

**DRAW THE  
LINE**

**MEMBERSHIP  
TOOL KIT**





# MEMBERSHIP TOOL KIT

## WHAT IS DRAW THE LINE?

The NCAA launched “Draw the Line” as an initiative prioritizing student-athlete education on the effects of sports betting, while also addressing problem gambling for all that consume and participate in college sports.

With sports betting legal in more than 35 states and more than half of college-age students reporting having bet on sports at least once in the previous year, it’s clear that sports betting has become a part of how fans consume sports.

For higher education in particular, it’s an activity that is pervasive among 18- to 22-year-olds on college campuses, with 67% having engaged in sports betting, according to a 2023 NCAA study.

This growing betting environment creates a serious threat to the well-being of student-athletes and to the integrity of NCAA competition.

At the NCAA, we want to help educate student-athletes, coaches and administrators on the Association’s rules, increase understanding of the dangers associated with engaging in sports betting and provide resources to protect student-athletes and their sports.

With assistance from industry experts, we are educating student-athletes, administrators, coaches and officials through in-person workshops and virtual learning, conducting in-depth research, studying online abuse, monitoring the integrity of competitions and advocating for state-by-state reforms to protect the college sports ecosystem.

Draw the Line is a new initiative designed to aid in this effort, specifically focused on safeguarding student-athletes from the risks and dangers sports betting poses. Instead of just saying no - don’t do it, we want student-athletes to know why and how sports betting may negatively impact them.

## SPORTS BETTING RESOURCES

For more information about sports betting, visit the following NCAA resources:

[Sports Betting on ncaa.org](https://ncaa.org/sports-betting)



# MEMBERSHIP TOOL KIT

## HOW AND WHEN TO USE THE LOGO

The Draw the Line and member school logo lockup should only be used on sports betting educational resources for student-athletes, such as sports betting rules education PowerPoints and posters created by athletics administrators.

**Member schools should always use the Draw the Line logo paired with their school's logo. The Draw the Line logo should not be used on its own.** The format of the logo lockup should not be altered in any way. Additional logos, including NCAA logos, should not be added to the piece.

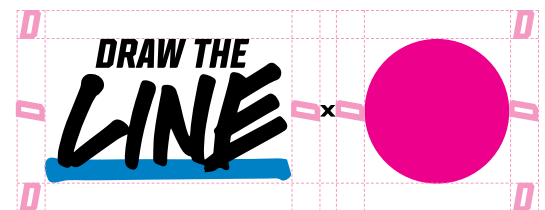
When the logo lockup is used, it should always be accompanied by the following text: "Draw the Line" is an NCAA initiative prioritizing student-athlete education on the effects of sports betting, while also addressing problem gambling for all that consume and participate in college sports.



## SAFE DISTANCE FROM THE LOGO

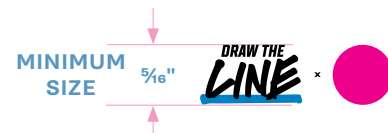
To retain brand integrity, no other assets, such as copy, co-branding or competing logos, should infringe on the defined clear space as outlined in the diagram to the right.

Clear space for the logo is determined by the height of the "D" (from "Draw"). The minimum clear space must always be at least the height of one "D" 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 Draw the Line logo should not be reproduced smaller than five-sixteenths of an inch.



# MEMBERSHIP TOOL KIT

## EXAMPLES OF LOGO MISUSE

With all iterations of the Draw the Line logo, please avoid the following, as well as any other manipulation of the logo system.



Do not skew or distort.



Do not place on a low-contrast background.



Do not rotate.



Do not crop.



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



Do not add a stroke or alter typography.



Do not alter colors or change opacity.



Do not use portions of the logo on their own.



Do not place on a distracting background.



# MEMBERSHIP TOOL KIT

## DESIGN ELEMENTS

### ACCESSING THE DRAW THE LINE LOGO AND TEMPLATES

Editable graphics for social media and print are available for schools and conferences to use. These include Photoshop (PSDs) templates and instructions for how athletics communications professionals can update the templates. The Draw the Line logo and fonts will also be shared and available for use.

### TYPOGRAPHY

#### Druk Text Wide Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

CALLAHAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ

### COLORS



PMS 3005 C

BLACK

CMYK: 100-35-0-2

CMYK: 0-0-0-100

RGB: 0-119-200

RGB: 0-40-85

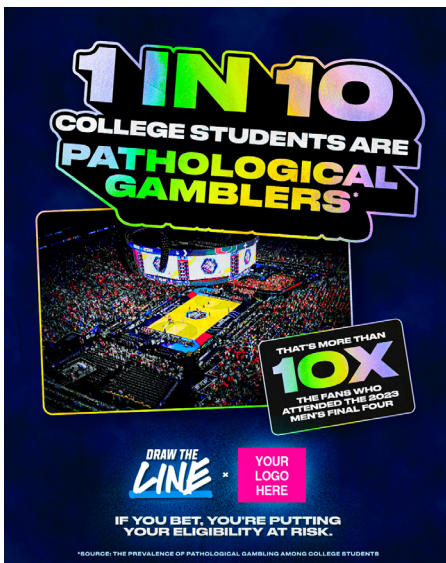
HEX: 0077CB

HEX: 002855

### MEMBER TEMPLATES

The Draw the Line logo and editable templates can be found [here](#).

