<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Document Usage</td>
<td>2</td>
</tr>
<tr>
<td>Introduction</td>
<td>3</td>
</tr>
<tr>
<td>Division III Look</td>
<td>5</td>
</tr>
<tr>
<td>Marks/Logos</td>
<td>6</td>
</tr>
<tr>
<td>LGBTQ OneTeam Logo</td>
<td>10</td>
</tr>
<tr>
<td>Space and Size</td>
<td>11</td>
</tr>
<tr>
<td>Logo Misuses</td>
<td>12</td>
</tr>
<tr>
<td>Typography</td>
<td>13</td>
</tr>
<tr>
<td>Color Palette</td>
<td>14</td>
</tr>
<tr>
<td>Design Elements</td>
<td>15</td>
</tr>
<tr>
<td>Imagery</td>
<td>18</td>
</tr>
<tr>
<td>Design Executions</td>
<td>20</td>
</tr>
<tr>
<td>Glossary of Terms</td>
<td>22</td>
</tr>
</tbody>
</table>
Welcome to the NCAA® Division III Brand Guidelines. This document provides guidelines, reference material and information on the visual components of the Division III brand identity. This guide will be essential as you activate the Division III “look” and message.

While every effort has been made to provide a comprehensive and accurate summary of the Division III style, the information in this guide is not intended to supersede, override or affect the interpretation of any of the rights and obligations of the NCAA.

This brand guide also provides guidelines for the correct use of marks and graphics. It is the responsibility of those who execute/activate materials to adhere to these guidelines. In the event this guide requires clarification, the NCAA will provide such interpretations at its sole discretion.

This brand guide is a key component of the NCAA brand management strategy. These guidelines will help build equity in the Division III identity. Through the consistent application and use of NCAA logos in all graphic applications, the NCAA will continue to build a strong and identifiable brand.

The NCAA may revise these terms and conditions at any time. Users are bound by these revisions and should periodically visit the NCAA website (ncaa.org/d3) to review the current terms and conditions. Information on the NCAA website is subject to change without notice.
About the NCAA

The National Collegiate Athletic Association (NCAA) is a voluntary, membership-led organization made up of more than 1,300 colleges and universities, conferences and other groups. Together, our members make rules and regulations to serve the student-athlete and preserve the integrity of intercollegiate athletics. There are approximately 125 committees of presidents, athletics directors, conference commissioners, coaches, faculty members and student-athletes from NCAA schools and conferences working to create these guidelines.

Each year, nearly half a million college athletes compete in three divisions (Division I, Division II and Division III) in 24 sports. Annually, approximately 57,000 student-athletes compete in 90 NCAA championships.

NCAA Core Messages

- The NCAA is a membership-led association of conferences, affiliated organizations and collegiate institutions with athletics programs.
- We are committed to protecting the best interests of student-athletes.
- We are committed to providing quality educational experiences to student-athletes.
- We are committed to supporting athletics participation opportunities for student-athletes.
NCAA Division III Core Messages

• Division III athletics provides a well-rounded collegiate experience that involves, in appropriate proportion, rigorous academics, competitive athletics, and the opportunity to pursue the multitude of other co-curricular and extra-curricular opportunities offered on Division III campuses.

• Division III offers an intense and competitive athletics environment for student-athletes who play for the love of the game, without the obligation of an athletics scholarship.

• Division III athletics departments place special importance on the impact of athletics on the participants rather than on the spectators. The student-athlete’s experience is of paramount concern.

• Division III athletics departments are dedicated to offering broad-based programs with a high number and wide range of athletics participation opportunities for both men and women.

• Division III playing-season and eligibility standards minimize conflicts between athletics and academics, allowing student-athletes to focus on their academic programs and the achievement of a degree.

