IDENTITY

Our primary logo

CULVER LOGO HISTORY

What is a logo?

A LOGO IS THE GRAPHIC SYMBOL THAT REPRESENTS A PERSON, COMPANY OR ORGANIZATION.
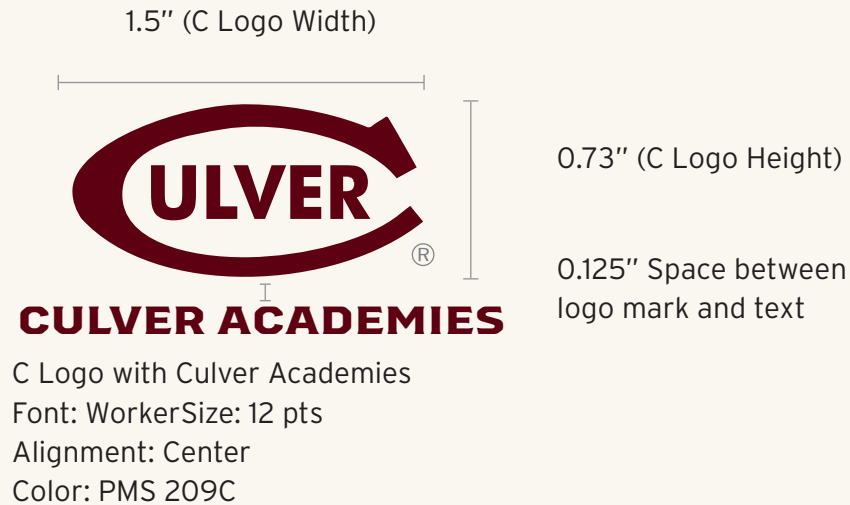
The primary logo for Culver Academies is a customized C with the word mark Culver Academies underneath.

The consistent and proper use of the logo not only strengthens recognition for Culver Academies but also projects the school's established reputation.

To reinforce the Culver logo – and thereby the organization itself – as our foundation, our identity system prohibits the use of any additional iconography, marks or artwork in conjunction with the logo or any supplemental signature. Approved secondary identity elements may be used as supporting art, but they should always be clearly separated from our official marks.

THE HISTORY OF THE CULVER LOGO

The Culver C logo was designed in 1900 by Harris Schulze and Harry Fitton, two members of the Black Horse Troop. One day, they pressed a horseshoe into the dirt floor of the riding hall and inscribed ulver inside. The design caught the attention of the administration and it was soon incorporated into every uniform item on campus. It was made Culver's official logo in 1932 and trademarked in 1990.

CULVER C LOGO USAGE GUIDELINES

1.5″ (C Logo Width)

0.73″ (C Logo Height)

0.125″ Space between
logo mark and text

C Logo with Culver Academies
Font: WorkerSize: 12 pts
Alignment: Center
Color: PMS 209C

The purpose of the Logo Usage Policy is to provide the Culver community guidelines on the proper use of brand logos.

The Culver logo must appear unaltered in black, maroon (please see color guide for he correct maroon tint), or white unless approval is given by the Director of Marketing and Communications. The (R) or (TM) symbols must be present on all printed material. Please contact the Marketing & Communications Office at 574-842-8262 with any questions regarding the use of any of the Culver logos and seals or if you have a question about the appropriate file type to use in your document or to send a vendor.

APPROVED CULVER C-STAND ALONE LOGO

Proper Use
The Culver C can appear without the Culver Academies in **b**lack, **m**aroon, or **w**hite.

• Registration mark should be included on printed materials.
• No registration mark **is** needed on apparel, hard goods, online and email messages.
• The minimum size on marketing materials is 1″ W x .492″H.
• Placement needs to be centered at the top, bottom, or one of the four corners of the page.

APPROVED LOGO COMPOSITIONS

APPROVED CULVER C HORIZONTAL LOGO

PROPER USE
The Culver C with Culver Academies horizontal can appear in black, maroon, or white.

• Registration mark should be included on printed materials.
• No registration mark (R) **is** needed on apparel, hard goods, online, and email messages.
• The minimum size on marketing materials is 1" W x .492"H.
• May be placed in the center or left-aligned at the top left or bottom of the page.

