



VISUAL IDENTITY PROGRAM

KNOX COLLEGE

Galesburg, Illinois

Original Marks

In June 1993, Knox adopted a new name, Prairie Fire, for its athletic teams. A new logo was created by an internal designer in time for the fall athletic season and served its purpose for more than two decades, yet never inspired much excitement among the athletics staff or campus community. Because of its design, it also couldn't be easily translated to a wide range of platforms. The end result was a lack of a strong visual identity for Prairie Fire athletics, leading to inconsistent uniforms and marketing of athletics across its 20 teams, as well as little enthusiasm for merchandising the Prairie Fire among the internal and external campus communities.



Original logo, 1993



Later adaptation, 2003

Development Phase

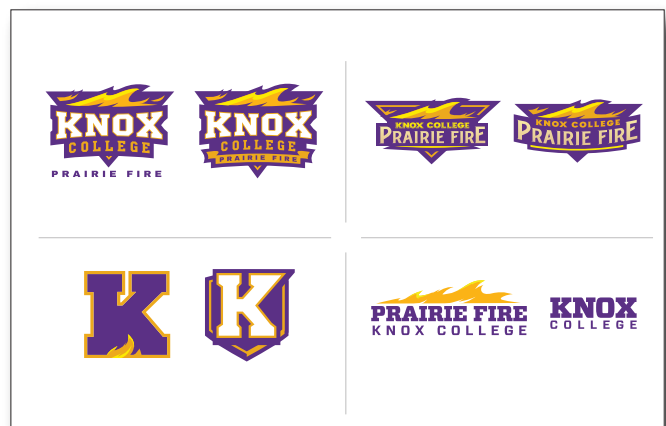
The purpose of the new identity system was to lead Knox College Athletics into a new era. We wanted a system that reflects the history of the institution, built on the essence of the Prairie Fire brand and the spark it ignites in our student-athletes. The system needed the flexibility to be applied to all uniforms, media, venues, and ancillary applications.



Initial concepts - Phase 1



From Phase 2



From Phase 2

Development Phase (continued)

The following central elements were essential to the visual identity:

The ligature “K”—the “K” is the central bond that unites all teams together and with Knox College as a whole; it has been used by Knox athletics since its first athletic competitions and is a key nod to the program’s historic past.

Fire—the fire at the center of the brand needs to convey strength and ferocity, as well as unity and renewal; every flame in the Prairie Fire is unique, but, together, the power created by the flames is immense.

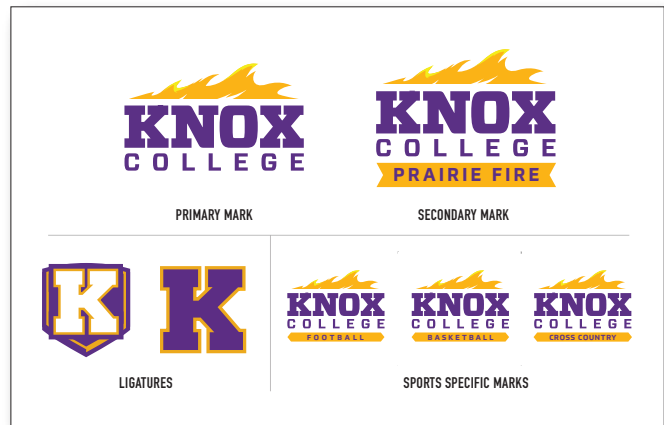
Most important, we wanted a logo and accompanying visual identity system that could be applied consistently across all platforms and media formats. This consideration was a key element to the creative process, its critique, and ultimate implementation.



From Phase 3: Building out the system



From Phase 3: Building out the system



From Phase 3: Building out the system

The Identity System

The Prairie Fire Brand Identity is the most immediate representation of our athletics program, our people, and our mission. The logo is symbolic of our steadfast reputation for excellence, our dedication to our college, and our focus on the future.



Primary Mark



Secondary Mark



Ligature



Wordmarks



Sport Specific Assets



Prairie Fire Mark



Prairie Fire Wordmark

The Mascot

Chosen as an embodiment of the Prairie Fire, the Prairie Fire fox is the first official mascot of Knox College. The newest member of the Knox family is named Blaze.

