

## STYLE GUIDE <br> Conference USA Brand Identity

## STY F GUIDF Conference USA Brand Identity

## 1. Primary Mark

This is the primary mark for Conference USA.
This color version should be used whenever possible, and never redrawn or modified in any manner.


## 3. C-USA Colors

The primary colors are C-USA Blue, Red and Silver. The colors specs (at right) should always be followed to ensure accurate color reproduction.

## 4. Primary Mark in Institutional Colors

It is permissible to reproduce the C-USA primary mark in the official color palette of a member institution as shown below. Other color applications are not allowed.

2. Alternate Version (For use on dark backgrounds) It is permissible to use the alternate version below of the C-USA primary mark to stand out from the background or environment being used.


C-USA Nonmetallic silver PMS 429


PMS 2955


PMS 192


PMS 877

P1

## STYLE GUIDE

## 5. Primary Mark One Color

When the application does not support full four color, use one of the versions below.
Fig. A - Black on a white background. May also be used in one institutional color on a white/color background.
Fig. B - White reversed out of a black/institutional color background.
Fig. C - Outline version used only for embossing or engraving

Fig. A


Fig. $B$


Fig. C


## 6. Collective Marks

The following collective marks (icon and word) can be used to represent the conference and its membership.


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## 7. Cross Branding Mark

The Cross Branding Mark represents a distinctive system to highlight the relationship between the conference and its members. Merchandsing and print publication are the primary uses for this mark. Each institution has its own version of this mark. Any deviation from the marks as shown below is not permitted.


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## 8. Cross Branding Mark - Word Version

The Cross Branding Mark represents a distinctive system to highlight the relationship between the conference and its members. Merchandsing and print publication are the primary uses for this mark. Each institution has its own version of this mark. Any deviation from the marks as shown below is not permitted.


## 9. Championship Marks

Official marks for C-USA Championships are developed and distributed by the conference office each season. These marks are also available for download from the league's official website, conferenceusa.com/gallery.

## 10. General Application

The purpose of this guide is to outline the brand usage guidelines as clearly as possible. The guidelines established herein are meant to be followed strictly as stated. Any questions regarding the application of the marks or intrepretation of these guidelines should be directed to the conference office.

Usage of the marks that is not in compliance with the guidelines stated in this brochure is contrary to conference policy. Consequently, the conference office will issue written notification and request that the institution and/or appropriate party conform to the brand requirements.

## 11. Usage Responsibility

The Conference USA branding system visually upholds the integrity that is indicative of its member institutions. The usage guidelines provide a platform for its member institutions to enjoy a meaningful and relevant association with the conference through consistent use. This continuity is vital in establishing awareness and recognition for C-USA, which ultimately strengthens each member institution's association with the league.

It is the responsibility of those using the Conference USA brand to adhere to the guidelines established herewithin. In order to establish and maintain the integrity of the brand, it is essential to abide by the usage guidelines. All personnel at conference member institutions, members of the media, affiliate organizations, licensees, retailers and any other persons or organizations having the right to use the Conference USA name or marks are instructed to follow these guidelines.

## Deviating from the standards stated in this brochure or developing variations of these marks without the written permission of the conference office is strictly prohibited.

## 12. Trademark

The name Conference USA and its graphic representation are valuable assets to the conference, representing the athletic and academic traditions of its member institutions. These elements also distinguish Conference USA from its fellow athletic conferences.

Because the Conference USA marks are more than just words, an obligation exists with anyone reproducing them to preserve their distinctiveness. The elements of the branding system should always be reproduced with the "TM" as included in the original artwork until they have been designated registered service marks by the U.S. Patent Office.

## 13. Required Applications

Conference USA has mandated requirements for usage of the branding system through its Marketing and Brand Building Program (attached). Please contact the conference office for additional information regarding required applications.

## Contact

For questions regarding the C-USA Brand Identity or additional information, please contact the conference office at 214.774.1300.