 CULVER ACADEMIES

 CULVER ACADEMIES

APPROVED CULVER C STACKED LOGO

PROPER USE
The Culver C with Culver Academies stacked can appear in black, maroon, or white.

• Registration mark should be included on printed materials.
• No registration mark (R) needed on apparel, hard goods, online, and email messages
• The minimum size on marketing materials is 1" W x .492"H.
• Placement needs to be centered at the top or bottom of the page.

CULVER ACADEMIES

CULVER ACADEMIES

CULVER ACADEMIES

PROHIBITED Use of Logo

The above shown version of the C logo has been replaced in 2012 to an open C.

The Culver C is NOT to have any other words in the center of the C nor should the Culver C ever appear without "ULVER".

The Culver C is not to be mis-proportioned, skewed, or otherwise distorted.

The logo should not include any other objects around the C or shown through the center.

MASTER EAGLE SEALS

⟩ Culver Academies' Seal Logo is for limited use only and requires approval from the Director of Marketing and Communications before use. It may be used in place of the Culver C logo on approved printed and online materials as well as on uniforms, recreation attire, and promotional items sold by the Uniform Shop and Bookstore.

⟩ The Culver Military Academy (CMA) Seal, Culver Girls Academy (CGA) and Culver Summer Schools & Camps (CSSC) Seal, can be used in place of the Culver C logo. These seals have designated purposes and should be used on materials targeting each school's specific audience. Do not modify the logo in any way. Example: Do not add a drop shadow, outer glow, stroke, or special effect to the logo without approval from the Director of Marketing and Communications at 574-842-8198.

The above master seals represent CMA, CGA, and CSSC combined
as Culver Academies where appropriate.

MASTER CMA & CGA SEALS

⟫ ## CULVER MILITARY ACADEMY (CMA) SEALS

PROPER USE

• Trademark (TM) is to be included on printed materials only.

• The minimum size on marketing materials is 1" W x .492"H.

• To be used on official CMA documentation, certificates, athletic uniforms, and bookstore items.

⟫ ## CULVER GIRLS ACADEMY (CGA) SEALS

PROPER USE

• Trademark (TM) is to be included on printed materials only.

• The minimum size on marketing materials is 1" W x .492"H.

• To be used on official CMA documentation, certificates, athletic uniforms, and bookstore items.

MASTER CULVER SUMMERS SCHOOLS & CAMPS

⟫ CULVER SUMMER SCHOOLS & CAMPS C LOGOS

PROPER USE

• The Culver C with Summer Schools & Camps stacked can appear in black, maroon, or white.

• Registration mark should be included on printed materials.

• No registration mark needed on apparel, hard goods, online, and email messages.

• The minimum size on marketing materials is 1" W x .492"H.