The mascot design was inspired by the new athletics visual identity, using the angular edges and flame-like shapes in the creation of the fox.



Mascot Primary Mark



Mascot Prairie Fire Wordmark



Mascot Body



Mascot Head



Mascot Paw

Graphic Standards

The Prairie Fire Brand Identity is a valuable asset that must be used consistently in the proper, approved forms. The Knox Prairie Fire Brand Standards Guide includes the typographic system, color palette, and guidelines on the correct and incorrect use of the logos.



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COLOR PALETTE

Knox College's Primary colors are listed in the chart below. Color chips are presented in Pantone, CMYK, RGB & Hex.

Use only the electronic files for reproduction. You must use approved colors of the "PANTONE" color specifications listed.

| Color | Pantone | CMYK | RGB | Hex |
|------------|---------|---------------|---------------|---------|
| Purple | 286C | 0, 0, 100 | 128, 0, 255 | #800080 |
| Gold | 1023 | 0, 66, 33 | 255, 203, 0 | #FFC300 |
| Yellow | 1023 | 0, 66, 33 | 255, 255, 0 | #FFD700 |
| Black | 6900 | 100, 100, 100 | 0, 0, 0 | #000000 |
| Grey | 6900 | 63, 63, 63 | 128, 128, 128 | #808080 |
| Light Grey | 6900 | 39, 39, 39 | 205, 205, 205 | #C0C0C0 |
| White | 6900 | 0, 0, 0 | 255, 255, 255 | #FFFFFF |

PRIMARY MARK

Unacceptable Usage

The Knox Primary Mark should not be altered in any way. Here are some examples of unacceptable usage of the Primary Mark. While only the Primary Mark is shown here, these rules apply to all Knox College Athletics marks, including sub-brands and partner lockups.

Do NOT blend with background
Do NOT flip
Do NOT crop
Do NOT rotate
Do NOT change colors
Do NOT blur

WORDMARK

Full Color/Two Color Colorways

Additional color options are available using the approved color palette. Where applicable the approved Purple (Pantone 286C) and Gold (Pantone 1023) should always be used in conjunction to strengthen the brand whenever it may be displayed.

The outlined version should only be used on dark backgrounds.

The solid background is not part of the mark and is only shown to illustrate the use of the mark on dark backgrounds.

Stationery and Programs



Digital Applications

KNOX PRAIRIE FIRE SPORTS INSIDE ATHLETICS FAN ZONE RECRUITING KNOX.EDU Search Athletics

THE OFFICIAL HOME OF KNOX COLLEGE ATHLETICS

SYKES EARNS MWC PERFORMER OF THE WEEK

PRAIRIE FIRE VIDEOS

- Knox Swimming & Diving Compete at ...
- Knox Swimming & Diving Compete at ...
- Knox College Men's Tennis vs Aurora ...
- Knox College Women's Basketball vs ...
- Knox College Men's Basketball vs ...

VIEW STORY ARCHIVES

KNOX PRAIRIE FIRE

6,628 TWEETS 95 FOLLOWING 1,666 FOLLOWERS 294 LIVES 1 LISTS

Knox Prairie Fire @KnoxPrairieFire - Feb 14
Get out to Memorial Gym tonight or follow live. Women's basketball is in the MWC playoff hunt & needs your support!

KNOXSHOP.KNOX.EDU

THE OFFICIAL ONLINE STORE OF KNOX COLLEGE ATHLETICS

GET 20% OFF NIKE COLLEGE APPAREL!

FOR A LIMITED TIME ONLY GET 10% OFF SWEATSHIRTS! OFFER EXPIRES ON 3/22/2017

knoxprairiefire Follow

49 posts 271 followers 70 following

KNOX PRAIRIE FIRE Athletics The official Instagram account of Knox College Prairie Fire athletics. Catch the spirit of competition with Knox's 20 NCAA Division III teams. prairiefire.knox.edu

Knox College Prairie Fire Athletics

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KNOX PRAIRIE FIRE

Knox College Prairie Fire Athletics @knoxprairiefire

Signage



Uniforms



Swag

