

Brand Guideline

CAMPBELLSVILLE UNIVERSITY



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About Campbellsville University

At Campbellsville University, we are committed to fostering academic excellence that is deeply rooted in the liberal arts, as highlighted in our mission statement. We strive to nurture personal growth, integrity, and professional preparation within a supportive and caring environment. Through our diverse array of pre-professional certificates, associate degrees, bachelor's degrees, and graduate programs, offered through traditional, technical, and online formats, we are dedicated to providing an enriching educational experience.

Color Palette

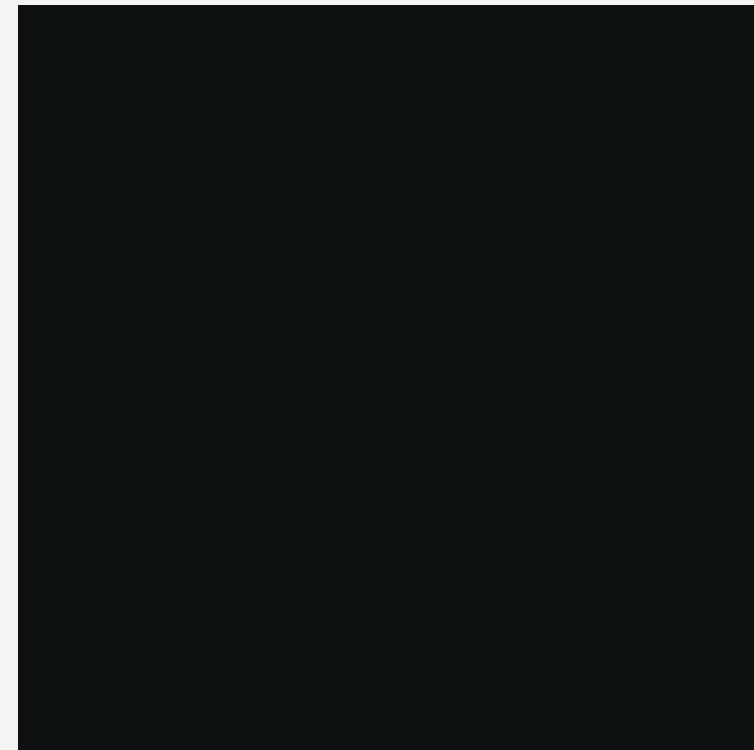
Our color palette is designed for simplicity and consistency across all University branding. **Maroon** serves as the primary brand color, supported by **White and Black** as secondary colors. The **Beige and Dark Maroon** are designated as tertiary colors and should be **used exclusively as accents** to provide depth and visual variety without overpowering the primary brand identity.



Maroon

PRIMARY

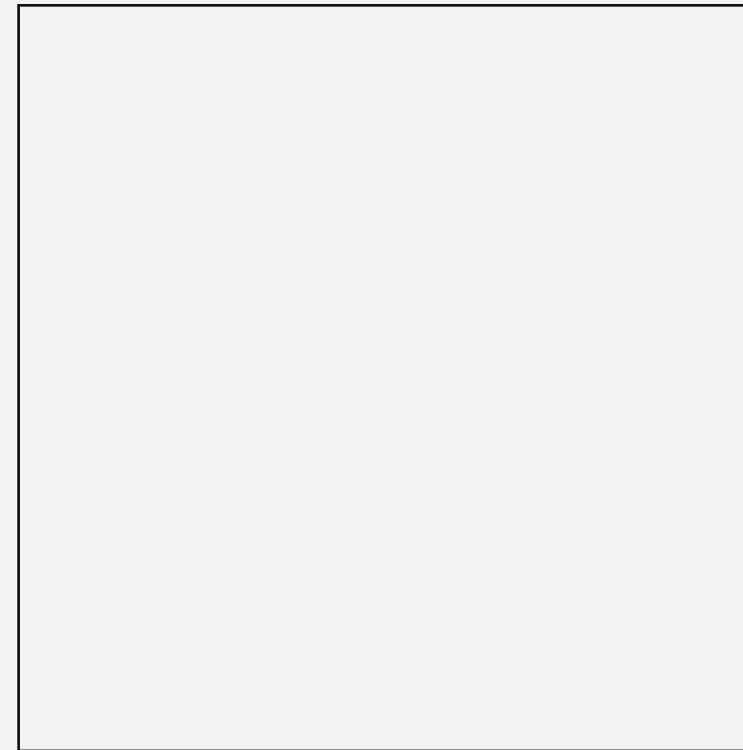
HEX: #851632
RGB: 133, 22, 50
CMYK: 31, 100, 71, 32
Pantone: 1955 C



