



# NCAA Trademark Quick Reference Guide





# NCAA Trademark Quick Reference Guide

## SYMBOLS (™ or ®)

## TRADEMARK LEGAL STATEMENT

### GENERAL SIGNAGE

Includes exterior venue and building signage	Yes	No
Includes in-venue signage/directional	Yes	No
Scorers table banner	Yes	No
Street pole banners	Yes	No

### CHAMPIONSHIP ADVERTISEMENTS/MARKETING

Billboards	Yes	No
Carousel banners	Yes	No
Email blasts	Yes	Yes
Internet - copy and web pages	Yes	Yes
Internet banners	Yes	No
Table tents (when used in marketing materials)	Yes	Yes
TV commercials (tickets)	Yes	Yes
All printed advertisements (including NCAA PSAs)	Yes	Yes
Social Media - banner and copy post	Yes	No
Flyers	Yes	Yes
Posters	Yes	Yes
Pamphlets	Yes	Yes
Game program covers/title pages	Yes	No
Event programs (salutes, banquets)	Yes	Yes
Manuals (participant, host, divisional)	Yes	Add to Title or Credits Page
Playing rules books	Yes	Add to Title or Credits Page
General publications (stats)	Yes	Add to Title or Credits Page
Table tents (when used for meetings - names)	Yes	No
Key cards	Yes	No
Tickets (game or ancillary event)	Yes	Yes

### PRESS RELEASES/OFFICIAL NOTICES

NCAA messaging only	Yes	No
Commercial/event messaging	Yes	Yes

### INVITATIONS/CREDENTIALS/MISC ITEMS

Membership event (Woman of the Year)	Yes	No
Commercial event (MFF hospitality)	Yes	Yes
Videos	Yes	Yes
Video board graphics	No	No
Merchandise (giveaways, apparel)	Yes	No
DVD covers	Yes	Yes

*This is a living document and subject to change. Please direct any questions to Durenka Robie at [drobie@NCAA.org](mailto:drobie@NCAA.org).*

\* Please reference pages 3-5 with more information on the Trademark Legal Statement.



# TRADEMARKS AND LOGOS

## What is a trademark?

A trademark is a word, phrase, symbol, and/or design that identifies and distinguishes the source of the goods of one party from those of others. (USTPO)

## Using NCAA Trademarks and Symbols

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 online at [NCAA.org](http://NCAA.org).

NCAA logos are available for download in print and digital formats through the NCAA Digital Library. To gain access to the library, visit [www.NCAALogos.com](http://www.NCAALogos.com).

Please note these general guidelines do not include merchandise designs. All product designs must be submitted through the NCAA's licensing program administered by the Collegiate Licensing Company. Inquiries should be directed to David Clendenin, assistant director of corporate licensing, by emailing [dclendenin@ncaa.org](mailto:dclendenin@ncaa.org).

1. When working with the NCAA's marks, use the ® and ™ mark with the first and most prominent use of the marks or symbols.

### What do the symbols mean?

- When you claim rights in a mark, you may use the "TM" (trademark) or "SM" (service mark) designation to alert the public to your claim, regardless of whether you have filed an application for registration of the mark.
- You may use the federal registration symbol "®" only after the U.S. Patent and Trademark Office actually registers a mark.

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. Examples include "Final 4" and "F4."
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](http://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.

# TRADEMARKS AND LOGOS

## **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).

## **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 Durenka Robie at [drobie@ncaa.org](mailto:drobie@ncaa.org) or call 317-917-6825.

### **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, And Then There Were Four 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 staff for approval.

The logo of a commercially named venue cannot be used on any materials bearing NCAA logos or trademarks.

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.



# TRADEMARKS AND LOGOS

## **NCAA Logo Use By Commercially 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 web page 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 web page or event-specific web page.
3. The NCAA logo must be placed in a location on the venue's web page 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.

Logos of the venue's or the website's advertisers/sponsors may not be used on the home/event web page.

4. The venue is not permitted to claim to be "the home," a host or co-host of any session of the NCAA championship.
5. The logo provided by the NCAA championship staff cannot be modified in any way.



