Brand Guidelines

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.

LOGOS

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.
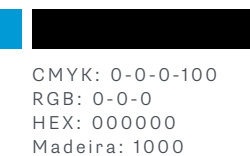
ONE COLOR BLACK

ONE COLOR REVERSE
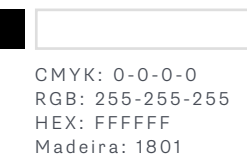
PRIMARY FULL COLOR

The blue disk is the primary logo of the NCAA brand.

PMS 2925	Black	White
CMYK: 75-18-0-0	CMYK: 0-0-0-100	CMYK: 0-0-0-0
RGB: 0-156-222	RGB: 0-0-0	RGB: 255-255-255
HEX: 009CDE	HEX: 000000	HEX: FFFFFF
Madeira: 1176	Madeira: 1000	Madeira: 1801

NCAA®

ONE COLOR BLACK

NCAA®

ONE COLOR REVERSE

SECONDARY FULL COLOR

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.

PMS 2925	Black	White
CMYK: 75-18-0-0	CMYK: 0-0-0-100	CMYK: 0-0-0-0
RGB: 0-156-222	RGB: 0-0-0	RGB: 255-255-255
HEX: 009CDE	HEX: 000000	HEX: FFFFFF
Madeira: 1176	Madeira: 1000	Madeira: 1801

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.
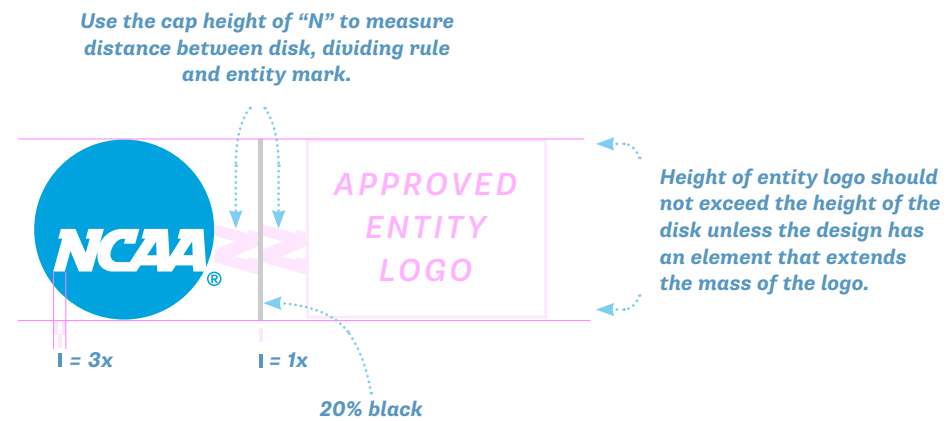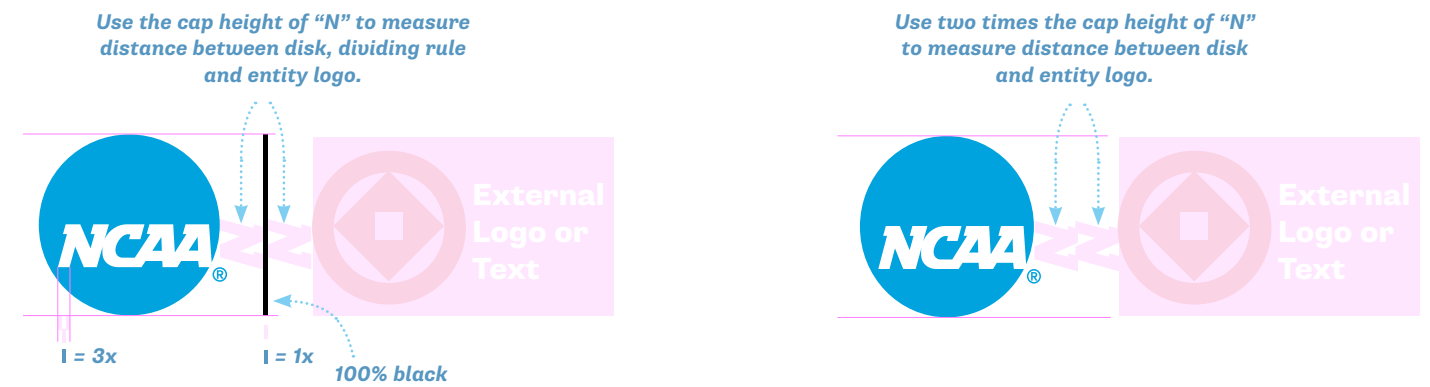
All elements should be outside this area.
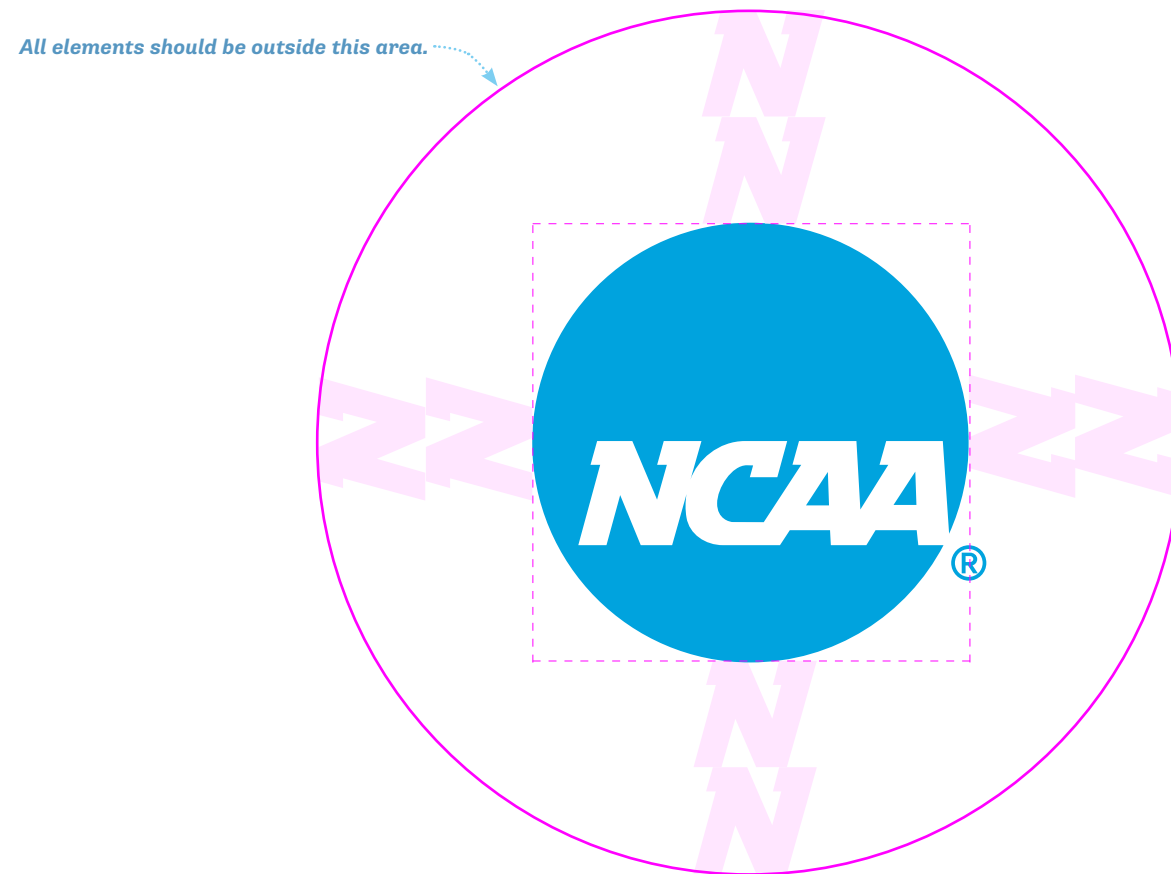
MINIMUM SIZE

