between the logo and nearest graphic elements. The colors shown in this guide are not intended to match the Pantone color standards. For the Pantone color standards, refer to the current edition of the Pantone color publications. Pantone is a registered trademark of Pantone, Inc. All logos are the property of the Southern Connecticut State University Owls & may be used with their written permission only. These logos cannot be altered in any way. Contact the Southern Connecticut State University Owls, with any questions regarding usage. The Southern Connecticut State University Owls logo marks are trademarks of the Southern Connecticut State University Owls, 2017.



OFFICIAL PANTONE COLOR PRIMARY LOGO MARK



EMBROIDERY VERSION



ONE COLOR VERSION

CORRECT LOGO USAGE: RESPECT A 10% MARGIN OF THE TOTAL LOGO SIZE FOR ALL LOGO MARK APPLICATIONS

COLOR SPECIFICATION CHART & CONVERSION TABLE

SCSU COLORS:	PANTONE COLORS:	PROCESS COLORS:	RGB COLORS:	WEB HEX COLORS:
GREY	COOL GREY 7 C	C-20/M-14/Y-12/K-40	R-151/G-153/B-155	#97999B
BLUE	REFLEX BLUE C	C-100/M-89/Y-0/K-0	R-0/G-20/B-137	#001489
LT. BLUE	LT. BLUE 2726 C	C-81/M-70/Y-0/K-0	R-72/G-92/B-199	#485CC7
DK. BLUE	DK.BLUE 2766 C	C-100/M-100/Y-6/K-60	R-20/G-27/B-77	#141B4D

All logo art is supplied for the official reproduction of the Southern Connecticut State University Owls property only by the media, licensed manufacturers, sponsors, and their advertising agencies for the express purpose of planning and executing product, promotion, advertising, packaging, and display materials relating to and in support of the Southern Connecticut State University Owls. All logos must be used with a margin not less than 10% the total logo size between the logo and nearest graphic elements. The colors shown in this guide are not intended to match the Pantone color standards. For the Pantone color standards, refer to the current edition of the Pantone color publications. Pantone is a registered trademark of Pantone, Inc. All logos are the property of the Southern Connecticut State University Owls & may be used with their written permission only. These logos cannot be altered in any way. Contact the Southern Connecticut State University Owls, with any questions regarding usage. The Southern Connecticut State University Owls logo marks are trademarks of the Southern Connecticut State University Owls, 2017.

PANTONE COOL GREY 7 C

PANTONE REFLEX BLUE C

PANTONE BLUE 2726 C

PANTONE BLUE 2766 C



OFFICIAL PANTONE COLOR PRIMARY LOGO MARK



EMBROIDERY VERSION



ONE COLOR VERSION

CORRECT LOGO USAGE: RESPECT A 10% MARGIN OF THE TOTAL LOGO SIZE FOR ALL LOGO MARK APPLICATIONS

COLOR SPECIFICATION CHART & CONVERSION TABLE

SCSU COLORS:	PANTONE COLORS:	PROCESS COLORS:	RGB COLORS:	WEB HEX COLORS:
GREY	COOL GREY 7 C	C-20/M-14/Y-12/K-40	R-151/G-153/B-155	#97999B
BLUE	REFLEX BLUE C	C-100/M-89/Y-0/K-0	R-0/G-20/B-137	#001489
LT. BLUE	LT. BLUE 2726 C	C-81/M-70/Y-0/K-0	R-72/G-92/B-199	#485CC7
DK. BLUE	DK.BLUE 2766 C	C-100/M-100/Y-6/K-60	R-20/G-27/B-77	#141B4D

All logo art is supplied for the official reproduction of the Southern Connecticut State University Owls property only by the media, licensed manufacturers, sponsors, and their advertising agencies for the express purpose of planning and executing product, promotion, advertising, packaging, and display materials relating to and in support of the Southern Connecticut State University Owls. All logos must be used with a margin not less than 10% the total logo size between the logo and nearest graphic elements. The colors shown in this guide are not intended to match the Pantone color standards. For the Pantone color standards, refer to the current edition of the Pantone color publications. Pantone is a registered trademark of Pantone, Inc. All logos are the property of the Southern Connecticut State University Owls & may be used with their written permission only. These logos cannot be altered in any way. Contact the Southern Connecticut State University Owls, with any questions regarding usage. The Southern Connecticut State University Owls logo marks are trademarks of the Southern Connecticut State University Owls, 2017.