Black

SECONDARY

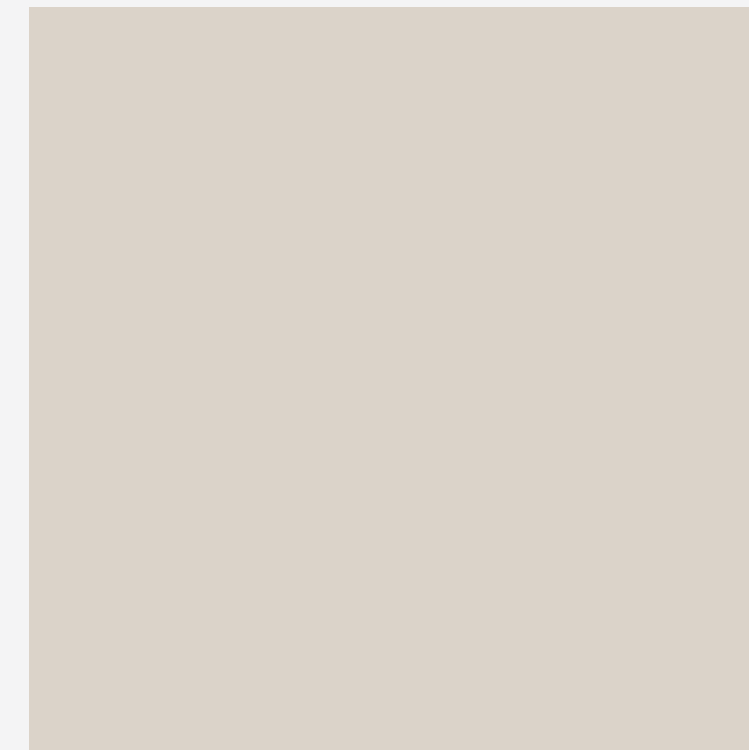
HEX: #0E1111
RGB: 14, 17, 17
CMYK: 75, 67, 66, 82
Pantone: Neutral Black C



White

SECONDARY

HEX: #F4F4F4
RGB: 244, 244, 244
CMYK: 3, 2, 2, 0
Pantone: 11-0601 TPG
(Bright White)



