



ATLANTIC 10 IDENTITY GUIDELINES

Version 3.0 - Updated June, 2016

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OVERVIEW

These guidelines are intended to help anyone who is authorized in writing by the Atlantic 10 Conference to use the A-10 logo in accordance with the guidelines outlined in this manual.

The intent of these guidelines is to create a clear understanding of how the Atlantic 10 logo is used in a variety of media and applications.

All digital artwork is available from the Atlantic 10 Conference. Please contact:

Mike Vest
Associate Commissioner
Atlantic 10 Conference
mvest@atlantic10.org
[757] 706-3056

COLOR AND USAGE

The Atlantic 10 color scheme has been selected to work in print, on digital displays, and for web browsers. All colors used in applications of the A-10 logo should be selected with the intended medium in mind.

The primary red has been selected to stand out from the various team logos associated with the Atlantic 10 Conference, but in some cases, black, white or grey may be used in conjunction with or in place of the specified red.

A wide array of color combinations are specified in the following pages for a diverse handling of applications on colored, textured, or photographic backgrounds. Any color combinations not specified, however, should be avoided.

The A-10 logo must always be accompanied by an appropriate trademark symbol.



Red

For Print Usage
PMS 186
13c 100m 90y 4k

For Digital Display Usage
204r 9g 47b

For Web Usage
#cc092f



Black

For Print Usage
PMS Neutral Black
72c 66m 65y 73k

