



**COMMUNICATIONS KIT**  
**FEBRUARY 22**



## Logo



## Design Elements



**PMS 295**

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

**PMS 3005**

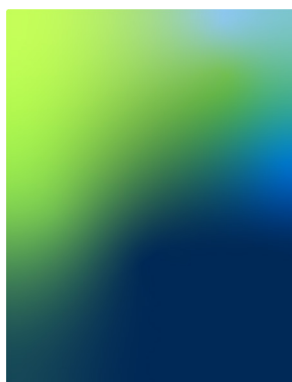
CMYK: 100-35-0-2  
RGB: 0-119-200  
HEX: 0077C8

**PMS 360**

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HEX: 6CC24A

**PMS 366**

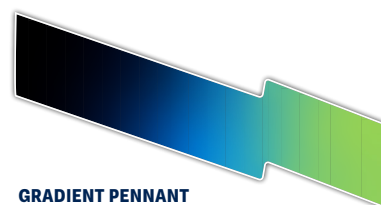
CMYK: 29-0-64-0  
RGB: 183-221-121  
HEX: B7DD79



**GRADIENT BACKGROUND**



**PENNANT LINES**



**GRADIENT PENNANT**

## Typography

Supria Sans should be used for all copy in the weights and styles noted below.

### HEADLINES - **BLACK ITALIC, ALL CAPS**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**0123456789**

### SUBHEADS - **Heavy**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

### Body - **Regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789



## WHAT IS DII DAY?

DII Day is an opportunity for all individuals associated with Division II to celebrate the impact of athletics and of student-athletes on their campus and community. Every DII school and conference is encouraged to share the benefits of being a part of Division II and showcase student-athlete success stories on their athletics website and social media channels.

## WHEN IS DII DAY?

DII Day will be celebrated annually on  
**February 22.**

There will be a social campaign that takes place in the 12 days (Feb. 10-21) leading up to DII Day on Division II's Facebook, Instagram and X (formerly Twitter). This campaign will serve to highlight one of Division II's Distinguishing Dozen characteristics each day. Schools and conferences are invited to participate in this campaign but are not required to do so.

## PARTICIPATING IN COMMUNITY ENGAGEMENT ON DII DAY

### How Can Student-Athletes, Coaches and Athletics Administrators Engage with Communities?

Division II has always sought to make a positive impact through local community engagement. Division II schools and conferences foster a balanced and inclusive approach for student-athletes in which community engagement plays a

key part in the educational experience. The DII Day initiative is a great opportunity for student-athletes, coaches and athletics administrators to connect with the communities that cheer them on and show that the passionate support goes both ways.

Student-athletes, coaches and athletics administrators are encouraged to volunteer and give back to their local communities on DII Day as they traditionally do. Some possible community engagement ideas are below:

- » Partner with local schools to promote the importance of literacy by reading to children.
- » Volunteer at a nursing home, children's hospital or homeless shelter.
- » Honor local military families by recognizing them at events or sending care packages overseas.
- » Fundraise for Make-A-Wish® or host a wish reveal on this day.
- » If your institution has a Team IMPACT® child, invite them to a practice, game or team activity.
- » Lead a campus-wide cleanup day.
- » Organize a trip to a food bank to help sort and package food.
- » Dedicate a home game to a local charity or organization. Invite key constituents to a game, recognize the charity or organization through public address announcements or an in-game presentation.
- » Organize a fundraiser for a charity, such as a dance marathon, pie-a-coach contest, free throw marathon, 5K, golf outing, etc.
- » Host a blood drive on campus sponsored by the athletics department, with student-athlete volunteers and organizers.
- » Share stories of previous community engagement initiatives on social media.

## CONTENT IDEAS

### What Sort of Content Should Be Created and Shared?

During the 12 days leading up to DII Day, schools and conferences are welcome to create and share content that aligns with Division II's Distinguishing Dozen characteristics that can be found on page 6 of this document.

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

- » 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.
- » A compilation of student-athletes and 22 things they love about their Division II experience.
- » Student-athletes, coaches and administrators wishing everyone “Happy DII Day” and sharing one item they love about Division II.

