



DIVISION III
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Logo Guidelines

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USING THIS DOCUMENT

This document provides guidance for using the Division III (DIII) logo system. This document should be referred to by outside vendors, internal staff and anyone planning to use the DIII logo, and/or its logo iterations, in any physically printed or digital deliverables.

NOTE: *The DIII logo is part of the NCAA brand. Any usage or application of this logo that is not covered in this document can be found in the NCAA Division III brand guidelines.*



PRIMARY LOGO

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

Alterations to the logo are strictly prohibited.







FULL COLOR REVERSE



ONE COLOR BLACK



ONE COLOR REVERSE

PMS 2925	PMS 3005	Black	White
			
CMYK: 75-18-0-0 RGB: 0-156-222 HEX: 009CDE Madeira: 1176	CMYK: 100-35-0-2 RGB: 0-119-200 HEX: 0077C8 Madeira: 1297	CMYK: 0-0-0-100 RGB: 0-0-0 HEX: 000000 Madeira: 1000	CMYK: 0-0-0-0 RGB: 255-255-255 HEX: FFFFFFFF Madeira: 1801



SECONDARY LOGO LOCKUPS

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

Alterations to the logo are strictly prohibited.






FULL COLOR REVERSE



ONE COLOR BLACK



ONE COLOR REVERSE

PMS 2925	Black	White
		
CMYK: 75-18-0-0	CMYK: 0-0-0-100	CMYK: 0-0-0-0
RGB: 0-156-222	RGB: 0-0-0	RGB: 255-255-255
HEX: 009CDE	HEX: 000000	HEX: FFFFFFFF
Madeira: 1176	Madeira: 1000	Madeira: 1801



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TERTIARY LOGO

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.

Alterations to the logo are strictly prohibited.



<p>PMS 2925</p>  <p>CMYK: 75-18-0-0 RGB: 0-156-222 HEX: 009CDE Madeira: 1176</p>	<p>PMS 3005</p>  <p>CMYK: 100-35-0-2 RGB: 0-119-200 HEX: 0077C8 Madeira: 1297</p>	<p>Black</p>  <p>CMYK: 0-0-0-100 RGB: 0-0-0 HEX: 000000 Madeira: 1000</p>	<p>White</p>  <p>CMYK: 0-0-0-0 RGB: 255-255-255 HEX: FFFFFFFF Madeira: 1801</p>
<p>PMS 4645</p>  <p>CMYK: 14-44-59-18 RGB: 174-126-86 HEX: AE7E56 Madeira: 1057</p>	<p>PMS 219</p>  <p>CMYK: 0-95-0-0 RGB: 221-44-136 HEX: DD2C88 Madeira: 11101795</p>	<p>PMS 1795</p>  <p>CMYK: 0-96-82-1 RGB: 212-40-47 HEX: D4282F Madeira: 1147</p>	<p>PMS 152</p>  <p>CMYK: 0-61-100-0 RGB: 227-115-26 HEX: E3731A Madeira: 1065</p>
<p>PMS 109</p>  <p>CMYK: 0-5-100-0 RGB: 245-206-0 HEX: F5CE00 Madeira: 1064</p>	<p>PMS 7739</p>  <p>CMYK: 76-1-93-7 RGB: 45-156-72 HEX: 2D9C48 Madeira: 1101</p>	<p>PMS 662</p>  <p>CMYK: 100-87-0-36 RGB: 42-49-114 HEX: 2A3172 Madeira: 1166</p>	<p>PMS 2582</p>  <p>CMYK: 41-77-0-0 RGB: 159-90-156 HEX: 9F5A9C Madeira: 1033</p>

SAFE DISTANCE FROM THE LOGO

To retain 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.

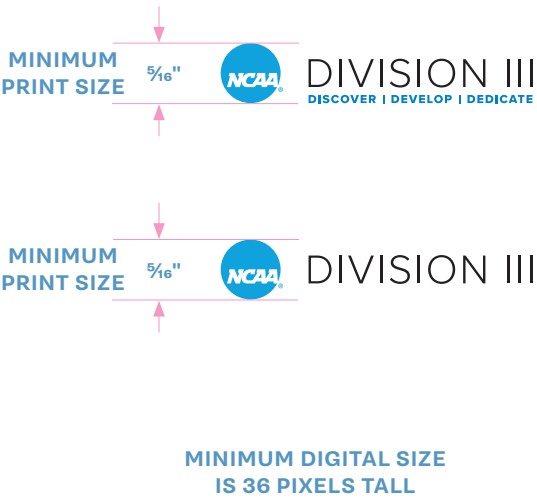
Clear space for the logo is determined by the height of the “N” (from “NCAA”). The minimum clear space must always be at least the height of one “N” on all sides of the logo. Whenever possible, increase the amount of clear space. Please ensure that design elements such as logos, page edges, type or other design elements fall outside of the clear space area.



AVOID MAKING THE LOGO TOO SMALL

To ensure legibility, the DIII logo should not be reproduced smaller than five-sixteenths of an inch in diameter of disk.

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



EXAMPLES OF LOGO MISUSE

With all iterations of the DIII 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 skew or distort.



Do not alter colors or change opacity.



Do not crop.



Do not rotate.



Do not place on a distracting background.



Do not add a stroke or alter typography.



Do not add elements or place close to another corporate name or logo.



Do not place on a low-contrast background.

