# NCAA Logo and Visual Guidelines
March 2005

Our Brand's Identity
Introduction

These guidelines introduce you to the NCAA identity. Composed of a series of elements that express the spirit of the NCAA in many communications across all types of media, this identity system helps convey our brand and distinguish it with a recognizable style.

The intention of these guidelines is to inspire every individual charged with creating visual expressions of the NCAA brand.

Our strategy is to position the NCAA brand as the champion of the student-athlete rather than as an association that promotes strictly college sports. This strategy is further realized in the idea behind all of our brand's expressions, the Brand Driver™, "Winning Minds." It describes the integration and balance that student-athletes achieve every day between academics and athletics.
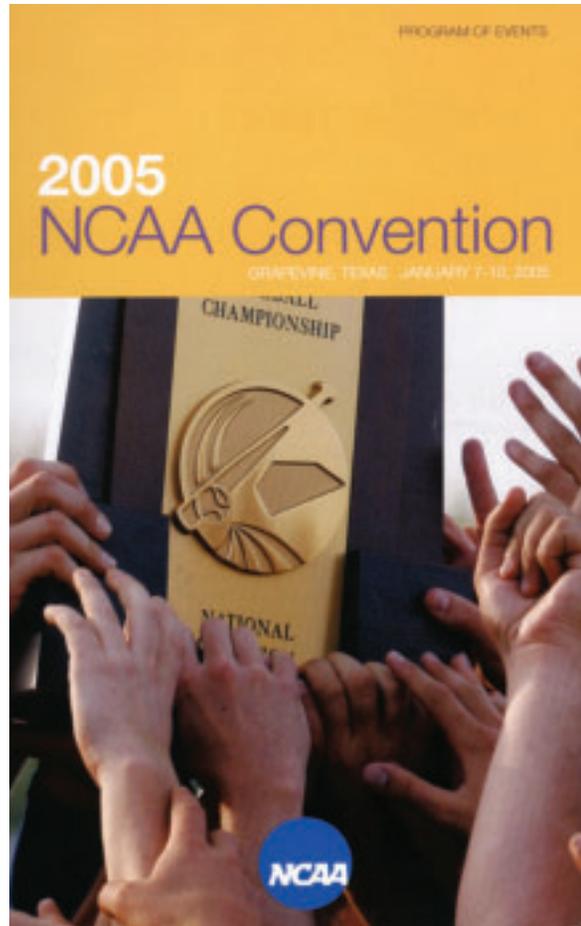
The NCAA Signature

The NCAA signature represents our brand identity in all of our communications — brochures, presentations, marketing materials, advertising, merchandise... everything.

Follow these guidelines to preserve our signature's legal status — and to show the world who we are.

The NCAA signature is custom designed to ensure maximum legibility. It should not be altered or re-created under any circumstances. Always use the approved artwork available from the NCAA Brand Management and Licensing staffs or the NCAA Logo Library.

The NCAA signature consists of the Disc and the NCAA wordmark. These two elements have been designed as one signature and should not be altered or used separately. **The NCAA wordmark should not be used by itself.**

These guidelines apply to all NCAA marks. The NCAA primary logo (NCAA-Blue Disc) is used as an example here for all applications of NCAA event-specific logos, sport-specific logos and program marks.

Disc

Wordmark
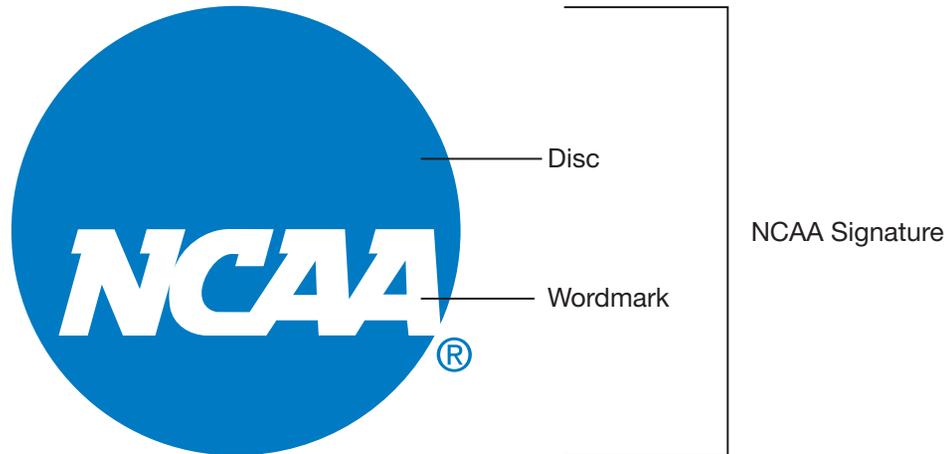
NCAA Signature

Color specifications:

NCAA Blue
(or Pantone® 300)
C:100 M:43 Y:0 K:0
R:0 G:102 B:204
Hexadecimal: 0066CC

Clear Space and Minimum Size

We want our signature to be prominent and clearly visible. Always follow our clear space and minimum size requirements.

Clear Space

Clear space is the area surrounding the signature that must be kept free of logos, text and other graphic elements unless it is incorporated into another NCAA logo approved by the NCAA Brand Management and Licensing staffs. The minimum required clear space is defined by the measurement "x," as shown. This measurement is equal to the cap height of the NCAA wordmark. A reasonable amount of clear space should be provided for all NCAA marks. The width of the NCAA Blue Disc should provide enough clear space around NCAA approved marks that include the Disc.

Minimum Size

To ensure legibility, the signature must be at least 3/8", as measured by the diameter of the Disc. If the integrity of the signature is compromised in your application, scale the signature larger than 3/8". The minimum size of the Disc should be maintained when it is an element of an NCAA approved logo.

Scaling the ®

When the signature appears very large in an application, scale the ® down from the normal proportion between the signature and the ®.

When the signature appears very small in an application, scale the ® up to ensure its legibility.

1. Clear Space
2. Minimum Size

Color and Misusage

Color adds to our brand experience and reinforces our brand's spirit. The preferred NCAA signature employs a white wordmark over an NCAA Blue Disc. Use this signature whenever possible. Always ensure there is sufficient contrast between any NCAA mark and the background.

Correct use of NCAA marks protects the NCAA identity. Always reproduce NCAA marks with great care and follow the specifications in these guidelines.

These guidelines apply to all NCAA marks. The NCAA primary logo is used as an example here for all applications of NCAA event-specific logos, sport-specific logos and program marks.

Approved Signature Color Use

1.

2.

1. Preferred Signature
   Use on colors or light photographic backgrounds

2. Black-and-White Signature
   For black-and-white applications only

Signature Misusage

3.

4.

5.

6 .
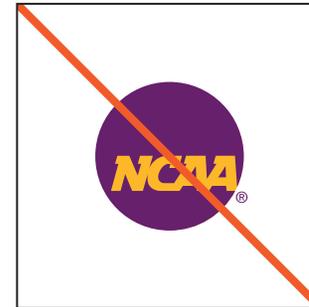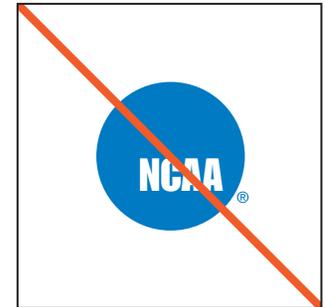
3. **Do not** use the NCAA wordmark alone

4. **Do not** change proportions of the NCAA signature elements

5. **Do not** use unapproved colors for the NCAA wordmark or Disc

6. **Do not** substitute different typefaces for the wordmark

7.

8.

9.

7. **Do not** place the signature over a background that does not provide sufficient contrast

8. **Do not** make the NCAA wordmark transparent

9. **Do not** use white as the color for the NCAA Disc

The NCAA championship-specific and sport-specific logos

Championship-specific logos (or event-specific logos) are used only for promoting the final rounds of a championship.