PANTONE COOL GREY 7 C

PANTONE REFLEX BLUE C

PANTONE BLUE 2726 C

PANTONE BLUE 2766 C



OFFICIAL PANTONE COLOR PRIMARY LOGO MARK



EMBROIDERY VERSION



ONE COLOR VERSION

CORRECT LOGO USAGE: RESPECT A 10% MARGIN OF THE TOTAL LOGO SIZE FOR ALL LOGO MARK APPLICATIONS

COLOR SPECIFICATION CHART & CONVERSION TABLE

SCSU COLORS:	PANTONE COLORS:	PROCESS COLORS:	RGB COLORS:	WEB HEX COLORS:
GREY	COOL GREY 7 C	C-20/M-14/Y-12/K-40	R-151/G-153/B-155	#97999B
BLUE	REFLEX BLUE C	C-100/M-89/Y-0/K-0	R-0/G-20/B-137	#001489
LT. BLUE	LT. BLUE 2726 C	C-81/M-70/Y-0/K-0	R-72/G-92/B-199	#485CC7
DK. BLUE	DK.BLUE 2766 C	C-100/M-100/Y-6/K-60	R-20/G-27/B-77	#141B4D

All logo art is supplied for the official reproduction of the Southern Connecticut State University Owls property only by the media, licensed manufacturers, sponsors, and their advertising agencies for the express purpose of planning and executing product, promotion, advertising, packaging, and display materials relating to and in support of the Southern Connecticut State University Owls. All logos must be used with a margin not less than 10% the total logo size between the logo and nearest graphic elements. The colors shown in this guide are not intended to match the Pantone color standards. For the Pantone color standards, refer to the current edition of the Pantone color publications. Pantone is a registered trademark of Pantone, Inc. All logos are the property of the Southern Connecticut State University Owls & may be used with their written permission only. These logos cannot be altered in any way. Contact the Southern Connecticut State University Owls, with any questions regarding usage. The Southern Connecticut State University Owls logo marks are trademarks of the Southern Connecticut State University Owls, 2017.

PANTONE COOL GREY 7 C

PANTONE REFLEX BLUE C

PANTONE BLUE 2726 C

PANTONE BLUE 2766 C



OFFICIAL PANTONE COLOR PRIMARY LOGO MARK



EMBROIDERY VERSION



ONE COLOR VERSION

CORRECT LOGO USAGE: RESPECT A 10% MARGIN OF THE TOTAL LOGO SIZE FOR ALL LOGO MARK APPLICATIONS

COLOR SPECIFICATION CHART & CONVERSION TABLE

SCSU COLORS:	PANTONE COLORS:	PROCESS COLORS:	RGB COLORS:	WEB HEX COLORS:
GREY	COOL GREY 7 C	C-20/M-14/Y-12/K-40	R-151/G-153/B-155	#97999B
BLUE	REFLEX BLUE C	C-100/M-89/Y-0/K-0	R-0/G-20/B-137	#001489
LT. BLUE	LT. BLUE 2726 C	C-81/M-70/Y-0/K-0	R-72/G-92/B-199	#485CC7
DK. BLUE	DK.BLUE 2766 C	C-100/M-100/Y-6/K-60	R-20/G-27/B-77	#141B4D

All logo art is supplied for the official reproduction of the Southern Connecticut State University Owls property only by the media, licensed manufacturers, sponsors, and their advertising agencies for the express purpose of planning and executing product, promotion, advertising, packaging, and display materials relating to and in support of the Southern Connecticut State University Owls. All logos must be used with a margin not less than 10% the total logo size between the logo and nearest graphic elements. The colors shown in this guide are not intended to match the Pantone color standards. For the Pantone color standards, refer to the current edition of the Pantone color publications. Pantone is a registered trademark of Pantone, Inc. All logos are the property of the Southern Connecticut State University Owls & may be used with their written permission only. These logos cannot be altered in any way. Contact the Southern Connecticut State University Owls, with any questions regarding usage. The Southern Connecticut State University Owls logo marks are trademarks of the Southern Connecticut State University Owls, 2017.

PANTONE COOL GREY 7 C

PANTONE REFLEX BLUE C

PANTONE BLUE 2726 C

PANTONE BLUE 2766 C



OFFICIAL PANTONE COLOR PRIMARY LOGO MARK



CORRECT LOGO USAGE: RESPECT A 10% MARGIN OF THE TOTAL LOGO SIZE FOR ALL LOGO MARK APPLICATIONS

COLOR SPECIFICATION CHART & CONVERSION TABLE

SCSU COLORS:	PANTONE COLORS:	PROCESS COLORS:	RGB COLORS:	WEB HEX COLORS:
GREY	COOL GREY 7 C	C-20/M-14/Y-12/K-40	R-151/G-153/B-155	#97999B
BLUE	REFLEX BLUE C	C-100/M-89/Y-0/K-0	R-0/G-20/B-137	#001489
LT. BLUE	LT. BLUE 2726 C	C-81/M-70/Y-0/K-0	R-72/G-92/B-199	#485CC7
DK. BLUE	DK.BLUE 2766 C	C-100/M-100/Y-6/K-60	R-20/G-27/B-77	#141B4D

All logo art is supplied for the official reproduction of the Southern Connecticut State University Owls property only by the media, licensed manufacturers, sponsors, and their advertising agencies for the express purpose of planning and executing product, promotion, advertising, packaging, and display materials relating to and in support of the Southern Connecticut State University Owls. All logos must be used with a margin not less than 10% the total logo size between the logo and nearest graphic elements. The colors shown in this guide are not intended to match the Pantone color standards. For the Pantone color standards, refer to the current edition of the Pantone color publications. Pantone is a registered trademark of Pantone, Inc. All logos are the property of the Southern Connecticut State University Owls & may be used with their written permission only. These logos cannot be altered in any way. Contact the Southern Connecticut State University Owls, with any questions regarding usage. The Southern Connecticut State University Owls logo marks are trademarks of the Southern Connecticut State University Owls, 2017.