For Digital Display Usage
33r 33g 33b

For Web Usage
#212121



- A **‘Atlantic 10 Conference’**
For large-scale
applications only



- B **‘Atlantic 10’**



- C **‘A10’**





Red and Black on White



White and Black on Red



Greyscale logo on White



Red and White on Black



Red and Black on White



White and Black on Red



Greyscale logo on White



Red and White on Black



Red and Black on White



White and Black on Red



Greyscale logo on White



Red and White on Black





Red on White



White on Red



Black on White



Red on Black





Red and Black on White



White and Black on Red



Greyscale logo on white



White and Red on Black





Red



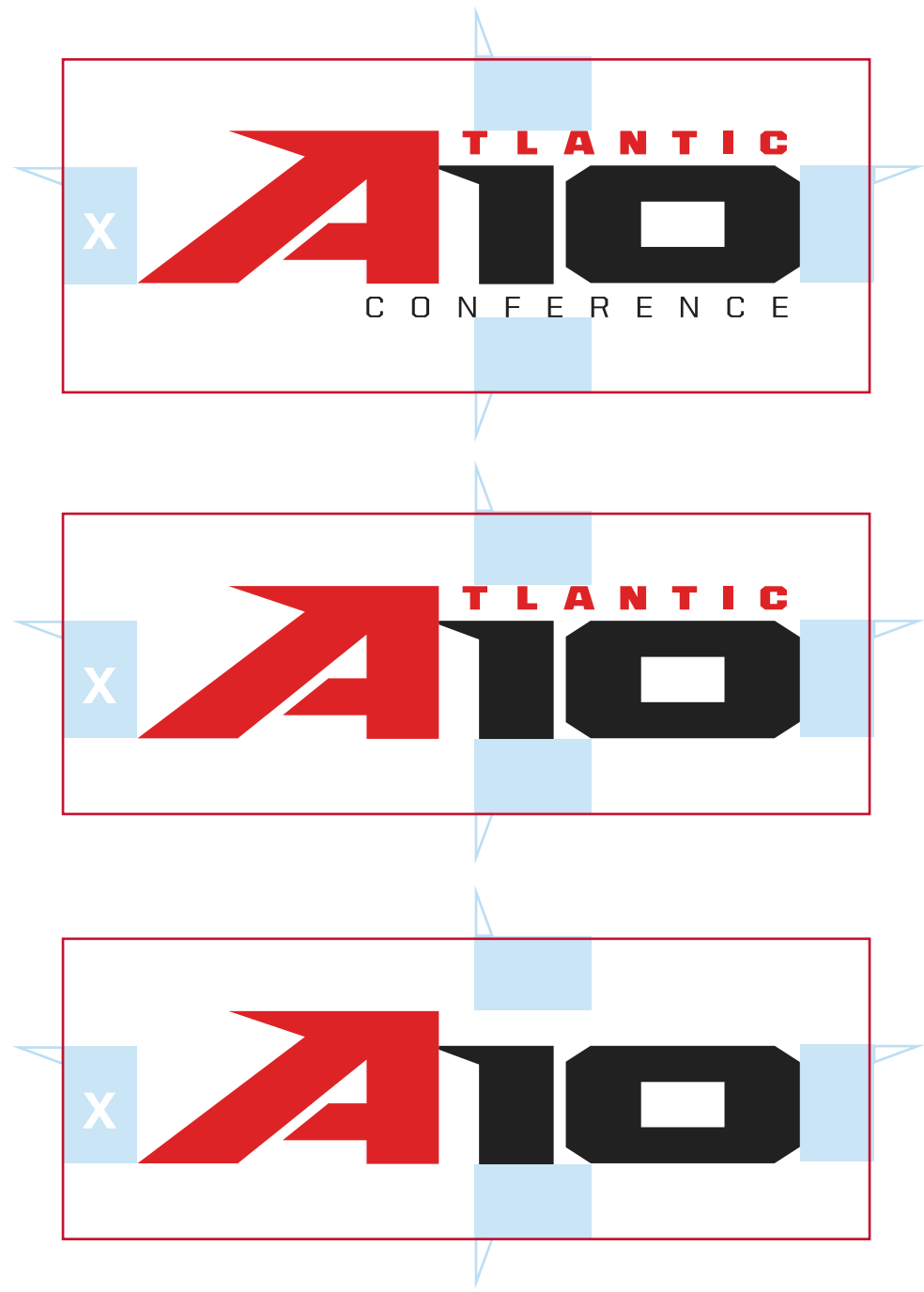
White on Red



Black on White



Red on Black



The “protected area” is a clear margin surrounding all A-10 logos. It provides a clear graphic buffer zone to separate the logo from all other elements. No graphic element other than the registered trademark symbol may intrude upon the protected area around the logo.

The protected area is based upon the measurement “X”. “X” is defined by the width of the “1” in “10”, not counting the serif.

The “protected area” is a clear margin surrounding all A-10 logos. It provides a clear graphic buffer zone to separate the logo from all other elements. No graphic element other than the registered trademark symbol may intrude upon the protected area around the logo.

The protected area is based upon the measurement “X”. “X” is defined by the width of the “1” in “10”, not counting the serif.

