DESIGN VISION

The NCAA brand celebrates college athletes and represents its diverse membership. Key pillars to the design vision include:

- Providing a current design framework that remains modern in typography, color palette and supporting graphic elements.

- Capturing the passion of college sports, the celebration of achievement and the value of sportsmanship.
The preferred use of the NCAA logo is the full-color blue disk. The one-color black and reverse logos include limited use and must receive advance approval.
The NCAA wordmark is a secondary logo to be used in place of the blue disk where the NCAA disk is not a viable option.
SAFE SPACE
Two times the cap height of the "N" determines the safe space around the disk. No logos or words should fall within this safe area.

MINIMUM SIZE
Five-sixteenths of an inch diameter is the smallest allowable size for the blue disk.

NCAA BLUE DISK AND OTHER LOGOS
External groups include affiliates or entities outside of the NCAA headquarters. Internal groups are comprised of internal NCAA staff and association members.

Use the cap height of "N" to measure distance between disk, dividing rule and entity mark.

Use two times the cap height of "N" to measure distance between disk and entity logo.

Height of entity logo should not exceed the height of the disk unless the design has an element that extends the mass of the logo.

EXAMPLE:

SPORT SCIENCE INSTITUTE®
REGISTERED SYMBOL PLACEMENT
The registered symbol (R-ball) should always be placed in the same place in relation to the NCAA disk. Use the angle and baseline of the last “A” in NCAA to align the left side and top of the R-ball.

R-BALL SIZE
The size of the blue disk should determine the R-ball scale in relation to the disk. In its final application, the R-ball must be legible.

R-BALL OMSSION
Below are preapproved instances when the R-ball can be omitted. Any instances outside the listing below should be discussed with the brand specialist on the NCAA legal affairs staff.

EVENT DÉCOR
- Back of house (non-camera facing, venue or otherwise).
- Billboards or larger applications where the logo is isolated and not within a composition.
- Plotter-cut (vinyl, etc.), die-cut/router-cut/laser-cut (three-dimensional items, etc.) or any other instance where the registered symbol would need to be installed separate from the disk.

PRINT AND DIGITAL COMMUNICATIONS
- Internal-facing design
- Social media avatars
- Motion graphics

APPAREL
- Lanyards when the R-ball would not meet the minimum-size requirement.
- Embroidery when the R-ball would not meet the minimum-size requirement.
EXAMPLES OF LOGO MISUSE

Do not use the enhanced disk.

Do not skew, tilt or change the proportions of the disk.

Do not change the disk's color.

Do not place the disk on a low-contrast background.

Do not place on a distracting or busy background.

Do not outline or stroke the disk.

Do not crop the disk in any way.

Do not use at less than 100% opacity.

Do not make the disk or NCAA letters transparent.

Do not add text or elements that impede on the safe space of the disk or imply NCAA affiliation.
NCAA DISK AND UNIT LOCKUPS

An official NCAA entity, business unit, internal group, NCAA event/award ceremony, facility, online source, or any other group or resource originating from the NCAA may receive a secondary logo lockup.

Creation of secondary logo lockups are not permitted without advance approval.

AWARDS/EVENTS
- CONVENTION
- HONORS CELEBRATION
- REGIONAL RULES
- WOMAN OF THE YEAR

BUSINESS UNITS
- COMMITTEE ON INFRACTIONS
- ELIGIBILITY CENTER
- ENFORCEMENT
- INCLUSION
- LEADERSHIP DEVELOPMENT
- RESEARCH

FACILITIES/OFFICES
- HALL OF CHAMPIONS*
- NATIONAL OFFICE

INTERNAL GROUPS
- ADVOCACY AND COMMUNICATION TEAM

PROGRAMS
- ACCELERATING ACADEMIC SUCCESS PROGRAM
- AFTER THE GAME

WEBSITE
- PUBLICATIONS.COM
SECONDARY LOGO LOCKUPS MEASUREMENTS

SECONDARY LOGO LOCKUPS PROPORTIONS AND SAFE SPACE

- Use measurement from (1) and align to the top of the disk.
- Measurement (2) is the distance between (1) and (2) and is the distance between the disk and text.
- Measurement (3) is the distance between (1) and (2) and is the distance between the disk and text.
- The distance from the “NCAA” baseline to the bottom of the disk is the first measurement.
- Place trademarks (® or “TM”) to the upper right of the name approximately one-fifth the height of the text.
- The text is Proxima Nova Light, 100% black, all capped, and tracking to 50 pts.