## Cross Branding Mark - Proud Member



Proud member of Conference USA


Proud member of Conference USA



Proud member of Conference USA

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## 2007-08 Championship Marks



October 27, 2007 + Hosted by UTEP


November 7-11, 2007 + Hosted by UTEP


November 14-18, 2007 + Hosted by $U / U \Delta \sqrt{D D}$.


November 15-18, 2007 + Hosted by MARSHALL


February 27-March 1, 2008 + Hosted by HOUSTDN


February 29-March 1, 2008 + Hosted by HOUSTDN


April 18-20, 2008 + Hosted by SMU.


April 20-22, $2008+$ Texarkana CC


April 14-16, 2008 + Hosted by UTEP


May 8-10, $2008+$ Hosted by HOUSTDN


May 15-17, 2008 + Hosted by UTEP

## 2007-08 Championship Marks




March 12-15 $\&$ FedEx Forum


## MARKETING AND BRAND BUILDING AT C-USA INSTITUTIONS

Listed below are the current regulations regarding the use of the Conference USA brands by C-USA institutions.

## Football Field

The Conference USA Primary Mark must appear on the football field between the 20 and 40 -yard lines facing the press box/TV cameras on both sides of the 50 -yard line. The mark should appear completely in white. The marks should be a minimum of 10 yards wide and be positioned between the hash mark and the yard-line number on the press box side of the field. The logo cannot obliterate any yard lines per NCAA rules. The conference office will provide each institution with field stencils. Use of color other than white is allowed but must be approved by the conference office.

## Basketball Court

The Conference USA Primary Mark must appear on both sides of the basketball court in the free throw lane (logo reads left to right from the free throw line). The conference office will provide the proper-sized stencil to the institution and a diagram with color recommendations.

## Facility Signage

The Conference USA Primary Mark must appear as signage in each facility at each institution sponsoring soccer, baseball, volleyball and softball. Color guidelines will be determined depending on which mark is required.

- The conference office will provide general guidelines and minimum size specifications for the signage
- The guidelines will be designed to provide each institution flexibility due to different types of venues/constraints


## Football Jerseys

The Conference USA NCAA Football patch must appear on the left front shoulder of the jersey. Patches will be provided by NCAA Football and the conference office will work with NCAA Football and the football equipment managers to determine color and quantity for each team.

## Other Uniforms

The Conference USA Primary Mark must appear on all team and individual sport uniforms, including but not limited to, the official uniform, practice gear (where feasible), warm-ups and apparel worn by coaching staffs and game management personnel, within the guidelines of NCAA rules.

Note: Teams may order patches through the conference office at the institution's expense if needed.

- The conference office will provide size, color and additional logo specifications
- The conference office will designate uniform location for each sport to maintain consistency
- The conference office will provide guidelines for additional apparel and equipment applications
- The logo will be silkscreened, embroidered or a patch
- The cost of uniform logos is the institution's expense or provided by the apparel supplier


## Publications

The Conference USA Primary Mark must appear on the front cover of all institutional athletic department team and individual sport media guides. The Conference USA Primary Mark or the Cross Branding mark must also appear on all institutional athletic department publications including, but not limited to, letterhead, ticket brochures, press releases and schedule cards, effective at the next scheduled printing date. The conference office will provide guidelines, specifications and other necessary information.

## Radio/Television Logo Identification

The conference will develop a video animation of the conference logo that can be used in any institutional TV production (as a tag or drop-in). Also, a generic radio drop-in (Conference ID) will be produced for use on institutional radio broadcasts.

## Website

The Conference USA Primary Mark must appear on the front page of each member institution's official website with a link back to conferenceusa.com.

The Conference USA Primary Mark must appear on all team and individual sport uniforms, including but not limited to, the official uniform, practice gear (where feasible), warm-ups and apparel worn by coaching staffs and game management personnel, within the guidelines of NCAA rules.

