



DIVISION III
DISCOVER | DEVELOP | DEDICATE

Style Guide



Welcome

The NCAA Division III Style Guide is intended to provide trademark reference information along with creative guidelines for design.

This style guide is a key component of the NCAA brand management strategy. Every effort should be made to adhere to the guidelines included herein. Through consistent use of these assets, the NCAA will continue to build its brand equity.

While every effort has been made to provide a comprehensive and accurate summary of the NCAA Division III style, the information in this guide is not intended to supersede, override or affect the interpretation of any rights and obligations of the NCAA. Please note that final designs of all applications must be reviewed and approved by NCAA staff before production. If this guide requires clarification, the NCAA will provide such interpretation at its sole discretion.

The foundation graphics are created by following specific guidelines for the use of graphic elements. It is critical to the overall NCAA brand presentation and the NCAA Division III presentation that:

- No logos or elements of any logo are to be altered or rearranged in any way.
- Only NCAA-approved typography is used in the creation of foundation graphics. See page 15 for details.
- The approved color palette and gradation guidelines must be consistently applied and not altered in any way.

This style guide is a crucial component of the NCAA Championships® brand management strategy. Refer to the following pages for guidelines and details for preliminary and championship rounds.

- NCAA-approved typography: pages 31 and 41.
- Approved color palettes and gradation guidelines: pages 32-33 and 42-43.
- Photography guidelines: pages 34 and 47.

Also note:

- Specific guidelines for NCAA Division III photography choices are noted on page 21.
- The NCAA Division III Style Guide accommodates various orientations, sizes and proportions.

NCAA CORE MESSAGE

- 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 college athletes.
- We champion quality educational experiences for college athletes.
- We are committed to supporting athletics participation opportunities for college athletes.

The National Collegiate Athletic Association (NCAA) is a voluntary, membership-led organization of almost 1,300 colleges and universities, conferences and associated groups. Its core purpose is to govern athletics competition and integrate athletics into higher education so the educational experience of student-athletes is paramount. The NCAA is committed to the collegiate model of athletics, in which student-athletes are just that – students who are athletes.

Each year, more than half a million student-athletes compete in three divisions (DI, DII and DIII) in 24 sports. Annually, approximately 52,500 student-athletes compete in 90 NCAA championships that include competition at more than 800 sites a year.

ABOUT THE NCAA CHAMPIONSHIPS® LOGO SYSTEM

The NCAA Championships Logo System celebrates college athlete achievement in competition, in the classroom and in life. The key design elements of the system are inspired by the athleticism and skills of the student-athletes, as well as the rich traditions found in collegiate athletics.

The NCAA Championships Logo System is made up of three visually connected sections: regular-season logos, championship logos and foundation graphics.

The regular-season logos consist of the following elements:

- The NCAA logo
- Black, white and Pantone 2995C
- Sport elements such as names or icons

The championship logos consist of the following elements:

- The NCAA logo
- NCAA Legacy and United Typography
- Black, white, grays and Pantone 2995C
- Year, Division, Sport, the NCAA trophy and a sport icon

The NCAA Championships foundation graphics establish a memorable, energetic, consistent and supportive visual presentation of the NCAA Championships logos when presented in design applications. The NCAA Championships foundation graphics are created by following the specific guidelines detailed on the following pages of this style guide.

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SECTION 1

Communications Visual Identity

Section 1: NCAA® Division III Logos

PRIMARY LOGO HORIZONTAL



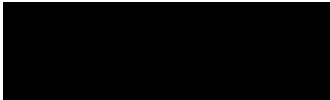
PMS 2925

CMYK.....75, 18, 0, 0
RGB.....0, 156, 222
HEX.....009CDE
MADEIRA.....1176



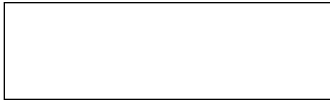
PMS 3005

CMYK.....100, 35, 0, 2
RGB.....0, 119, 200
HEX.....0077C8
MADEIRA.....1297



BLACK

CMYK.....0, 0, 0, 100
RGB.....0, 0, 0
HEX.....000000
MADEIRA.....1000



WHITE

CMYK.....0, 0, 0, 0
RGB.....255, 255, 255
HEX.....FFFFFF
MADEIRA.....1801

*The Division III logo should be used in communications representing Division III as a whole.
Deliverables that are all-encompassing and require overall branding materials should use this logo.*

Alterations to the logo are strictly prohibited.



Section 1: NCAA® Division III Logos

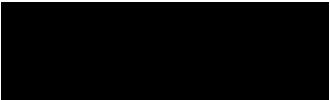
PRIMARY LOGO VERTICAL



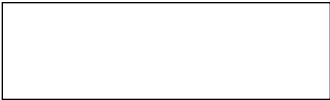
PMS 2925
CMYK.....75, 18, 0, 0
RGB.....0, 156, 222
HEX.....009CDE
MADEIRA.....1176



PMS 3005
CMYK.....100, 35, 0, 2
RGB.....0, 119, 200
HEX.....0077C8
MADEIRA.....1297



BLACK
CMYK.....0, 0, 0, 100
RGB.....0, 0, 0
HEX.....000000
MADEIRA.....1000



WHITE
CMYK.....0, 0, 0, 0
RGB.....255, 255, 255
HEX.....FFFFFF
MADEIRA.....1801

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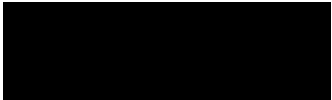
Section 1: NCAA® Division III Logos

SECONDARY LOGO



PMS 2925

CMYK.....75, 18, 0, 0
RGB.....0, 156, 222
HEX.....009CDE
MADEIRA.....1176



BLACK

CMYK.....0, 0, 0, 100
RGB.....0, 0, 0
HEX.....000000
MADEIRA.....1000



WHITE

CMYK.....0, 0, 0, 0
RGB.....255, 255, 255
HEX.....FFFFFF
MADEIRA.....1801

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Section 1: NCAA® Division III Logos

SECONDARY LOGO + WORDMARK



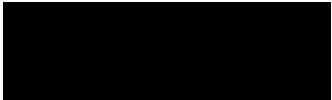
PMS 2925

CMYK.....75, 18, 0, 0
RGB.....0, 156, 222
HEX.....009CDE
MADEIRA.....1176



PMS 3005

CMYK.....100, 35, 0, 2
RGB.....0, 119, 200
HEX.....0077C8
MADEIRA.....1297



BLACK

CMYK.....0, 0, 0, 100
RGB.....0, 0, 0
HEX.....000000
MADEIRA.....1000



WHITE

CMYK.....0, 0, 0, 0
RGB.....255, 255, 255
HEX.....FFFFFF
MADEIRA.....1801

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Section 1: NCAA® Division III Logos

ONETEAM LOGO



THESE COLORS ARE SPECIFIC TO THE LOGO AND NOT THE DIII VISUAL IDENTITY COLOR PALETTE.

PMS 2925	PMS 3005	BLACK	WHITE	PMS 4645	PMS 219	PMS 1795
CMYK.....75, 18, 0, 0	CMYK.....100, 35, 0, 2	CMYK.....0, 0, 0, 100	CMYK.....0, 0, 0, 0	CMYK.....14, 44, 59, 18	CMYK.....0, 95, 0, 0	CMYK.....0, 96, 82, 1
RGB.....0, 156, 222	RGB.....0, 119, 200	RGB.....0, 0, 0	RGB.....255, 255, 255	RGB.....174, 126, 86	RGB.....221, 44, 136	RGB.....212, 40, 47
HEX.....009CDE	HEX.....0077C8	HEX.....000000	HEX.....FFFFFF	HEX.....AE7E56	HEX.....DD2C88	HEX.....D4282F
MADEIRA.....1176	MADEIRA.....1297	MADEIRA.....1000	MADEIRA.....1801	MADEIRA.....1057	MADEIRA.....1795	MADEIRA.....1147

PMS 152	PMS 109	PMS 7739	PMS 662	PMS 2582	PMS 298	PMS 189
CMYK.....0, 61, 100, 0	CMYK.....0, 5, 100, 0	CMYK.....76, 1, 93, 7	CMYK.....100, 87, 0, 36	CMYK.....41, 77, 0, 0	CMYK.....66, 10, 1, 0	CMYK.....0, 45, 7, 0
RGB.....227, 115, 26	RGB.....245, 206, 0	RGB.....45, 156, 72	RGB.....42, 49, 114	RGB.....159, 90, 156	RGB.....52, 181, 230	RGB.....246, 162, 188
HEX.....E3731A	HEX.....F5CE00	HEX.....2D9C48	HEX.....2A3172	HEX.....9F5A9C	HEX.....3AB4E3	HEX.....F5A1BA
MADEIRA.....1065	MADEIRA.....1064	MADEIRA.....1101	MADEIRA.....1166	MADEIRA.....1033	MADEIRA.....1593	MADEIRA.....1116

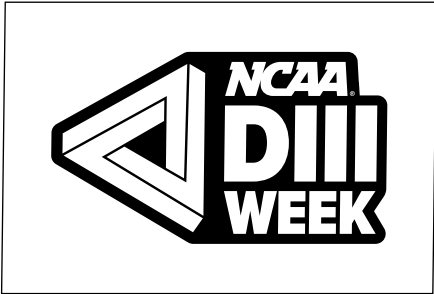
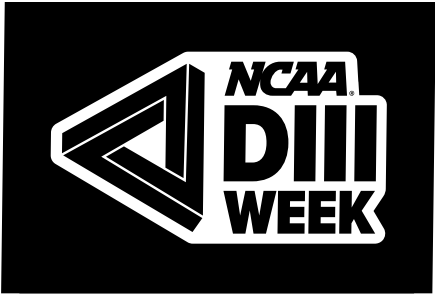
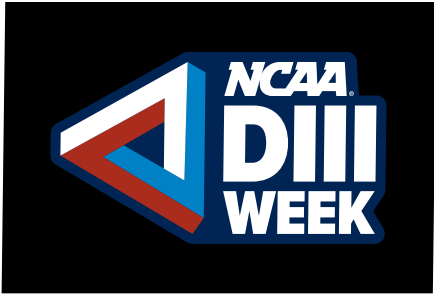
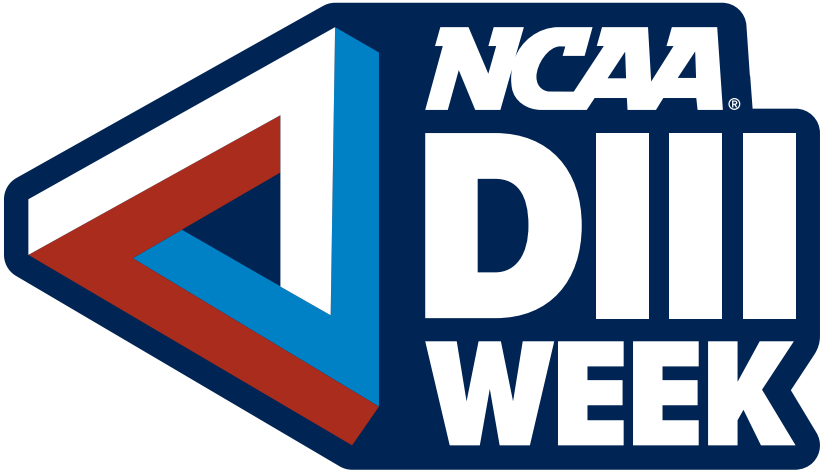
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Alterations to the logo are strictly prohibited.