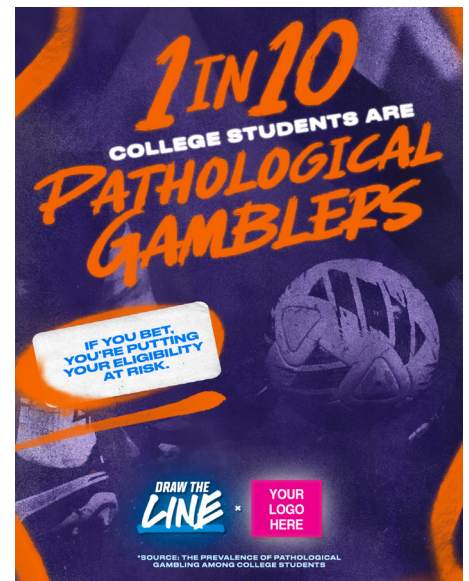
#### 1 in 10 Template



#### Don't Be a Statistic Template

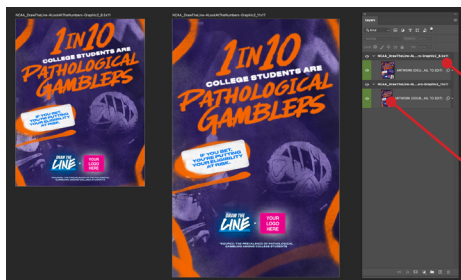


#### Member Poster



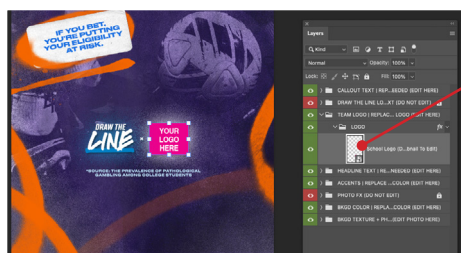
# MEMBERSHIP TOOL KIT

## TEMPLATE INSTRUCTIONS



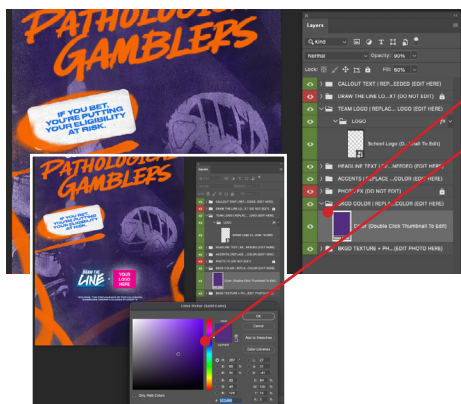
### Edit Artwork

1. Open document in Photoshop.
2. Double-click the artwork layer of the asset you would like to edit.
3. Double-click on the editable layers to make changes.



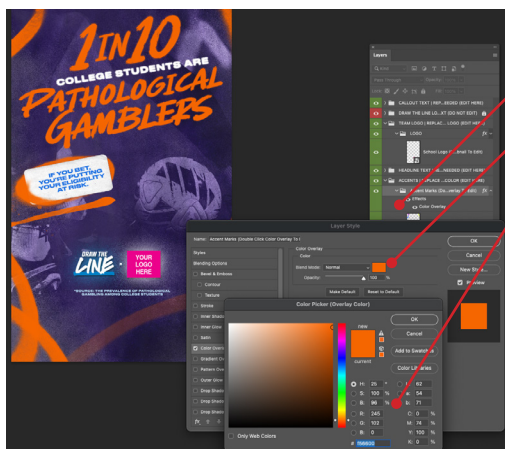
### Change Team Logo

1. Double-click logo thumbnail.
2. Place new logo, delete pink box layer.



### Change Background Color

1. Double-click color thumbnail.
2. Replace color value in color picker dialogue box. Click "OK."

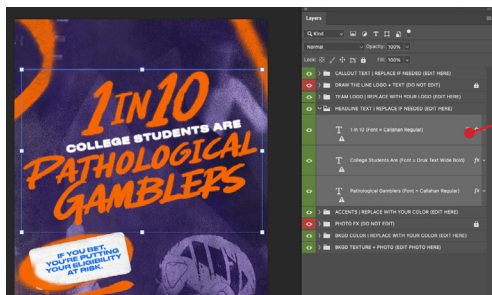


### Edit Spray Paint Accent Marks

1. Double-click the Color Overlay.
2. Double-click color thumbnail.
3. Replace color value in color picker dialogue box. Click "OK."