• Division III features student-athletes who are subject to the same admission standards, academic standards, housing and support services as the general student body. The integration of athletics with the larger institution enables student-athletes to experience all aspects of campus life.
The NCAA Division III look is based on the design and use of three components: the Division III logo, the Division III mobius strip and the Division III attributes language. Combined with Division III's color palette, this system gives a standardized design style for promoting Division III schools.

Additionally, this system of components will assist vendors in creating a cohesive look for all NCAA Division III collateral.

The components can work alone or in conjunction with one another, depending on the communication goals of each item.

Division III logo

Mobius strip

Six attributes

Proportion
Comprehensive Learning
Passion
Responsibility
Sportsmanship
Citizenship

+ Division III color palette = Division III branding and look
The NCAA Division III logo should be the cornerstone of all printed and environmental graphic elements.

The logo is available in two versions. The preferred version incorporates the division’s three D’s. Either can be used as the primary logo in Division III design treatments. The decision on which to use should be dependent on the specific messaging and design requirements of the materials.

The logo is a registered trademark of the NCAA and must be reproduced in the configurations and colors shown in this document. No variation in its design, other than what is provided, will be approved.

**Primary Mark with Three D’s lockup**

![NCAA Division III logo with Three D’s](image1)

**Secondary Mark — logo only**

![NCAA Division III logo](image2)
The Division III primary logo is available in the following versions.

**Horizontal**
- Primary
  ![Primary Horizontal Logo](image1)
- Reversed
  ![Reversed Horizontal Logo](image2)

**Vertical**
- Primary
  ![Primary Vertical Logo](image3)
- Reversed
  ![Reversed Vertical Logo](image4)
The Division III secondary logo/mark is available in the following versions.

**Horizontal**

- **Primary**
  - NCAA Division III

- **Reversed**
  - NCAA Division III

**Vertical**

- **Primary**
  - NCAA Division III

- **Reversed**
  - NCAA Division III
A small usage Division III lockup is available in horizontal format only. The size of the three D’s is adjusted upward to improve readability at smaller sizes.

**Primary**

![NCAA Division III](image)

**Reversed**

![NCAA Division III](image)

The small usage version should be used when the lockup is 3 inches or smaller in width.
The Division III LGBTQ OneTeam logo is available for institutions to promote LGBTQ inclusion and initiatives on their campuses, conference offices and championships. When used, it takes the place of the Division III logo and follows the same usage and safe space guidelines as the Division III primary and secondary logos. It cannot be altered or manipulated in any way.
**Safe distance from the mark**

To retain brand integrity, no other assets, such as copy, co-branding or competing marks, should infringe on the defined clear space as outlined in the diagram below.

Clear space for the mark is determined by “X,” which equals the height of the letter “N” in the NCAA disk. The minimum clear space must always be at least 1X on all sides of the mark. Whenever possible, increase the amount of clear space. Please ensure that design elements such as logos, page edges, type or other design elements fall outside of the clear space area.

**Minimum size**

To ensure legibility, the primary and secondary marks should never be reproduced smaller than the outlined requirements on this page.

Screen printing and embroidery may require a larger scale than represented here to execute.
NCAA logos and marks are trademarks of the NCAA. Altering or creating variations of these marks is not allowed. Here are some examples of misuse.

- Do not use the enhanced disk in any instances.
- Do not change or introduce new colors or adjust opacity.
- Do not crop, add or remove elements.
- Do not rotate.
- Do not place on a busy or distracting background.
- Do not stretch, skew or add a stroke to any of the elements.
- Do not combine with other logos or add elements to the logo.
- Do not place on colors that compete with, or do not provide proper contrast with the logo.
- Do not use in email signatures.
Helvetica Neue LT Std is the primary typographic choice for Division III projects. It is also the parent NCAA brand typeface.