Section 1: NCAA® Division III Logos

DIII WEEK LOGO



PMS 484

CMYK.....1, 90, 92, 33
RGB.....154, 51, 36
HEX.....9A3324
MADEIRA.....1038



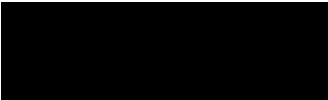
PMS 3005

CMYK.....100, 35, 0, 2
RGB.....0, 119, 200
HEX.....0077C8
MADEIRA.....1297



PMS 295

CMYK.....100, 63, 0, 67
RGB.....0, 40, 85
HEX.....002855
MADEIRA.....1242



BLACK

CMYK.....0, 0, 0, 100
RGB.....0, 0, 0
HEX.....000000
MADEIRA.....1000



WHITE

CMYK.....0, 0, 0, 0
RGB.....255, 255, 255
HEX.....FFFFFF
MADEIRA.....1801

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Section 1: NCAA® Division III Logos

LOGO SAFE SPACE AND MINIMUM SIZE

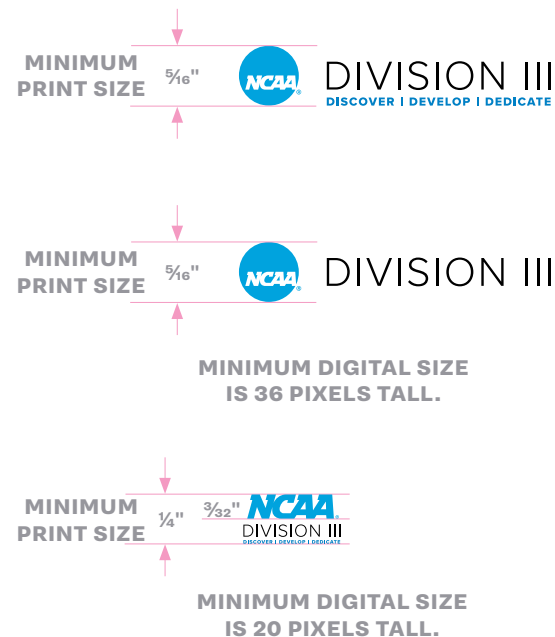
To maintain brand integrity, no other assets, such as copy, co-branding or competing logos, should infringe on the defined clear space as outlined in the diagram below.

Clear space for the logo is determined by the height of the “N” (from “NCAA”). The minimum clear space must always be at least the height of one “N” on all sides of the logo. 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.



To ensure legibility, the Division III logo should not be reproduced at a size smaller than five-sixteenths of an inch in disk diameter.

Screenprinting and embroidery may require a larger scale than represented here to execute.



Section 1: NCAA® Division III Logos

LOGO MISUSE

With all iterations of the Division III logo, please avoid the following, as well as any other manipulation of the logo system. Additional brand guidelines regarding the use of the NCAA blue disk can be found in the NCAA parent brand guidelines.



DO NOT distort the logo.



DO NOT rotate the logo.



DO NOT change the content of the logo.



DO NOT alter the colors of the logo.



DO NOT place the logo on overly complex backgrounds.



DO NOT remove elements of the logo.



DO NOT outline the logo.

Section 1: NCAA® Division III Logos

ACCESSING NCAA LOGOS

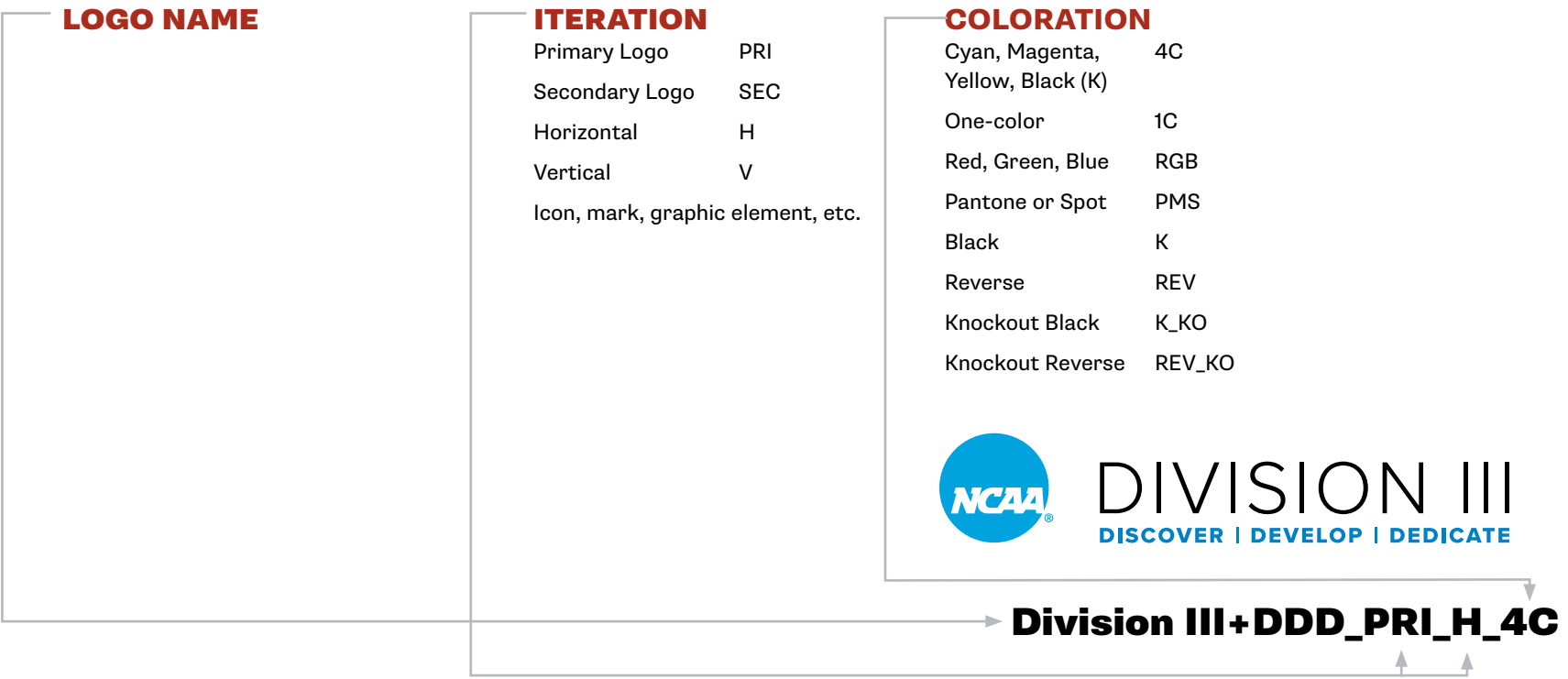
To access NCAA logos, log into the NCAA Digital Library. New users, please email Nathan Arkins (narkins@ncaa.org), and he will add you into the system before you can register. Once the digital librarian has granted access, you can create a new username and password. To aid in locating specific files, a file management system has been developed.

The following file types are available for download in full-color and one-color variations:

EPS - Vector, can be scaled to any size, available in spot or CMYK color spaces

JPG - Raster, solid background, RGB color space

PNG - Raster, transparent background, RGB color space



Section 1: Communications Design Elements

Fonts

For all communications, the following fonts should be used:

- Supria Sans serves as the workhorse font for the NCAA®. Its clean and readable character, with versatile weights and widths, makes it the ideal font for communicated information in quick-hit or long-form material. This is an Adobe Creative Suite font.
- All efforts should be made to use the Supria Sans font, but in cases where it is unavailable to those who don't have Adobe software, Chivo, a Google font, can be used as a substitute.
- Mislav Std. is an alternate serif for NCAA type families that can be used in display and textual instances, and complements Supria Sans.
- Charter is the serif option for NCAA type families. It should be used in white papers and in Microsoft Word to create documents. Download free at fonteski.com/charter-typeface.

Primary Font // Supria Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Substitute for Supria Sans // Chivo

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Alternative Display // Mislav Std.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

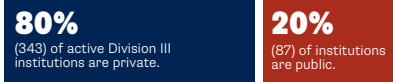
Microsoft Substitute // Charter

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Division III 2023-24 Facts and Figures

MEMBERSHIP

Division III is the NCAA's largest division (approximately 40% of total membership).



Source: 2023-24 Sports Sponsorship and Demographics Forms

STUDENT-ATHLETE COMPOSITION

On average, student-athletes comprise 31% of the student body at Division III institutions. (This percentage ranges from 2% to more than 72%.)