Beige

TERTIARY

HEX: #DAD2C9
RGB: 218, 210, 201
CMYK: 14, 14, 18, 0
Pantone: Warm Gray 1 CP



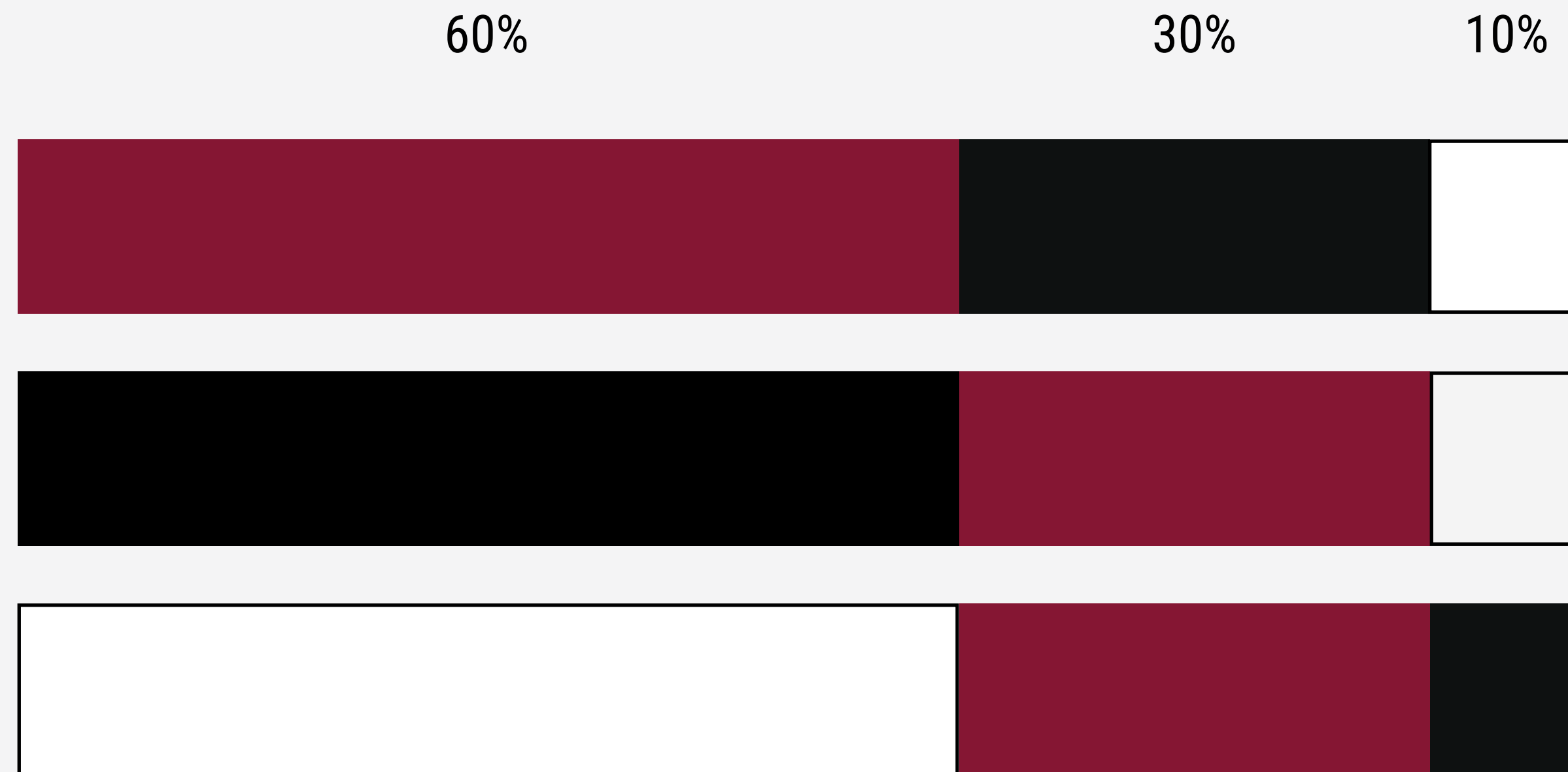
Dark Maroon

TERTIARY

HEX: #4A1422
RGB: 74, 20, 34
CMYK: 46, 87, 64, 64
Pantone: 504 C

Color Allocation

To ensure maximum contrast, readability, and a professional aesthetic across all materials and media, all Campbellsville University designs must adhere to the **60-30-10 Rule of Color Allocation**:



60% Dominant Color

Used as the primary color for backgrounds, large blocks, and overall mood setting.

30% Secondary Color

Used to create contrast, define negative space, and ensure readability (e.g., body text, main background surfaces).

10% Accent Color:

Used for emphasis, fine details, and critical elements (e.g., headlines, small graphics, or calls-to-action).

Gradients

Gradients should be used exclusively to **add depth or a modern touch** to designs. To maintain a professional aesthetic, they must transition only between **approved brand colors and their designated tints**, applied as subtle, linear fades. To ensure brand integrity, gradients should never be applied to official logos or icons, nor should they feature high-contrast or non-brand colors that might compromise readability.