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

MINIMUM PRINT SIZE

5/16"

MINIMUM DIGITAL SIZE IS 36 PIXELS TALL

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 logo.

l = 3x   l = 1x

100% black

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

External Logo or Text

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

APPROVED 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.

l = 3x   l = 1x

*20% black*

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.

PRIMARY VERSION
(<6" diameter)

LARGE FORMAT VERSION
(Ideal for signage; >6" diameter)
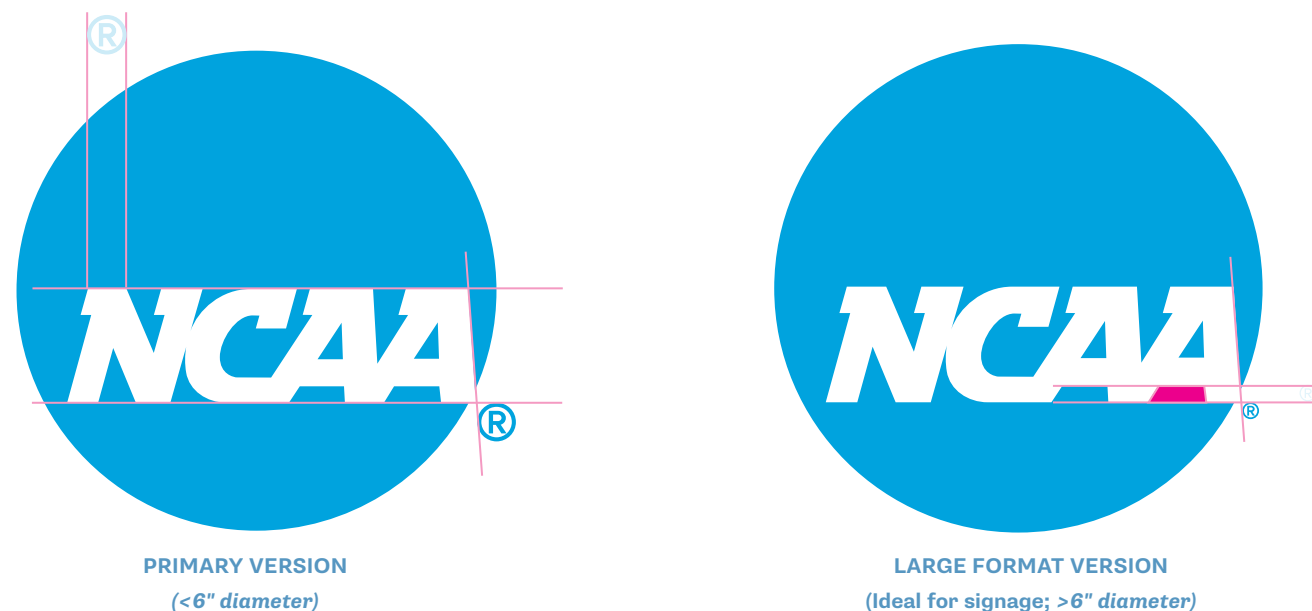
R-BALL OMISSION

