



STYLE GUIDE

Conference USA
Brand Identity





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Conference USA Brand Identity

1. Primary Mark

This is the primary mark for Conference USA. This color version should be used whenever possible, and never redrawn or modified in any manner.



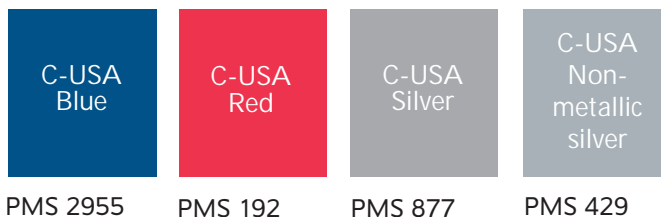
2. Alternate Version (For use on dark backgrounds)

It is permissible to use the alternate version below of the C-USA primary mark to stand out from the background or environment being used.



3. C-USA Colors

The primary colors are C-USA Blue, Red and Silver. The colors specs (at right) should always be followed to ensure accurate color reproduction.



4. Primary Mark in Institutional Colors

It is permissible to reproduce the C-USA primary mark in the official color palette of a member institution as shown below. Other color applications are not allowed.



5. Primary Mark One Color

When the application does not support full four color, use one of the versions below.

Fig. A - Black on a white background. May also be used in one institutional color on a white/color background.

Fig. B - White reversed out of a black/institutional color background.

Fig. C - Outline version used only for embossing or engraving



6. Collective Marks

The following collective marks (icon and word) can be used to represent the conference and its membership.



7. Cross Branding Mark

The Cross Branding Mark represents a distinctive system to highlight the relationship between the conference and its members. Merchandising and print publication are the primary uses for this mark. Each institution has its own version of this mark. Any deviation from the marks as shown below is not permitted.



8. Cross Branding Mark - Word Version

The Cross Branding Mark represents a distinctive system to highlight the relationship between the conference and its members. Merchandising and print publication are the primary uses for this mark. Each institution has its own version of this mark. Any deviation from the marks as shown below is not permitted.





9. Championship Marks

Official marks for C-USA Championships are developed and distributed by the conference office each season. These marks are also available for download from the league's official website, conferenceusa.com/gallery.

10. General Application

The purpose of this guide is to outline the brand usage guidelines as clearly as possible. The guidelines established herein are meant to be followed strictly as stated. Any questions regarding the application of the marks or interpretation of these guidelines should be directed to the conference office.

Usage of the marks that is not in compliance with the guidelines stated in this brochure is contrary to conference policy. Consequently, the conference office will issue written notification and request that the institution and/or appropriate party conform to the brand requirements.

11. Usage Responsibility

The Conference USA branding system visually upholds the integrity that is indicative of its member institutions. The usage guidelines provide a platform for its member institutions to enjoy a meaningful and relevant association with the conference through consistent use. This continuity is vital in establishing awareness and recognition for C-USA, which ultimately strengthens each member institution's association with the league.

It is the responsibility of those using the Conference USA brand to adhere to the guidelines established herewithin. In order to establish and maintain the integrity of the brand, it is essential to abide by the usage guidelines. All personnel at conference member institutions, members of the media, affiliate organizations, licensees, retailers and any other persons or organizations having the right to use the Conference USA name or marks are instructed to follow these guidelines.

Deviating from the standards stated in this brochure or developing variations of these marks without the written permission of the conference office is strictly prohibited.

12. Trademark

The name Conference USA and its graphic representation are valuable assets to the conference, representing the athletic and academic traditions of its member institutions. These elements also distinguish Conference USA from its fellow athletic conferences.

Because the Conference USA marks are more than just words, an obligation exists with anyone reproducing them to preserve their distinctiveness. The elements of the branding system should always be reproduced with the "TM" as included in the original artwork until they have been designated registered service marks by the U.S. Patent Office.

13. Required Applications

Conference USA has mandated requirements for usage of the branding system through its Marketing and Brand Building Program (attached). Please contact the conference office for additional information regarding required applications.