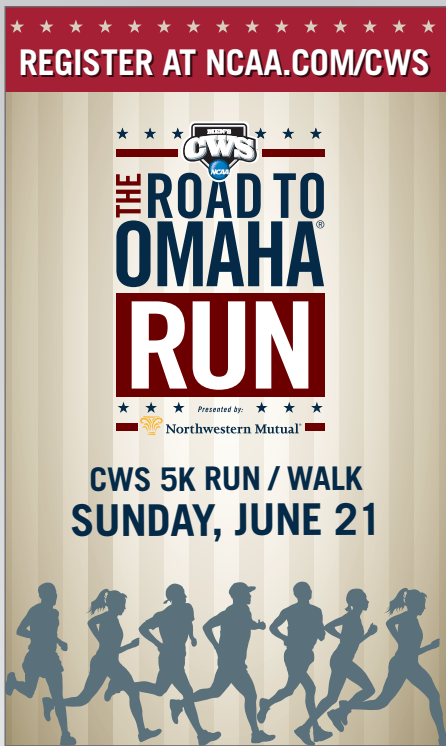


# GENERAL SIGNAGE EXAMPLES

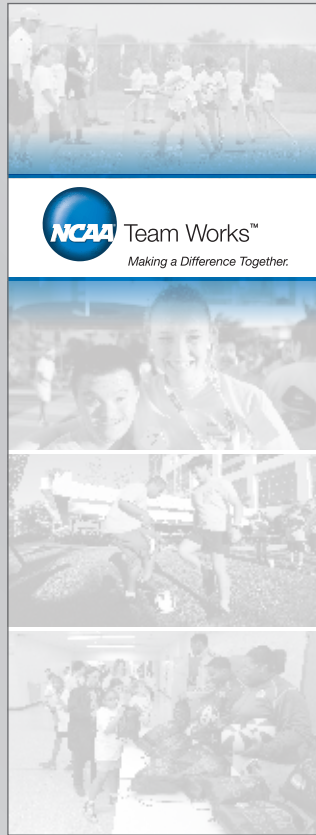




GENERAL SIGNAGE	SYMBOLS (™ OR ®)	TRADEMARK LEGAL STATEMENT
1 Includes exterior venue and building signage	Yes	No
2 Includes in-venue signage/directional	Yes	No
3 Scorers table banner	Yes	No
4 Street pole banners	Yes	No



1



2



4



3



# CHAMPIONSHIP ADVERTISEMENTS/ MARKETING EXAMPLES





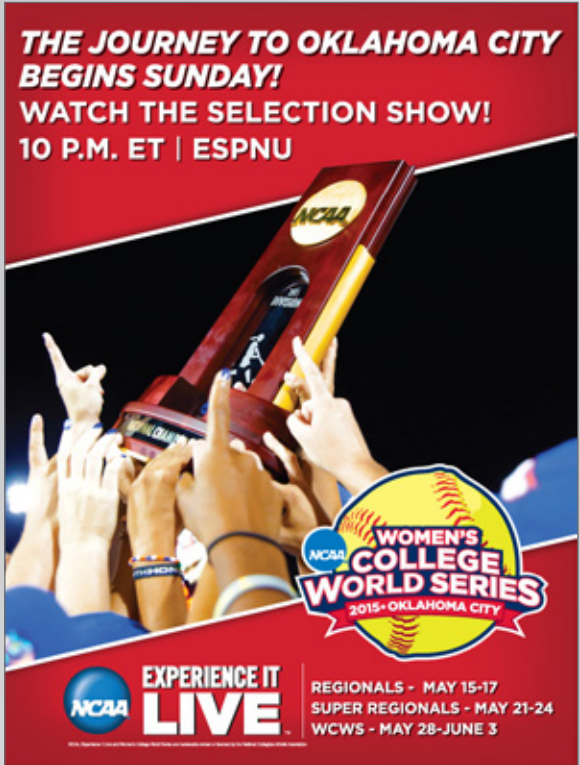
CHAMPIONSHIP ADVERTISEMENTS/MARKETING	SYMBOLS (™ OR ®)	TRADEMARK LEGAL STATEMENT
1 Billboards	Yes	No
2 Carousel banners	Yes	No
3 Email blasts	Yes	Yes



1



2



3



**CHAMPIONSHIP ADVERTISEMENTS/MARKETING**

**SYMBOLS  
(™ OR ®)**

**TRADEMARK LEGAL  
STATEMENT**

4	Internet banners	Yes	No
5	Table tents (when used in marketing materials)	Yes	Yes
6	All printed advertisements (including NCAA PSAs)	Yes	Yes
	Internet - copy and web pages	Yes	Yes
	TV commercials (tickets)	Yes	Yes



4



5



6

# CHAMPIONSHIP ADVERTISEMENTS/MARKETING

# SYMBOLS (™ OR ®)

# TRADEMARK LEGAL STATEMENT

- 7 Flyers
- 8 Posters
- 9 Pamphlets
- 10 Social Media - banner and copy post

Yes

Yes

Yes

Yes

Yes

Yes

Yes

No

7

**UNDERSTANDING DIETARY SUPPLEMENTS**

My teammates told me that if I take dietary supplements to gain muscle and recover quickly I can improve my performance.