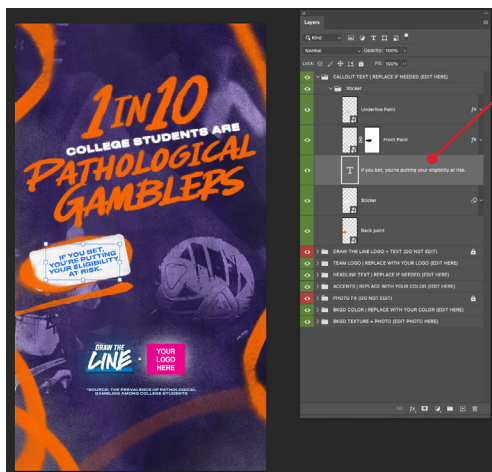


# MEMBERSHIP TOOL KIT



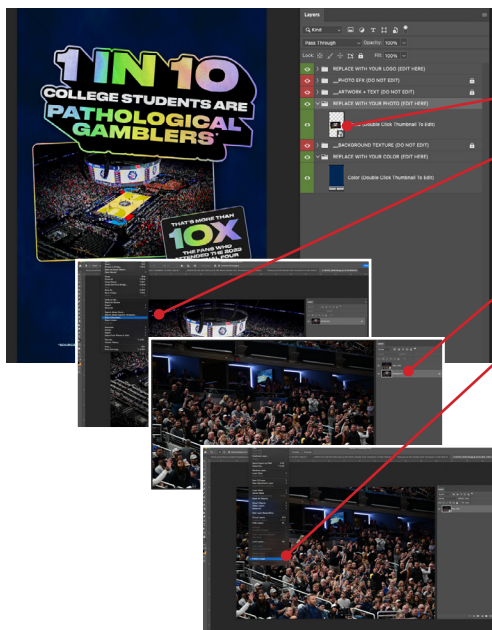
## Edit Headline Text

1. Make sure your fonts are loaded.
2. Select the Type tool and edit the headline text layers with new copy.



## Edit Callout Text

1. Double-click text thumbnail.
2. Select the Type tool and replace the text with new copy.



## Edit Photo

(Only applies to artwork with display photo.)

1. Double-click photo thumbnail.
2. Go to File > Place Embedded.
3. Find your stadium photo and place it.
4. Delete existing stadium photo.
5. Go to Layer > Flatten Image.
6. Click Save.

# MEMBERSHIP TOOL KIT

## FAQS

### **How has the legalization of sports betting, and mobile betting in particular, impacted the growth of sports betting?**

While sports betting has existed in the United States for a long time in different forms, the proliferation of legal, mobile sports betting has been a societal change that has transformed how many fans, especially younger fans, consume sports.

### **What are the NCAA's primary concerns about sports betting?**

As the legalization of sports betting continues to expand rapidly, the NCAA remains concerned about the implications on the well-being of student-athletes and the integrity of competition.

### **What are the primary areas of focus for the NCAA?**

The NCAA is focusing its efforts in this space on six key areas: education, integrity, research and reporting, NCAA rules and policies, the political landscape, and officiating. The NCAA continues its work in each of these areas, with national office staff dedicated to overseeing the Association's efforts.

### **How common is sports betting on college campuses?**

According to a [2023 NCAA-commissioned sports betting activities survey of 18- to 22-year-olds](#), sports betting activity is widespread on college campuses – 67% of students living on campus are bettors and tend to bet at a higher frequency. Additionally, 41% of college students who bet on sports have placed a bet on their school's teams, and 35% have used a student bookmaker.

### **What is a summary of the rules regarding sports betting and university staff and student-athletes?**

Current NCAA rules do not allow university staff members who have responsibilities related to the athletics department to participate in sports betting or provide information to individuals involved in sports betting. This includes the chancellor, faculty athletics representative or anyone to whom athletics reports. The rule also includes athletics department and conference office staff, as well as student-athletes.

### **What will happen if a student-athlete violates existing sports betting prohibitions?**

Student-athletes found in violation of NCAA sports betting rules may be subject to permanent loss of all remaining athletics eligibility in all sports and loss of athletics

scholarship, subject to appeal to the NCAA Division I, II or III Committee on Student-Athlete Reinstatement. The appropriate penalties will be considered on a case-by-case basis based on the division's student-athlete reinstatement sports betting penalty guidelines.