Source: 2023-24 Sports Sponsorship and Demographic Forms

DIVISION III STUDENT-ATHLETES

- Former Division III student-athletes report thriving at greater rates on measures of purpose, social, community, and physical well-being than their nonathlete peers.
- Former Division III student-athletes earned a postgraduate degree (41%) at a higher rate than their nonathlete peers (37%).
- 87% of former Division III student-athletes agreed or strongly agreed that they were challenged academically in college, as compared to 83% of nonathletes.
- 63% of former Division III student-athletes held a leadership position in a club or organization, as compared to 38% of nonathletes.
- 87% of Division III student-athletes agree or strongly agree that being an athlete has helped them fit in socially at their college, and 82% report a sense of belonging there.
- Most Division III student-athletes agree or strongly agree that their coaches and teammates create an inclusive environment for all team members (78%).
- Over 90% of Division III student-athletes report that their college athletics experience had a positive or very positive effect on personal competencies such as work ethic, responsibility, teamwork, and goal setting.

Source: Division III Gallup Study (2020) and Division III Growth, Opportunities, Aspirations and Learning of Students in college (GOALS) Study (2019)

UNDERGRADUATE ENROLLMENT



Source: Fall 2023-24 enrollment for full-time undergraduate students from the federal Integrated Postsecondary Education Data System

SPORTS SPONSORED PER INSTITUTION

19 average number of sports that Division III schools sponsor.

Source: 2023-24 Sports Sponsorship and Demographics Forms

ATHLETICS PARTICIPATION

(Including emerging sports)

Approximately 38.6% of NCAA student-athletes compete at Division III institutions.

	Division III	NCAA Overall
Men	119,379 (59%)	297,571 (56%)
Women	84,101 (41%)	229,397 (44%)
Total	203,480	526,968

*Numbers include student-athletes that may participate in more than one sport

Source: 2023-24 Sports Sponsorship and Demographics Forms

PRIORITY INITIATIVES

- Maintain the values of Division III athletics.
- Provide quality Division III Championships.
- Ensure the division is effectively managing diversity and inclusion issues.
- Enhance the well-being of prospects, student-athletes and staff.
- Provide professional development and funding support for the Division III membership.
- Enhance formal accountability of the governance structure.
- Maintain fiscal integrity.

Source: 2022-23 NCAA Division III Strategic Plan

DIIL-SPONSORED CHAMPIONSHIPS

Men's Championship Sports (14)

Baseball, Basketball, Cross Country, Football, Golf, Ice Hockey, Lacrosse, Soccer, Swimming and Diving, Tennis, Indoor Track and Field, Outdoor Track and Field, Volleyball, Wrestling

Women's Championship Sports (14)

Basketball, Cross Country, Field Hockey, Golf, Ice Hockey, Lacrosse, Rowing, Soccer, Softball, Swimming and Diving, Tennis, Indoor Track and Field, Outdoor Track and Field, Volleyball

National Collegiate Championships (9)

Men - Gymnastics, Water Polo; Women - Beach Volleyball, Bowling, Gymnastics, Water Polo; Men and Women - Fencing, Rifle, Skiing



Section 1: Communications Design Elements

COMMUNICATIONS STYLE SHEET

NCAA® Communications uses a variety of typography styles to establish a clear hierarchy and ensure optimal readability. The most common styles have been called out in the example below. Please note that all styles are indicated throughout the document to demonstrate their usage and are also listed below for quick reference.

TITLE
Font: Supria Sans Black Italic
Color: PMS Cool Gray 10
Size: 32 pt. on 33 pt.*

INTRO
Font: Supria Sans Regular
Color: 100% Black
Size: 14 pt. on 18 pt.*

SUBHEAD
Font: Supria Sans Heavy
Color: PMS 484 Red
Size: 12 pt. on 16 pt.

SUBHEAD2
Font: Supria Sans Heavy
Color: 100% Black
Size: 10 pt. on 12 pt.

BODY
Font: Supria Sans Regular
Color: 100% Black
Size: 9 pt. on 12 pt.

BODY COPY BEFORE LIST
Font: Supria Sans Regular
Color: 100% Black
Size: 9 pt. on 12 pt.
Case: Sentence Case
Use: Use this style on Body Copy to ensure proper spacing before using a numbered or bullet list.

BULLET COPY
Font: Supria Sans Regular
Color: 100% Black
Size: 9 pt. on 12 pt.
Case: Sentence Case
Hierarchy: Follow the appropriate style outlined here.

Page Topper Goes Here

Title Goes Here And Here for Multiple Lines

SubTitle can go here.

This is an example of Intro Text. Onsequo molum venis dit dolor seque pe porio. Nam ra id excea volumqu idesse odignit omnin facerit ullibus dera delicit vel excestota con non consequa con pre volupit et perselenim lab issequi odi volut etur? Aritasp idenimi, sequi quam, sitam que.

SUBHEAD

Subhead2 can go here.

This is Body Copy. Tur? Quia porrunt reicia dolutatiet am qui everibus que sunt, vent. Ilt alictesti invels aut tant. Voloremur verovitate prior aute perape conet aliquid endit, quos prae volupta ibusam ra dicit. Hyperlink Style

Ex earum fuga. Doluptas reffibus, si verumqui il minctusam inenignit ex con nobisqui quam nam lab us alicpisa aborum iliquam repudisam, nullupt attemquam sit qui bero quid explaboribus doloris sedion etet aut dolor alia ant liquasped molor am doluptate que duntolblaut eum idunt.

SUBHEAD

Ed magnihitas molectis molorep tatibus natur? Obitia cum ex eos unt quas excoaju idelbitat olynim comminusto enisqui cononit optur? Bus volore nulpurria leuoud qui nonsero idebis magnisque prae consequi tem volonun.

Body Copy Before List Bus volore nulpurria sequid qui nonsero idebis magnisque prae consequi tem volonun.

- Bullet 1 alicpisa aborum iliquam repudisam, nullupt attemquam sit qui bero quid explaboribus doloris.
- Bullet 2 alicpisa aborum iliquam repudisam, nullupt attemquam sit qui bero quid explaboribus doloris.
- Bullet 3
- Bullet 4
- Bullet 4 Last Before New Body.

Each bullet has this style to add to correct spacing.

Body Copy alicpisa aborum iliquam repudisam, nullupt attemquam sit qui bero quid explaboribus doloris.



SUBHEAD

Nam res et atibus aciminis andis coriant, voles et, nis rest fuga. Nem ium accuri volorumt as ium aut que nonecabo. Turn aut ducimendi tem faciet est que ea corehenim quam reperum istor ne conimendi ma volupta turepel lupient ame sequi dolorem Hyperlink Style que od modiciatur recusant am restiae lacum, tent et latius magnihis lupta nonsequis es explam, volendu iditumquo blazque volentem. Nam, omnis est quam, tes am litatis anisasin veraperum, is etur, odit latione secae. Nam, sum qui sitatitquam, volosci ducimpo renihil lignimoditi aspedit fuga. Rovit qui ommodit, cum res volor rem. Us, estius pel magnata temporeprene dolupti cus dolor sant audae.

Note: Us, estius pel magnata temporeprene dolupti cus dolor sant audae. Et auto indelabit, exco quaterum am renita opet aut etur? Note Hyperlink

Subhead2

Nam, sum qui sitatitquam, volosci ducimpo renihil lignimoditi aspedit fuga. Rovit qui ommodit, cum res volor rem. Us, estius pel magnata temporeprene dolupti cus dolor sant audae.

1. Use for Numbered Lists. Us, estius pel magnata temporeprene dolupti cus dolor sant audae.
2. Use for Numbered Lists. Us, estius pel magnata temporeprene dolupti cus dolor sant audae.
10. Use for Numbered Lists. Us, estius pel magnata temporeprene dolupti cus dolor sant audae.

Body Copy starts here again. Nam, sum qui sitatitquam, volosci ducimpo renihil lignimoditi aspedit fuga. Rovit qui ommodit, cum res volor rem. Us, estius pel magnata temporeprene dolupti cus dolor sant audae.

Call-Out Text example.
Et aute intiassit secto.
Call Out Text Hyperlink

BULLET LAST BEFORE NEW BODY
Font: Supria Sans Regular
Color: 100% Black
Size: 9 pt. on 12 pt.
Case: Sentence Case
Use: Use the appropriate style on the last item in a Bullet List to ensure proper spacing before switching back to Body Copy.

HYPERLINK
Font: Supria Sans Bold
Color: PMS 3005 Blue
Size: 9 pt. on 12 pt.

PARAGRAPH STYLES

PAGE TOPPER

Font: Supria Sans Black Italic
Color: PMS Cool Gray 10
Size: 14 pt. on 18 pt.
Case: Title Case

TITLE

Font: Supria Sans Black Italic
Color: PMS Cool Gray 10
Size: 32 pt. on 33 pt. - Can be adjusted depending on length of title and spacing available.
Case: Title Case

SUBTITLE

Font: Supria Sans Regular
Color: PMS Cool Gray 10
Size: 22 pt. on 27 pt. - Can be adjusted depending on length of title and spacing available.
Case: Title Case

INTRO

Font: Supria Sans Regular
Color: 100% Black
Size: 14 pt. on 18 pt. - Can be adjusted depending on length of title and spacing available.
Case: Sentence Case

SUBHEAD

Font: Supria Sans Heavy
Color: PMS 484 Red
Size: 12 pt. on 16 pt.
Case: All caps. Title case for lengthier headlines.

SUBHEAD2

Font: Supria Sans Heavy
Color: 100% Black
Size: 10 pt. on 12 pt.
Case: Title Case. All caps can be used depending on content.

BODY

Font: Supria Sans Regular
Color: 100% Black
Size: 9 pt. on 12 pt.
Case: Sentence Case

BODY COPY BEFORE LIST

Font: Supria Sans Regular
Color: 100% Black
Size: 9 pt. on 12 pt.
Case: Sentence Case
Use: Use this style on Body Copy to ensure proper spacing before using a numbered or bullet list.

NUMBERED LIST

Font: Supria Sans Regular
Color: 100% Black
Size: 9 pt. on 12 pt.
Case: Sentence Case

NUMBERED LIST BEFORE NEW BODY

Font: Supria Sans Regular
Color: 100% Black
Size: 9 pt. on 12 pt.
Case: Sentence Case
Use: Use this style on the last item in a Numbered List to ensure proper spacing before switching back to Body Copy.

BULLET COPY

Font: Supria Sans Regular
Color: 100% Black
Size: 9 pt. on 12 pt.
Case: Sentence Case
Hierarchy: Follow the appropriate style outlined here.