Sport-specific logos (NCAA red, white and blue logos) are used only for promoting the preliminary rounds of a championship, regular season competition, or championship sports events that are not assigned a unique championship logo.
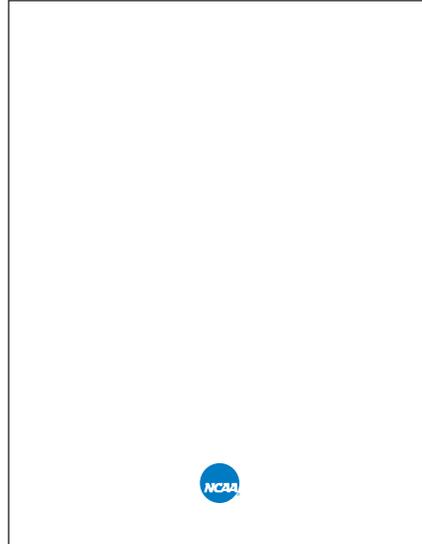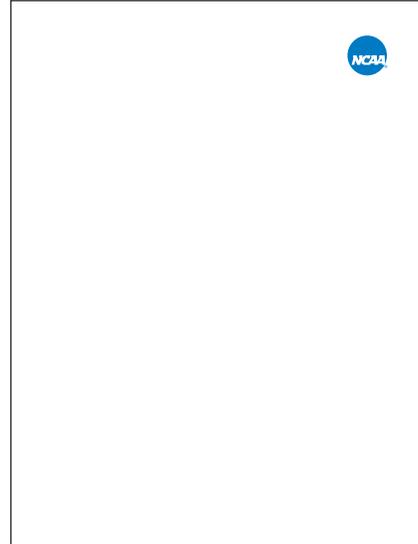
Logo Placement

Using the NCAA Blue Disc Logo
The primary NCAA logo, in PMS 300, should be prominently displayed in NCAA materials. The placement of the NCAA Blue Disc logo is centered at the bottom. Upper-right upper-left are also within the guidelines. The minimum clear space requirements should be maintained on all applications of NCAA marks.
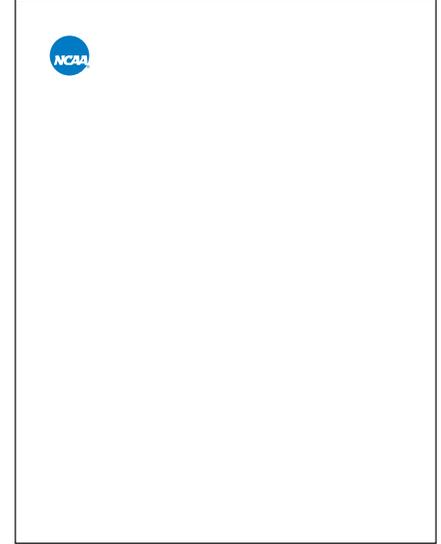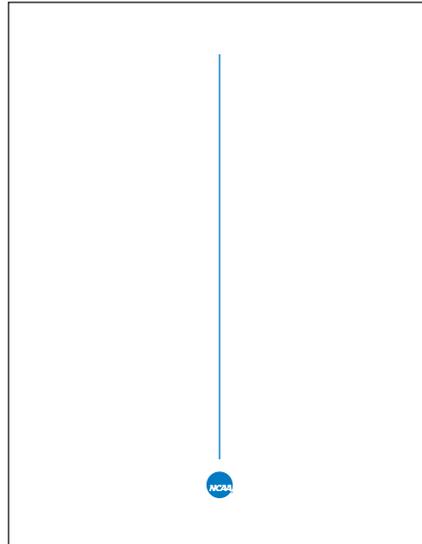
1. **Logo Placement centered**

2. **Logo placement upper right**

3. **Logo placement upper-left**

4. **Logo placement with the Balance Line**

Color Palette

The NCAA color palette unifies our communications and is a powerful tool for building brand recognition.

When using the NCAA palette, be aware of the role color can have in creating and capturing emotions. Choose colors that are appropriate to the audience, the message conveyed and the personality of the communication piece.

Blue is our heritage color and should be given prominence in all communication pieces. NCAA Blue is joined by NCAA Red, White, NCAA Gray and Black in the primary color palette. These colors should be used whenever possible. NCAA Dark Blue should only be used as a background color to enhance legibility when appropriate.

Always use these colors at full intensity. Tints may only be used in charts and diagrams, or when the number of inks is limited.

When printing on coated paper stocks, use the Pantone® coated color equivalent for consistent color matching; on uncoated papers, match to the same Pantone coated color.

1.