• Placement needs to be centered at the top or bottom of the page.
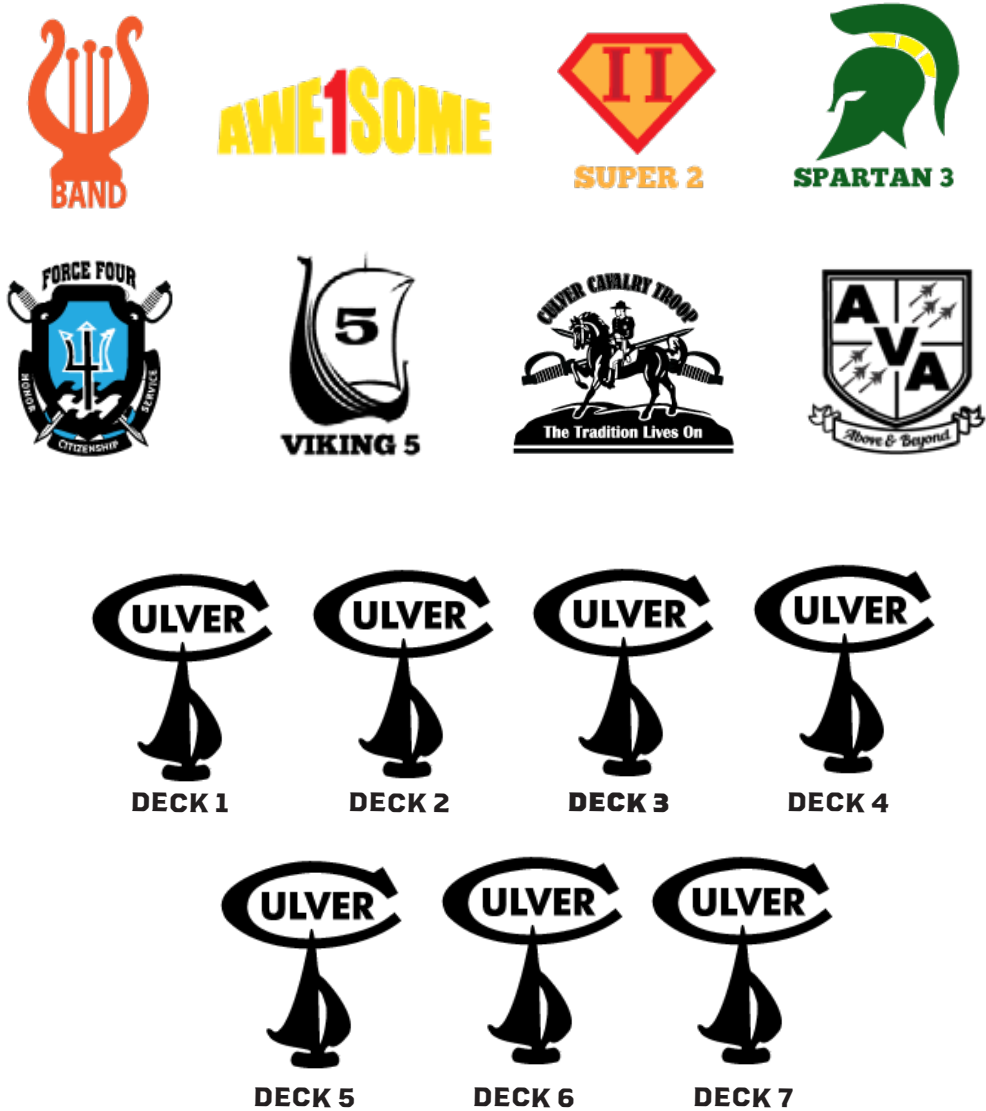
⟫ CULVER SUMMER SCHOOLS & CAMPS (CSSC) SEALS

PROPER USE

• Trade mark is to be included on printed materials only.

• The minimum size on marketing materials is 1" W x .492"H.

• To be used on official CSSC documentation, certificates, uniforms, and bookstore items.

CSSC LOGOS

UPPER SCHOOL UNIT & DECK LOGOS

BAND

AWE1SOME

SUPER 2

SPARTAN 3

FORCE FOUR

VIKING 5

CULVER CAVALRY TROOP
The Tradition Lives On

AVA
Above & Beyond

DECK 1

DECK 2

DECK 3

DECK 4

DECK 5

DECK 6

DECK 7

WOODCRAFT LOGOS

CARDINALS

BEAVERS

BUTTERFLIES

CUBS

CULVER AFFILIATION LOGOS

The logo is used primarily on Legion Board of Directors and related documents. It also can be used for specific Legion-related events and promotions. For example, it may accompany a message from the Legion President to his/her constituency. The Legion, established in 1911 and re-named the Culver Legion in 2016, is the alumni association of Culver Military Academy and Culver Girls Academy. Since the Culver C is included in the logo it is not necessary to have a secondary Culver logo on the printed file.

The Arts logo incorporates the Culver C and is used in print and online when promoting the arts program. Since the Culver C is included in the logo it is not necessary to have a secondary Culver logo on the printed file. If in question contact the Communications department for approval. The rings on the logo represent each of the four art disciplines offered at Culver. It is preferred that the logo is presented in full color but as a limited option It can be displayed in black, or grayscale.

The Ron Rubin School for the Entrepreneur logo incorporates the Culver C and is used in print and online when promoting the program. Since the Culver C is included in the logo it is not necessary to have a secondary Culver logo on the printed file. If in question, contact the Communications department for approval. It can be displayed in black or Culver Maroon.