BULLET LAST BEFORE NEW BODY

Font: Supria Sans Regular
Color: 100% Black
Size: 9 pt. on 12 pt.
Case: Sentence Case
Use: Use the appropriate style on the last item in a Bullet List to ensure proper spacing before switching back to Body Copy.

CALL-OUT

Font: Supria Sans Black Italic
Color: White
Size: 15 pt. on 17 pt.
Case: Sentence Case

NOTES

Font: Supria Sans Regular Italic
Color: 100% Black
Size: 7 pt. on 9 pt.
Case: Sentence Case

CHARACTER STYLES

HYPERLINK

Font: Supria Sans Bold
Color: PMS 3005 Blue
Size: 9 pt. on 12 pt.

CALL-OUT HYPERLINK

Font: Supria Sans Black
Color: White with Underline
Size: 15 pt. on 17 pt.

NOTES HYPERLINK

Font: Supria Sans Bold
Color: PMS 3005 Blue
Size: 7 pt. on 9 pt.

MISCELLANEOUS

TRACKING

Tracking on all copy should be done in increments of 3 and should not exceed +/- 21.

SPACING

Shift + Down Arrow x1 or 2 between text boxes and graphic elements.

12-COLUMN GRID

Use a 12-column grid with a .25 gutter in order to utilize modular design and ensure proper alignment.

APPROVED FOOTER

Must be on the bottom of each page. It is not allowed to be moved or shifted.

MOUSEPRINT

For all seasons except winter, use the season and year. For winter, specify the month and year.

PAGE NUMBER

Appears on each page unless the document is only one page in length, in which case it should be removed.

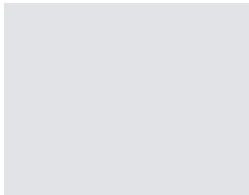
*See full description on the right for an explainer.



Section 1: Communications Design Elements

COLOR INFORMATION

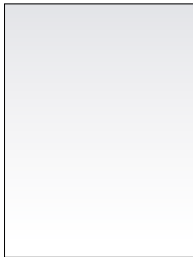
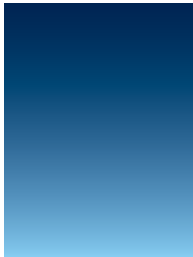
The Division III color palette is designed to complement the blue disk color.



PMS 2925 (DISK)	PMS 295	PMS 484	PMS 7462	PMS 3005	PMS 2905	PMS COOL GRAY 1
CMYK.....75, 18, 0, 0	CMYK.....100, 63, 0, 67	CMYK.....1, 90, 92, 33	CMYK.....100, 56, 0, 16	CMYK.....100, 35, 0, 2	CMYK.....43, 3, 0, 0	CMYK.....10, 7, 5, 0
RGB.....0, 156, 222	RGB.....0, 40, 85	RGB.....154, 51, 36	RGB.....0, 85, 140	RGB.....0, 119, 200	RGB.....141, 200, 232	RGB.....217, 217, 214
HEX.....009CDE	HEX.....002855	HEX.....9A3324	HEX.....00558C	HEX.....0077C8	HEX.....8DC8E8	HEX.....D9D9D6
MADEIRA.....1176	MADEIRA.....1242	MADEIRA.....1038	MADEIRA.....1376	MADEIRA.....1297	MADEIRA.....1092	MADEIRA.....1286

Note: CMYK breakdowns are based on color bridge (Pantone CP) mixtures. RGB and Hex formulas are based on Pantone C colors.

Colors in the Division III color palette can also be applied as gradients.



Section 1: Communications Design Elements

BACKGROUNDS AND GRAPHIC ELEMENTS

Division III's brand identity is achieved through several key visual elements. The look has two variations, one based primarily on a dark background and one on a white background. Each option is interchangeable and provides variety and flexibility within the Division III sub-brand.

Backgrounds

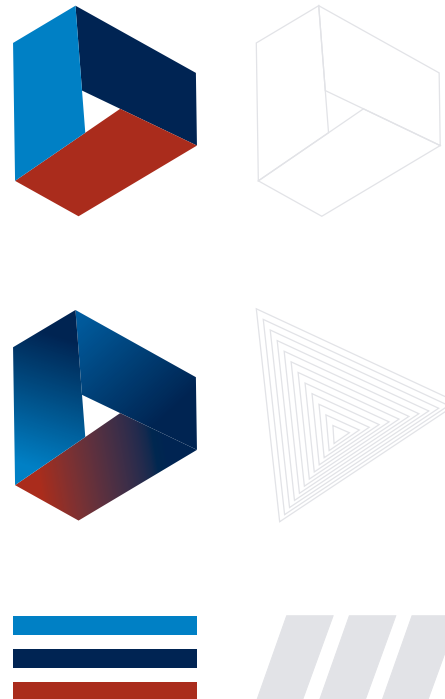
Using a combination of the mobius element and color gradients, a variety of backgrounds can be created for use in compositions. These can be rotated and cropped to fit compositional needs and recolored within the color palette.



Graphic Elements

The main graphic element used in Division III materials is the mobius. The mobius is a crucial component of the Division III brand. It is adaptable and can be used in flat color, gradient or outlined as necessary. The full-color mobius is the primary version; however, the outlined version can be used if it conflicts with the document graphics.

Secondary graphic elements that can be used include repeating triangles and triple-line elements.



Section 1: Communications Design Elements

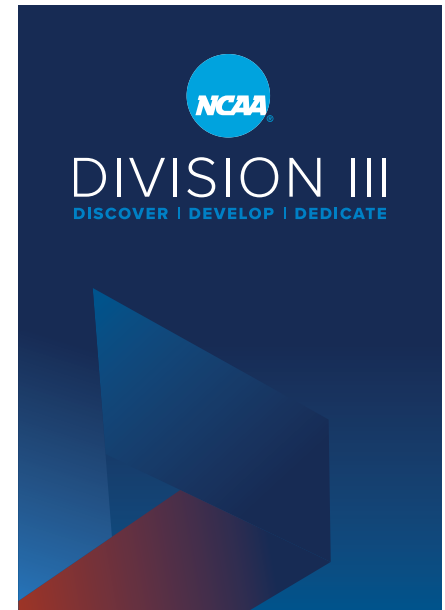
PLACEMENT OF ELEMENTS

The visual identity has been created with flexibility and creativity in mind. Layouts can fill the available area, be divided into two or more colors, or use a grid to achieve different textures and colors. While the grid is flexible, it should always be composed of squares or rectangles.

LAYER 1 - LOGOS AND TEXT

**LAYER 2 - MOBIUS/DESIGN
ELEMENTS**

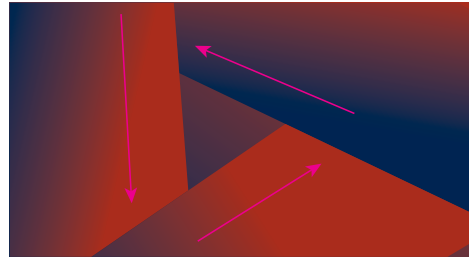
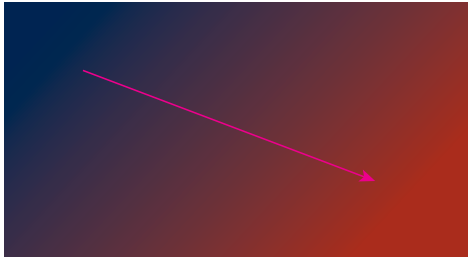
LAYER 3 - BACKGROUND COLOR



Section 1: Communications Design Elements

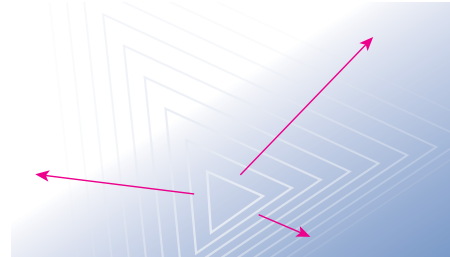
MOTION PRINCIPLES

Supporting animation, be it in-stadium or on social media, should complement the visual brand identity. Some key principles have been called out below.

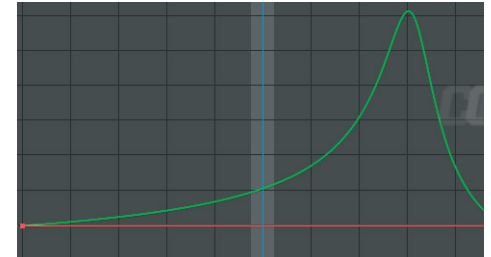


Gradient Movement

Gradients should transition slowly and fluidly from one side to the other, with the color shifting at any angle while maintaining a linear gradient.



Linear elements should be in motion, radiating out at a constant speed, and should not stop.



Easing should be used on all animations. Any animation with an end should start slower and snap into place.

Section 1: Communications Design Elements

PHOTO SELECTION

Imagery for Division III collateral and social media 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.

When communicating the NCAA® Division III brand, keep in mind the Division III priorities: proportion, comprehensive learning, passion, responsibility, sportsmanship and citizenship. Also consider Division III's Three D's: Discover, Develop and Dedicate.

It is valuable to use imagery that portrays diversity, gender equity, inclusion, belonging, unity and represents many Division III member institutions. Stock imagery may be used when it is a more appropriate option in accomplishing the project's messaging goals.

NCAA Photos serves as the official library of approved Division III photography.

PHOTO EDITING

A photo treatment has been created for Division III that boosts brightness and clarity, desaturates and adds blue and red tones in alignment with the DIII color scheme. Photos can also be left unedited if it better serves the need. One example of this would be marketing a championship versus recap photography from the championship. The integrity of imagery should be preserved while taking any creative freedom in photo editing.



Section 1: Communications Design Elements

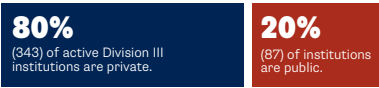
COMMUNICATIONS

All Division III communications, including charts, graphs and infographics, should adhere to the brand's font and color guidelines.

Division III 2023-24 Facts and Figures

MEMBERSHIP

Division III is the NCAA's largest division (approximately 40% of total membership).



Source: 2023-24 Sports Sponsorship and Demographics Forms

STUDENT-ATHLETE COMPOSITION

On average, student-athletes comprise 31% of the student body at Division III institutions. (This percentage ranges from 2% to more than 72%.)