Maroon
HEX: #851632



Dark Grey
HEX: #363636



White
HEX: #F4F4F4



Beige
HEX: #DAD2C9



Dark Maroon
HEX: #4A1422

Black
HEX: #0E1111

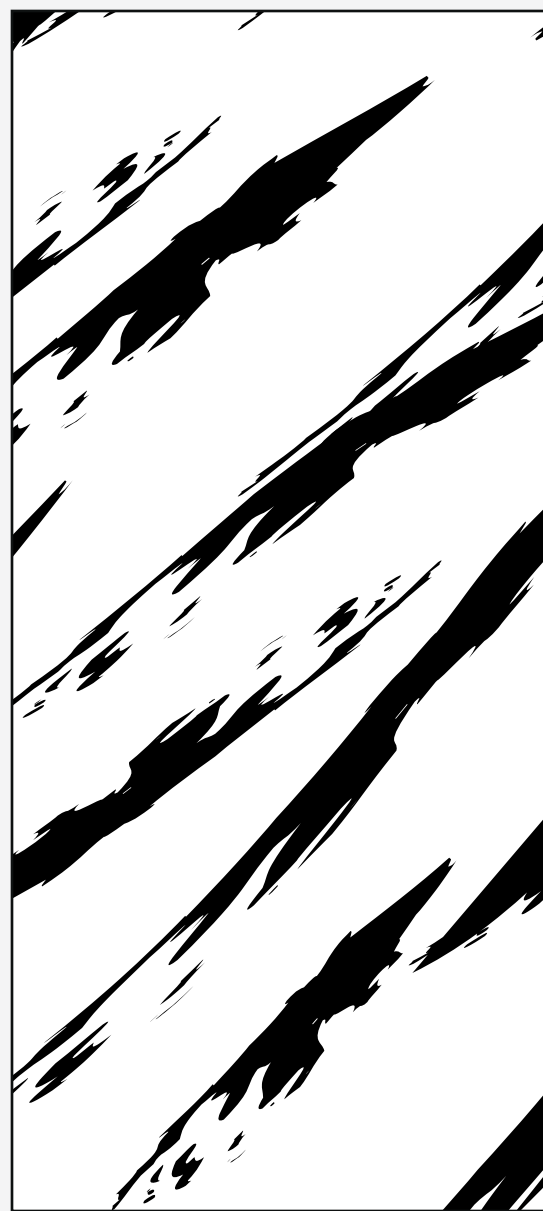
Light Grey
HEX: #DEDEDE

Dark Beige
HEX: #AA9883

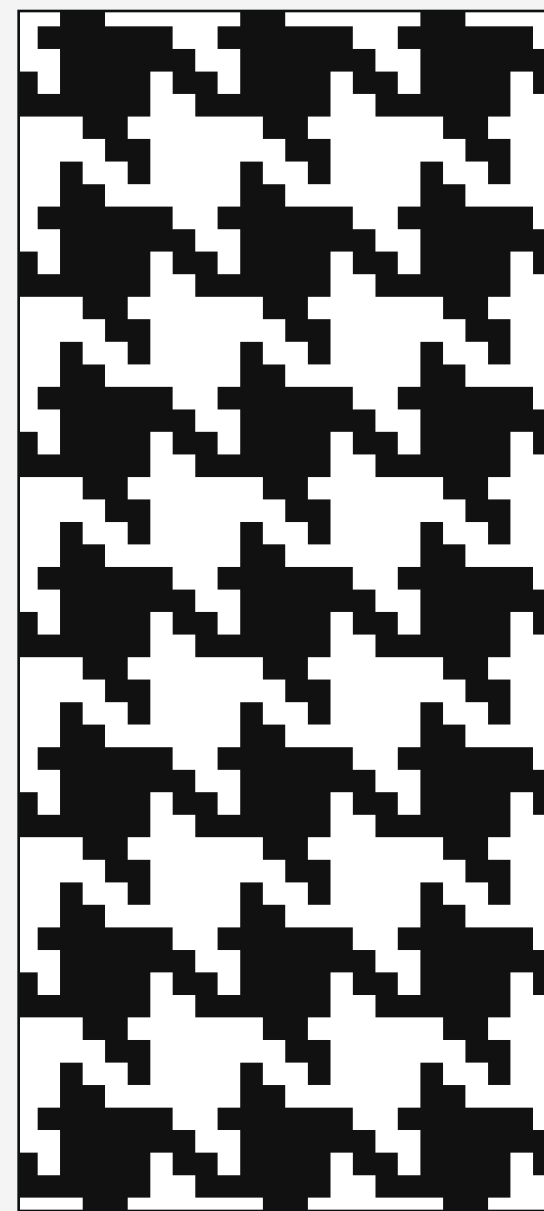
Patterns and Textures

To enhance our visual identity, Campbellsville University utilizes **organic textures and patterns rooted in our physical campus**, including fabric materials, tiger-inspired motifs, and natural elements. By incorporating these tactile visuals, we create a sensory brand experience that evokes authenticity and a sense of “home,” adding sophisticated depth to our designs while reinforcing our unique identity.

PATTERNS



ABSTRACT TIGER STRIPES



HOUNDSTOOTH

TEXTURES

BARK



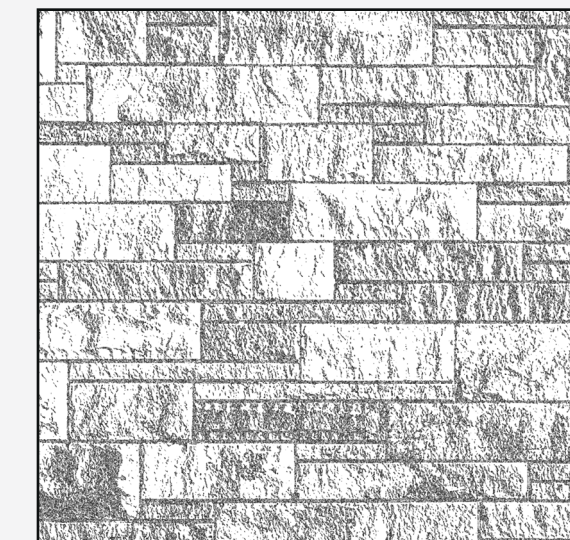
FILM



PAPER 1



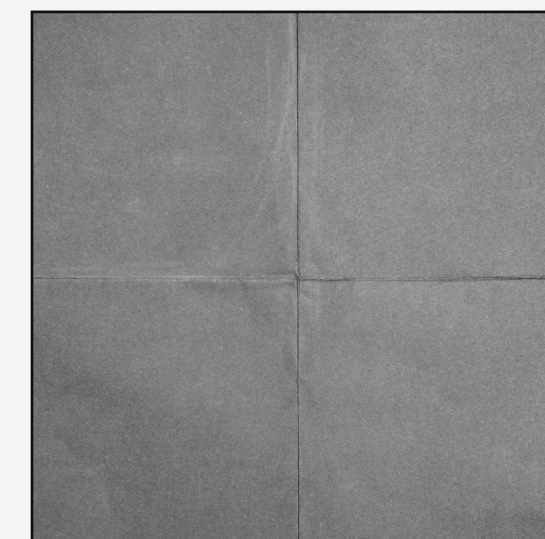
RMT BRICKS



FABRIC



GRUNGE



PAPER 2



STONES



FABRIC

Pattern and Texture Rules

To maintain visual consistency and professional standards, all campus patterns and textures must be applied using **specific technical settings**. Adhering to these values ensures that textures provide depth without compromising brand legibility. Please refer to the table to set your **Blend Mode and Opacity levels according to the specific asset you are using**. Deviating from these established values can lead to visual clutter and a departure from the official University brand identity.