*[NCAA bylaws referenced: Bylaw 10.4]*

### **What will happen to a staff member who violates existing sports betting prohibitions?**

Institutional staff members found in violation of NCAA sports betting rules will be subject to disciplinary or corrective action as outlined in the rules governing the NCAA infractions process.

### **Why have student-athlete guidelines been changed recently?**

Student-athlete reinstatement guidelines have been revised to provide student-athletes with more education, resources and relief from punitive consequences.

### **What type of in-person educational resources are available?**

Gambling harm education remains a key focus of the NCAA. The national office and representatives from member schools continuously work together to determine best practices for addressing the sports betting landscape. The Association will continue to enhance and expand its offering of resources and initiatives to ensure the protection of student-athlete well-being and the integrity of college athletics.

The NCAA partnered with EPIC Global Solutions to provide a comprehensive gambling harm and student-athlete protection educational program for its members. They can be contacted at [ncaa@epicglobalsolutions.com](mailto:ncaa@epicglobalsolutions.com) for scheduling, and there are no costs to member schools unless there are unique conference or institutional agreements with EPIC.

### **What online educational resources are available?**

On Oct. 10, 2023, the NCAA launched a sports betting e-learning module designed to further educate more than 500,000 current and prospective student-athletes on the harms of problem gambling and the risks sports betting poses to the integrity of their games. This module is available for free at [ncaa.org/sportsbetting](https://ncaa.org/sportsbetting). If member schools are interested in tracking their student-athletes' completion, they can work with their NCAA Learning Portal administrator to place the content in the Learning Portal and leverage tracking.



# MEMBERSHIP TOOL KIT

## **What are the warning signs of problem gambling?**

Problem gambling has many warning signs, including gambling to cover losses, asking others to borrow money to gamble, gambling for longer periods than intended and mental health struggles. Learn more about problem gambling and resources available at [ncpgambling.org](https://ncpgambling.org).

## **Does the NCAA use an integrity monitoring service?**

As part of its ongoing efforts to protect the integrity of competitions, the NCAA national office is working with an industry-leading integrity service provider to enhance how it monitors sports betting in the global betting market. This includes pregame and in-game monitoring of regular, conference and postseason competition, enhanced monitoring of officials, and periodic risk assessments of all competition to ensure competitions with betting risks are monitored. These efforts with the service provider began in the 2018-19 academic year and have continually expanded. The NCAA maintains good relationships with other integrity monitoring services that are legislatively required to report integrity concerns to the NCAA.

## **What is the NCAA doing to monitor social media abuse and harassment?**

On Dec. 11, 2023, the NCAA announced that it has engaged Signify Group to provide its Threat Matrix artificial intelligence service to support the Association in studying and responding to online abuse and threats directed at NCAA championship participants, including student-athletes, coaches, officials and committee members.

This initiative is intended to further promote the mental health and well-being of the college sports community through data collection and analytics.

## **Are schools and conferences allowed to sell data to betting operators?**

In April 2022, the NCAA Division I Interpretations Committee decided that an individual, school or conference can provide stats to sports betting companies if that information is also available to the general public.

## **Can student-athletes be held accountable if their family member or someone they know uses information they shared to gamble?**

Yes, if student-athletes share information about their team with someone who uses that information to gamble, the student-athletes' eligibility can be affected.

## **What research does the NCAA conduct around sports betting?**

The NCAA has conducted research for decades on student-athlete attitudes and behaviors related to sports betting. Research efforts have increased with the proliferation of legalized sports betting. More information on research conducted can be found [here](#).

## **What resources are available for those who seek help for problem gambling behaviors?**

For resources related to problem gambling or treatment, please visit the National Council on Problem Gambling at [ncpgambling.org](https://ncpgambling.org) or contact them directly.

**Call:** 1-800-GAMBLER

**Chat:** [1800gamblerchat.org](https://1800gamblerchat.org)

**Text:** 800GAM

## **What should people do if they know information that may impact the integrity of an NCAA competition?**

To report information that may impact or has impacted the integrity of NCAA competition (e.g., point shaving, outcome fixing), please contact the NCAA at 317-917-6008.

## **What stakeholders does the NCAA regularly engage with around sports betting integrity matters?**

The NCAA network of contacts to prevent and detect integrity concerns includes federal and state law enforcement, gambling operators, campus administrators and specialized vendors.

## **Where is sports betting currently legal in the United States?**

[Interactive U.S. Map: Sports Betting – American Gaming Association](#)

## **What state advocacy is the NCAA doing?**

On Oct. 4, 2023, the NCAA announced that it will begin working with state and federal lawmakers to address harassment that student-athletes are receiving from bettors and to enhance provisions to protect the integrity of competition. Since that time, many states have implemented new laws to criminalize harassment and have implemented betting restrictions around player-based collegiate prop bets.