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.
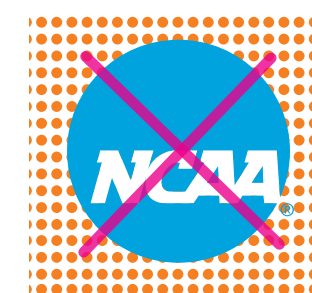
Do not use the
enhanced disk.

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 PROPORTIONS AND SAFE SPACE

Use measurement from (1) and align to the top of the disk.

Measurement (3) is the distance between (1) and (2) and is the distance between the disk and text.

Place trademarks (® or "TM") to the upper right of the name approximately one-fifth the height of the text.

AFTER THE GAME®

The text is Proxima Nova Light, 100% black, all capped, and tracking to 50 pts.

The distance from the "NCAA" baseline to the bottom of the disk is the first measurement.

ONE-LINE OPTION

NCAA HALL OF CHAMPIONS™

Text should share the baseline with "NCAA."

TWO-LINE OPTION

NCAA 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.

SPECIAL UNIT

An official NCAA entity assigned as a task force specializing in medical aspects regarding collegiate sports.

MINIMUM PRINT SIZE 5/16" NCAA | SPORT SCIENCE INSTITUTE™

INTERNAL STAFF GROUPS

MINIMUM PRINT SIZE 5/16" NCAA | ADAAPT
NCAA Employee Engagement Group

NCAA | Future Leaders
NCAA Employee Engagement Group

NCAA | LGBTQ-A+
NCAA Employee Engagement Group

NCAA | People of Color
NCAA Employee Engagement Group

NCAA | Women's
NCAA Employee Engagement Group
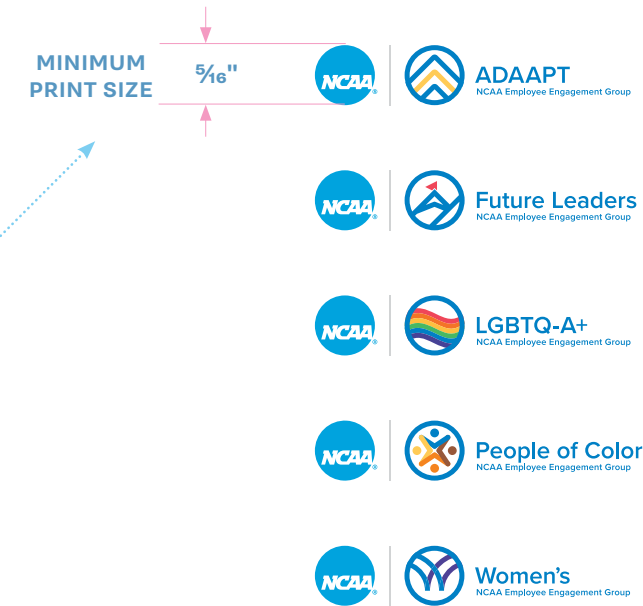
All logos locked up with the disk should not be used smaller than when the disk is at 5/16 inch in diameter in print or 36 pixels tall in digital application.

DIVISIONAL MARKS

MINIMUM PRINT SIZE 5/16" NCAA DIVISION I

MINIMUM PRINT SIZE 5/16" NCAA DIVISION II

MAKE IT YOURS

MINIMUM PRINT SIZE 5/16" NCAA DIVISION III
DISCOVER | DEVELOP | DEDICATE

MINIMUM PRINT SIZE 5/16" NCAA DIVISION III
DISCOVER | DEVELOP | DEDICATE

ONETEAM.
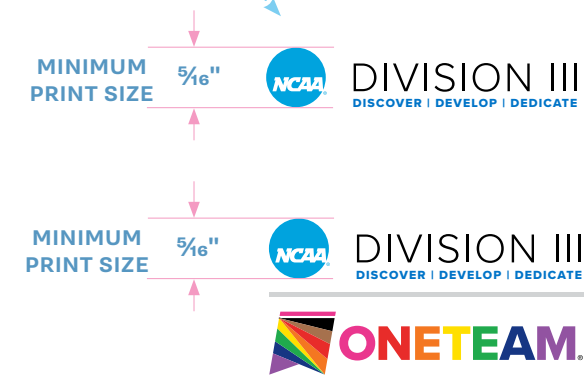
Below is the naming convention for NCAA logos. The diagram at the bottom shows the folder structure and what file types are typically included in the logo pack. The final deliverable of the logo pack will include a zipped folder with all variations of the logo and a PDF guideline for the logo.