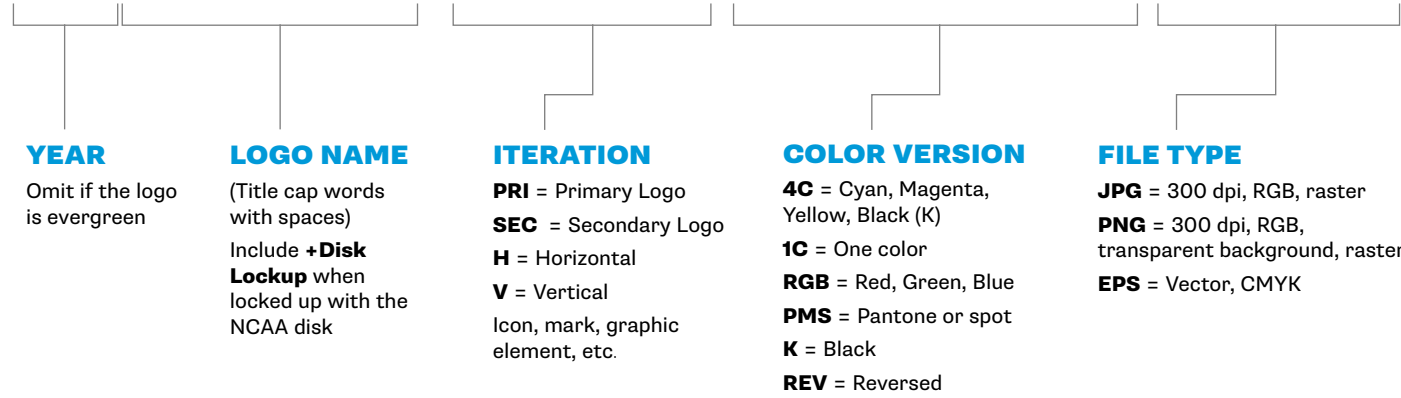


Do not use without the NCAA disk or separation line.

Below is the naming convention, folder structure and what files are included in the logo pack.
The final deliverable will be a zipped folder including all variations of the logo.

NAMING CONVENTION

00_LogoName Iteration Color Version.file type

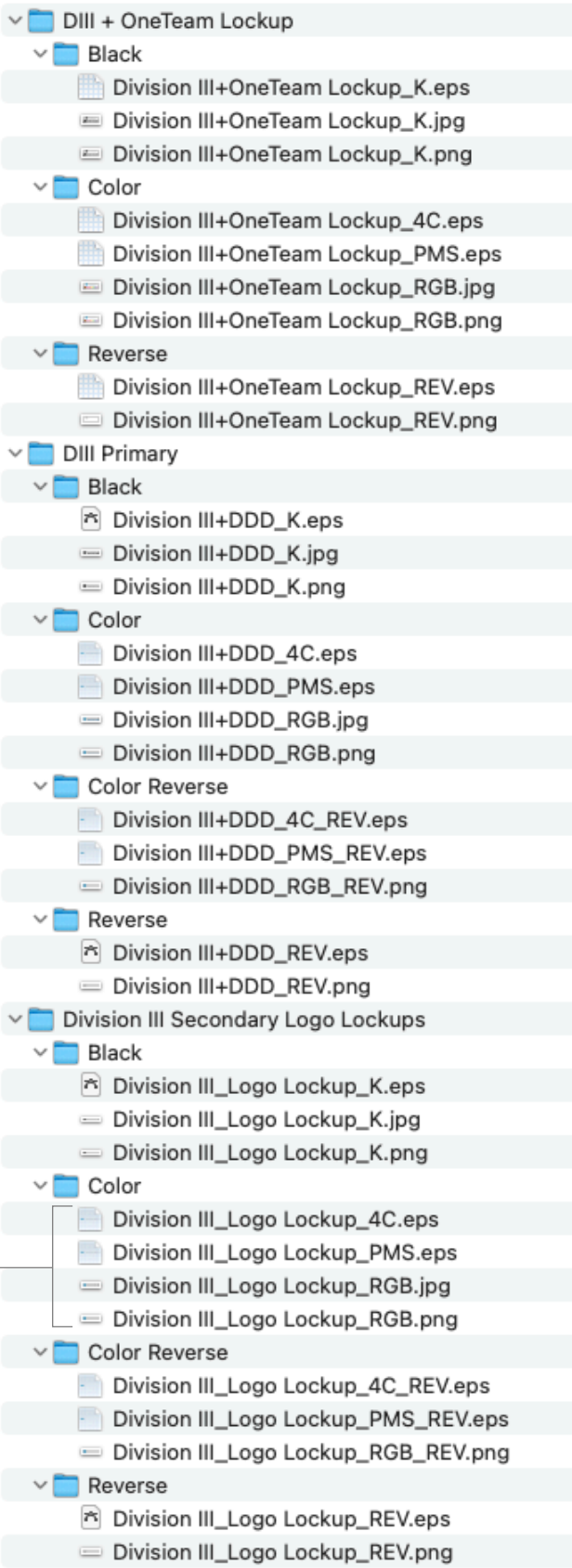


FOLDER STRUCTURE

Folder name is the name of the logo. Subfolders are named for the specific version of the logo.

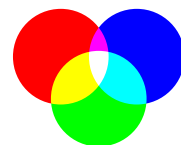
- Subfolders will include these iterations of the logo:
- EPS (CMYK),
 - EPS (spot),
 - JPG (RGB, 300 dpi) and
 - PNG (300 dpi, transparent background)

NOTE: Reverse or all-white iterations of the logo **do not need a jpg file**.
One-color iterations of the logo **do not need an eps spot color file**.



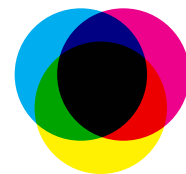
RGB (SCREEN)

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.



CMYK (PRINT)

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



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.

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.

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.



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.





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