309 median number of student-athletes at schools that don't sponsor football.
588 median number of student-athletes at schools that sponsor football.

Source: 2023-24 Sports Sponsorship and Demographic Forms

DIVISION III STUDENT-ATHLETES

- Former Division III student-athletes report thriving at greater rates on measures of purpose, social, community, and physical well-being than their nonathlete peers.
- Former Division III student-athletes earned a postgraduate degree (41%) at a higher rate than their nonathlete peers (37%).
- 87% of former Division III student-athletes agreed or strongly agreed that they were challenged academically in college, as compared to 83% of nonathletes.
- 63% of former Division III student-athletes held a leadership position in a club or organization, as compared to 38% of nonathletes.
- 87% of Division III student-athletes agree or strongly agree that being an athlete has helped them fit in socially at their college, and 82% report a sense of belonging there.
- Most Division III student-athletes agree or strongly agree that their coaches and teammates create an inclusive environment for all team members (78%).
- Over 90% of Division III student-athletes report that their college athletics experience had a positive or very positive effect on personal competencies such as work ethic, responsibility, teamwork, and goal setting.

Source: Division III Gallup Study (2020) and Division III Growth, Opportunities, Aspirations and Learning of Students in college (GOALS) Study (2019)

UNDERGRADUATE ENROLLMENT



Source: Fall 2021-22 enrollment for full-time undergraduate students from the federal Integrated Postsecondary Education Data System

SPORTS SPONSORED PER INSTITUTION

19 average number of sports that Division III schools sponsor.

Source: 2023-24 Sports Sponsorship and Demographics Forms

ATHLETICS PARTICIPATION (Including emerging sports)

Approximately 38.6% of NCAA student-athletes compete at Division III institutions.

	Division III	NCAA Overall
Men	119,379 (59%)	297,571 (58%)
Women	84,101 (41%)	229,397 (44%)
Total	203,480	526,968

*Numbers include student-athletes that may participate in more than one sport
Source: 2023-24 Sports Sponsorship and Demographics Forms

PRIORITY INITIATIVES

- Maintain the values of Division III athletics.
- Provide quality Division III Championships.
- Ensure the division is effectively managing diversity and inclusion issues.
- Enhance the well-being of prospects, student-athletes and staff.
- Provide professional development and funding support for the Division III membership.
- Enhance formal accountability of the governance structure.
- Maintain fiscal integrity.

Source: 2022-23 NCAA Division III Strategic Plan

DIII-SPONSORED CHAMPIONSHIPS

Men's Championship Sports (14)

Baseball, Basketball, Cross Country, Football, Golf, Ice Hockey, Lacrosse, Soccer, Swimming and Diving, Tennis, Indoor Track and Field, Outdoor Track and Field, Volleyball, Wrestling

Women's Championship Sports (14)

Basketball, Cross Country, Field Hockey, Golf, Ice Hockey, Lacrosse, Rowing, Soccer, Softball, Swimming and Diving, Tennis, Indoor Track and Field, Outdoor Track and Field, Volleyball

National Collegiate Championships (9)

Men - Gymnastics, Water Polo; Women - Beach Volleyball, Bowling, Gymnastics, Water Polo; Men and Women - Fencing, Rifle, Skiing

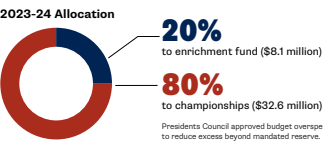
Division III 2023-24 Budget Overview

REVENUE



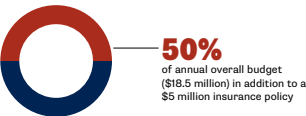
Source: 3.18% of NCAA operating revenue allocation

BUDGET ALLOCATION



Presidents Council approved budget overspend to reduce excess beyond mandated reserve.

Mandated Annual Reserve



VALUE OF MEMBERSHIP

With an annual budget of **\$37.5 million** and annual membership dues of **\$2,000 or less**, the estimated annual per institution value of Division III membership is **\$77,538**.

ASSOCIATION-WIDE BENEFITS

Insurance programs, drug testing, student-athlete leadership	\$57 M
Leadership Development	\$4 M
Legal Service, Communication	\$152 M
Membership Support (e.g., Committee Interpretations)	\$24 M
Technology and National Office Support	\$43 M

CHAMPIONSHIPS

(28 Division III specific)

	Men's Budget	Women's Budget
Baseball	\$3,020,228	NA
Basketball	\$1,630,937	\$1,892,652
Cross Country	\$756,387	\$778,789
Field Hockey	NA	\$674,476
Football	\$2,567,406	NA
Golf	\$776,195	\$581,555
Ice Hockey	\$576,034	\$477,024
Lacrosse	\$1,114,121	\$1,244,523
Rowing	NA	\$509,378
Soccer	\$1,596,985	\$1,602,958
Softball	NA	\$2,052,638
Swimming and Diving	\$792,285	\$831,879
Tennis	\$877,641	\$931,360
Indoor Track and Field	\$877,756	\$906,473
Outdoor Track and Field	\$1,207,221	\$1,136,831
Volleyball	\$440,855	\$1,452,441
Wrestling	\$705,354	NA
Overall Totals	\$17,039,405	\$15,062,978

Source: NCAA Financial Statements (excludes overhead)

ENRICHMENT FUND

2023-24 Budget

Conferences Office Support	
Strategic Initiative Conference Grants	\$4,250,703
Conference Commissioners Meeting	\$40,000
Diversity, Equity and Inclusion	
Women and Minority Intern Program	\$1,600,000
Strategic Alliance Matching Grant	\$708,600
DIII Diversity Initiatives	\$250,000
Coaching Enhancement Grant	\$100,000
LGBTQ Inclusion Program	\$30,000
Student-Athlete Support	
Student-Athlete Leadership Conference	\$400,000
Annual Convention	\$75,000
SAAC Associate Member Travel	\$45,000
CSC Academic All-America Program	\$44,000
Campus-Based Student-Athlete Leadership Programs	\$40,000
360 Proof	\$20,000
Value of Division III	
Branding and Promotion	\$300,000
Special Olympics Partnership	\$35,000
Professional Development	
New AD and Commissioner Orientations	\$85,000
ADR Institute	\$75,000
FAR Institute/Orientation	\$75,000
NADIIAA Partnership	\$75,000
SWA Enhancement Grant Program	\$30,000
Membership Learning Management System	\$20,000
College Sports Communicators DIII Day	\$12,000
Administrator and Commissioner Meeting (NADIIAA and DIICAA)	\$10,000
Division III National Office Support	
Division III Event Cancellation Insurance	\$61,000
Additional Working Groups	\$40,000
NCAA Staff Professional Development	\$7,000
Total Enrichment Fund Expenses	\$8,428,303

Source: NCAA Financial Statements (excludes overhead)

Section 1: Communications Compositions

VERTICAL COMPOSITIONS



Section 1: Communications Compositions

HORIZONTAL COMPOSITIONS

**DISCOVER.
DEVELOP.
DEDICATE.**



DIVISION III
DISCOVER | DEVELOP | DEDICATE



DIVISION III
DISCOVER | DEVELOP | DEDICATE



DIVISION III
DISCOVER | DEVELOP | DEDICATE



DIVISION III
DISCOVER | DEVELOP | DEDICATE

SECTION 2

Championships Visual Identity

Section 2: Championship Logos

CHAMPIONSHIP LOGOS

Logos for each sport's championships have been created and are available in full-color and black and white variations. The logos can be used on any color in the championships brand color palette.



The above usage must be approved by NCAA® licensing.

Section 2: Championship Logos

COMMON MISUSE

Variations of the logos are not permitted. Examples of incorrect uses are shown here. These variations in the design will compromise the integrity and unifying function of the NCAA identity. Elements and parts of the logo should never be separated.



DO NOT distort the logo.



DO NOT rotate the logo.



DO NOT change the content of the logo.



DO NOT alter the colors of the logo.



DO NOT place the logo on overly complex backgrounds.



DO NOT remove elements of the logo.



DO NOT outline the logo.

Section 2: Championship Logos

LOGO SAFE SPACE AND MINIMUM SIZE

The NCAA® disk in each logo defines the safe space around the logo. No other logos or text should fall within this safe area. The minimum size allowed for each logo is seven-sixteenths of an inch tall for print or 50 pixels tall for digital.

All elements should be outside this area.



Minimum
print size

$\frac{7}{16}$ "



Minimum digital size
is 50 pixels tall.

Section 2: Championship Logos

ACCESSING NCAA® LOGOS

To access logos, log into the NCAA Digital Library located at <https://ncaa-logo.pd.dmh.veritone.com>. New users, please email Nathan Arkins (narkins@ncaa.org), and he will add you into the system before you can register. Once the digital librarian has granted access, you can create a new username and password. To aid in locating specific files, a file management system has been developed. All file names begin with the year of the championship, followed by the sport code, division and coloration. Sport codes indicate the abbreviated name of the sport, including the prefix M for men's, W for women's and X for mixed or shared championships. NOTE: Sport wordmarks and icons do not incorporate a year, as they are perpetual logos.