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 Lockup** when locked up with the NCAA disk

ITERATION
PRI = Primary Logo
SEC = Secondary Logo
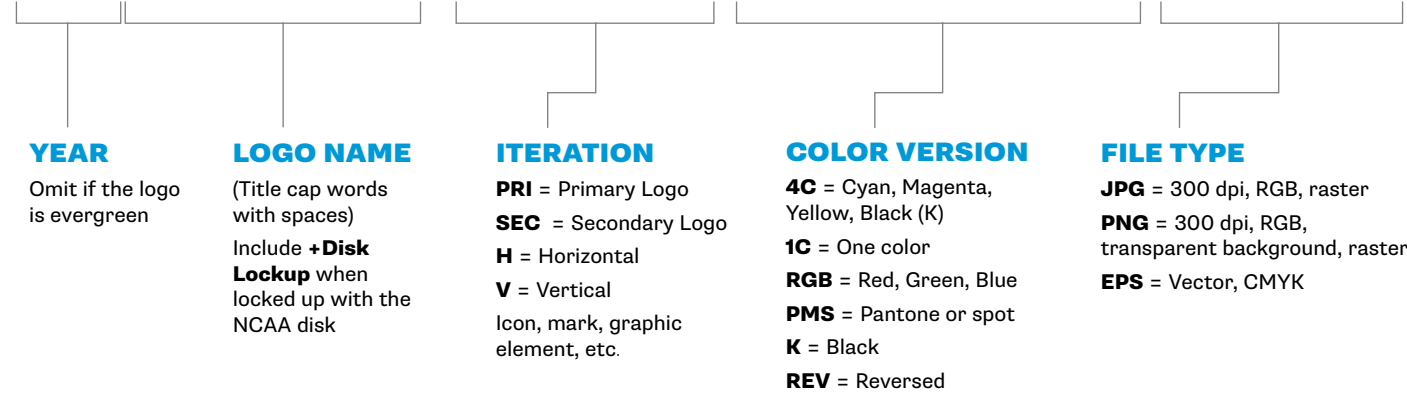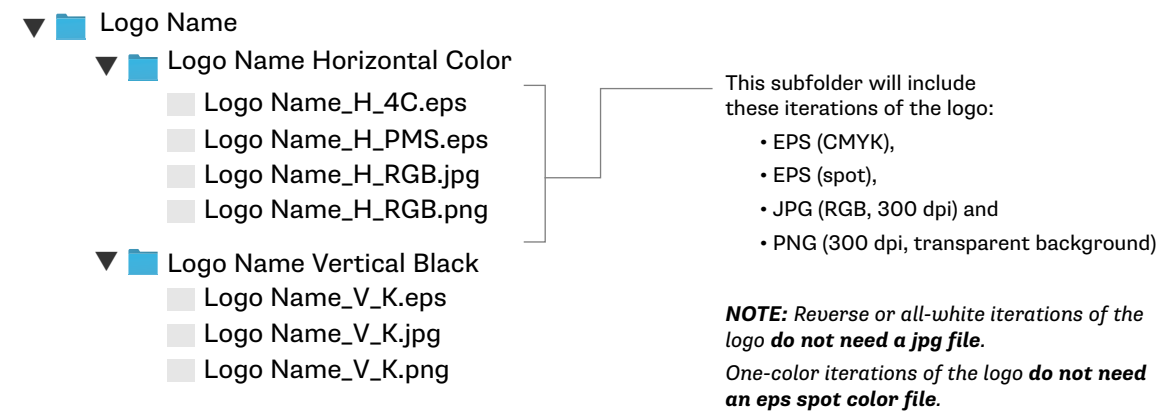**H** = Horizontal
V = Vertical
Icon, mark, graphic element, etc.

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

FOLDER STRUCTURE

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

▼ 📁 Logo Name
   ▼ 📁 Logo Name Horizontal Color
      ⬜ Logo Name_H_4C.eps
      ⬜ Logo Name_H_PMS.eps
      ⬜ Logo Name_H_RGB.jpg
      ⬜ Logo Name_H_RGB.png
   ▼ 📁 Logo Name Vertical Black
      ⬜ Logo Name_V_K.eps
      ⬜ Logo Name_V_K.jpg
      ⬜ Logo Name_V_K.png

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.
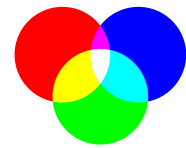
CMYK (PRINT)

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.
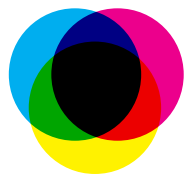
SPOT COLOR

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.