**Helvetica Neue Lt Std**

*Light*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

*Roman*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

*Medium*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

*Bold*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

The following Helvetica Neue LT Std fonts are available if needed for emphasis or use in graphics:

- *Light Italic*
- *Italic (Roman)*
- **Bold Italic**
- *Light Condensed*
- *Condensed*
- **Bold Condensed**
Color is a powerful tool for conveying and building brand recognition. Using colors from the Division III approved palette quickly unifies and brands your project. Tints of these colors may be used in graphic treatments, breakouts, infographics and other visual elements.

COLOR PALETTE

- Pantone 300 CP
  - CMYK 99-50-00-00
  - RGB 00-103-176
  - HEX 0067B0
  - Madeira 1177

- Pantone 295 CP
  - CMYK 100-52-0-58
  - RGB 0-67-112
  - HEX 04370
  - Madeira 1242

- Pantone 704 CP
  - CMYK 1-95-75-31
  - RGB 159-41-57
  - HEX 9F2939
  - Madeira 1039

- Pantone PMS Cool Gray 4
  - CMYK 24-17-15-0
  - RGB 187-189-183
  - HEX BBDBB7
  - Madeira 1011

- Pantone Process Black
  - CMYK 00-00-0-100
  - RGB 00-00-00
  - HEX 000000
  - Madeira 1000

- Pantone N/A
  - CMYK 00-00-00-00
  - RGB 255-255-255
  - HEX FFFFFF
  - Madeira 1001
The mobius strip is a noted dimensional mathematical phenomenon in which all points lead back to each other — speaking to the interconnectedness of experiences at a Division III institution. This modified mobius strip is visualized in three color bars to represent Division III.

The intersections of the three mobius color bars are used as the core of the Division III look.

The Division III mobius strip consists of five key elements:

1. Mobius strip crop
2. Angle of mobius strip
3. Middle bi-linear multiply gradient
4. Top linear multiply gradient
5. Placement and incorporation of white space.
Modifying or altering the mobius strip is not allowed. Examples of such misuse include, but are not limited, to:

- Do not crop or place the mobius strip in a way that jeopardizes the integrity of the design element.
- Do not flip the mobius strip or anchor it any place other than the left corner.
- Do not rotate the mobius strip.
- Do not add, delete or change colors of the mobius strip.
- Do not use the mobius strip uncropped.
The six Division III attributes can be used as a design element, in either horizontal or vertical applications. The six attributes are: Proportion, Comprehensive Learning, Passion, Responsibility, Sportsmanship and Citizenship.

All six attributes must be used together. The order of the words cannot be changed and the use of two or three attributes on a collateral piece is not permitted. However, it is permissible to use one attribute on a collateral piece as a feature on that particular attribute (e.g., highlighting the attribute of citizenship on a banner stand as part of a set of six highlighting all attributes).

Example of horizontal application of six attributes in a brochure.

Example of vertical application of six attributes in a banner.
Imagery for Division III collateral should be selected to illustrate three areas: the institution, its academic accomplishments and athletics achievements. Images relating to these three areas can be colorized accordingly.

Institution and co-curricular activities (music, theater, arts, community): PMS 300

Academic: PMS 295

Athletics: PMS 704
Imagery, manipulated via the Division III color palette, may also be incorporated into the mobius strip.
This document is designed to assist NCAA Division III schools in certifying the amateur status of prospective student-athletes. For international student-athletes, go to the General Amateurism Form for International Student-Athletes — NCAA Division III.

Prospective Student-Athlete’s Name:

Date of Initial, Full-time Enrollment at Any Collegiate Institution:

Date of Most Recent Amateur Status Certification (if applicable):

BEFORE initial, full-time enrollment at any collegiate institution, an individual loses amateur status and is not eligible for participation in NCAA Division III Rules. However, it is not a substitute for the specific legislation in the NCAA Division III Manual.

Checking for initial, full-time enrollment at any collegiate institution, an individual loses amateur status and is not eligible for participation to any of the following activities means the individual may have jeopardized his or her amateur status, and the individual should meet with throughout the year and some suggested educational topics to discuss.