The Rubin Cafe logo incorporates the Culver C and is used in print and online when promoting the Rubin Cafe. Since the Culver C is included in the logo it is not necessary to have a secondary Culver logo on the printed file.

The Global Studies Institute (GSI) logo incorporates the Culver C and is used in print and Online when promoting the GSI program. Since the Culver C is included in the logo it is not necessary to have a secondary Culver logo on the printed file.
It's preferred that the logo is presented in full color but as a limited
option can be displayed in Culver Maroon and black, white, solid black, or solid Culver Maroon.

The Leadership Committee for Africa logo incorporates the Culver C and is used in print and online when promoting the GPS Trip to Africa. Since the Culver C is included in the logo it is not necessary to have a secondary Culver logo on the printed file.

CULVER AFFILIATION LOGOS

Live the Legacy logo incorporates the Culver C and is used in print and online when promoting Live the Legacy auction. It can be shown in black, white, Culver maroon and black, or solid Culver maroon. Choose between the horizontal or vertical versions based on layout space.

The Lake Max Triathlon logos incorporates the Culver C and is used in print and online when promoting the triathlon. It is preferred that the logo be shown full color. If displayed in one color choose between black or white.

The Global Pathways Program (GPS) logo incorporates the Culver C and is used in print and online when promoting the GPS program. Since the Culver C is included in the logo it is not necessary to have a secondary Culver logo on the printed file.
It's preferred that the logo appear in gray and
Culver maroon but as a limited option can be displayed in solid black or solid Culver maroon.
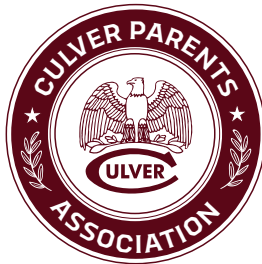
The Culver Parents Association logo incorporates the Culver C and is used in print and online for communication to parents both, present and past the program. Since the Culver C is included in the logo it is not necessary to have a secondary Culver logo on the printed file.
It can be displayed in black or Culver maroon.

The Culver Fund to be used in print and online when promoting Culver on behalf of the Culver Fund. Since the Culver C is NOT included in the logo, it is necessary to include the Culver logo on the printed file. It is preferred that the CF logo appear in Culver maroon.

Lighting The Way logo incorporates the Culver C and is used in print and online when promoting Spiritual Life services and programs. It can be shown in black, white, or in full color.

HORSEMANSHIP LOGOS

BLACK HORSE TROOP LOGO

Since 1897, Culver's Black Horse Troop has been the most visible facet of its prestigious equestrian program, which expanded in 1907 to include the Summer School of Cavalry The next decade saw construction of the longtime largest indoor equestrian center in the world (the Troop's Riding Hall, in 1915) and the first (in 1913) of many ongoing appearances of the Troop in US Presidential Inaugural parades. The Black Horse Troop has escorted a host of royalty and dignitaries through the years, and for many represents the ideals and excellence indicative of Culver Academies.

The Black Horse Troop logo is to be used in print and Online when promoting the program on behalf of Culver. Since the Culver C is included in the logo it is not necessary to have a secondary Culver logo on the printed file. If in question, contact the Communications department for approval. The logo can be displayed in black, white, or Culver Maroon.

EQUESTRIENNES LOGO

Strengthening Culver's storied equestrian legacy, students in the Culver Girls Academy established the honor organization the Equestriennes during the 1980-81 school year. The group continued to grow and members would be given their first opportunity – and subsequent heartbreak – to march in a US Presidential Inaugural in Ronald Reagan's 1985 parade, which bitter temperatures and winds forced into cancellation. The Equestriennes made their Inaugural debut in 1989, and continue to ride with the Black Horse Troop in Inaugural parades and other events, forming an integral part of Culver's rich equestrian legacy.

The Equestriennes logo is to be used in print and online when promoting the program on behalf of Culver. Since the Culver C is NOT includedo within the logo, it is necessary to include the Culver logo on the printed file. The logo can be displayed as shown on promotional materials representing the program, online, on apparel, and on goods sold at the bookstore. Logo color is Black and gray.