2.

3.

1. NCAA Blue
   (or Pantone® 300)
   C:100 M:43 Y:0 K:0
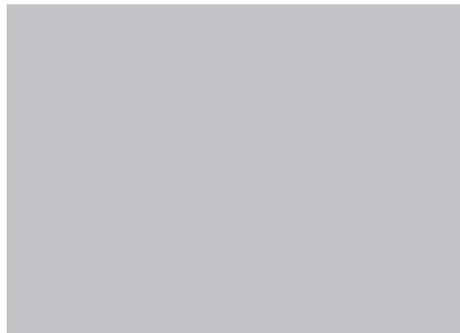   R:0 G:101 B:168

2. NCAA Red
   (or Pantone 185)
   C:0 M:91 Y:76 K:0
   R:230 G:13 B:46

3. White

4.

5.

6.

4. NCAA Gray
   (or Pantone Cool Gray 4)
   C:0 M:0 Y:0 K:27
   R:153 G:153 B:153

5. Black

6. NCAA Dark Blue
   (or Pantone 295)
   C:100 M:56 Y:0 K:34
   R:0 G:55 B:92

In lieu of the color(s) listed on this page, you may use the PANTONE® colors cited, the standards for which can be found in the current edition of the PANTONE formula guide. **The colors shown throughout these guidelines have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Publications for accurate color.** PANTONE® is the property of Pantone, Inc.

Secondary Color Palette

The NCAA secondary color palette provides complimentary colors to the primary NCAA color palette to assist with building brand recognition.

When using the NCAA secondary color palette, the same guidelines should apply to all materials and applications. Please keep in mind that this color pallet should not replace or overpower the primary color palette or the NCAA marks.

When printing on coated paper stocks, use the Pantone® coated color equivalent for consistent color matching; on uncoated papers, match to the same Pantone coated color.

1.

2.

1. Pantone® 1235
   C:0 M:27 Y:76 K:0
   R:254 G:186 B:53

2. Pantone 391
   C:11 M:0 Y:100 K:27
   R:165 G:176 B:3

3.

4.

3. Pantone 1665
   C:0 M:69 Y:100 K:0
   R:255 G:79 B:0

4. Pantone 2587
   C:72 M:79 Y:0 K:0
   R:79 G:41 B:144

In lieu of the color(s) listed on this page, you may use the PANTONE® colors cited, the standards for which can be found in the current edition of the PANTONE formula guide. **The colors shown throughout these guidelines have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Publications for accurate color.** PANTONE® is the property of Pantone, Inc.

Primary
Typography

Typography plays an integral role in the NCAA identity system. Our primary typeface is Helvetica Neue. It has a clean, friendly style and works well as both a text and a headline font. Whenever possible, use this typeface to communicate the personality of the NCAA brand. Use Helvetica Neue for headlines, subtitles, introduction copy, pull quotes, captions, legal copy and page numbers. In all instances, type must be clear and legible.

The preferred weights are Thin, Light, Roman and Bold. Italics may be used, though cautiously and for emphasis only. When Helvetica Neue is not available, such as in some online or Microsoft® Office applications (e.g., PowerPoint® or Word), substitute Arial.

When typography is used on applications employing the Balance Line (see page 6), a degree of creativity is encouraged. For instance, text may be flush to the Balance Line on both sides, or angled at 45° to the Balance Line. See examples at right.