The following file types are available for download in full-color and one-color variations:

EPS - Vector, can be scaled to any size, available in spot or CMYK color spaces

JPG - Raster, solid background, RGB color space

PNG - Raster, transparent background, RGB color space

YEAR		SPORT ABBREVIATION				DIVISION		COLORATION	
2024	24	Baseball	MBA	Skiing M/W	XSKI	Division I	D1	Cyan, Magenta, Yellow, Black (K)	4C
2025	25	Basketball M	MBB	Soccer M	MSOC	Division II	D2	One-color	1C
2026	26	Basketball W	WBB	Soccer W	WSOC	Division III	D3	Red, Green, Blue	RGB
2027	27	Beach Volleyball	BVB	Soccer M/W	XSOC	Nat. Coll.	NC	Pantone or Spot	PMS
2028	28	Bowling	WBW	Softball W	WSB			Black	K
2029	29	Cross Country M/W	XCC	Swim/Diving M	MSW			Reverse	REV
		Field Hockey	WFH	Swim/Diving W	WSW			Knockout Black	K_KO
		Football	MFB	Swimming M/W	XSW			Knockout Reverse	REV_KO
		Fencing M /W	XFEN	Tennis M	MTEN				
		Golf M	MGOL	Tennis W	WTEN				
		Golf W	WGOL	Tennis M/W	XTEN				
		Golf M/W	XGOL	Track, Indoor M/W	XITF				
		Gymnastics M	MGYM	Track, Outdoor M/W	XOTF				
		Gymnastics W	WGYM	Volleyball M	MVB				
		Ice Hockey M	MIH	Volleyball W	WVB				
		Ice Hockey W	WIH	Water Polo M	MWP				
		Lacrosse M	MLAX	Water Polo W	WWP				
		Lacrosse W	WLAX	Wrestling M	MWR				
		Rifle M/W	XRIF						
		Rowing W	WROW						



24_WFH_D3_4C

SECTION 3

Preliminary Rounds

Section 3: Preliminary Round Design Elements

FONTS

NCAA® Legacy is a custom font designed exclusively for NCAA Championships®. To download the font, log into the NCAA Digital Library. New users, please email Nathan Arkins (narkins@ncaa.org), and he will add you into the system before you can register. Once the digital librarian has granted access, you can create a new username and password.

Developed by House Industries, United Italic is both bold and recognizable. United is well suited for all types of NCAA signage and marketing applications.

To use the United fonts shown here, you must purchase a license from the copyright holder. To purchase this typeface, visit houseind.com/fonts/unitedcollection.

The NCAA Legacy font should be used for headline or top-line communications. The United font should be used for subhead applications or for additional communications.

HEADER // NCAA LEGACY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

SUBHEADER // UNITED ITALIC SEMI EXT BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

BODY // UNITED SANS REGULAR MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

WELCOME FANS

**2024 NCAA® DIII WOMEN'S
FIELD HOCKEY CHAMPIONSHIP**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Section 3: Preliminary Round Design Elements

COLOR INFORMATION



PMS 2925

CMYK.....75, 18, 0, 0
RGB.....0, 156, 222
HEX.....009CDE



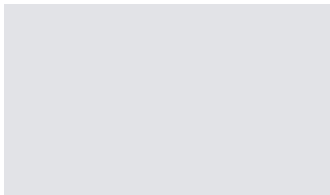
PMS 3005

CMYK.....100, 35, 0, 2
RGB.....0, 119, 200
HEX.....0077C8



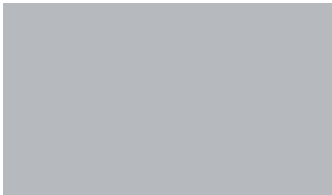
PMS 7462

CMYK.....100, 56, 0, 16
RGB.....0, 85, 140
HEX.....00558C



PMS COOL GRAY 1

CMYK.....10, 7, 5, 0
RGB.....217, 217, 214
HEX.....D9D9D6



PMS COOL GRAY 5

CMYK.....26, 21, 18, 1
RGB.....177, 179, 179
HEX.....B1B3B3



PMS COOL GRAY 10

CMYK.....57, 46, 40, 25
RGB.....99, 102, 106
HEX.....63666A



PMS 433 (85%) C CHIP

CMYK.....88, 63, 40, 85
RGB.....29, 37, 45
HEX.....1D252D

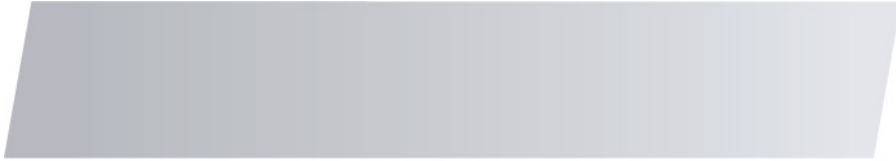


PMS 433

CMYK.....88, 63, 40, 85
RGB.....29, 37, 45
HEX.....1D252D

Section 3: Preliminary Round Design Elements

GRADIENTS, PATTERNS AND TEXTURES

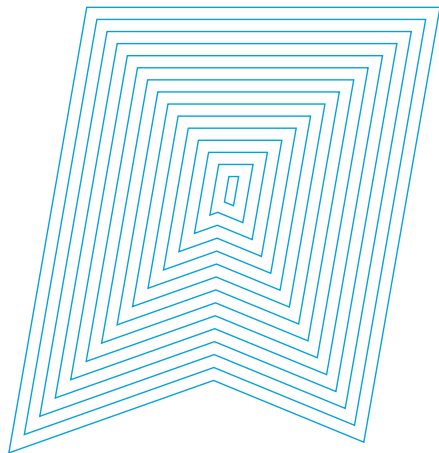
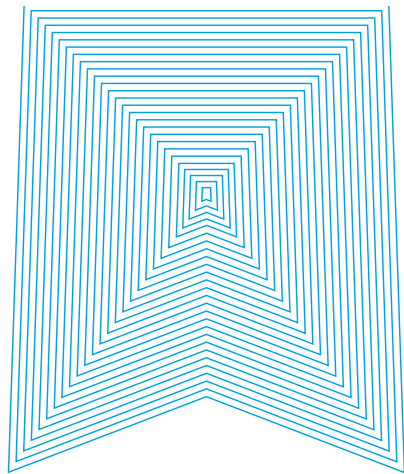


Section 3: Preliminary Round Design Elements

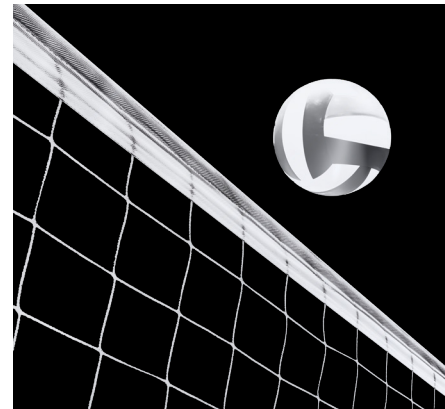
LINEAR ELEMENTS AND EQUIPMENT PHOTOGRAPHY

These elements provide the basis for many of the compositions within the brand system.

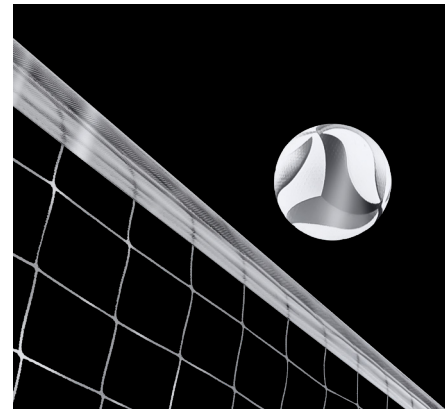
Each sport has an equipment image that can be used in compositions. The metal effect has been applied and should not be altered. They should be artistically cropped within compositions so the entirety of the image is not shown. A sampling of these is shown below, but images for every sport are available.



Women's Volleyball Photo



Men's Volleyball Photo



Section 3: Preliminary Round Design Elements

TYPE TREATMENTS

The below type treatments can be used in any number of ways to provide contrast from background elements.



CHAMPIONS WIN
HERE™

See provided graphic styles.



**PLAYER
ENTRY**

Gradient fill + drop shadow



**CHAMPIONS
WIN HERE™**

Solid fill

Section 3: Preliminary Round Design Elements

PLACEMENT OF ELEMENTS

The visual identity has been created with flexibility and creativity in mind. The basis of most layouts should be the banner shape. This element can create an endless variety of layouts when cropped into the media and paired with patterns, colors, text, equipment imagery and/or logos.

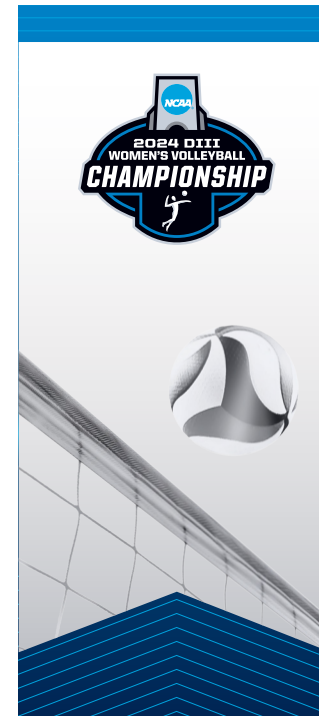
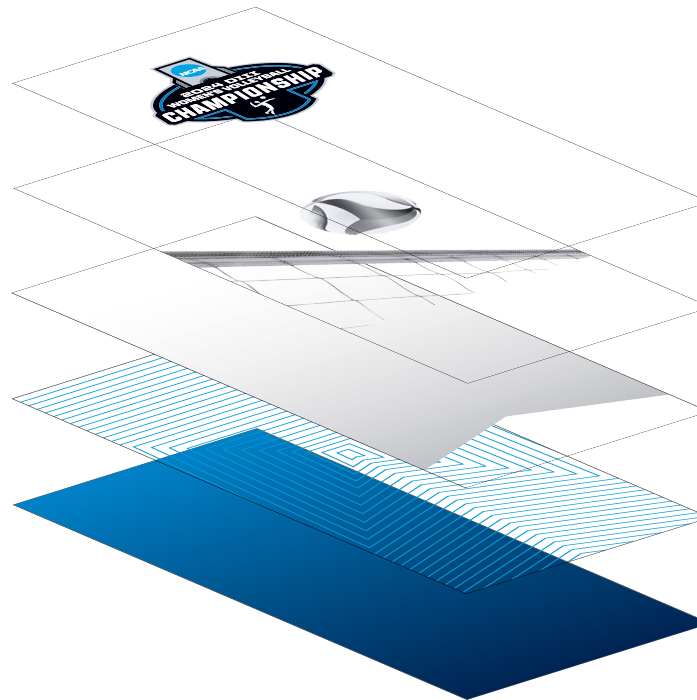
LAYER 1 - LOGOS AND TEXT

LAYER 2 - IMAGES OR ICONS

LAYER 3 - BANNER SHAPE

LAYER 4 - LINEAR BANNER TEXTURE

LAYER 5 - GRADIENT BACKGROUND



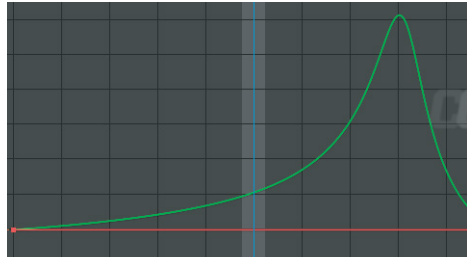
Section 3: Preliminary Round Design Elements

MOTION PRINCIPLES

Supporting animation, be it in-stadium or on social media, should complement the visual brand identity. Some key principles have been called out below.