- Use of Athletics Skill for Pay (e.g., receives payment for endorsing a commercial product).
- Expenses for Agreements with an Agent.
- Expenses for Promotion/Endorsement.
- Expenses or Awards Not Permitted by Amateurism Rules Governing Events.
- Expenses or Awards Not Permitted by NCAA Eligibility Center Rules.
- Expenses for Academic and/or Non-Athletic Purposes.
- Expenses for Competition from a Sponsor — other than an individual on whom the athlete is naturally or legally dependent.
- Expenses for Competition on a Professional Team.
- Expenses and Awards Not Permitted by Amateurism Rules Governing Events.
- Expenses above Actual and Necessary Expenses from Outside Amateur Sports Team or Organization.
- Expenses and Benefits for Elite-Level Participation.
- Fee-for-Lessons.
- Permissible Insurance Against Disabling Injury or Illness.
- Benefits for Elite-Level Participation.
- Equipment and Apparel Items.
- Life Skills Mentoring Program.
- Non-Permissible Scholarships and Grants.
- NCAA Eligibility Center Fee.
- NCAA Eligibility Center Review.
- NCAA Eligibility Center Self-Study.
- NCAA Eligibility Center Self-Study Guide.
- NCAA Eligibility Center Financial Aid.
- NCAA Eligibility Center Peer Review.
- NCAA Eligibility Center Recertification.
- NCAA Eligibility Center Review/educate about:
  - Good academic standing.
  - Athletics fundraising policies.
  - Agreement with an Agent.
  - Actual and Necessary Expenses for Parents and Living Expenses from Established Relationship.
  - Actual and Necessary Expenses from Outside Amateur Sports Team or Organization.
  - Actual and Necessary Expenses from a Professional Team.
  - Contract for Professional Athletics.
  - Prize Money Based on Place Finish.
  - Prize for Institutional Promotion.
  - Living Expenses from Established Relationship.
  - Use of Athletics Skill for Pay (e.g., receives payment for endorsing a commercial product).
  - Accepts a Promise of Pay for Athletics Participation.
  - Legal Guardians.

Note: For international student-athletes, go to the General Amateurism Form for International Student-Athletes — NCAA Division III.
Do not position the Mobius strip in a central position.

**DESIGN EXECUTIONS – BANNERS AND DECALS**

- Generic Poster
- Banner Stand
- Co-Branded Poster

**YOUR SCHOOL LOGO**

- PROPORTION
- COMPREHENSIVE LEARNING
- PASSION
- RESPONSIBILITY
- SPORTSMANSHIP
- CITIZENSHIP
RGB (Screen)
RGB is a system for representing the colors to be used on a computer display. Red, green and blue can be combined in various proportions to obtain any color in the visible spectrum.

![RGB](image)

CMYK (Print)
CMYK is a scheme for combining primary pigments. The C stands for cyan (aqua), M for magenta (pink), Y for yellow, and K for Key.

![CMYK](image)

Spot Color
Colors created without screens or dots, such as those found in the Pantone Matching System®, are referred to in the industry as spot or solid colors.

![Spot Color](image)

Pantone Matching System (PMS)
PMS is a color standardization system that helps in color identification and matching. It uses the Pantone numbering system to identify colors, and through this numbering system, printer and other equipment manufacturers can match colors without having to contact one another.

![PMS](image)

Vector
Vector graphics are comprised of paths, which are defined by a start and end point, along with other points, curves and angles along the way. A path can be a line, a square, a triangle or a curved shape. Common vector formats include AI, EPS, SVG, and sometimes PDF.

![Vector](image)

Raster
Raster graphics are bitmaps. A bitmap is a grid of individual pixels that collectively compose an image. Raster graphics render images as a collection of countless tiny squares. Each square, or pixel, is coded in a specific hue or shade. Common raster formats include JPEG, PNG, TIFF, GIF and BMP files.

![Raster](image)