

SAAG

Logo Guidelines

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USING THIS DOCUMENT

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

NOTE: *The SAAC 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 brand guidelines.*



PRIMARY FULL COLOR

The SAAC Primary Logo should be used as the main SAAC logo by conferences and campuses whenever possible. Use the primary logo in communications representing SAAC as a whole. Deliverables that are all-encompassing and require overall branding materials should use this primary logo iteration.

Alterations to the logo are strictly prohibited.



ONE COLOR BLACK



ONE COLOR REVERSE

PMS 7462

Black

White

CMYK: 100-56-0-16
RGB: 0-85-140
HEX: 00558C
Madeira: 1376

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

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 one height of the “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.



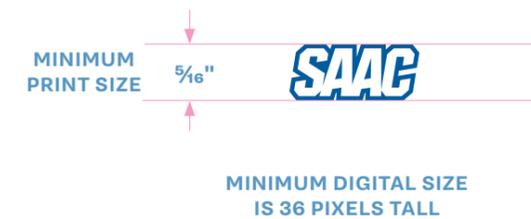
When disk is not present, measure clear space using the width of the top of “A” in SAAC.

AVOID MAKING THE LOGO TOO SMALL

To ensure legibility, the SAAC logos should never be reproduced smaller than five-sixteenths of an inch in diameter of disk or height of “SAAC.”

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

When using the SAAC Logo + Wordmark + Text, ensure that the height of “SAAC” is never smaller than half an inch.



**PAIRING WITH CONFERENCES,
MEMBER INSTITUTIONS AND PARTNERS**

The following are examples of how the SAAC logo can be paired with outside logos and brands. When using another institution's logo with the SAAC logo, avoid overlapping the two. Avoid too many logos. There should be no more than two total, with the SAAC/institution pairing counted as one.

EXAMPLES:



SAAC WITH CONFERENCE LOGO



SAAC WITH SCHOOL'S ATHLETIC LOGO



SCHOOL'S SAAC WITH SPONSORED EVENT
OR CHARITABLE INITIATIVE OR ORGANIZATION LOGO

**Placement of another institution or partner's logo within the given space is allowed.
Alterations to the rest of the logo is prohibited.**

EXAMPLES OF LOGO MISUSE

With all iterations of the SAAC 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.



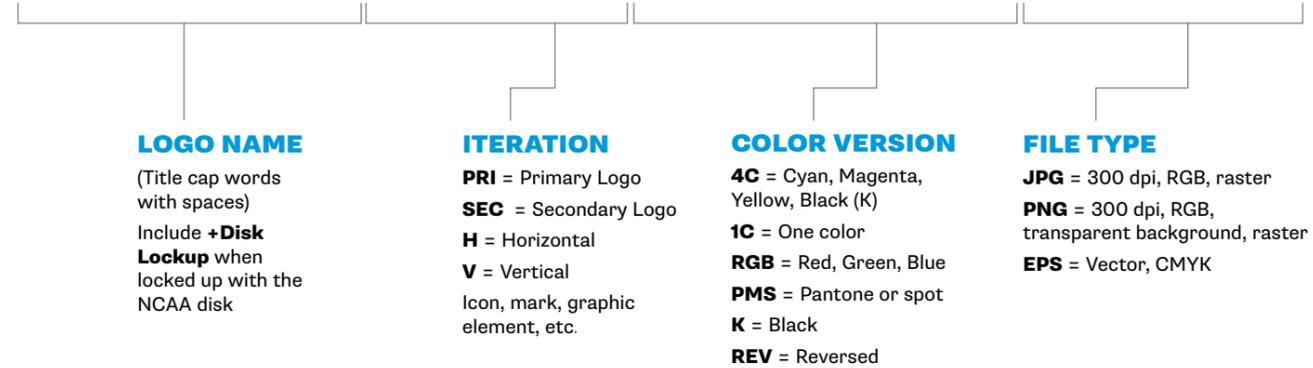
Do not place on a low-contrast background.

Below is the naming convention, folder structure and what files are included in the logo pack.

The final deliverable will include a zipped folder including all variations of the logo.

NAMING CONVENTION

LogoName Iteration Color Version.file type



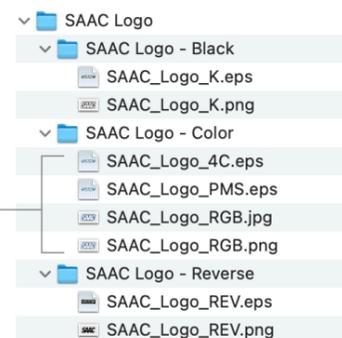
FOLDER STRUCTURE

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

This subfolder will include these iterations of the logo:

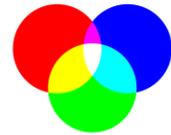
- EPS (CMYK),
- EPS (spot),
- JPG (RGB, 300 dpi) and
- PNG (300 dpi, transparent background)

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.



SAAAG

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NCAA is a trademark of the National Collegiate Athletic Association.