HORSEMANSHIP LOGOS

Horsemanship Team Logos Polo Team, Western Team, Rough Riding and Jump Team logos may be used on promotional materials and Online as well as on uniforms, regulation recreation ware, and gear. Since the Culver C is included in the logo it is not necessary to have a secondary Culver logo on the printed file. The logo can be displayed in black, white, or in Culver Maroon.

BLACK HORSE TROOP

EQUESTRIENNES

JUMP TEAM

POLO

WESTERN TEAM

ROUGH RIDING

BUSINESS CARDS & EMAIL SIGNATURE

PREPRINTED BRANDED STATIONERY

Adherence to the standard stationery design

strengthens our brand and saves the school money.

• Standard Letterhead and envelope

• Executive Letterhead and envelope

• School Specific Letterhead

• #10 Window Envelope

• Note cards and envelope

• 6x9 Envelope

• 9x12 Envelope

• #10 Envelope

• Labels

The Culver Academies stationery package has been designed to meet the correspondence needs of the Culver community. Adherence to the standard stationery design strengthens our brand and saves the school money.

A bulk of printed stationery including, standard letterhead, executive letterhead, envelopes, note cards, and labels is stored off site. When planning your mailing needs please be cognizant of the quantities so the appropriate material can be ordered ahead of time.

All stationery and business cards orders are managed through our Creative Services department. You will need a department director or manager approval before placing orders.
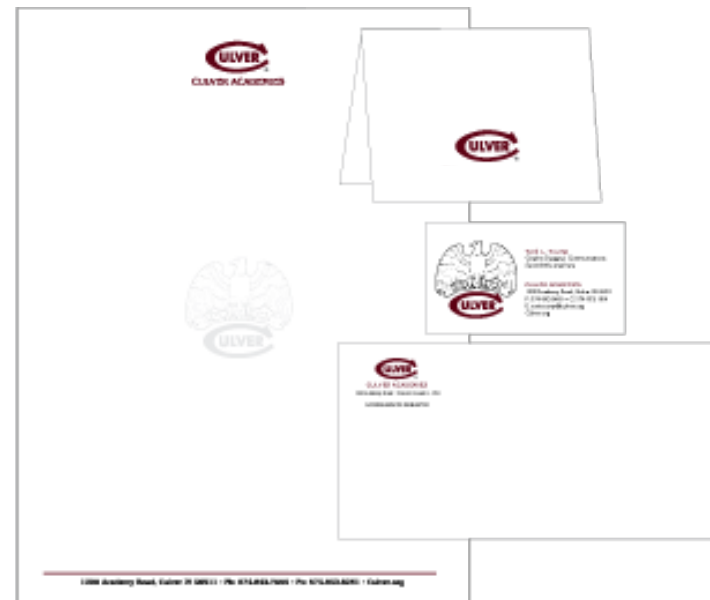
ATHLETIC UNIFORM GUIDELINES

ATHLETIC UNIFORM COLORS

All athletic uniforms should contain only maroon and white as the predominant colors. Using additional colors requires the approval of the Director of Marketing and Communications. No decoration, pattern, or design elements should be added to any of the Culver Logos or Seals.

CULVER ACADEMIES LOGO COLORS

All Culver logos or seals for athletic uniforms should contain only maroon or white. Below are the approved PMS colors for the Culver maroon to be used on fabric, apparel, gear, & embroidery thread. Also listed is the Culver maroon used on printed materials and online.

CULVER ACADEMIES PMS COLOR 505C IS USED FOR FABRIC, APPAREL, GEAR, & EMBROIDERY THREAD

PANTONE 505C
CMYK: 39, 86, 59, 38
RGB: 112, 45, 61

Robinson-Anton Embroidery Thread Numbers:
RA#: 122:2496 OR Warm Wine RA#: 152:6996

CULVER ACADEMIES PMS COLOR 209C IS USED FOR PRINT MATERIALS AND ONLINE.

PANTONE 209C
CMYK: 30, 100, 80, 60
RGB: 93, 2, 20
HEX: 5d0014

ATHLETIC UNIFORM GUIDELINES

THE ATHLETIC TEAMS LISTED BELOW FOR CMA, CGA, AND HORSEMANSHIP USE THE LOGO STYLE AS SHOWN.

