

LOGOS

Do not modify the logo (stretch, change colors, etc.)

Avoid cropping the logo or scaling the logo to an illegible size.

[Access Logos](#)

HORIZONTAL LOGO	VERTICAL LOGO	ATHLETICS LOGO

TYPOGRAPHY

Headline: Use for major headers

Secondary: Use for body text and subtitles

Script: Use decoratively and sparingly

[Access Fonts](#)

HEADLINE TYPEFACE	SECONDARY TYPEFACES	SCRIPT TYPEFACE
Go Bold	Arbutus Slab	<i>Courgette</i>
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 0 1 2 3 4 5 6 7 8 9	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 a b c d e f g h i j k l m n o p q r s t u v x y z 0 1 2 3 4 5 6 7 8 9	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 a b c d e f g h i j k l m n o p q r s t u v x y z 0 1 2 3 4 5 6 7 8 9
	Myriad Pro	
	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 a b c d e f g h i j k l m n o p q r s t u v x y z 0 1 2 3 4 5 6 7 8 9	

COLORS

Pantone PMS: 7427 C	Black	White
Cincy Red C24 M100 Y100 K24 R155 G27 B31 #9a0200	Black C0 M0 Y0 K0 R0 G0 B0 #000000	White C0 M0 Y0 K0 R255 G255 B255 #FFFFFF

GRAPHIC ELEMENTS

[Access Graphic Elements](#)

[Access to Backgrounds](#)

#CINCYLIONPRIDE <i>#CincyLionPride</i>		
	BACKGROUND (PREVIEW IS CROPPED)	BACKGROUND (PREVIEW IS CROPPED)

SAMPLES

[Access Templates](#)

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SOCIAL MEDIA TIPS

Facebook: [@CincinnatiLions](#)

Twitter: [@CCSDistrict](#)

Instagram: [@cincysuper](#)

Dimensions may change as social media platforms are subject to updates. The dimensions to the right are recommendations for posts only (not true to size). Other dimensions may work but these dimensions ensure content will not be cropped after posting.

RECOMMENDED POST SIZES	RECOMMENDED FONT SIZES
Horizontal: 1920 x 1080 <i>(best for Facebook & Twitter Posts)</i>	H1 - BOLD - 46 PT.
Vertical: 1080 x 1920 <i>(best for Facebook Stories and Instagram Reels)</i>	H2 - REGULAR - 36 PT.
Square: 1080 x 1080 <i>(best for Instagram Posts)</i>	H3 - Condensed - 24 pt.
	Body - Condensed - 16 pt.
	Caption - Condensed Italic - 14 pt.

VIDEO INTROS & OUTROS

[Access Videos](#)

	FOLLOW US ON #CINCYLIONPRIDE
	@CINCYSUPER
	@CINCINNATUSSLIONS
	@CCSDISTRICT
	CC.CNYRIC.ORG
	CINCINNATUS CSD