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

CMYK: 75-18-0-0
RGB: 0-156-222
HEX: 009CDE
Madeira: 1176

PRIMARY COLOR PALETTE

PMS 2905
CMYK: 43-3-0-0
RGB: 141-200-232
HEX: 8DC8E8
Madeira: 1092

PMS 3005
CMYK: 100-35-0-2
RGB: 0-119-200
HEX: 0077C8
Madeira: 1297

PMS 7462
CMYK: 100-56-0-16
RGB: 0-85-140
HEX: 00558C
Madeira: 1376

PMS 295
CMYK: 100-63-0-67
RGB: 0-40-85
HEX: 002855
Madeira: 1242

PMS Cool Gray 1
CMYK: 10-7-5-0
RGB: 217-217-214
HEX: D9D9D6
Madeira: 1286

PMS Cool Gray 5
CMYK: 28-21-18-1
RGB: 177-179-179
HEX: B1B3B3
Madeira: 1012

PMS Cool Gray 10
CMYK: 57-46-40-25
RGB: 99-102-106
HEX: 63666A
Madeira: 1239

PMS 142
CMYK: 0-21-77-0
RGB: 241-190-72
HEX: F1BE48
Madeira: 1172

PMS 716
CMYK: 0-59-100-0
RGB: 234-118-0
HEX: EA7600
Madeira: 1278

NOTE: CMYK breakdowns are based on color bridge (Pantone CP) mixtures. RGB and Hex formulas are based on Pantone C colors.

SECONDARY COLOR PALETTE

PMS 484
CMYK: 1-90-92-33
RGB: 154-51-36
HEX: 9A3324
Madeira: 1038

PMS 7483
CMYK: 78-11-84-54
RGB: 39-93-56
HEX: 275D38
Madeira: 1189

PMS 360
CMYK: 59-0-90-0
RGB: 108-194-74
HEX: 6CC24A
Madeira: 1049

PMS 366
CMYK: 29-0-64-0
RGB: 183-221-121
HEX: B7DD79
Madeira: 1248

PMS 5265
CMYK: 80-78-11-38
RGB: 64-58-96
HEX: 403A60
Madeira: 1233

PMS 667
CMYK: 52-58-8-8
RGB: 124-105-146
HEX: 7C6992
Madeira: 1387

PMS 270
CMYK: 29-23-0-0
RGB: 180-181-223
HEX: B4B5DF
Madeira: 1311

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.

Aa
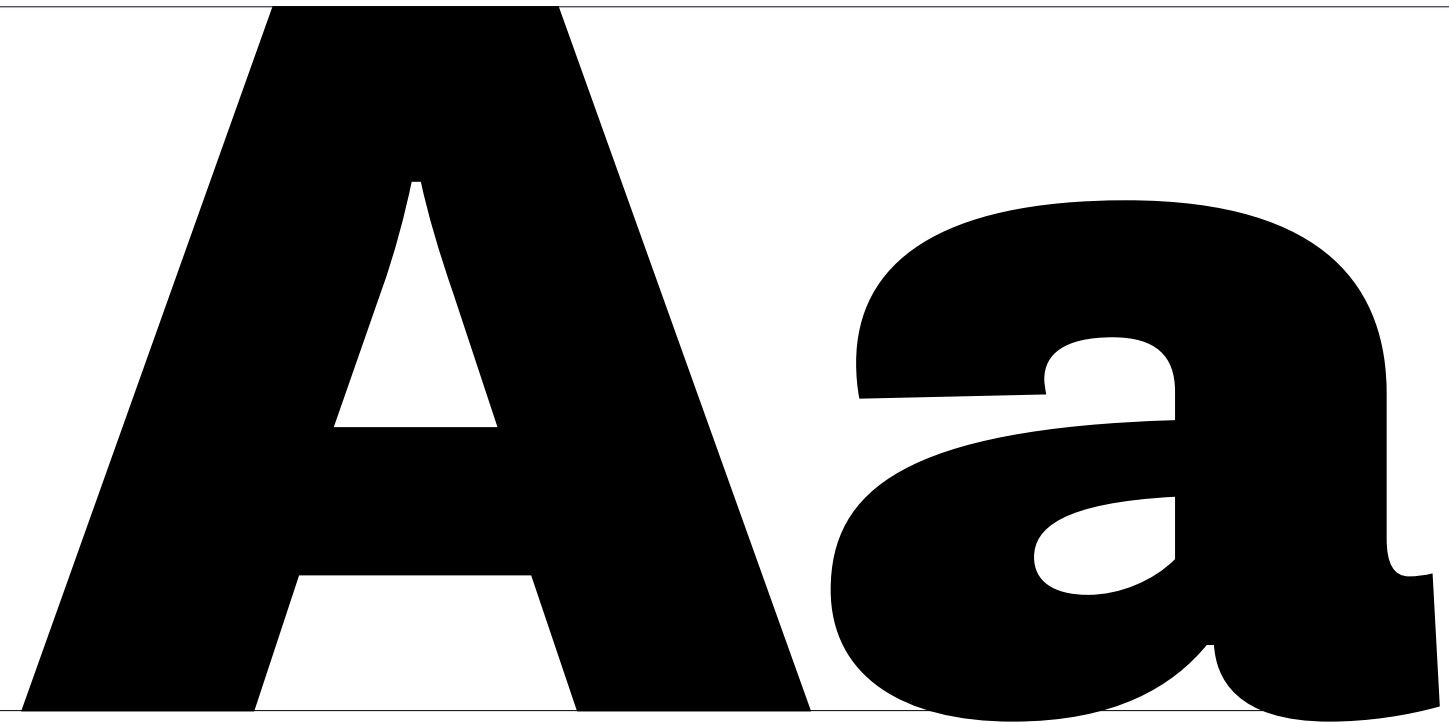
SUPRIA SANS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