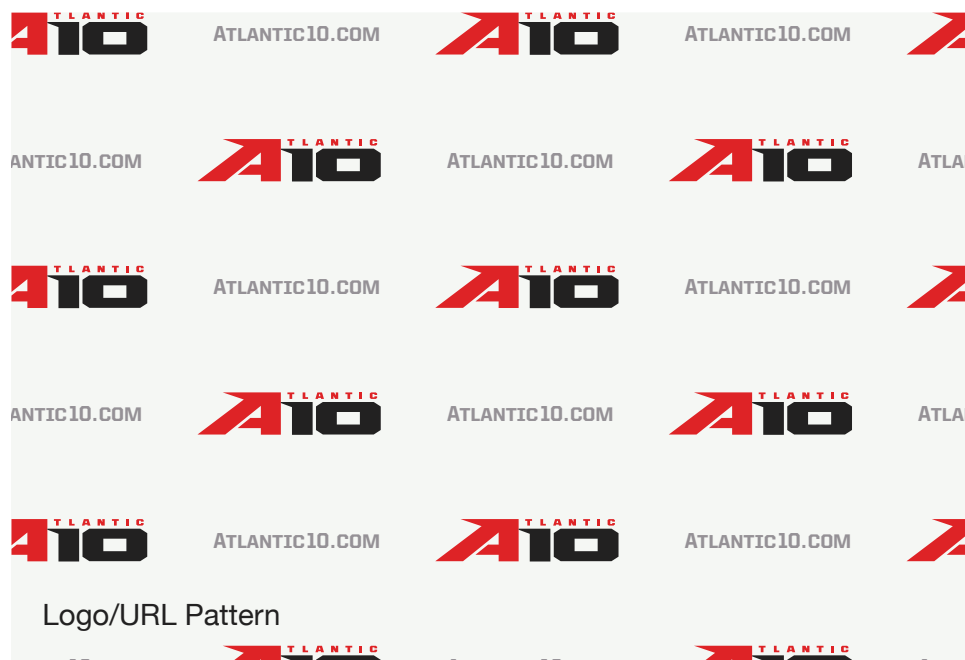


EST 75

Heritage Mark



Heritage Pattern



Logo/URL Pattern



Heritage Crest

RESTRICTIONS

The Atlantic 10 logo has been carefully designed to work within the context of a mixed variety of media. Nevertheless, there are some ways in which the logo should never be used.

The following pages will address a few key logo restrictions in the use of all A-10 logo variations. However, this list is not exhaustive. In general, the logo should never be broken, stretched, squashed, or applied in any way other than the uses specified in these guidelines.



DO NOT modify the spacing of the logotype



DO NOT stretch, compress or shear the logotype



DO NOT change the size or position of the tagline



DO NOT place the logo at an angle



DO NOT use the two color logo over busy photography



DO NOT outline the logo



DO NOT replace or remove elements of the logo



DO NOT modify the colors except as permitted



DO NOT remove shield from stacked lockup

TYPOGRAPHY

The Atlantic 10 logo consists of custom drawn type in a single weight. However, United Sans Regular, which is available in a wide variety of weights, may be used in support of the logo.

United Sans Regular Bold is to be used for all supporting headlines, while United Sans Regular Medium is to be used for all supporting body text.

United Sans Regular may be purchased from House Industries.

<http://www.houseind.com/fonts/unitedcollection>

Headline usage

United Sans Regular Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
012345657890

Body copy usage

United Sans Regular Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
012345657890

Secondary
body copy usage
For captions and
other small-scale uses

Helvetica Neue Bold/Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
012345657890

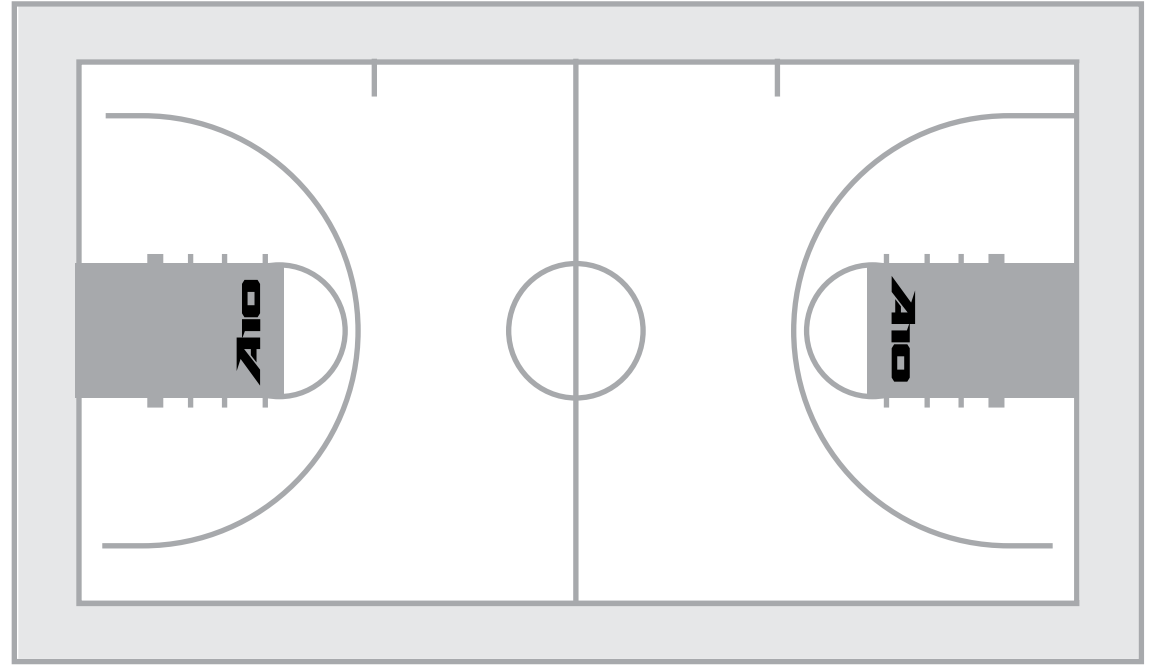
SAMPLE APPLICATIONS

The following images demonstrate a few sample applications of the Atlantic 10 identity on playing surfaces, promotional and marketing materials, and licensed merchandise.

