INTRODUCTION

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.
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.
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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.
SAFETY 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.
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.

**EXAMPLES OF LOGO MISUSE**

- Do not rotate.
- Do not skew or distort.
- Do not place on a distracting background.
- Do not place on a low-contrast background.
- Do not use without the NCAA disk or separation line.
- Do not add a stroke or alter typography.
- Do not add elements or place close to another corporate name or logo.
- Do not alter colors or change opacity.
- Do not crop.
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

<table>
<thead>
<tr>
<th>YEAR</th>
<th>LOGO NAME</th>
<th>ITERATION</th>
<th>COLOR VERSION</th>
<th>FILE TYPE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Omit if the logo is evergreen</td>
<td>(Title cap words with spaces) Include +Disk Lockup when locked up with the NCAA disk.</td>
<td>PRI - Primary Logo, SEC - Secondary Logo, H - Horizontal, V - Vertical, Icon, mark, graphic element, etc.</td>
<td>4C - Cyan, Magenta, Yellow, Black (K), 1C - One color, RGB - Red, Green, Blue, PMS - Pantone or spot color, K - Black, REV - Reversed</td>
<td>JPG - 300 dpi, RGB, raster, PNG - 300 dpi, RGB, transparent background, raster, EPS - Vector, CMYK</td>
</tr>
</tbody>
</table>

### 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.

- Division I + OneTeam Lockup
  - Black
    - Division I + OneTeam Lockup_K.aps
    - Division I + OneTeam Lockup_K.jpg
    - Division I + OneTeam Lockup_K.png
  - Color
    - Division I + OneTeam Lockup_4C.aps
    - Division I + OneTeam Lockup_PMS.aps
    - Division I + OneTeam Lockup_RGB.jpg
    - Division I + OneTeam Lockup_RGB.png
  - Reverse
    - Division I + OneTeam Lockup_REV.aps
    - Division I + OneTeam Lockup_REV.jpg
    - Division I + OneTeam Lockup_REV.png
- Division II + OneTeam Lockup
  - Black
    - Division II + DODD_K.aps
    - Division II + DODD_K.jpg
    - Division II + DODD_K.png
  - Color
    - Division II + DODD_4C.aps
    - Division II + DODD_PMS.aps
    - Division II + DODD_RGB.jpg
    - Division II + DODD_RGB.png
  - Reverse
    - Division II + DODD_REV.aps
    - Division II + DODD_REV.jpg
    - Division II + DODD_REV.png
- Division III + OneTeam Lockups
  - Black
    - Division III + Logo Lockup_K.aps
    - Division III + Logo Lockup_K.jpg
    - Division III + Logo Lockup_K.png
  - Color
    - Division III + Logo Lockup_4C.aps
    - Division III + Logo Lockup_PMS.aps
    - Division III + Logo Lockup_RGB.jpg
    - Division III + Logo Lockup_RGB.png
  - Reverse
    - Division III + Logo Lockup_REV.aps
    - Division III + Logo Lockup_REV.jpg
    - Division III + Logo Lockup_REV.png
**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.