FOLLOW US ON INSTAGRAM
AT @CVILLETIGERS



TEXTURE	BLEND MODE	OPACITY
Bark	Overlay	50%
Fabric	Overlay	30%
Film	Multiply / Color Burn	30% / 100%
Grunge	Lighten	70%
Paper 1	Overlay	30%
Paper 2	Overlay	50%
RMT Bricks	Multiply	30-50%
Stone	Multiply	25%
Wood	Overlay	45%

PATTERN	BLEND MODE	OPACITY
Houndstooth *	Multiply	25%
Abstract Tiger Stripes	Multiply	10%

* Only on maroon solid or maroon gradient

Overlay Instructions

To create the approved campus texture overlays using Adobe Photoshop, follow these standardized steps. Consistency in these settings ensures that all patterns maintain the sophisticated “CU” look.

STEP 1 SET YOUR COLORS

Before applying any filters, ensure your Foreground and Background colors are set to Black and White (Press D on your keyboard).

STEP 2 APPLY THE FILTER

Navigate to FILTER > FILTER GALLERY > SKETCH > TORN EDGES

STEP 3 ADJUST IMAGE BALANCE

Modify the sliders to achieve the following result

SMOOTHNESS: +15

CONTRAST: +1

IMAGE BALANCE: Adjust as needed until the texture is clear.

STEP 4 FINALIZE THE LOOK

Set the BLEND MODE of your image layer to MULTIPLY. Then, create a SOLID COLOR LAYER of maroon (#851632) directly underneath your image layer.

Find your calling

Campbellsville University is a Christian institution dedicated to academic excellence, solidly grounded in the liberal arts, fostering integrity and Christian servant leadership within a caring environment.



MORE THAN A GAME

CAMPBELLSVILLE UNIVERSITY



Academic Identity

1. Main Logo
2. Horizontal Logo
3. Color Variants
4. Academic Icon
5. Academic Wordmark
6. Department Lockups
7. Official Tagline

Main Logo



CAMPBELLSVILLE
UNIVERSITY

Horizontal Logo

This logo variant places the icon to the left of the wordmark creating a horizontal version of the main logo. This is the primary choice for layouts with **limited vertical height**, such as web headers and letterheads. When using this orientation, you **must maintain the official proportions and clear space around the logo** to ensure legibility and professional brand alignment.



CAMPBELLSVILLE
UNIVERSITY



CAMPBELLSVILLE
UNIVERSITY



CAMPBELLSVILLE
UNIVERSITY

Color Variants

To ensure maximum visibility and brand clarity, the White logo version must be used on top of colored backgrounds, while the main Colored and the Black versions are acceptable over white backgrounds.