Baseball, Basketball, Cheer, Cross Country, Fencing, Golf, Hockey, Jumping, Polo, Rowing, Rugby, Sailing, Soccer, Softball, Swim & Dive, Tennis, Track & Field, Volleyball, and Wrestling
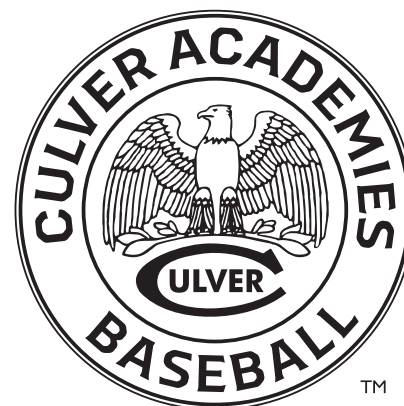
CULVER FOOTBALL LOGO & SEAL

Culver football represents a proud tradition dating back to 1896 when Culver Military Academy fielded its first football team. To honor the tradition CULVER MILITARY ACADEMY is used in place of CULVER ACADEMIES in the top portion of the Seal. Football is the only sport that uses this variation in the Culver Seal. The logos shown above can be used on digital, print, apparel, and gear when representing Culver football. Colors are black, Culver Maroon, or White

ATHLETIC EAGLE LOGO

USE THE "ATHLETIC EAGLE" FOR INFORMAL PURPOSES WHEN AN IMAGE OF THE SCHOOL'S MASCOT IS REQUIRED.

The Culver Academies name or logo should be used in close proximity.
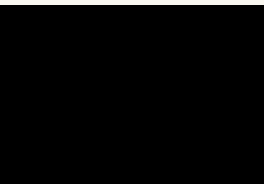
RECREATIONAL UNIFORM GUIDELINES

2 Inches (C logo width)

.9841" (C logo height)

CULVER MAROON	BLACK	GREY	WHITE

PANTONE 209C
CMYK: 30, 100, 80, 60
RGB: 93, 2, 20
HEX: 5d0014

PANTONE Black C
CMYK: 63, 62, 59, 94
RGB: 45, 41, 38
HEX: 2D2926

PANTONE Cool Gray 5C
CMYK: 31, 25, 26, 0
RGB: 179, 178, 177
HEX: b3b2b1

• Be creative and respectful. If you need help in creating a design, contact the Marketing and Communications Office.

• You may use the word "Culver" in your design but do not incorporate the Culver C Logo into the artwork.

• When using the Culver logo please choose from the following color choices listed below.

• Let us help you promote your design. Contact Kari Brumback, Retail Manager at Kari.Brumback@Culver.org

TYPOGRAPHY

OUR TYPEFACES

Interstate is our primary typeface for body copy. Its type family is robust, with a wide range of weights, making it versatile and useful in a variety of applications. In addition to body copy, we use Interstate for headlines, subheads, captions, and labels.

Interstate

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !@#$%^&*()

Thin

Extra Light

Light

Regular

Bold

Black

Ultra Black

Thin Italic

Extra Light Italic

Light Italic

Italic

Bold Italic

Black Italic

Ultra Black Italic

OUR TYPEFACES

Worker is a strong, classic typeface that speaks to our rich history and our enduring commitment to hard work. Because the typeface contains only capital and small-cap letters, it should be used for headlines, subheads, callout headers, and labels. When it's used for long strings of words, legibility challenges present themselves, so don't use Worker for body copy.

WORKER

ABCDEFGHIJKLMNOPQ
RSTUVWXYZ
1234567890
!@#$%^&*()

LIGHT	*LIGHT SLANTED*
REGULAR	*REGULAR SLANTED*
BOLD	***BOLD SLANTED***
EXTRA BOLD	***EXTRA BOLD SLANTED***
BLACK	***BLACK SLANTED***

OUR TYPEFACES

New Spirit is a vintage-inspired typeface that feels sophisticated and friendly, with its rounded serifs and playful curves. Use it for headlines, subheads, callout headers, and labels. Given the decorative nature of this typeface, it should not be used for body copy.