Do I need supplements? Are there any that are safe and effective, and meet the NCAA regulations?

While some athletes may need specific dietary supplements to meet nutrient needs, most athletes consume more than adequate nutrients on a balanced diet. Athletes interested in dietary supplements need to be aware that the risk of contamination and poor manufacturing practices increase the chance of inadvertently consuming banned supplements, putting your eligibility at risk.

**WHERE TO START**

- A well-designed nutrition plan based on whole foods will safely supply energy and nutrients to fuel your body most effectively for optimal performance.
- When additional nutrition and hydration are needed, first supplement your meals with real food and work with a sports dietitian to create an individualized nutrition plan.
- Know and adhere to the nutritional/dietary supplement regulations of the NCAA.

(To better understand dietary supplements, turn the page.)

Information presented by:

9

**FINALIZE YOUR WRESTLING TRIP DETAILS**  
Experience the NCAA Division II Wrestling Championships on and off the mat. With 14 team conferences located in Scottsdale, you'll be able to enjoy every exciting moment of the weekend. For Visitor Information visit: [NCAA.com/Wrestling](http://NCAA.com/Wrestling)

**TICKETS NOW AVAILABLE!**  
[NCAA.com/Wrestling](http://NCAA.com/Wrestling)  
#DIIWRESTLE

**EXPERIENCE IT LIVE**  
HOSTED BY

**EXPERIENCE**  
Enhance your experience at the 2015 NCAA Men's Wrestling Championships with The NCAA Experience™, the official ticket and hospitality packages available from PrimeSport, the Official Ticket and Hospitality Provider of the NCAA Official Fan Hospitality packages are available to the masses of your choice and include access to the Fan Hospitality event with happy hour food, cash bar and an appearance by a legendary former NCAA wrestler.  
For more information on The NCAA Experience, please visit [NCAA.com/Wrestling](http://NCAA.com/Wrestling).

**BUY AND SELL CHAMPIONSHIP TICKETS!**  
Open February 2, 2015  
Buy and sell tickets with other fans quickly and easily in a safe, secure and NCAA approved marketplace. Ticket holders who are unable to attend a session have a place to safely sell their tickets. Buyers can be assured that the tickets are authentic and guaranteed, even if a session is sold out. The NCAA Ticket Exchange allows fans to buy great seats confidently knowing that the seats are authentic, never counterfeit. Buy and sell tickets safely, anonymously and conveniently with other fans at the NCAA Ticket Exchange.  
For more information on the NCAA Ticket Exchange, please visit [NCAA.com/Wrestling](http://NCAA.com/Wrestling).

8

**Division II Strategic Plan 2015-21**

**The Vision:** To prepare student-athletes to graduate and thrive in their lives and careers.

Division II intercollegiate athletics seeks to provide value and significance for its members by supporting the mission of higher education and striving to balance among academic excellence, athletics competition and social growth while its colleges and universities prepare student-athletes to graduate and thrive in their lives and careers.

<b>Academic And Life Skills</b> Student-athletes will bring comes first.	Stresses the importance of student-athlete success and graduation; provides leadership opportunities for student-athletes; protects student-athlete well-being and develops positive societal attitudes through contributions to community.
<b>Athletics Operations And Compliance</b> We serve best when we are at our best.	Commits conferences and institutions to engaged and functioning compliance and athletics operations, stressing the importance of providing leadership and professional development opportunities, as well as tools and resources to ensure engagement at all levels.
<b>Diversity And Inclusion</b> At together.	Supports the importance, value and benefits of establishing and maintaining an inclusive culture for student-athletes and career opportunities for coaches/administrators from diverse backgrounds. Stresses the importance of commitment by all stakeholders to be champions of this culture.
<b>Game Day And Championships</b> An experience of a lifetime.	Emphasizes the need to promote and enhance a quality student-athlete experience in Division II athletics competition and conference and national championships and to ensure game environments are competitive, safe, positive, respectful and entertaining.
<b>Membership And Positioning Initiatives</b> Moving forward with a purpose.	Supports a commitment to fiscal responsibility and to allocating athletics funds and resources that are consistent with the Division II identity. Emphasizes the importance of attracting and retaining members who support the strategic position and philosophy of Division II, promoting the division's identity through collaborative partnerships/relationships, and strengthening the public's knowledge and appreciation for Division II.