CAMPBELLSVILLE
UNIVERSITY

DO



CAMPBELLSVILLE
UNIVERSITY

DON'T



CAMPBELLSVILLE
UNIVERSITY

DO



CAMPBELLSVILLE
UNIVERSITY

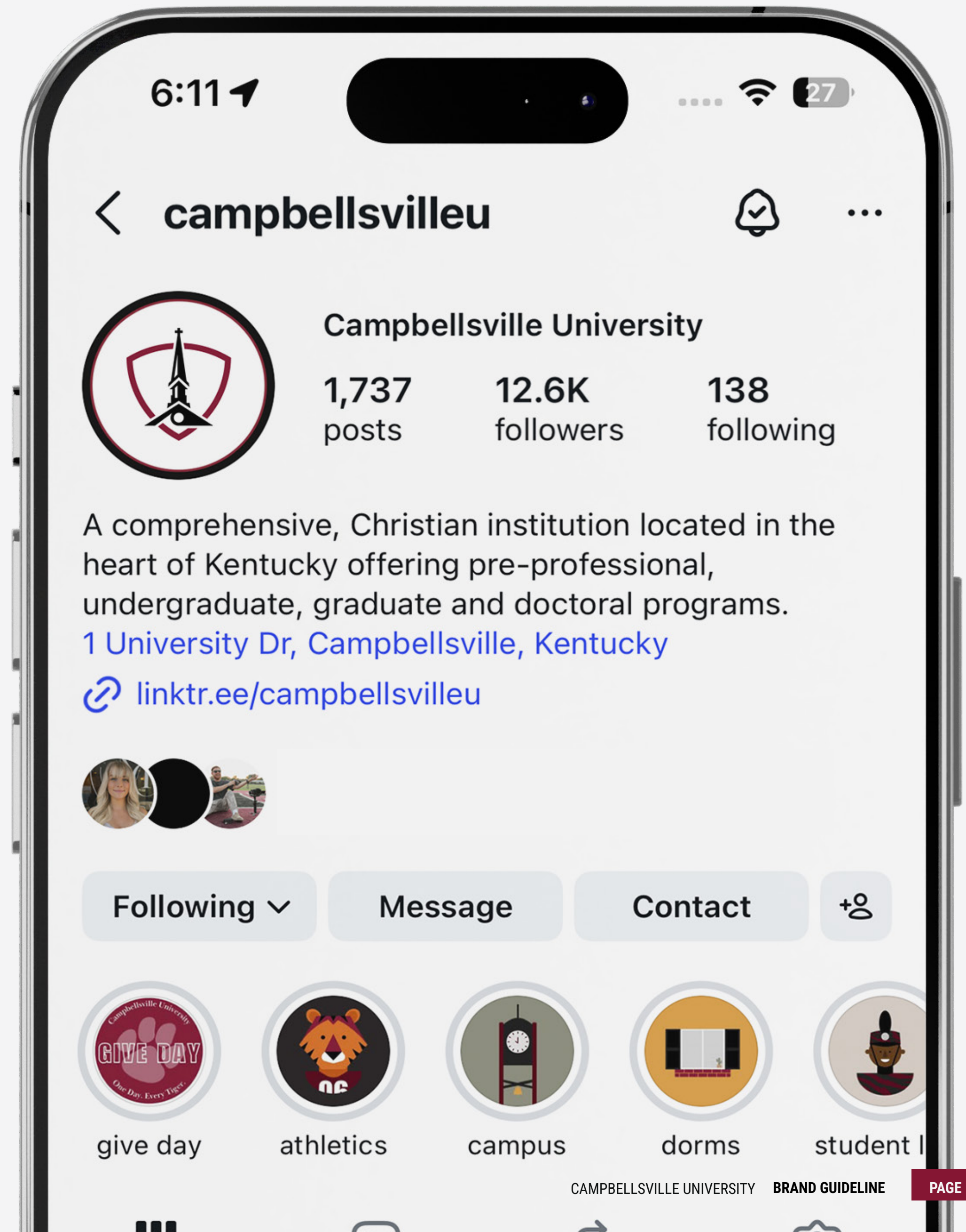
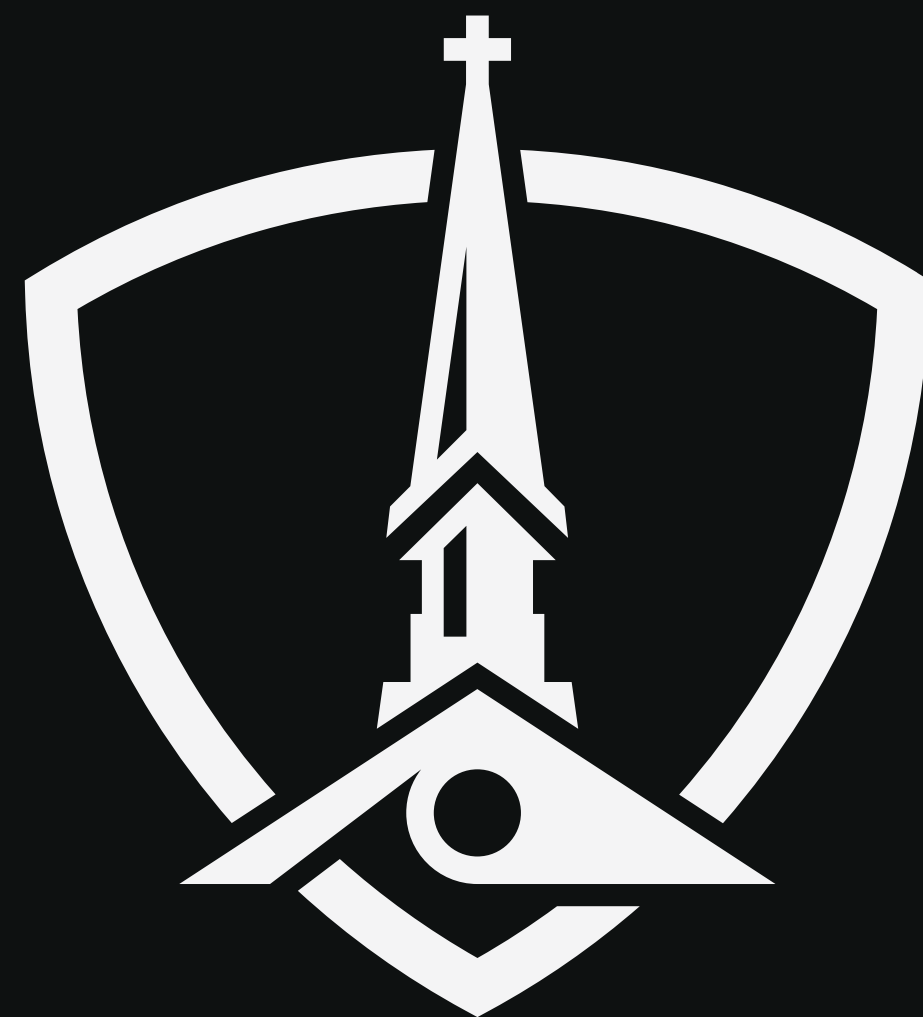
DON'T