ON-COURT GUIDELINES

Each institution must have the Atlantic 10 logo painted in the key at each end of the court. The specifications as outlined below by the Conference must be followed.

- Logo for key placement should be Wordmark C.
- Logo must be at least 8'9" wide and proportionally correct.
- Lettering shall begin 18" below the free-throw line.
- A school's primary color may be used in a one-color application. If the key is colored, the logo must appear in a contrasting color (black, white, contrasting primary school color or natural wood).



**Wordmark C –
one color version**





SCHOOL COLORS

The logo may be tailored to each school's unique color palette. The following guidelines outline approved color uses for applications including playing surfaces, promotional and marketing materials, and licensed merchandise.

In addition to each school's primary color palette, a black and white version of the logo is acceptable and available to all schools for their use.



In addition to each school's primary color palette, a black and white version of the logo is acceptable and available to all schools for their use.



In addition to each school's primary color palette, a black and white version of the logo is acceptable and available to all schools for their use.

A10

A10

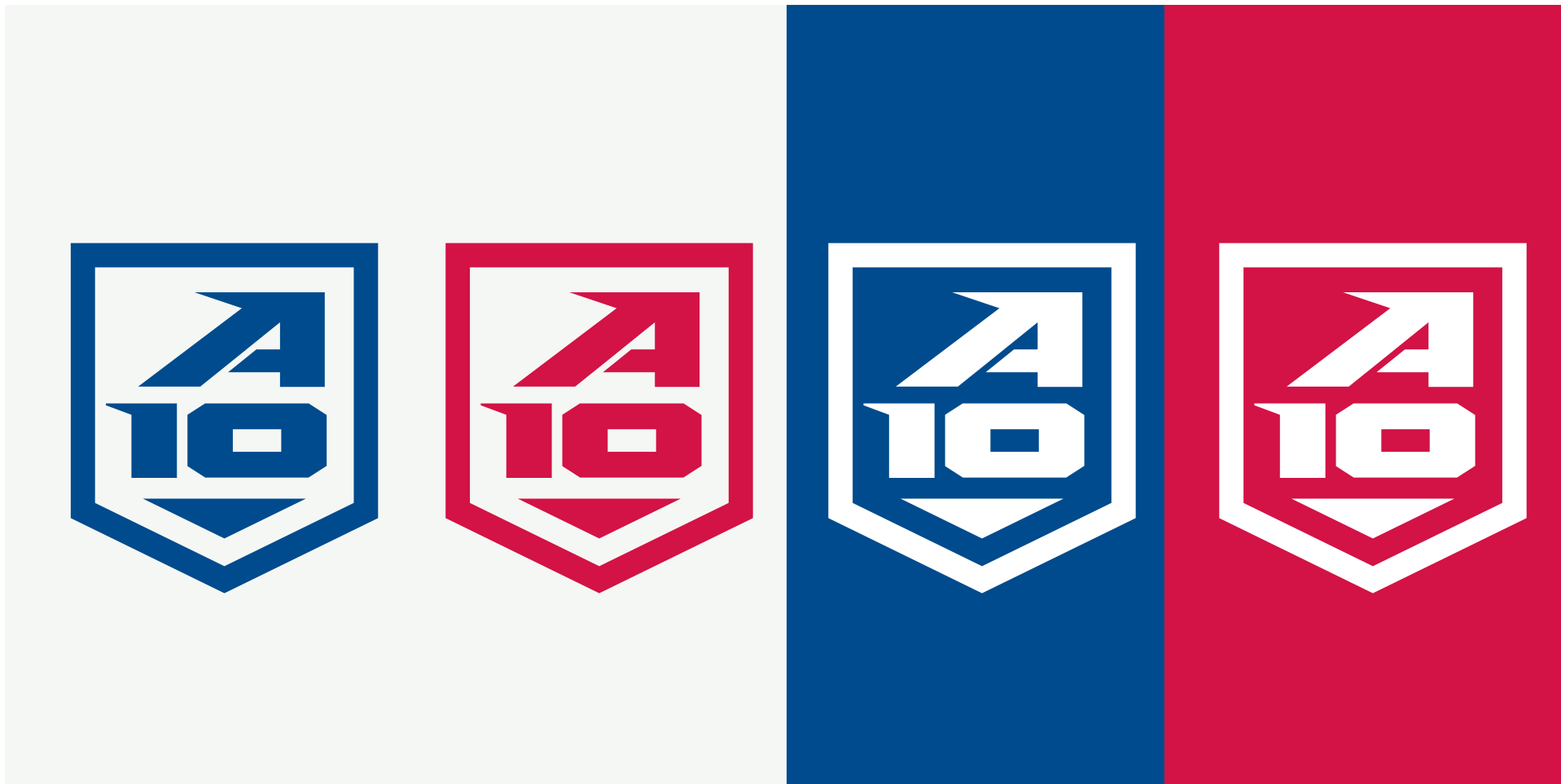
A10

A10





The Atlantic 10 logo is displayed in a bold, blue, sans-serif font. The letter 'A' features a stylized, angular design with a white negative space element. The background is a solid light gray.The Atlantic 10 logo is displayed in a bold, white, sans-serif font. The letter 'A' features a stylized, angular design with a blue