NCAA is a Division of the National Collegiate Athletic Association.

10



# TRADEMARK SYMBOLS

**NCAA Division III**  
November 24, 2014

Congrats to Hope College Athletics on its first-ever NCAA Division III volleyball national title! <http://on.ncaa.com/1zmlgl>

**NATIONAL CHAMPIONS**  
CONGRATULATIONS HOPE COLLEGE

Like Comment Share 460 12 92



**CHAMPIONSHIP ADVERTISEMENTS/MARKETING**

**SYMBOLS  
(™ OR ®)**

**TRADEMARK LEGAL  
STATEMENT**

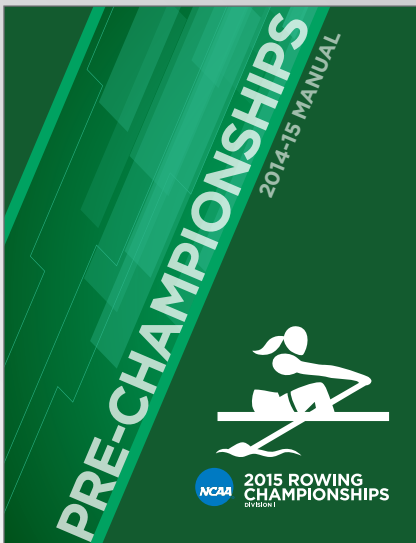
- |   |     |                              |
|---|-----|------------------------------|
| <b>11</b> Game program covers/title pages         | Yes | No                           |
| <b>12</b> Event programs (salutes, banquets)      | Yes | Yes                          |
| <b>13</b> Manuals (participant, host, divisional) | Yes | Add to Title or Credits Page |
| <b>14</b> Playing rules books                     | Yes | Add to Title or Credits Page |



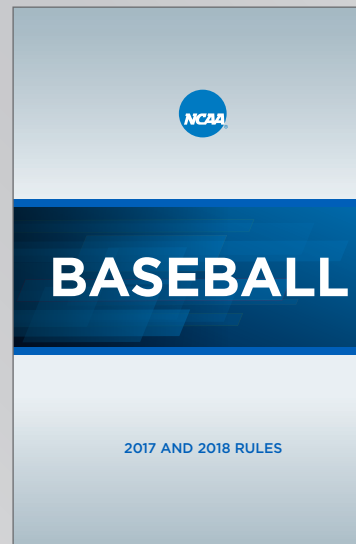
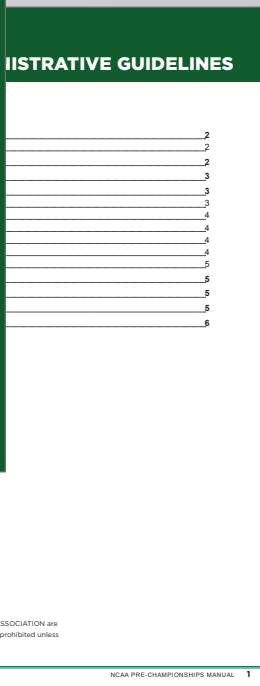
**11**