CAMPBELLSVILLE
UNIVERSITY

Academic Icon

The CU icon (symbol without the accompanying wordmark) should be reserved for scenarios where **space is severely restricted and the Campbellsville University brand name is already clearly established** or immediately visible in the context. This includes use as social media profile images (avatars), website favicons, app icons, and small branded merchandise where the full logo cannot be reproduced, etc.



Academic Wordmark

Our wordmark is based on the **Georgia** typeface, serves as a formal identifier for use in **restricted horizontal spaces** like web footers or internal headers. It must always maintain its original proportions and brand colors (Maroon, Black, or White), but it should never replace the main logo lockup as the university's primary brand identifier in external communications.

CAMPBELLSVILLE
UNIVERSITY

Department Lockups

Department Lockups integrate the official University logo with a specific school or program name to **ensure a unified brand identity**. These lockups must follow standardized templates regarding font, scale, and clear space, and the **creation of independent or modified logos is strictly prohibited**. To ensure brand accuracy, all lockups must be requested through the **Office of Marketing and Communications**, which will provide the official digital assets for your use.



CAMPBELLSVILLE
UNIVERSITY

Department Name Here

Official Tagline

The official tagline for Campbellsville University, “**Find Your Calling,**” embodies our mission to provide students with the essential tools and spiritual guidance needed to discover their purpose. When utilizing this slogan in design and copy, the emphasis should always be placed on the word “Find” rather than “Calling.” **This intentional stress highlights the journey of discovery, empowerment, and the active pursuit of one’s path** that occurs within our campus community.



Athletics Identity

1. Tiger Head
2. Athletic Wordmark
3. Alternative Logos
4. Application Examples

Tiger Head

To maintain visual balance and clarity, the internal fill of the Tiger head must always utilize the **lighter brand tone**. An inverted dark fill should be avoided, as the excessive visual weight distorts the negative space and obscures critical details of the design. When applying the icon to lighter backgrounds, **an outlined version** should be used to ensure the logo remains legible while maintaining brand consistency.



Do not apply color alterations to the Tiger Head



On solid black backgrounds, the Tiger Head loses its outline.



On any other background, black outlines enhance contrast and logo visibility.

Athletic Wordmark

The Athletic Wordmark is a specialized, high-energy identifier designed specifically for Campbellsville University Athletics and spirit-related materials. While it shares the University's primary color palette to maintain brand alignment, its distinct typography is intended to convey strength and movement. This wordmark should be used exclusively for sports-related branding, team apparel, and fan engagement; it is **not to be used** for official academic documents or formal university business, where the standard Georgia-based wordmark remains the required identifier.

TIGERS

Alternative Logos

Alternative Athletic Logos provide the necessary flexibility for diverse applications, such as team apparel, equipment, and merchandise, where the primary mark may not fit. These variations, including the **CU Lettermark**, **Tigers Paw Mark** and stylized **Campbellsville Tiger profiles** offer visual options for high impact sports environments while maintaining a unified Tiger Spirit. However, these marks must be **used sparingly, exactly as provided, and never mixed with academic branding.**

CU LETTERMARK



TIGERS PAW MARK



BASEBALL & SOFTBALL SCRIPT



TIGERS BLOCK MARK



Application Examples



Typography

1. Academics & Athletics
2. Typeface Combinations
3. Font Colors on Dark Background
4. Application Examples

Academics

DENTON CONDENSED BLACK ITALIC | HEADLINE, TEXT ACCENTS & TITLE CASE

Find Your Calling

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo

Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

ROBOTO FLEX BOLD | SUBHEAD (SANS-SERIF)

Find your calling

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo

Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

GEORGIA BOLD | SUBHEAD (SERIF)

Find your calling

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo

Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

ROBOTO FLEX REGULAR | BODY TEXT (SANS-SERIF)

Find your calling

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo

Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

GEORGIA REGULAR | BODY TEXT (SERIF)

Find your calling

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo

Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

Athletics

LAIRA | HEADLINE & SUBHEAD (ALL CAPS)