For applications that do not employ the Balance Line, text is flush left, printed in black or NCAA Blue on a white background or against light colors. However, other colors from the color palette (see page 7) may be used for headlines, subtitles and short messages, depending on the desired effect.
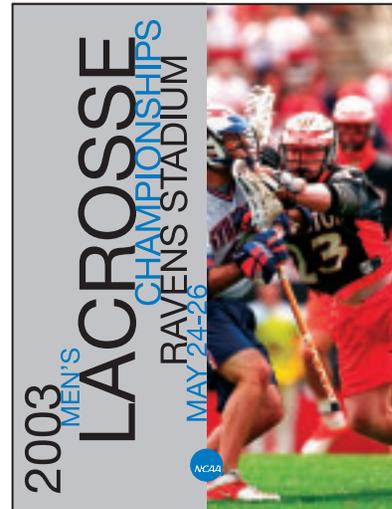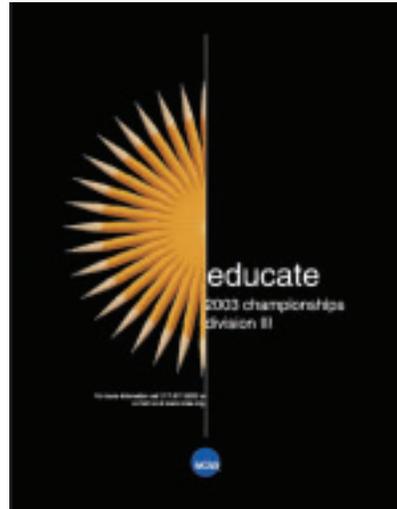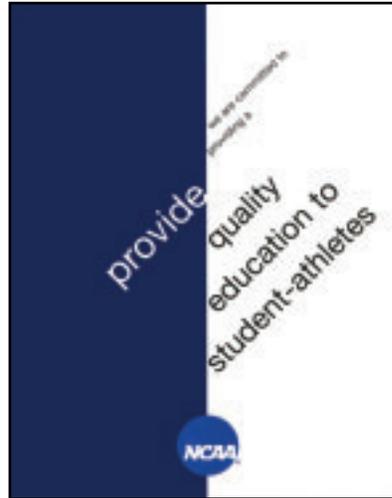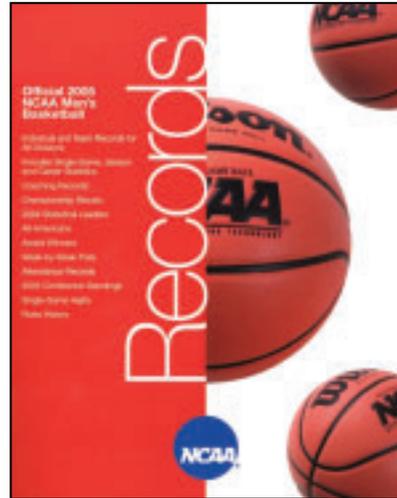
1. ABCDEFGHIJKLMNOPQR
   abcdefghijklmnopqrstuvwxyz

2. ABCDEFGHIJKLMNOPQR
   abcdefghijklmnopqrstuvwxyz

3. ABCDEFGHIJKLMNOPQR
   abcdefghijklmnopqrstuvwxyz

4. **ABCDEFGHIJKLMNOPQR**
   abcdefghijklmnopqrstuvwxyz

5. *ABCDEFGHIJKLMNOPQRSTUVWXYZ*
   abcdefghijklmnopqrstuvwxyz

6. *ABCDEFGHIJKLMNOPQRSTUVWXYZ*
   abcdefghijklmnopqrstuvwxyz

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9. ABCDEFGHIJKLMNOPQRSTUVWXYZ
   abcdefghijklmnopqrstuvwxyz

10. *ABCDEFGHIJKLMNOPQRSTUVWXYZ*
    abcdefghijklmnopqrstuvwxyz

11. **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
    abcdefghijklmnopqrstuvwxyz

12. ***ABCDEFGHIJKLMNOPQRSTUVWXYZ***
    abcdefghijklmnopqrstuvwxyz

Primary	For emphasis only	Default
1. Helvetica Neue Thin	5. Helvetica Neue Thin Italic	9. Arial Regular
2. Helvetica Neue Light	6. Helvetica Neue Light Italic	10. Arial Italic
3. Helvetica Neue Roman	7. Helvetica Neue Roman Italic	11. Arial Bold
4. Helvetica Neue Bold	8. Helvetica Neue Bold Italic	12. Arial Bold Italic

Typography
Secondary

Times New Roman is our secondary typeface. This serif typeface complements Helvetica Neue and is highly suitable for large areas of text, such as the interior pages of brochures. Use Times New Roman for body copy (including subtitles that are part of the body copy). The secondary typeface always accompanies Helvetica Neue and should never be used alone.

Black is the preferred color for type in text-heavy areas. You may use other colors from the color palette to highlight small areas of text. In all instances, type must be clear and legible.