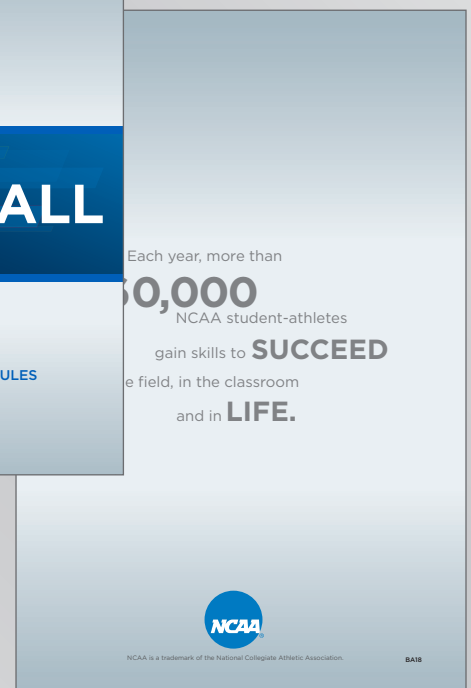
**12**



**13**



**14**





**CHAMPIONSHIP ADVERTISEMENTS/MARKETING**

**SYMBOLS  
(™ OR ®)**

**TRADEMARK LEGAL  
STATEMENT**

15 Table tents (when used for meetings - names)

Yes

No

16 Key cards

Yes

No

17 Tickets (game or ancillary event)

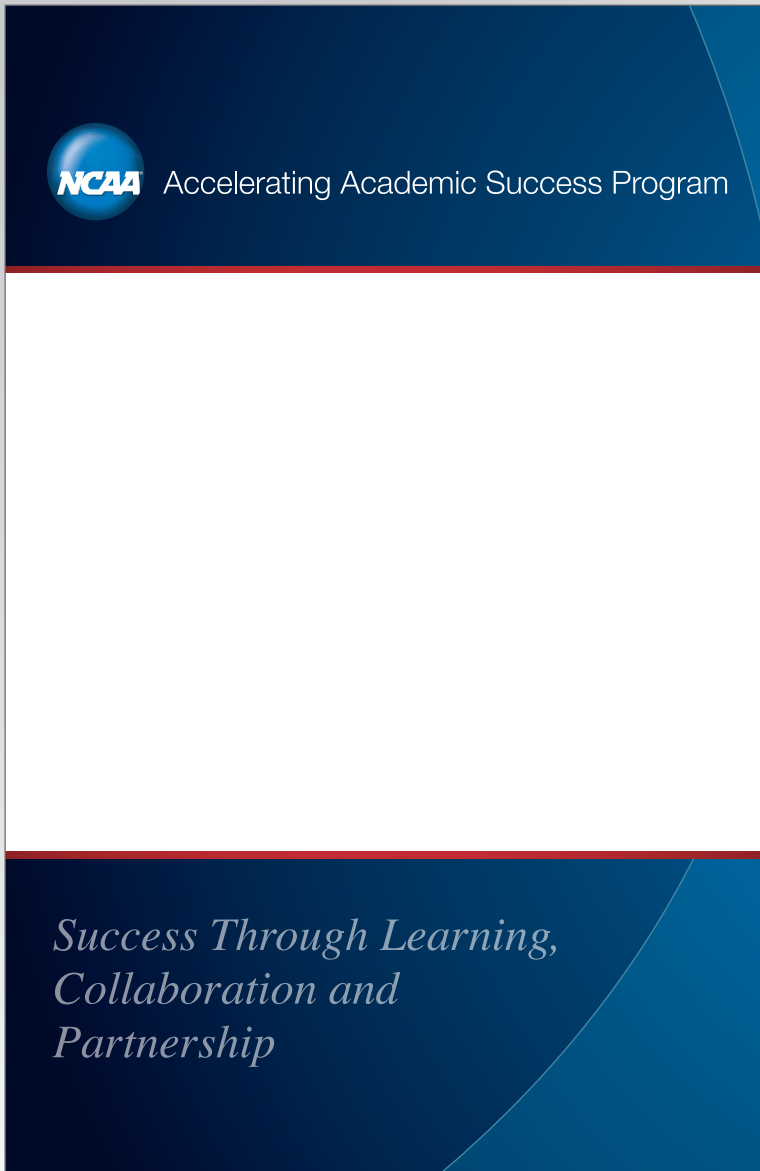
Yes

Yes

General publications (stats)