Use motion blur.



Easing should be used on all animations. Any animation with an end should start slower and snap into place.



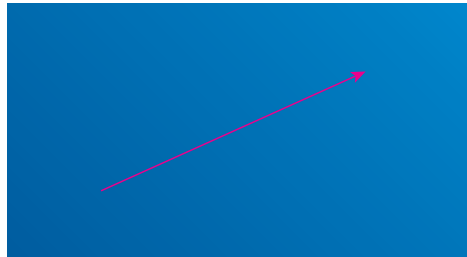
Phrases may be divided and animate from different directions.



The banner shapes can be used as transitions.



Linear elements should be in constant motion.



Gradients should always be in motion. The wood pattern can be in motion within its shape, but it is not required.



Linear elements should be in motion, radiating out at a constant speed, and should not stop.



The equipment photos may be used. If incorporating footage into motion design, include a chrome effect. Please ensure accuracy of all equipment, and NCAA® approval is necessary.

Section 3: Preliminary Round Compositions

DIII TENNIS PRELIMS



Section 3: Preliminary Round Compositions

SOCIAL MEDIA COMPOSITIONS

To give the social media assets a unique application, additional elements can be used. In the examples below, the linear banner texture is used. Photography usage is restricted to ticket marketing and social applications.



SECTION 4

Championships

Section 4: Championship Design Elements

FONTS

NCAA® Legacy is a custom font designed exclusively for NCAA Championships®. To download the font, log into the NCAA Digital Library. New users, please email Nathan Arkins (narkins@ncaa.org), and he will add you into the system before you can register. Once the digital librarian has granted access, you can create a new username and password.

Developed by House Industries, United Italic is both bold and recognizable. United is well suited for all types of NCAA signage and marketing applications.

To use the United fonts shown here, you must purchase a license from the copyright holder. To purchase this typeface, visit houseind.com/fonts/unitedcollection.

The NCAA Legacy font should be used for headline or top-line communications. The United font should be used for subhead applications or for additional communications.

HEADER // NCAA LEGACY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

SUBHEADER // UNITED ITALIC SEMI EXT BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

BODY // UNITED SANS REGULAR MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

WELCOME FANS

2024 NCAA® DIII TENNIS CHAMPIONSHIPS

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Section 4: Championship Design Elements

COLOR INFORMATION



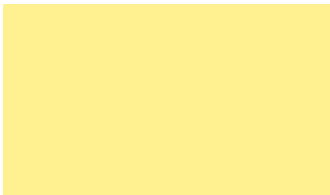
PMS 3005

CMYK.....100, 35, 0, 2
RGB.....0, 119, 200
HEX.....0077C8



PMS 295

CMYK.....100, 63, 0, 67
RGB.....0, 40, 85
HEX.....002855



PMS 127

CMYK.....0, 3, 63, 0
RGB.....243, 221, 108
HEX.....F3DD6D



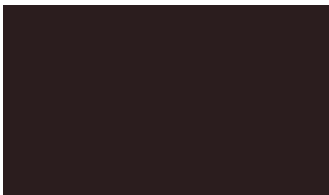
PMS 1345

CMYK.....0, 13, 50, 0
RGB.....253, 208, 134
HEX.....FDD086



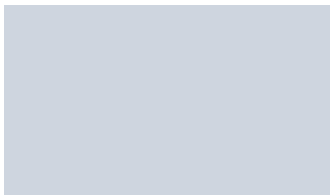
PMS 7563

CMYK.....2, 34, 88, 8
RGB.....214, 154, 45
HEX.....069A20



PMS 440

CMYK.....61, 69, 63, 75
RGB.....56, 46, 44
HEX.....382E2C



PMS 428

CMYK.....21, 13, 8, 0
RGB.....193, 198, 200
HEX.....C1C6C8

Section 4: Championship Design Elements

GRADIENTS, PATTERNS AND TEXTURES



Section 4: Championship Design Elements

TYPE TREATMENTS

The below type treatments can be used in any number of ways to provide contrast from background elements.



See provided graphic styles.
Glow is separate element to be added.

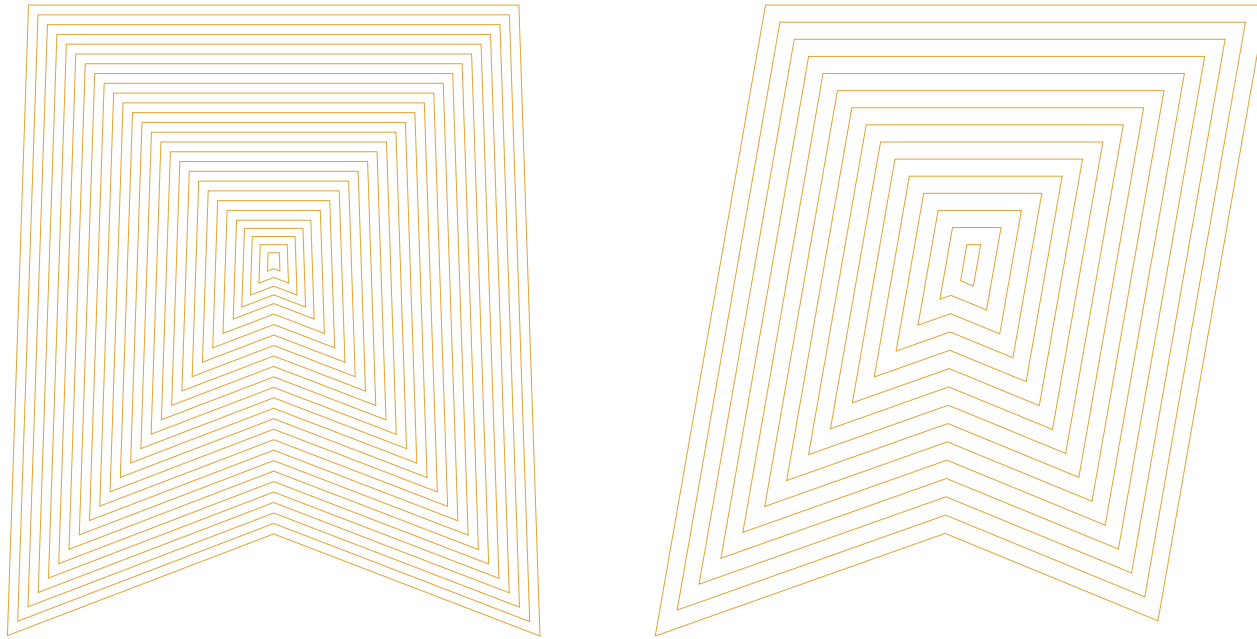
CHAMPIONS
WIN HERE™

Solid fill

Section 4: Championship Design Elements

LINEAR ELEMENTS

These elements provide the basis for many of the compositions within the brand system.



Section 4: Championship Design Elements

NCAA® CHAMPIONSHIP TROPHY

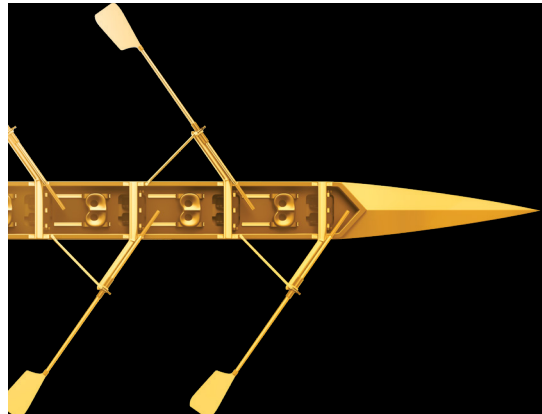
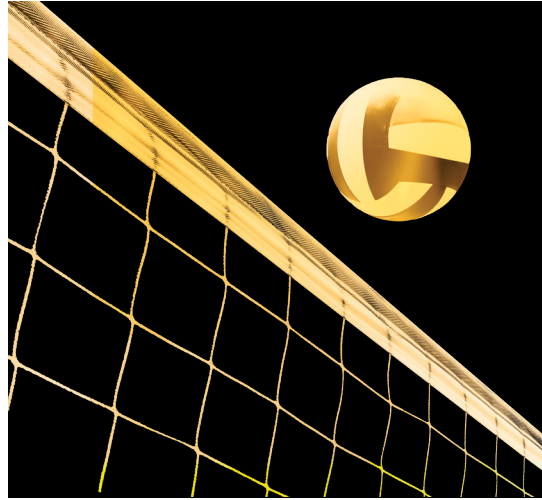
The trophy image can be used in compositions for the championship rounds only.



Section 4: Championship Design Elements

EQUIPMENT PHOTOGRAPHY

Each sport has an equipment image that can be used in compositions. The metal effect has been applied and should not be altered. They should be artistically cropped within compositions so the entirety of the image is not shown. A sampling of these is shown below, but images for every sport are available.



Section 4: Championship Design Elements

PLACEMENT OF ELEMENTS

All the preliminary round principles should be used for layouts with the championship colors, patterns and icons. Please reference page 36. Below are instructions for creating the gold gradient.

LAYER 1

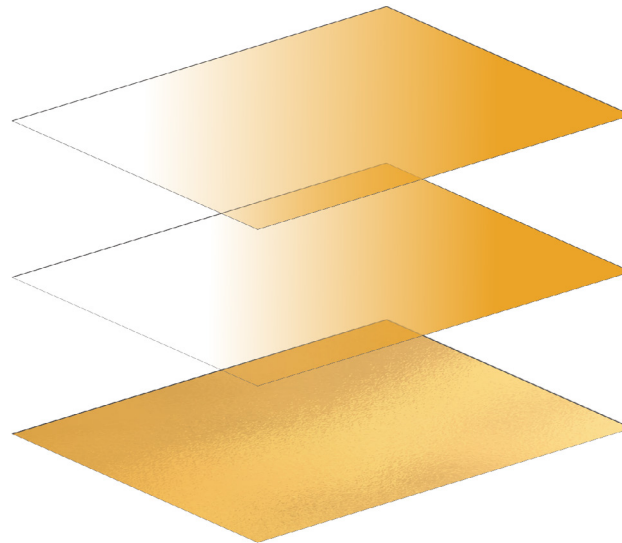
Pantone 7563 CP Gradient from 100% opacity to 0% opacity with “Screen Opacity.”