The text should share the baseline with “NCAA.”

ONE-LINE OPTION

HALL OF CHAMPIONS™

TWO-LINE OPTION

ACCELERATING ACADEMIC SUCCESS PROGRAM

Once the cap height is determined, text can be placed on two lines, left-aligned, centered vertically with the disk and at leading equal to the font size.
An official NCAA entity assigned as a task force specializing in medical aspects regarding collegiate sports.

**INTERNAL STAFF GROUPS**

- ADAAPT
- Future Leaders
- LGBTQ-A+
- People of Color
- Women’s

**MINIMUM PRINT SIZE**

- 1/8”

**DIVISIONAL MARKS**

- **DIVISION I**
- **DIVISION II**
- **DIVISION III**

**All logos locked up with the disk should not be used smaller than when the disk is at 5/16 inch in diameter in print or 36 pixels tall in digital application.**
Below is the naming convention for NCAA logos. The diagram at the bottom shows the folder structure and what file types are typically included in the logo pack. The final deliverable of the logo pack will include a zipped folder with all variations of the logo and a PDF guideline for the logo.

**NAMING CONVENTION**

```
00_LogoName_Iteration_Color Version.file type
```

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

**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.

**FOLDER STRUCTURE**

Folder name is the name of the logo. Subfolders are named for the specific version of the logo.
**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.
COLOR
PALETTE
The NCAA disk uses a unique blue (PMS 2925) that is reserved primarily for the disk. In limited instances, PMS 2925 can be used in official NCAA logos in addition to the disk and in supporting looks. The PMS 2925 blue should not dominate any palette when it is used along with the disk, and any other blue colors near the disk should ensure the disk stands out. The rest of the NCAA color palette is intended to be used to complement the blue disk in various visual graphic treatments.

**DISK BLUE**

PMS 2925

**PRIMARY COLOR PALETTE**

PMS 2905

PMS 3005

PMS 7462

PMS 285

PMS Cool Gray 1

PMS Cool Gray 5

PMS Cool Gray 10

PMS 142

PMS 716

**SECONDARY COLOR PALETTE**

PMS 484

PMS 7483

PMS 360

PMS 366

PMS 5265

PMS 667

PMS 270

**NOTE:** CMYK breakdowns are based on color bridge (Pantone CP) mixtures. RGB and Hex formulas are based on Pantone C colors.
The full spectrum of the NCAA color palette is designed to complement the blue disk color.

Various color palette ratios can be used to communicate different tones.

**PRIMARY COLOR PALETTE RATIOS**

The primary palette colors can be used for communications that align more closely with the NCAA parent brand and convey a more serious tone.

**EXAMPLES:**

**SECONDARY COLOR PALETTE RATIOS**

The secondary palette colors can be used for communications that are more athletics-related and less business-like in tone.

**EXAMPLES:**
TYPOGRAPHY
Supria Sans

Supria Sans is the NCAA’s workhorse font. 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 this font, but in cases where it is unavailable to those who don’t have Adobe software, Chivo, which is a Google font, can be used as a substitute.
Miselab Std.

Miselab Std. is an alternate serif for NCAA type families that can be used in display and textual instances, and complements Supria Sans.
Charter

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 https://fontesk.com/charter-typeface/. 

<table>
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<th>CHARTER ROMAN</th>
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<tr>
<td></td>
<td>Charter Black</td>
<td>Charter Black Italic</td>
</tr>
</tbody>
</table>
**TYPOGRAPHY USAGE**

**DISPLAY TEXT**

*Mislab Std. Extra Bold Italic*

**SUBHEADS AND ALTERNATIVE DISPLAY TEXT**

*Supria Sans Black Italic*

*Mislab Std. Bold*

**BODY COPY**

Supria Sans Black Italic

Charter (for NCAA staff using Microsoft Word)

**INFOGRAPHIC AND LABELING TEXT**

Supria Sans Condensed

*Mislab Std.*
The icons library provides a consistent illustration style for NCAA communications that utilizes simple, graphic and linear elements within the NCAA color palette.

Requests for specific icon needs should be submitted through appropriate NCAA channels.

**ICON CHARACTERISTICS**

- Utilization of official brand color palette, including a 30% tint for variation
- Chromatic colors
- Simple geometric shapes to illustrate images
- Round corners
- Line edges for graphic stylization
- The icon image should stay within the circle, avoiding the edges

**EXAMPLES:**
NCAA CONTACT

All questions concerning these brand guidelines can be directed to:

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