Contact

For questions regarding the C-USA Brand Identity or additional information, please contact the conference office at 214.774.1300.

Cross Branding Mark - Proud Member



Proud member of Conference USA



Proud member of Conference USA



Proud member of Conference USA



Proud member of Conference USA



Proud member of Conference USA



Proud member of Conference USA



Proud member of Conference USA



Proud member of Conference USA



Proud member of Conference USA



Proud member of Conference USA



Proud member of Conference USA



Proud member of Conference USA

2007-08 Championship Marks



October 27, 2007 ✦ Hosted by **UTEP**



April 17-20, 2008 ✦ Hosted by **HOUSTON**



November 7-11, 2007 ✦ Hosted by **UTEP**



April 18-20, 2008 ✦ Hosted by **SMU**



November 14-18, 2007 ✦ Hosted by **UAB**



April 20-22, 2008 ✦ Texarkana CC



November 15-18, 2007 ✦ Hosted by **MARSHALL**



April 14-16, 2008 ✦ Hosted by **UTEP**



February 27-March 1, 2008 ✦ Hosted by **HOUSTON**



May 8-10, 2008 ✦ Hosted by **HOUSTON**



February 29-March 1, 2008 ✦ Hosted by **HOUSTON**



May 15-17, 2008 ✦ Hosted by **UTEP**

2007-08 Championship Marks



March 12-15 ★ FedEx Forum



MARCH 6-9 · HOSTED BY UCF





MARKETING AND BRAND BUILDING AT C-USA INSTITUTIONS

Listed below are the current regulations regarding the use of the Conference USA brands by C-USA institutions.

Football Field

The Conference USA Primary Mark must appear on the football field between the 20 and 40-yard lines facing the press box/TV cameras on both sides of the 50-yard line. The mark should appear completely in white. The marks should be a minimum of 10 yards wide and be positioned between the hash mark and the yard-line number on the press box side of the field. The logo cannot obliterate any yard lines per NCAA rules. The conference office will provide each institution with field stencils. Use of color other than white is allowed but must be approved by the conference office.

Basketball Court

The Conference USA Primary Mark must appear on both sides of the basketball court in the free throw lane (logo reads left to right from the free throw line). The conference office will provide the proper-sized stencil to the institution and a diagram with color recommendations.

Facility Signage

The Conference USA Primary Mark must appear as signage in each facility at each institution sponsoring soccer, baseball, volleyball and softball. Color guidelines will be determined depending on which mark is required.

- The conference office will provide general guidelines and minimum size specifications for the signage
- The guidelines will be designed to provide each institution flexibility due to different types of venues/constraints

Football Jerseys

The Conference USA NCAA Football patch must appear on the left front shoulder of the jersey. Patches will be provided by NCAA Football and the conference office will work with NCAA Football and the football equipment managers to determine color and quantity for each team.

Other Uniforms

The Conference USA Primary Mark must appear on all team and individual sport uniforms, including but not limited to, the official uniform, practice gear (where feasible), warm-ups and apparel worn by coaching staffs and game management personnel, within the guidelines of NCAA rules.

Note: Teams may order patches through the conference office at the institution's expense if needed.

- The conference office will provide size, color and additional logo specifications
- The conference office will designate uniform location for each sport to maintain consistency
- The conference office will provide guidelines for additional apparel and equipment applications
- The logo will be silkscreened, embroidered or a patch
- The cost of uniform logos is the institution's expense or provided by the apparel supplier

Publications

The Conference USA Primary Mark must appear on the front cover of all institutional athletic department team and individual sport media guides. The Conference USA Primary Mark or the Cross Branding mark must also appear on all institutional athletic department publications including, but not limited to, letterhead, ticket brochures, press releases and schedule cards, effective at the next scheduled printing date. The conference office will provide guidelines, specifications and other necessary information.

Radio/Television Logo Identification

The conference will develop a video animation of the conference logo that can be used in any institutional TV production (as a tag or drop-in). Also, a generic radio drop-in (Conference ID) will be produced for use on institutional radio broadcasts.