LAYER 2

Pantone 7563 CP Gradient from 100% opacity to 0% opacity with “Screen Opacity.”

LAYER 3

Gold metal texture. Vector provided in Assets.



Final Result

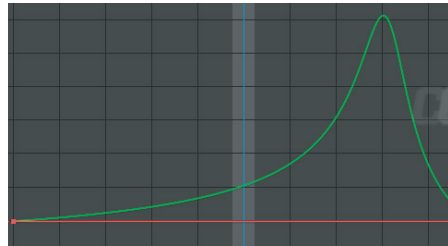
Section 4: Championship Design Elements

MOTION PRINCIPLES

The same principles that drive the animation for the preliminary rounds should also be applied to the championship rounds. Additional principles that are specific to the championship round have been noted below.



Glow within the text and other elements should be animated and appear/disappear.



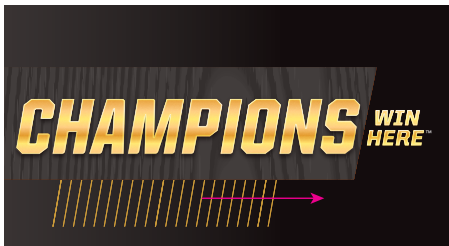
Easing should be used on all animations. Any animation with an end should start slower and snap into place.



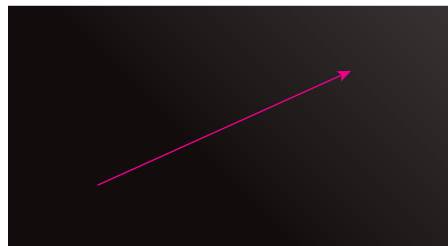
Phrases may be divided and animate from different directions.



The banner shapes can be used as transitions.



Linear elements should be in constant motion.



Gradients should always be in motion. The wood pattern can be in motion within its shape, but it is not required.



Linear elements should be in motion, radiating out at a constant speed, and should not stop.



Like the preliminary rounds, the equipment imagery may be used. If incorporating footage into motion design, include a gold chrome effect. Please ensure accuracy of all equipment, and NCAA® approval is necessary.

Section 4: Championship Compositions

DIII TENNIS CHAMPIONSHIPS



Section 4: Championship Compositions

SOCIAL MEDIA COMPOSITIONS

Social media posts can amplify the visual identity by including team logos, appropriate photography and additional effects.



SECTION 5

Trademarks

Section 5: Trademarks

NCAA® CORE MESSAGE

NCAA Trademark Protection Language

The general guidelines outlined here are meant to clearly explain how to use the NCAA's trademarks. All uses of NCAA trademarks or logos must be submitted to the NCAA for approval. The most current list of NCAA licensed or owned trademarks is available by emailing Nathan Arkins (narkins@ncaa.org).

NCAA logos are available for download in print and digital formats through the NCAA Digital Library.

Please note these general guidelines do not include merchandise designs. All product designs must be submitted through the NCAA's licensing program. Inquiries should be directed to David Clendenin, director of corporate licensing, by emailing dclendenin@ncaa.org.

Using the NCAA Trademark and Symbols

1. When working with the NCAA's marks, use the ® and ™ mark with the first and most prominent use of the marks or symbols.
The location of the trademark and how it is used is the primary factor in determining if a trademark symbol should be included in text. If the protected logo location is prominent and the primary focus on the page, an ® or ™ in the text is not necessary.
However, if the logo location is placed lower on the page or is secondary to the message being delivered, an ® or ™ in the text or header (first use only) should be inserted.
2. Official trademarked names cannot be changed or abbreviated unless specifically indicated or trademarked.
3. There may be no registration of or use of NCAA marks within internet domain names unless advance approval from the NCAA is secured and ownership of the URL is maintained by the NCAA. Such use of NCAA marks in internet directories

is prohibited; however, members may use an NCAA mark within a member URL, provided such NCAA mark does not appear in the domain name portion of the URL. For example, members may use the following URL: www.memberx.edu/ncaa.

4. The trademark protection language doesn't have to be prominently displayed and should be included in the form of mouseprint. For any print or digital piece that contains the blue disk, use the following language:
NCAA is a trademark of the National Collegiate Athletic Association.

Note: Print pieces do not include signage.

NCAA Basic Legal Language

NCAA trademarks benefit from consistent source identification to the public through basic legal language attributing ownership. The legal statement should be used on printed materials of all types for all NCAA trademarks, except where there is agreement by key staff stakeholders that aesthetic or space limitations prevent legal language. The legal statement is not required when the NCAA blue disk logo or the word "NCAA" is used alone and as part of NCAA-produced materials without any of the conditions below:

1. Printed items that display logos of other business entities/organizations (i.e., Corporate Champions/Corporate Partners, network partners, official suppliers, official licensees, local organizing committees and NCAA members).
2. Printed items that are produced to be used by other business entities/organizations, including NCAA members and host institutions.
3. Printed items produced for advertisement/promotional purposes (i.e., magazine and newspaper ads, NCAA souvenir publication ads, posters, newsletters).

Section 5: Trademarks

NCAA® BASIC LEGAL LANGUAGE, EXAMPLES

The examples shown here represent the most common examples of trademark and symbol use. If you are unsure of exact wording for a specific example, please contact Nathan Arkins at narkins@ncaa.org or call 317-917-6790.

For the blue disk logo and/or secondary (word) mark, please use:
NCAA is a trademark of the National Collegiate Athletic Association.

For blue disk/secondary marks used with another NCAA trademark, please use (for example):
NCAA and NCAA Championships are trademarks of the National Collegiate Athletic Association.

For blue disk/secondary marks and another NCAA trademark used with other authorized business entities, please use (for example):
NCAA, Champions Win Here and NCAA Championships are trademarks of the National Collegiate Athletic Association. All other licenses or trademarks are property of their respective holders.

Identification of Commercially Named Venues on NCAA Materials

For the purposes of providing information about and promoting the location of an NCAA championship, the venue/competition site of any round of NCAA Championships® can be printed, in text only, on all pertinent materials bearing NCAA marks (subject to NCAA approval of the graphics). All uses of NCAA logos must be submitted to the NCAA branding staff for approval.

The logo of a commercially named venue cannot be used on any materials bearing NCAA logos or trademarks, and you may only use the commercially named venue in text.

The venue's name and information (without use of logos) will also be included on the dedicated website that the NCAA will provide to sell tickets.

NCAA LOGO USE BY COMMERCIALY NAMED VENUES

For the purposes of providing information about and promoting the sale of NCAA tickets, the venue/competition site of any round of NCAA Championships is permitted to display (subject to NCAA approval of the graphics) the championship site-specific logo as recognition of the event being held in its facility. The NCAA logo must be in the form of a link to a dedicated webpage that will be established and/or assigned by the NCAA championship administrator to sell the NCAA tickets. All uses of NCAA logos must be submitted to the NCAA staff for approval.

The Following Conditions Apply to this NCAA Logo Use:

1. The NCAA championship site-specific logo can be used by the venue to communicate the NCAA event as one of the variety of upcoming events at the facility. The NCAA logo must be used only once and only as a part of a group of other logos of events being held at the venue.
2. The one-time logo use is limited to the site's home webpage or event-specific webpage.
3. The NCAA logo must be placed in a location on the venue's webpage so that there is clear and defined separation between the NCAA logo and any other commercial logos (including that of the commercially named venue). This is because NCAA Corporate Champions/Corporate Partners and Turner Broadcasting/CBS have graphic exclusivity in the use of NCAA logos and marks.
4. Logos of the venue's or the website's advertisers/sponsors may not be used on the home/event webpage.
5. The venue is not permitted to claim to be "the home," a host or co-host of any session of the NCAA championship.
6. The logo provided by the NCAA championship staff cannot be modified in any way.

SECTION 6

Additional Information

Section 6: Additional Information

ADDITIONAL INFORMATION

NCAA® marks are created as Adobe Illustrator (vector) files and are available in EPS format. JPEG (raster) files are also 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 download the marks through the NCAA Logo Library. If you need additional information, please email narkins@ncaa.org.

This is a guide for the use of the NCAA Championship style. The NCAA is aware that questions arise that are not covered in this publication. For further help, you may contact the following individual at the NCAA.

Jessi Faulk

Associate Director of Communications, Internal and Member Communications
317-917-6792
jfaulk@ncaa.org

Nathan Arkins

Associate Director, Championships and Alliances
317-917-6790
narkins@ncaa.org

Mailing Address:

NCAA
P.O. Box 6222
Indianapolis, IN 46206-6222
317-917-6222

Shipping Address:

NCAA
1802 Alonzo Watford Sr. Drive
Indianapolis, IN 46202

LICENSED PRODUCTS

Any items with NCAA trademarks, logos or references must be produced by an official NCAA licensee and/or official equipment supplier. NCAA Corporate Champions and Partners, network partners, equipment suppliers and local organizing committees (LOCs) or host facilities must assume financial responsibility for royalties and related costs associated with any premiums produced. To source a product or premium item, the partner inquiring entity should contact The Collegiate Licensing Company (CLC) or visit the current NCAA list of licensees on ncaa.org. If CLC is unable to identify a current NCAA licensee to provide the specific premium item or product, CLC will sublicense on a short-term basis a company that can provide the specific item or product. Please note that this policy applies for all uses of NCAA-branded products and/or premium items, including internal and external promotional programs, internal incentive programs or any other use. For more information regarding NCAA licensees and premium item royalties, contact CLC at 770-956-0520.

The Collegiate Licensing Company

Dave Kirkpatrick
Senior Vice President, Business Development
1075 Peachtree St., Suite 3300
Atlanta, GA 30309
770-956-0520
dave.kirkpatrick@clc.com

NCAA Licensing

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Director of Licensing
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