Yes

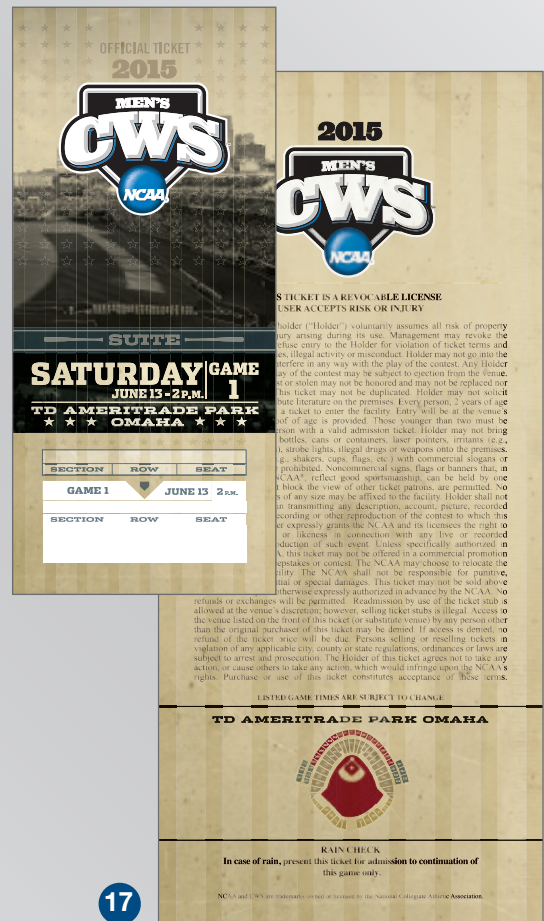
Add to Title or Credits Page



15



16



17



NCAA.COM



PRESS RELEASES/  
OFFICIAL NOTICES EXAMPLES



 **TOMMY CROSS**  
BOSTON COLLEGE

 **JOHNNY GAUDREAU**  
BOSTON COLLEGE

1 NCAA messaging only

Yes

No

Commercial/event messaging

Yes

Yes

**NCAA** Leadership Development

*INTERNAL Affairs is the newsletter of the NCAA Leadership Development unit. The newsletter is distributed the first Tuesday.*



**ADs and Commissioners discuss their paths to success.**  
Career in Sports Forum participants recently heard from a panel of ADs and Commissioners.



**EVENTS AND DEADLINES**

- Future Football Coaches Academy | [Deadline to apply is 5 p.m. ET Oct. 9](#)
- NCAA Postgraduate Internship | [Deadline to apply is 5 p.m. ET Oct. 30](#)
- NCAA Program Hub | [Click to learn more](#)

**STUDENT-ATHLETES**

University of Wisconsin-Stout defensive lineman interns with sheriff's.

Boston College's junior soccer player Coco Woeltz volunteers in Ghana.



**NCAA POSTGRADUATE INTERNS**

26 Interns recently hired at NCAA

NCAA Interns travel to campus



**COACHES**

The X's and O's of being a basketball coach

Leading as a football coach



**ADMINISTRATORS**

How to start the school year successfully

How to develop a life skills program



**GRANTS**

8 Matching Fund recipients announced

DIII Grant recipients attend Orientation at NCAA national office



**MOVERS AND SHAKERS**

Recent CSF facilitator Lisa Goddard McGuirk hired as Gannon AD

Angel Mason, former DIII grant recipient hired at Hamilton College



**HOW CAN I LEAD?**

Top 10 ways to be a better leader  
Leading from any level

**NCAA NEWS**

NCAA COO Jim Isch to retire  
Division I Proposed Model  
Executive Committee issues resolution addressing sexual violence.

**WE WANT TO HEAR FROM YOU!**

Please email us at [leadershipdevelopment@ncaa.org](mailto:leadershipdevelopment@ncaa.org) with updates such as career moves or name changes. We also want to hear your feedback on this year's INTERNAL Affairs: let us know what you like, dislike and want to see featured in future issues!

1



# INVITATIONS/CREDENTIALS EXAMPLES

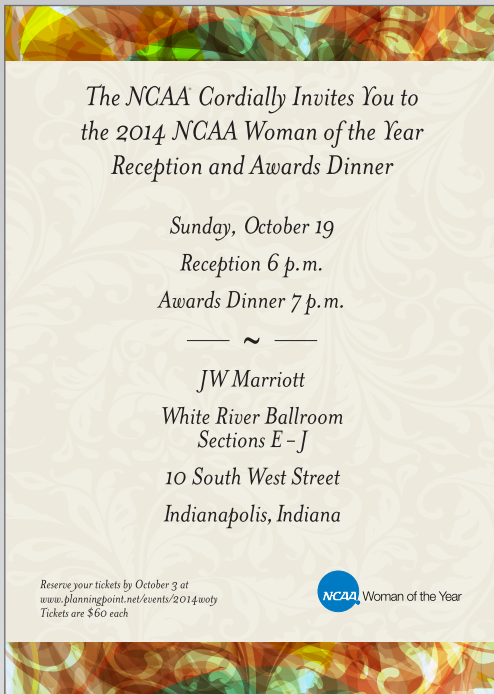


**INVITATIONS/CREDENTIALS/MISC ITEMS**

**SYMBOLS  
(™ OR ®)**

**TRADEMARK LEGAL  
STATEMENT**

<b>1</b> Membership event (Woman of the Year)	Yes	No
<b>2</b> Commercial event (MFF hospitality)	Yes	Yes
<b>3</b> Video board graphics	No	No
<b>4</b> Merchandise (giveaways, apparel)	Yes	No
DVD covers	Yes	Yes
Videos	Yes	Yes



**1**



**2**



**3**



**4**