



DII 50TH ANNIVERSARY CELEBRATION

COMMUNICATIONS KIT



DII 50TH ANNIVERSARY BRAND ASSETS

LOGOS



PRIMARY



ONE COLOR BLACK



ONE COLOR NAVY



SOCIAL AND VIDEO BUGS

COLORS



PANTONE 4515
CMYK: 20-22-59-10
RGB: 179-163-105
HEX: B3A369



PANTONE 4242
CMYK: 28-36-63-29
RGB: 136-118-79
HEX: 88764F



PANTONE 295
CMYK: 100-63-0-67
RGB: 0-40-85
HEX: 002855



BLACK
CMYK: 0-0-0-0
RGB: 0-0-0
HEX: 231F20

FONTS

DII 50th Anniversary brand fonts Abolition and Supria Sans are both Adobe fonts and can be activated on fonts.adobe.com.

ABOLITION

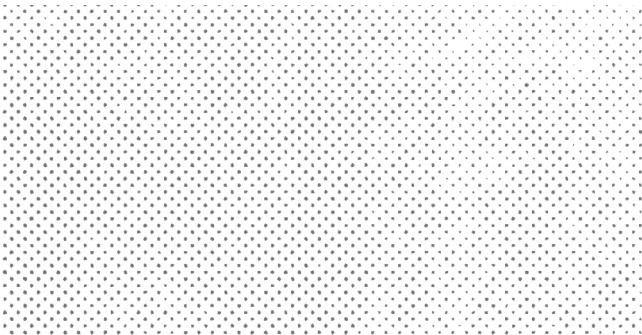
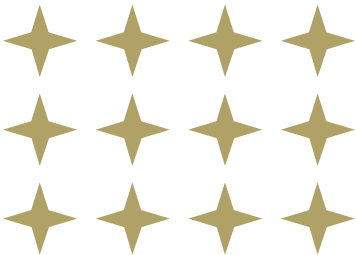
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Supria Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

GRAPHIC ELEMENTS





INFORMATION ON THE DII 50TH ANNIVERSARY

The 50th anniversary of NCAA Division II marks a significant milestone in collegiate sports. Established in 1973, Division II is a collection of schools and student-athletes, fostering a healthy balance between academics, athletics and community engagement. Over five decades, Division II has produced remarkable athletes and achievements while promoting sportsmanship, teamwork and personal growth. This milestone celebrates the enduring legacy of Division II and its commitment to a transformative collegiate experience for student-athletes.

WHEN IS THE DII 50TH ANNIVERSARY?

Division II was established Aug. 6, 1973. With Aug. 6 landing on a Sunday this year, the division will begin celebrating its 50th anniversary Monday, Aug. 7. The celebration will last through the 2023-24 academic year and culminate with the 2024 Division II Baseball Championship finals.

This communications kit includes a link to download DII 50th Anniversary logos and editable social media graphics. All logos and editable social media graphics should not be posted publicly before the division's celebration begins Aug. 7.

CONTENT IDEAS

What Sort of Content Should Be Created and Shared?

When creating content for the DII 50th Anniversary, schools and conferences are encouraged to highlight one or more of the following themes:

- Historical Division II moments in your conference or school's history, including any championships won.
- The evolution of your conference or school since it joined Division II.
- How your student-athletes "Make It Yours."
- Why your student-athletes enjoy being in Division II.
- How your student-athletes embrace the division's "Life in the Balance" philosophy (great students and great athletes who volunteer in the community and take advantage of other opportunities your campus and local community have to offer).
- Your student-athletes participating in community engagement.
- Successful alumni who are making a difference in their professional career or in their community.
- What makes your institution unique within Division II.

AMPLIFYING YOUR CONTENT

Inform your student-athletes about your athletics department's participation in the DII 50th Anniversary. Encourage them to share your school's content and to share their own. Student-athletes may consider posting content about how they "Make It Yours," enjoy being in Division II, embrace the division's "Life in the Balance" philosophy and make a difference on campus and in the community.

Inform your university marketing, development/fundraising office and communications office about your athletics department participating in the DII 50th Anniversary. Inquire as to whether they would be interested in sharing content that is produced by your athletics department or creating their own.

Inform your media about your school or conference office participating in the DII 50th Anniversary. Pitch your content plan and share your content with them to encourage your media to further amplify your messaging.





EDITABLE GRAPHICS

Editable graphics branded with the 50th anniversary logo and attributes are available to DII schools and conferences to use on social media. These include Photoshop Documents (PSDs) that serve as templates that athletics communications professionals can update. ***These graphics and the 50th anniversary logos should not be used publicly prior to Aug. 7.***

USING SOCIAL MEDIA TEMPLATES

Text can be edited by selecting the Photoshop Type tool and double-clicking on the “Editable Text” layer (marked in green).

Photos can be replaced by double-clicking the photo icon on the “Photo” layer (marked in green). The photo layer is a smart object and will apply a photo treatment equally to all photos placed in the file.