SUBSTITUTE: CHIVO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

REGULAR WIDTH	CONDENSED WIDTH
Supria Sans Light	Supria Sans Light
Supria Sans Light Italic	*Supria Sans Light Italic*
Supria Sans Regular	Supria Sans Regular
Supria Sans Regular Italic	*Supria Sans Regular Italic*
Supria Sans Medium	**Supria Sans Medium**
Supria Sans Medium Italic	*Supria Sans Medium Italic*
Supria Sans Bold	**Supria Sans Bold**
Supria Sans Bold Italic	*Supria Sans Bold Italic*
Supria Sans Heavy	**Supria Sans Heavy**
Supria Sans Heavy Italic	*Supria Sans Heavy Italic*
Supria Sans Black	**Supria Sans Black**
Supria Sans Black Italic	***Supria Sans Black Italic***

Supria Sans

Mislab Std.

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

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Mislab Std. Hairline

Mislab Std. Std. Light

Mislab Std. Regular   Mislab Std. Italic

Mislab Std. Bold   **Mislab Std. Bold Italic**

Mislab Std. ExBold   **Mislab Std. ExBold Italic**

Mislab Std.

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/*.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

REGULAR WIDTH

Charter Roman   *Charter Italic*
Charter Bold   ***Charter Bold Italic***
Charter Black   ***Charter Black Italic***

Charter

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)
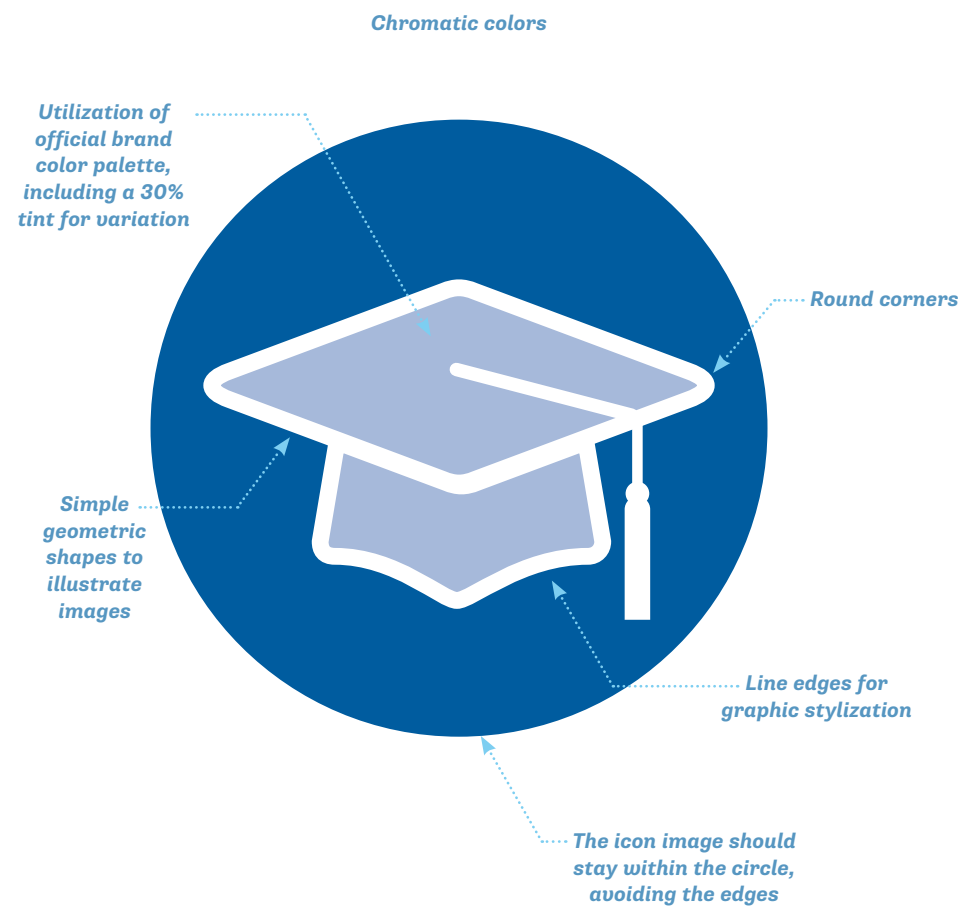
INFOGRAPHIC AND LABELING TEXT

Supria Sans Condensed

Mislab Std.

GRAPHIC
STANDARDS

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.
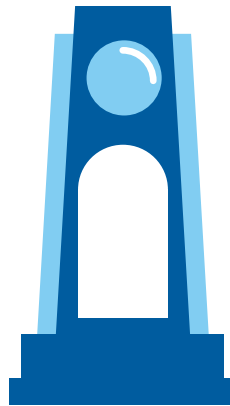
ICON CHARACTERISTICS

Chromatic colors

Utilization of official brand color palette, including a 30% tint for variation

Round corners

Simple geometric shapes to illustrate images

Line edges for graphic stylization

The icon image should stay within the circle, avoiding the edges

EXAMPLES:

Lorem Ipsum Solor
Consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore

100%
80
60
40
20
0

2%
18%
62%
18%

79%
Consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt

62%
38%
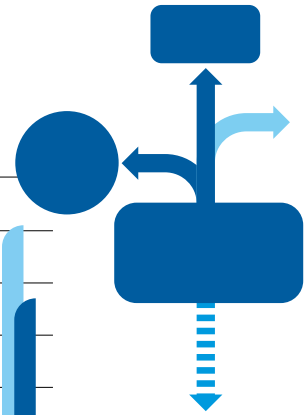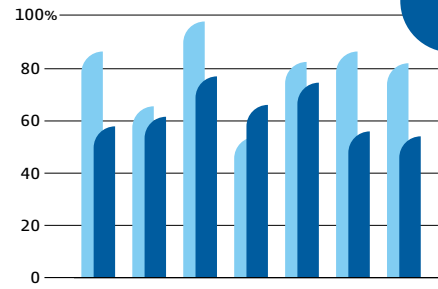
62% who attend were DI athletes

18% were DII athletes

18% were DIII athletes

2% did not affiliate with a division

Lorem ipsum dolor sit amet, consec Lorem ipsum dolor sit ame

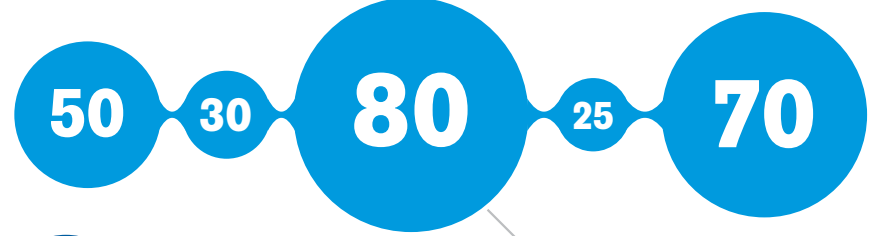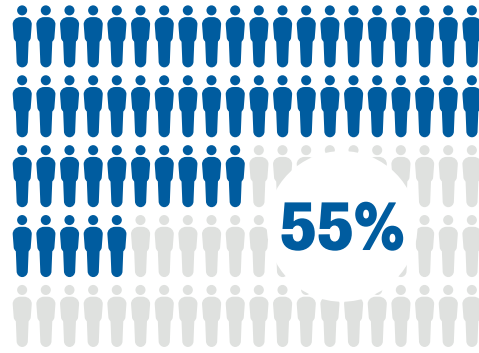Lorem ipsum dolor sit amet, consec Lorem ipsum dolor sit ame consec Lorem
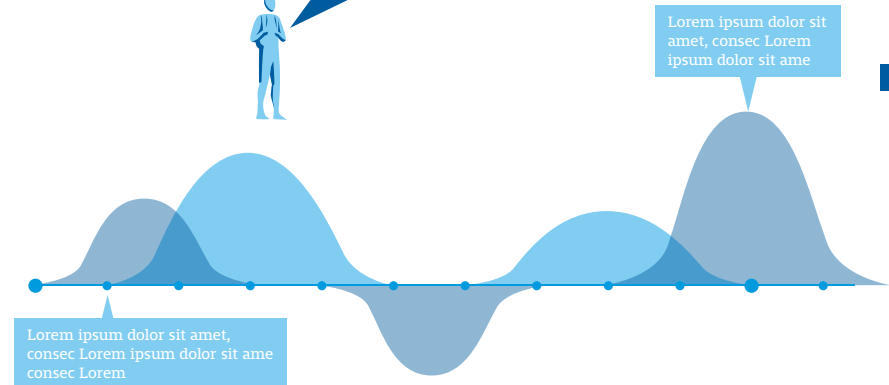
7.4
4.2
5.8

16%
3%

55%

TEAM #1
TEAM #2

DID YOU KNOW?
Lorem ipsum dolor sit amet, consec Lorem ipsum dolor sit ame consec Lorem Lorem ipsum dolor sit ame consec Lorem ipsum dolor sit ame consec

+42%
-16%

62%
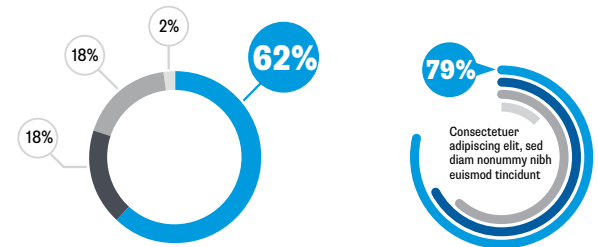Lorem ipsum dolor sit amet, consec Lorem ipsum

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3
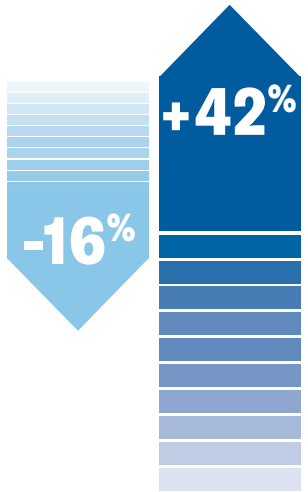Lorem ipsum dolor sit amet, consec Lorem ipsum dolor sit ame consec Lorem Lorem ipsum dolor sit amet,