### Amplifying Your Content

Inform your student-athletes about your athletics department's participation in DII Day. 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 office and communications office about your athletics department's participation in DII Day. Inquire as to whether they would be interested in sharing content that is produced by your athletics department.

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

## SAAC CELEBRATION OF DII

### How Can SAAC Celebrate DII Day?

Engage your campus or conference Student-Athlete Advisory Committee (SAAC) in discussion around this nationwide initiative, as DII Day 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. DII Day 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](#).

## EDITABLE GRAPHICS

Editable graphics branded with “DII Day” will be available to DII schools and conferences to use on social media. These will include Photoshop Documents (PSDs) that serve as templates that athletics communications professionals can update. The DII Day logo and fonts will also be shared and available for use.

### 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 the Day Yours
- » Make DII Day Yours
- » Our Division. Our Team. Our Day.
- » XYZ University is proud to celebrate DII Day
- » If participating in the pre-DII Day countdown: X days until DII Day!

### Social Media Hashtag

Consider sharing posts on social media leading up to and on DII Day using the hashtag #D2Day. Encourage others to use the hashtag as well.

### Accessing DII Day Logo and Social Media Templates

Information on DII Day, including the DII Day logo and social media templates, can be found [here](#).

### Join the Social Push

At 2:22 p.m. Eastern time, athletics departments and conference offices are encouraged to participate in a social media push to celebrate DII Day by posting the graphic that is labeled with the file name “Social Push.” **PLEASE DO NOT POST THE SOCIAL PUSH GRAPHIC BEFORE THE SCHEDULED TIME.** The suggested copy for the post is:

**Our Division. Our Team. Our Day.**

**#D2Day | #MakeltYours**

### Game Day Activation

Schools are encouraged to repurpose videos they create for DII Day during their home game broadcasts on Feb. 22. An editable document containing public address announcements promoting the day is available [here](#). The PA announcements can be repurposed for in-game reads during broadcasts on DII Day.

Schools and conferences are welcome to utilize the DII Day logo in their game day promotion on DII Day and leading up to the day.

## THE DISTINGUISHING DOZEN

### 12 Characteristics That Set Division II Apart

- 1. Graduation rates.** The Division II student-athlete graduation rate is consistently higher than that of the total student body. Division II also features a high number of first-generation college students, thus increasing the access to education.
- 2. Academic emphasis.** Division II's regionalization philosophy in scheduling limits missed class time for student-athletes.
- 3. Athletics scholarships.** The partial athletics scholarship model rewards athletics ability while allowing student-athletes to earn other sources of financial aid. Scholarship student-athletes are known to benefit the institution's overall academic profile, and the partial aid model generates revenue for the school.
- 4. Balanced bottom line.** The median expenses for Division II athletics departments are far less than their counterparts in any of the Division I subdivisions.
- 5. Favorable admission rates.** Division II membership is split almost evenly between public and private institutions. On average, Division II schools have the highest admission rate (80 percent, versus 68-70 percent in the other two divisions).
- 6. Community engagement.** Through student-athlete leadership, Division II has enjoyed long-term and successful partnerships with the Make-A-Wish Foundation, Team IMPACT and military groups. In addition, Division II conducts community engagement activities at all championships final sites.
- 7. Positive game environment.** Division II members pledge to conduct athletics contests in a family-friendly environment that is civil and entertaining.
- 8. Unique geographical footprint.** Division II is the only NCAA division with schools in Alaska (Anchorage and Fairbanks) and Puerto Rico (Bayamón, Mayagüez and Río Piedras). In addition, Division II is the only division to have taken advantage of an NCAA policy to accept members from Canada (Simon Fraser).
- 9. National championship opportunities.** Division II features unparalleled opportunity for student-athletes to advance to national championship competition as a result of the division's generous championship access ratios (the highest among the three NCAA divisions).
- 10. National Championships Festivals.** Division II is the only NCAA division that conducts "National Championships Festivals," Olympic-style events in which a number of national championships are held at a single site over a period of several days.
- 11. Make It Yours.** This student-athlete-driven brand enhancement strengthens awareness among external audiences by clearly communicating the experience Division II schools create for student-athletes.
- 12. Diversity and inclusion.** Matching grants encourage access, recruitment, selection and the long-term success of ethnic minorities and women in administration and coaching.