Division I

Board of Directors approve increase in core-course requirements

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• Proposal No. 99-122-A, Initial Counters.
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• Proposal No. 99-128-B, Summer Recruiting.
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NCAA/NACUBO group members

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3. **ABCDEFGHIJKLMNOPQR**
   abcdefghijklmnopqrstuvwxyz

4. ***ABCDEFGHIJKLMNOPQR***
   abcdefghijklmnopqrstuvwxyz

Secondary

1. Times New Roman Regular
2. Times New Roman Italic
3. Times New Roman Bold
4. Times New Roman Bold Italic

Imagery

Imagery, in combination with other elements from our identity system, tells our story powerfully.

Our imagery style is simple, realistic and engaging. It can be used to convey either literal or metaphorical ideas. Images may be humorous or serious depending on the message.

Our imagery may be used in two different ways — as silhouetted images against a solid color background or as full-bleed images.

Silhouetted Imagery
Silhouetted imagery allows for clean, simple and straightforward — though dynamic — image messaging. When choosing silhouettes, make sure the outline shape is interesting and appealing.

Full-Bleed Imagery
Full-bleed imagery can produce rich and colorful expressions and allows for the use of photographic patterns or textures. Choose images that are clean and uncluttered to provide a neutral background for text; crop unnecessary information.

Silhouetted Imagery

Full-Bleed Imagery
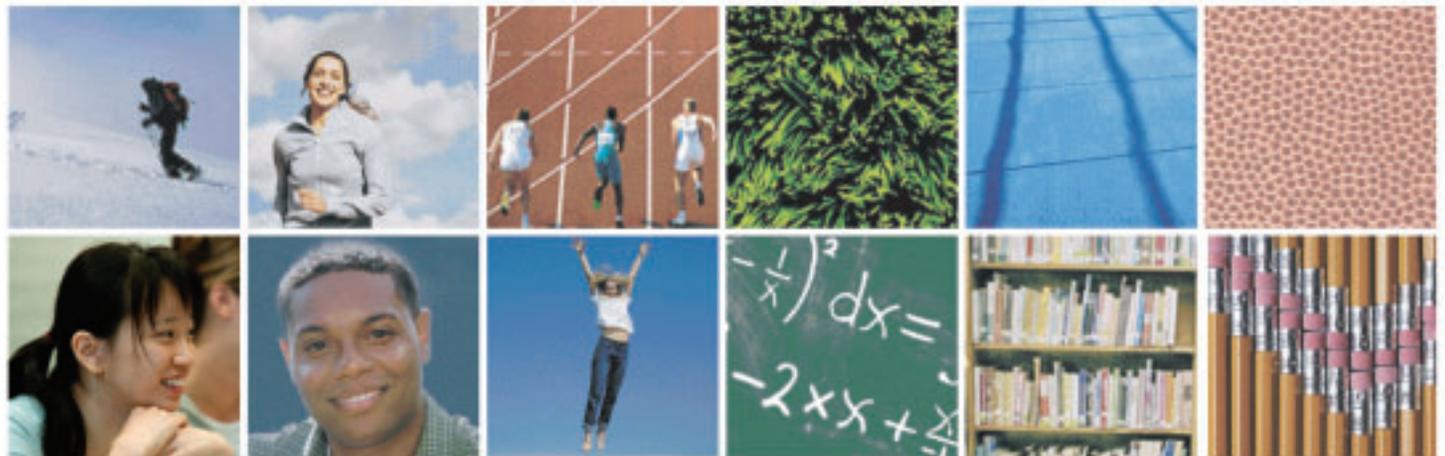
Availability of NCAA marks

NCAA marks are created as Adobe Illustrator (vector) files and are available in both Macintosh and Windows EPS format. Additional JPEG (rastor) files also are available.

Electronic copies of the marks are available to approved NCAA licensees, NCAA member institutions, approved media contacts and NCAA Corporate Champions/Partners. You can obtain the marks through the NCAA logo library with your logo password. If you need additional information about the logo library, please contact Jim McLaughlin at 317/917-6222.

This pamphlet is meant as a convenient guide for the usage of the association's marks. The NCAA is aware that questions arise that are not covered in this publication. For further help, you may contact the following individuals at the NCAA.

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Indianapolis, IN 46206

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