- The conference office will provide size, color and additional logo specifications (see below)
- The conference office will designate uniform location for each sport to maintain consistency
- The conference office will provide guidelines for additional apparel and equipment applications
- The mark should be silkscreened, embroidered or a patch
- Institutions may order patches through the conference office
- The cost of uniform logos is the institution's expense or provided by the apparel supplier


## PRIMARY MARK - ONE COLOR SOLID VERSION <br> 

## ONE COLOR USAGE GUIDELINES

- The Primary Mark has flexibility in color usage.
- The Primary Mark may be reproduced with the official color palette of a member institution.
- The Primary Mark must appear entirely in ONE color - black, white or an institutional color.


## RECOMMENDED UNIFORM PLACEMENT

| Sport <br> Football | Recommended Location <br> Left front shoulder | Size |
| :--- | :--- | :--- |
| Volleyball | Left front shoulder <br> Left front chest <br> Back between shoulder blades | NCAA Football C-USA patch |
| Soccer | Top of the left sleeve | Minimum size 4" width |
| Cross Country | Left front chest <br> Back between shoulder blades <br> Front left shorts |  |
| Basketball | Front left shorts | Minimum size 4" width |
| Softball | Top of the left sleeve | Minimum size 4" width |
| Baseball | Top of the left sleeve | Minimum size 4" width |
| Swimming/Diving | Left front chest <br> Back between shoulder blades <br> Golf (Bag Only) | Mote: Logo on warmup apparel, not suit |
| Tennis | Top of the sleeve | Minimum size 3" width |
| Track and Field | Left front chest/shoulder | Minimum size 3" width |

## ARTWORK/QUESTIONS

For more information regarding the uniform requirements or artwork for reproduction, please contact Erika Amstadt Hirschfield (Voice: 219.322.7071 or E-mail: erikaah@sbcglobal.net). Logos are also available for download at conferenceusa.com.

## References and Official Colors

| Official Name/Nickname | Preferred References | Unacceptable Usages | Official Colors |
| :---: | :---: | :---: | :---: |
| Conference USA C-USA | Conference USA C-USA | Conf. USA CUSA | 2955 Blue, 192 Red, 429/877 Gray/Silver |
| East Carolina University Pirates | East Carolina ECU | --- | 527 Purple, 109 Gold |
| University of Houston Cougars | Houston UH, HOU | --- | 185 Red, 289 Blue |
| Marshall University Thundering Herd | Marshall MAR | --- | 357 Green, 429 Gray |
| University of Memphis Tigers | $\begin{aligned} & \text { Memphis } \\ & U \text { of M, MEM } \end{aligned}$ | --- | $\begin{aligned} & 280 \text { Blue, } \\ & 423 / 877 \text { Gray/Silver } \end{aligned}$ |
| Rice University Owls | Rice | --- | 281 Blue, 428 Gray |
| Southern Methodist University SMU Mustangs | SMU | Southern Methodist | 286 Blue, 186 Red |
| University of Southern Mississippi Southern Miss Golden Eagles | Southern Miss USM | So. Miss <br> So. Mississippi | Black, 123 Gold |
| Tulane University Green Wave | $\begin{aligned} & \text { Tulane } \\ & \text { TLN } \end{aligned}$ | --- | 3435 Green, 640 Blue, Cool Gray 7, 556 Lt. Green |
| University of Tulsa Golden Hurricane | Tulsa TU, TLS | UT Hurricanes | $\begin{aligned} & 280 \text { Blue, } 872 \text { Gold, } \\ & 032 \text { Red } \end{aligned}$ |
| University of Alabama at Birmingham UAB Blazers | UAB | Alabama-Birmingham Ala.-Birmingham | 3425 Green, 131 Gold, 193 Red, Black |
| University of Central Florida UCF <br> Knights | UCF | Central Florida Central Fla. | 872 Gold, Black, <br> 422 Gray |
| University of Texas at El Paso UTEP Miners | UTEP | Texas-EI Paso | 282 Blue, 172 Orange, Cool Gray 5 or 877 Silver |