New Spirit

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !@#$%^&*()

Light
Regular
Medium
Semi Bold
Bold

OUR TYPEFACES

Melany Lane is a script typeface with a vintage, hand-written quality. It should be used very sparingly for emphasis, with only short strings of text. Given the ornate qualities of the typeface, special considerations must be taken when using it. It should never be used in all-caps, or for acronyms.

TYPESETTING NOTE
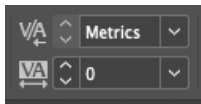
To ensure that the letters connect together correctly, be sure that the tracking is set to 0 and the kerning is set to "Metrics." Some letter connections may still require custom kerning, so be mindful when typesetting.

Melany Lane

AaBbCcDdEeFfGg
HhIiJjKkLlMm
NnOoPpQqRrSs
TtUuVvWwXxYyZz
1234567890 !@#$%^&()*

TYPESETTING EXAMPLES

Our typefaces were selected to be mixed into dynamic, vintage-inspired headline constructions. Use these examples as thought-starters for creating your own.

INTERSTATE BOLD
Tracking: 100

POTENTIAL

INTERSTATE BOLD
Tracking: 200

IS WHAT WE

WORKER BOLD
Tracking: 80

2021–2022
LEADERS IN THE MAKING

make of it.

2021–2022
LEADERS IN THE MAKING

MELANY LANE
Transformed at an angle.

WORKER LIGHT
Tracking: 80

INTERSTATE BOLD
Tracking: 200

INTERSTATE LIGHT
Tracking: 70

EBUNUM IA
NORAE REI
IA ATQUIUS

LEADERSHIP
STARTS AT

EBUNUM IA
NORAE REI
IA ATQUIUS

WORKER BLACK
Tracking: 140

CULVER.

INTERSTATE BOLD
Tracking: 150

LEADERS ARE ALWAYS
IN THE MAKING.

INTERSTATE LIGHT
Tracking: 30

ABEM DI, NONSULTO TEMOENATUS,
ORISTREI FUIDERIONDIN ETRET PATIA
OCAEQUE TIL TEMUSSU LIBEMUS, UTE
ITID CONFEN

COLOR

OUR COLOR PALETTE

Our entire palette is designed around our primary color, Culver Maroon. The secondary palette is rich and muted, and offers versatility for keeping communications fresh and dynamic.

When creating materials, always use the color builds listed on this page.

BACKGROUND COLORS

When using large floods for background colors, use Culver Maroon or the secondary limestone color only. These two options provide warmth and visual interest, while reinforcing the brand's core color. Be mindful to balance these with ample white space to keep a design from feeling too heavy.

PRIMARY

It is our core color. This identifies our school and should be the most prominent color in any piece.

CULVER MAROON

PMS 209
CMYK: 30/100/80/60
RGB: 93/0/20
HEX: 5D0014

SECONDARY

These colors add variety to the brand. We use them to draw attention to headlines, subheads, callouts, graphic elements, and important blocks of copy.

NAVY

PMS 532
CMYK: 84/70/30/76
RGB: 41/44/57
HEX: 292C39

LAKE BLUE

PMS 624
CMYK: 47/6/28/18
RGB: 124/162/149
HEX: 7CA295

GOLD STAR

PMS 110
CMYK: 2/24/100/7
RGB: 215/169/0
HEX: D7A900

BRONZE

PMS 729
CMYK: 7/39/53/17
RGB: 189/138/94
HEX: BD8A5E

LIMESTONE

CMYK: 3/5/11/0
RGB: 244/236/223
HEX: F4ECDF

SAMPLE COLOR COMBINATIONS

To strike the right balance of color for a desired effect, use these color spectrums as a guide. This is not a precise mathematical system, but instead provides an idea of relative use. Color groupings can range from formal to casual and from subtle to bold, depending on the piece's purpose and audience.

The diagrams below illustrate how we might distribute colors proportionally to generate specific moods for marketing pieces. Of course, this doesn't mean that every color shown must be used to fulfill the brand's requirements. At a minimum, we always lead with Culver Maroon.