negative space element. The background is a solid blue.The Atlantic 10 logo is displayed in a bold, red, sans-serif font. The letter 'A' features a stylized, angular design with a white negative space element. The background is a solid light gray.The Atlantic 10 logo is displayed in a bold, white, sans-serif font. The letter 'A' features a stylized, angular design with a red negative space element. The background is a solid red.



A10

A10

A10

A10





A10

A10

A10

A10





A10

A10

A10

A10





The Atlantic 10 logo is displayed in a bold, blue, stylized font against a light gray background. The 'A' features a sharp, angular design with a white negative space element.The Atlantic 10 logo is displayed in a bold, white, stylized font against a dark blue background. The 'A' features a sharp, angular design with a dark blue negative space element.The Atlantic 10 logo is displayed in a bold, gold, stylized font against a light gray background. The 'A' features a sharp, angular design with a white negative space element.The Atlantic 10 logo is displayed in a bold, white, stylized font against a gold background. The 'A' features a sharp, angular design with a white negative space element.



A10

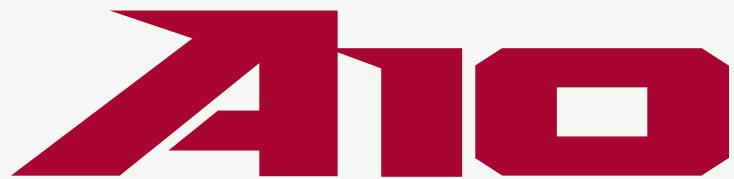
A10

A10

A10





The Atlantic 10 logo is displayed in a bold, stylized font. The 'A' is maroon with a white diagonal stripe. The '10' is also maroon. The entire logo is set against a light gray rectangular background.The Atlantic 10 logo is displayed in a bold, stylized font. The 'A' is white with a maroon diagonal stripe. The '10' is also white. The entire logo is set against a solid maroon rectangular background.