POSSIBLE SOCIAL MEDIA LANGUAGE

Social media posts should focus on celebrating Division II and provide engaging content for audiences that will inform and create interest in the benefits of the division for student-athletes. Potential copy for graphics, photos, captions and videos includes:

- Make It Yours
- Make 50 Yours
- Our Division. Our Team. Our Legacy.
- XYZ University/College is proud to celebrate the 50th anniversary of Division II

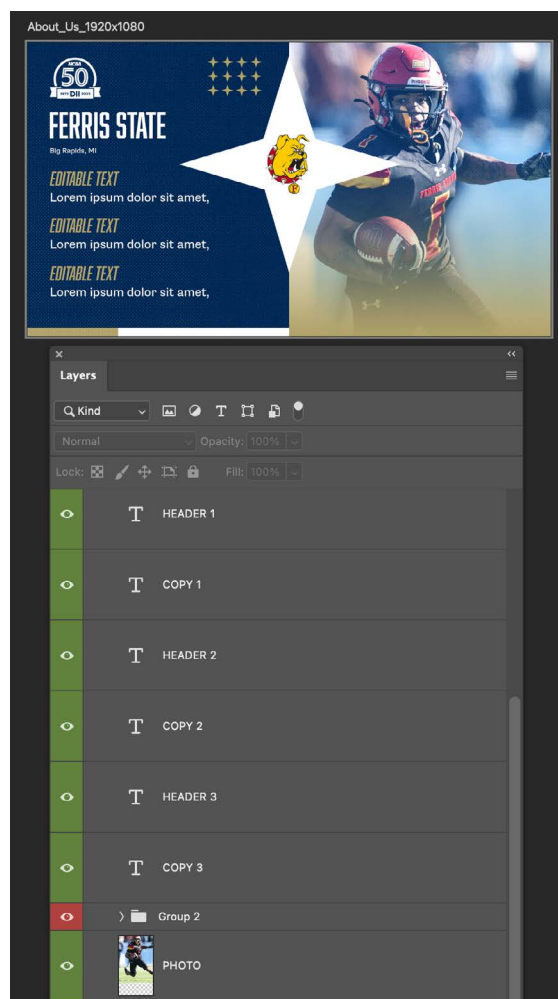
SOCIAL MEDIA HASHTAG

Consider sharing posts on social media on the DII 50th Anniversary and throughout the 2023-24 academic year using the hashtag #DII50. Encourage others to use the hashtag as well.

ACCESSING THE DII 50TH ANNIVERSARY LOGOS AND EDITABLE GRAPHICS

The DII 50th Anniversary logos and editable social media graphics are available [here](#). A 50th anniversary logo was created for Division II founding members and is being shared separately.

The logos and editable graphics should not be used publicly prior to Aug. 7.





JOIN THE SOCIAL BLITZ

Conference offices and athletics departments are encouraged to participate in a social media blitz on Monday, Aug. 7 at 2 p.m. Eastern time to celebrate the DII 50th Anniversary by posting the graphic that will be labeled with the file name “Social Blitz.” The social blitz graphic will be uploaded to the 50th anniversary resources folder on Google Drive by Aug. 1. The suggested copy for the post is:

Our Division.

Our Team.

Our Legacy.

#DII50 | #MakeItYours

SAAC CELEBRATION OF THE DII 50TH ANNIVERSARY

How Can SAAC Celebrate the DII 50th Anniversary?

Engage your campus or conference Student-Athlete Advisory Committee (SAAC) with this celebration, as it is a great time to launch or promote your SAAC's involvement on campus and in the community. Resources for SAACs are available on the national [Division II SAAC page](#).

The Division II SAAC established the division's partnership with Make-A-Wish in 2003 and continues to drive the initiative. The DII 50th Anniversary provides a great opportunity to raise funds for this cause. Access Make-A-Wish resources for schools and conferences and learn more about the partnership [here](#).

GAME DAY ACTIVATION

Schools are encouraged to repurpose videos they create for the DII 50th Anniversary during their home game broadcasts during the 2023-24 academic year. An editable document containing public address announcements promoting the celebration will be uploaded to the 50th anniversary resources folder on Google Drive by Aug. 1. The reads can be repurposed for in-game broadcasts during the DII 50th Anniversary celebration.

Schools and conferences are welcome to utilize the DII 50th Anniversary logo in their game day promotions.



OTHER PROMOTIONAL ITEMS

Below are other items the division has in store to help conferences and schools participate in the celebration and create plans to honor their own Division II history.

- 50th anniversary lapel pins for conference offices and select campus administrators.
- Free signage for the membership.
 - Division II has partnered with Source One Digital to provide conferences and schools with a \$200 50th anniversary signage credit. Division II plans to display 50th anniversary signage at the final site of the division's 2023-24 championships.
- Promotional video.
- Division II championships final site jersey patch.
- 50th Anniversary Gold Award.
 - The Gold Award will recognize two individuals (one male and one female) who have made a positive impact in Division II. They may be a current or former student-athlete, coach or administrator. Nominees should be individuals who have distinguished themselves in the areas of athletic or professional achievement, service and leadership.
 - Nominations open Aug. 7. Institutions should enter one male and one female in the NCAA Program Hub by Sept. 18.
 - Conferences will review nominated individuals and choose one male and one female conference winner.
 - The Management Council Identity Subcommittee will select two overall winners (one male and one female). They will be announced at the 2024 NCAA Convention in Phoenix, Ariz. More information will be available in July at ncaa.org.
- 50th Anniversary scholarship opportunity.
 - Division II plans to provide a commemorative \$1,000 scholarship opportunity for student-athletes from active member institutions who exhibit the core values of Division II and have not yet exhausted their athletics eligibility.
 - Nominations open Jan. 22. Institutions should enter one male and one female in the NCAA Program Hub by March 4.
 - Conferences will review nominated individuals and choose two males and two females.
 - The Identity Subcommittee will select one male and one female winner from each conference and one male and one female winner to represent Division II independent institutions.
 - Scholarship recipients will be announced in the spring with funds to be distributed during the 2024-25 academic year. More information will be available in July at ncaa.org.

For questions, please email Ryan Jones, Director of Division II (rjones@ncaa.org), or Becca Burchette Medel, Associate Director of Division II (bburchette@ncaa.org).