NEUTRAL SHADES

Black and white are neutral shades that can (and should) be featured in our work. Typically, we reserve black for body copy, using navy in larger pieces of design. White is used for negative space in layouts, giving text and images room to breathe. Larger amounts of white space can help make a piece feel airy and sophisticated.
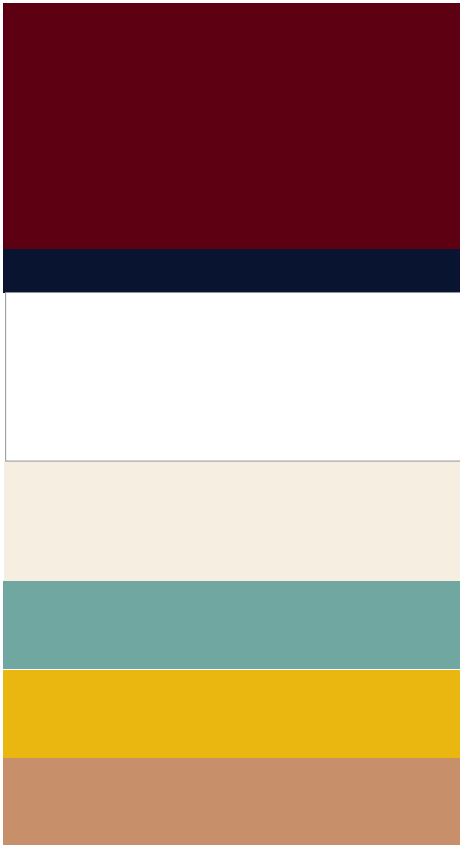
ALL USES
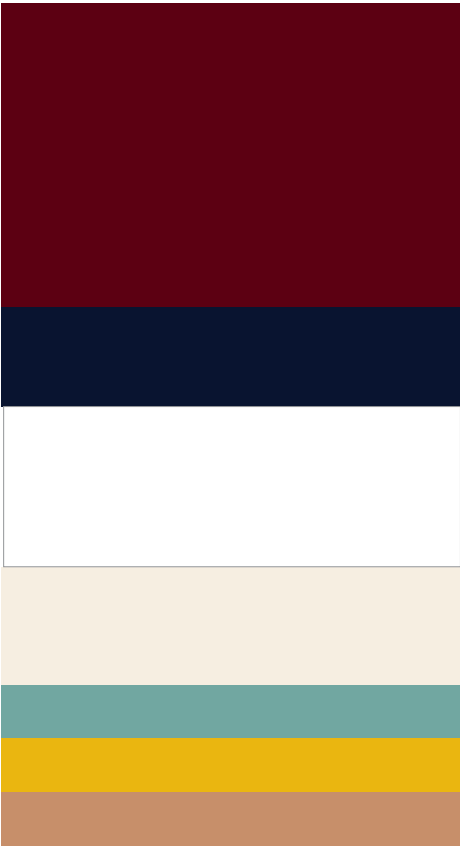
FORMAL AND SOPHISTICATED
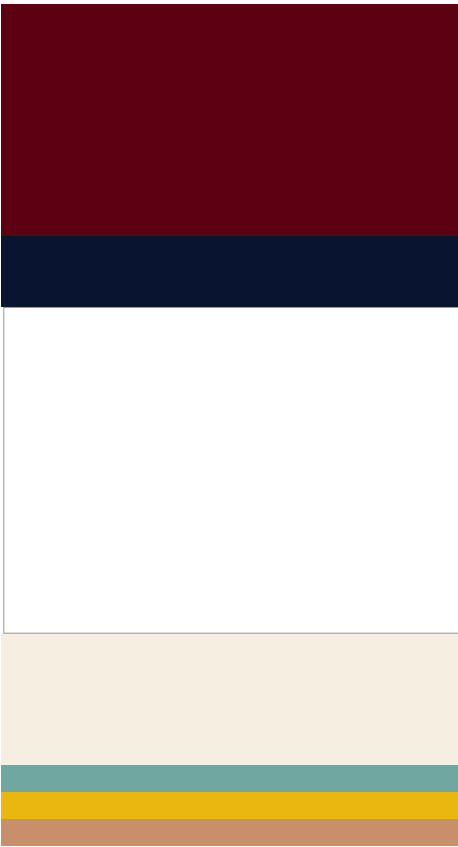
CASUAL AND VIBRANT

CASUAL AND SOPHISTICATED