Atlantic 10



Atlantic 10



Atlantic 10



Atlantic 10





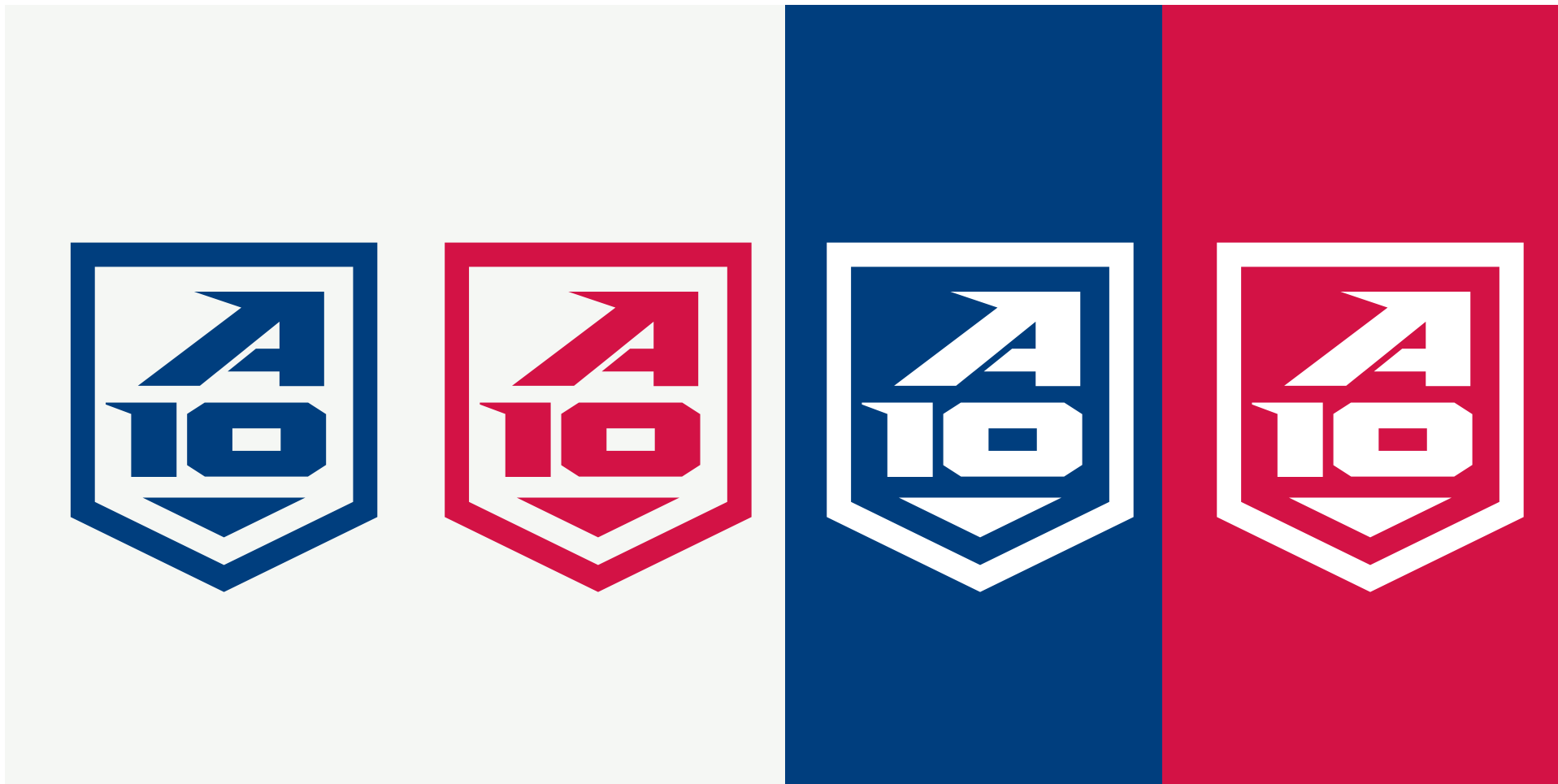
A10

A10

A10

A10





A10

A10





A10

A10

A10

A10







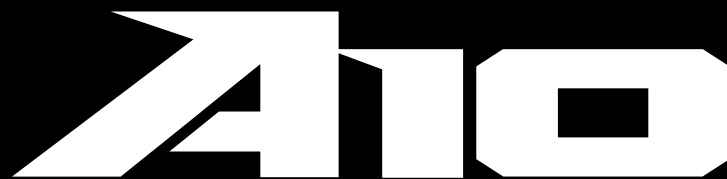
A10



A10





The Atlantic 10 logo is displayed in black on a light gray background. The logo features a stylized 'A' with a diagonal slash, followed by '10'.The Atlantic 10 logo is displayed in white on a black background. The logo features a stylized 'A' with a diagonal slash, followed by '10'.The Atlantic 10 logo is displayed in yellow on a light gray background. The logo features a stylized 'A' with a diagonal slash, followed by '10'.The Atlantic 10 logo is displayed in white on a yellow background. The logo features a stylized 'A' with a diagonal slash, followed by '10'.