Website

The Conference USA Primary Mark must appear on the front page of each member institution's official website with a link back to conferenceusa.com.



BRAND IDENTITY REQUIREMENTS FOR UNIFORMS

The Conference USA Primary Mark must appear on all team and individual sport uniforms, including but not limited to, the official uniform, practice gear (where feasible), warm-ups and apparel worn by coaching staffs and game management personnel, within the guidelines of NCAA rules.

- ◆ The conference office will provide size, color and additional logo specifications (see below)
- ◆ The conference office will designate uniform location for each sport to maintain consistency
- ◆ The conference office will provide guidelines for additional apparel and equipment applications
- ◆ The mark should be silkscreened, embroidered or a patch
- ◆ Institutions may order patches through the conference office
- ◆ The cost of uniform logos is the institution's expense or provided by the apparel supplier

PRIMARY MARK - ONE COLOR SOLID VERSION

ONE COLOR USAGE GUIDELINES



- The Primary Mark has flexibility in color usage.
- The Primary Mark may be reproduced with the official color palette of a member institution.
- The Primary Mark must appear entirely in ONE color - black, white or an institutional color.

RECOMMENDED UNIFORM PLACEMENT

Sport	Recommended Location	Size
Football	Left front shoulder	NCAA Football C-USA patch
Volleyball	Left front shoulder Left front chest Back between shoulder blades	Minimum size 4" width
Soccer	Top of the left sleeve	Minimum size 4" width
Cross Country	Left front chest Back between shoulder blades Front left shorts	
Basketball	Front left shorts	Minimum size 4" width
Softball	Top of the left sleeve	Minimum size 4" width
Baseball	Top of the left sleeve	Minimum size 4" width
Swimming/Diving	Left front chest Back between shoulder blades Note: Logo on warmup apparel, not suit	Minimum size 3" width
Golf (Bag Only)	Most visible	Minimum size 3" width
Tennis	Top of the sleeve Left front chest/shoulder Front left shorts	Minimum size 3" width
Track and Field	Upper left front chest Back between shoulder blades Front left shorts	Minimum size 3" width

ARTWORK/QUESTIONS

For more information regarding the uniform requirements or artwork for reproduction, please contact Erika Amstadt Hirschfield (Voice: 219.322.7071 or E-mail: erikaah@sbcglobal.net). Logos are also available for download at conferenceusa.com.



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Conference USA Brand Identity

References and Official Colors

Official Name/Nickname	Preferred References	Unacceptable Usages	Official Colors
Conference USA C-USA	Conference USA C-USA	Conf. USA CUSA	2955 Blue, 192 Red, 429/877 Gray/Silver
East Carolina University Pirates	East Carolina ECU	---	527 Purple, 109 Gold
University of Houston Cougars	Houston UH, HOU	---	185 Red, 289 Blue
Marshall University Thundering Herd	Marshall MAR	---	357 Green, 429 Gray
University of Memphis Tigers	Memphis U of M, MEM	---	280 Blue, 423/877 Gray/Silver
Rice University Owls	Rice	---	281 Blue, 428 Gray
Southern Methodist University SMU Mustangs	SMU	Southern Methodist	286 Blue, 186 Red
University of Southern Mississippi Southern Miss Golden Eagles	Southern Miss USM	So. Miss So. Mississippi	Black, 123 Gold
Tulane University Green Wave	Tulane TLN	---	3435 Green, 640 Blue, Cool Gray 7, 556 Lt. Green
University of Tulsa Golden Hurricane	Tulsa TU, TLS	UT Hurricanes	280 Blue, 872 Gold, 032 Red
University of Alabama at Birmingham UAB Blazers	UAB	Alabama-Birmingham Ala.-Birmingham	3425 Green, 131 Gold, 193 Red, Black
University of Central Florida UCF Knights	UCF	Central Florida Central Fla.	872 Gold, Black, 422 Gray
University of Texas at El Paso UTEP Miners	UTEP	Texas-El Paso	282 Blue, 172 Orange, Cool Gray 5 or 877 Silver