50 30 **80** 25 **70**

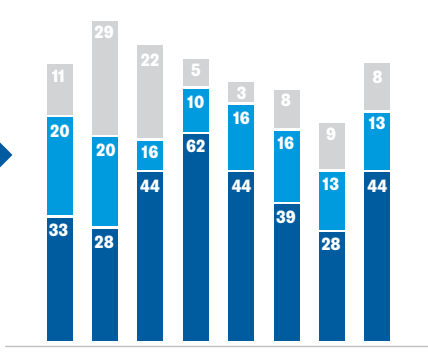Lorem ipsum dolor sit amet, consec Lorem ipsum dolor sit ame consec

Jan. 8, 1988
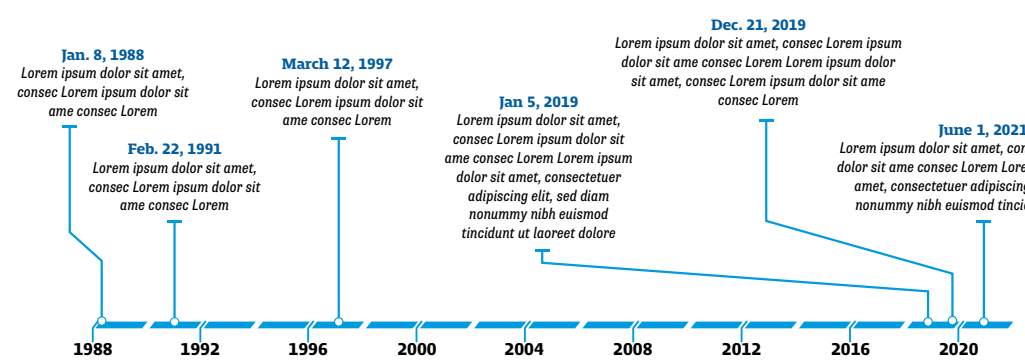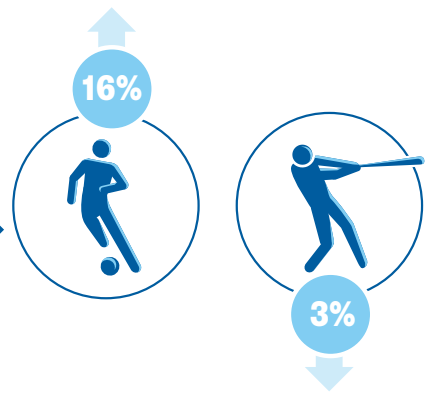Lorem ipsum dolor sit amet, consec Lorem ipsum dolor sit ame consec Lorem

Feb. 22, 1991
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March 12, 1997
Lorem ipsum dolor sit amet, consec Lorem ipsum dolor sit ame consec Lorem

Jan 5, 2019
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Dec. 21, 2019
Lorem ipsum dolor sit amet, consec Lorem ipsum dolor sit ame consec Lorem ipsum Lorem ipsum dolor sit amet, consec Lorem

June 1, 2021
Lorem ipsum dolor sit amet, consec Lorem ipsum dolor sit ame consec Lorem Lorem ipsum dolor sit amet, consec Lorem ipsum nibh euismod tincidunt ut laoret
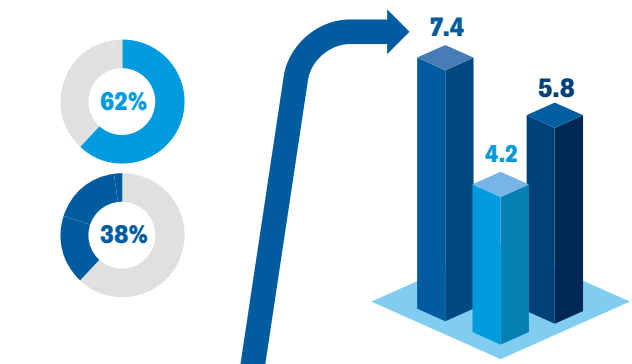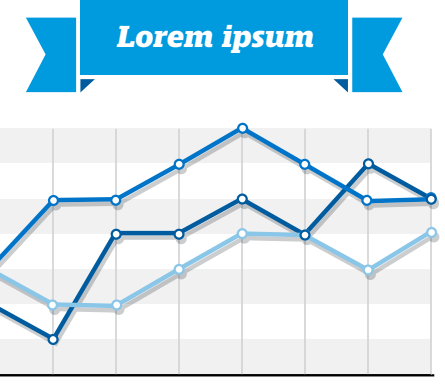
1988 1992 1996 2000 2004 2008 2012 2016 2020

11 29 22 25 5 8 8
20 20 16 10 3 16 13
33 28 44 62 44 44 39 28 13 44

	DIV I	DIV II	DIV III
Lorem e	14	8	2
Consequat	45	31	3
Qui blandit	5	8	5
Praesent luptatum	45	52	13
Dolor sit amet	11	13	14
Ectetuer adipiscing	22	7	16
Erat volutpa	64	68	62
Suscipit lobortis	45	32	21
Nisl ut aliquip	15	20	23
Ex ea commodo	45	62	51

Lorem ipsum

NCAA CONTACT

All questions concerning these brand guidelines can be directed to:

Arturo Contreras
Associate Director of Communications - Creative
acontreras@ncaa.org