FIND YOUR CALLING

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

LEOPHARD BOLD | HEADLINE & SUBHEAD (ALL CAPS)

FIND YOUR CALLING

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

AVERTA VARIABLE BOLD | SUBHEAD

Find your calling

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo

Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

AVERTA VARIABLE REGULAR | BODY TEXT

Find your calling

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo

Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

Typeface Combinations

Combining fonts creates visual contrast and hierarchy across university materials. **Denton Condensed Black Italic** is used for titles while **Roboto Condensed Bold** for subheadings. Body copy is set in **Roboto Regular** for general use across university communications. For formal circumstances and Office of the President affairs, **Georgia Regular** is the preferred typeface.

Denton Condensed Black Italic

Roboto Condensed Bold

Roboto Regular

Campbellsville University

FIND YOUR CALLING

Founded in 1906, Campbellsville University is a private, Christ-centered institution in the heart of Kentucky, dedicated to academic excellence grounded in the liberal arts. With over 120 programs of study, from associate degrees to doctoral programs, CU prepares students to lead with integrity, serve with compassion, and make a meaningful impact in a diverse and changing world.

Tip: When placing text over dark backgrounds, such as black or maroon, always use white as the font color to ensure legibility and maintain visual clarity.

Font Colors on Dark Background

When placing text over dark backgrounds, such as black or maroon, always use white as the font color to ensure legibility and maintain visual clarity. Bolder font weights can also be used to reinforce hierarchy and improve copy visualization.

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DO

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DON'T

~~*Campbellsville University*~~

~~**FIND YOUR CALLING**~~

~~Founded in 1906, Campbellsville University is a private, Christ-centered institution in the heart of Kentucky, dedicated to academic excellence grounded in the liberal arts. With over 120 programs of study, from associate degrees to doctoral programs, CU prepares students to lead with integrity, serve with compassion, and make a meaningful impact in a diverse and changing world.~~

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~~**FIND YOUR CALLING**~~

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Application Examples

To maintain brand consistency, use our primary typefaces to create a clear visual hierarchy between headings and body text. As a rule of thumb, **limit your design to no more than 2 or 3 different fonts.** Font restraint prevents visual clutter, ensures legibility, and results in a more professional and aesthetically pleasing layout.



Campbellsville University

Tiger Spirit Rooted in the Heart of Kentucky

Where Tradition Meets Innovation in the Geographic Center of the Commonwealth

Located in the exact geographic center of the Commonwealth, Campbellsville University is more than just an academic institution—it is the beating heart of Kentucky’s educational landscape. Being “in the heart of Kentucky” isn’t just a point on a map; it is a philosophy that defines the university’s commitment to community, tradition, and Southern hospitality.

A Central Hub for Growth

While the university has expanded globally and online, its main campus in Campbellsville remains an anchor for the region. Surrounded by the rolling hills and scenic landscapes typical of the Bluegrass State, students find themselves in a safe, nurturing environment that feels like home. This central location provides unique access to both rural charm and urban opportunity, situated just a short drive from the major hubs of Louisville and Lexington.

Faith, Fellowship, and Stewardship

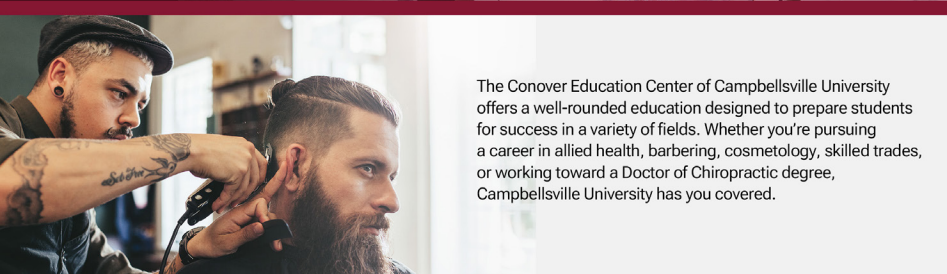
At the core of the Campbellsville experience is a Christ-centered mission that mirrors the values of the heartland. The university prides itself on fostering academic rigor and deep-seated desire for service. Whether it is a student-athlete competing with the “Tiger Spirit” or a nursing student training to serve local clinics, the pulse of the university is driven by a commitment to bettering the lives of those in the local community and beyond.



Find Your Calling



Campbellsville University's Conover Education Center



CAMPBELLSVILLE MEN'S SOCCER



10.18 / 2025 1:30pm Kickoff
Finley Stadium - Campbellsville, KY

MADE BY THE OFFICE OF MARKETING & COMMUNICATION

CAMPBELLSVILLE FLAG FOOTBALL **RANKED 10**



More Than a Game
TIGERS



CAMPBELLVILLE
UNIVERSITY