PANTONE COOL GREY 7 C

PANTONE REFLEX BLUE C

PANTONE BLUE 2726 C

PANTONE BLUE 2766 C



OFFICIAL PANTONE COLOR PRIMARY LOGO MARK



CORRECT LOGO USAGE: RESPECT A 10% MARGIN OF THE TOTAL LOGO SIZE FOR ALL LOGO MARK APPLICATIONS

COLOR SPECIFICATION CHART & CONVERSION TABLE

SCSU COLORS:	PANTONE COLORS:	PROCESS COLORS:	RGB COLORS:	WEB HEX COLORS:
GREY	COOL GREY 7 C	C-20/M-14/Y-12/K-40	R-151/G-153/B-155	#97999B
BLUE	REFLEX BLUE C	C-100/M-89/Y-0/K-0	R-0/G-20/B-137	#001489
LT. BLUE	LT. BLUE 2726 C	C-81/M-70/Y-0/K-0	R-72/G-92/B-199	#485CC7
DK. BLUE	DK.BLUE 2766 C	C-100/M-100/Y-6/K-60	R-20/G-27/B-77	#141B4D

All logo art is supplied for the official reproduction of the Southern Connecticut State University Owls property only by the media, licensed manufacturers, sponsors, and their advertising agencies for the express purpose of planning and executing product, promotion, advertising, packaging, and display materials relating to and in support of the Southern Connecticut State University Owls. All logos must be used with a margin not less than 10% the total logo size between the logo and nearest graphic elements. The colors shown in this guide are not intended to match the Pantone color standards. For the Pantone color standards, refer to the current edition of the Pantone color publications. Pantone is a registered trademark of Pantone, Inc. All logos are the property of the Southern Connecticut State University Owls & may be used with their written permission only. These logos cannot be altered in any way. Contact the Southern Connecticut State University Owls, with any questions regarding usage. The Southern Connecticut State University Owls logo marks are trademarks of the Southern Connecticut State University Owls, 2017.

PANTONE COOL GREY 7 C

PANTONE REFLEX BLUE C

PANTONE BLUE 2726 C

PANTONE BLUE 2766 C



OFFICIAL PANTONE COLOR PRIMARY LOGO MARK



EMBROIDERY VERSION



ONE COLOR VERSION

CORRECT LOGO USAGE: RESPECT A 10% MARGIN OF THE TOTAL LOGO SIZE FOR ALL LOGO MARK APPLICATIONS

COLOR SPECIFICATION CHART & CONVERSION TABLE

SCSU COLORS:	PANTONE COLORS:	PROCESS COLORS:	RGB COLORS:	WEB HEX COLORS:
GREY	COOL GREY 7 C	C-20/M-14/Y-12/K-40	R-151/G-153/B-155	#97999B
BLUE	REFLEX BLUE C	C-100/M-89/Y-0/K-0	R-0/G-20/B-137	#001489
LT. BLUE	LT. BLUE 2726 C	C-81/M-70/Y-0/K-0	R-72/G-92/B-199	#485CC7
DK. BLUE	DK.BLUE 2766 C	C-100/M-100/Y-6/K-60	R-20/G-27/B-77	#141B4D

All logo art is supplied for the official reproduction of the Southern Connecticut State University Owls property only by the media, licensed manufacturers, sponsors, and their advertising agencies for the express purpose of planning and executing product, promotion, advertising, packaging, and display materials relating to and in support of the Southern Connecticut State University Owls. All logos must be used with a margin not less than 10% the total logo size between the logo and nearest graphic elements. The colors shown in this guide are not intended to match the Pantone color standards. For the Pantone color standards, refer to the current edition of the Pantone color publications. Pantone is a registered trademark of Pantone, Inc. All logos are the property of the Southern Connecticut State University Owls & may be used with their written permission only. These logos cannot be altered in any way. Contact the Southern Connecticut State University Owls, with any questions regarding usage. The Southern Connecticut State University Owls logo marks are trademarks of the Southern Connecticut State University Owls, 2017.

PANTONE COOL GREY 7 C

PANTONE REFLEX BLUE C

PANTONE BLUE 2726 C

PANTONE BLUE 2766 C

THE SOUTHERN CONNECTICUT STATE UNIVERSITY OWLS STYLE GUIDE

**FOR MORE INFORMATION ON THIS STYLE
MANUAL OR OTHER QUESTIONS, CONTACT:**

Southern Connecticut Athletics
Christopher Lynn
Assistant Athletic Director
Moore Fieldhouse
125 Wintergreen Ave.
New Haven, CT 06515
Phone: 203.392.6028

**FOR INFORMATION ON DEVELOPING
BRANDING PROGRAMS, CONTACT:**

Phoenix Design Works
973.763.8200
pdwnyc@phoenixdesignworks.com
www.phoenixdesignworks.com

TM