UNIFORMS

The following section provides size and placement guidelines for application of the Atlantic 10 logo onto uniforms, as well as a roll-out schedule detailing when each sport must implement the new identity onto uniforms, fields and courts. Please do not deviate from the approved specifications, but contact the Atlantic 10 with any questions.

REQUIRED MARK USAGE

Uniform and equipment logo requirements will be rolled-out according to this schedule.

UNIFORM REQUIREMENT ROLL-OUT			
SPORT	2014-15	2015-16	2016-17
Baseball	Optional	Required	Required
Men's Basketball	Required	Required	Required
Women's Basketball	Required	Required	Required
Cross Country	Optional	Required	Required
Field Hockey	Optional	Required	Required
Golf	Optional	Optional	Required
Lacrosse	Optional	Required	Required
Rowing	Optional	Optional	Required
Men's Soccer	Optional	Required	Required
Women's Soccer	Optional	Required	Required
Softball	Optional	Required	Required
Swimming & Diving	Optional	Required	Required
Men's Tennis	Optional	Required	Required
Women's Tennis	Optional	Required	Required
Track & Field	Optional	Optional	Required
Volleyball	Optional	Required	Required

GENERAL GUIDELINES

- Wordmark version C (no words) must be used in one color.
- Colors may be black, white or official school color. Color of wordmark MUST contrast with uniform color.
- All logo placements must fit within the 2.25 square inches NCAA size restriction.

**Wordmark C –
one color version**



**Maximum size per
NCAA regulations**



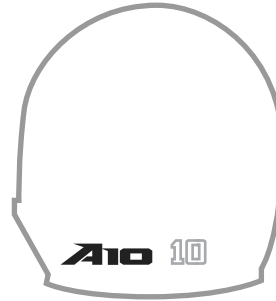
BASEBALL & SOFTBALL

MARK USAGE

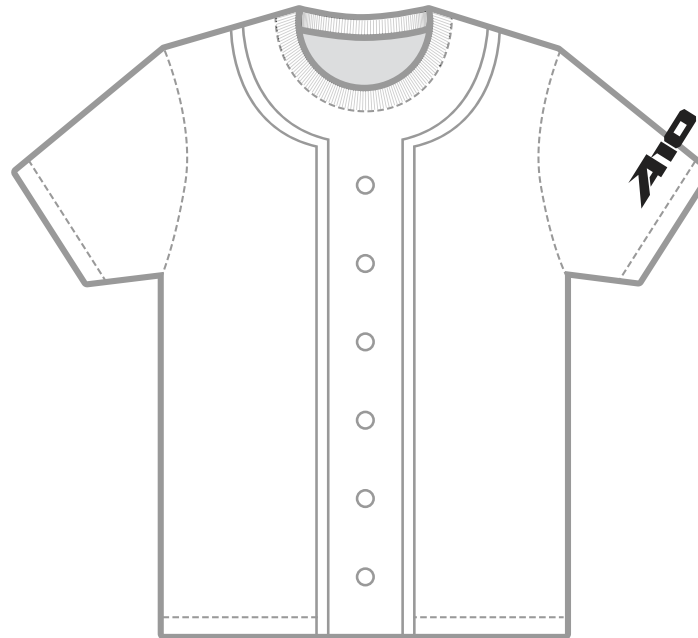
As the example shows, Wordmark C (without “Atlantic” or “Conference”) is placed on the left sleeve, below the shoulder but above the elbow on the long-sleeve uniform.

The helmet sticker is placed on the left, backside of the helmet.

A-10 baseball and softball mark requirements begin in the 2015-16 academic year.



Helmet decal



Uniform



BASKETBALL

MARK USAGE

As the example shows, Wordmark C (without “Atlantic” or “Conference”) is placed on the nape of the neck on the back of the uniform.

A-10 basketball mark requirements begin in the 2014-15 academic year.



Uniform



CROSS COUNTRY

MARK USAGE

As the example shows, Wordmark C (without “Atlantic” or “Conference”) is placed on the right chest of the uniform.

A-10 cross country mark requirements begin in the 2015-16 academic year.

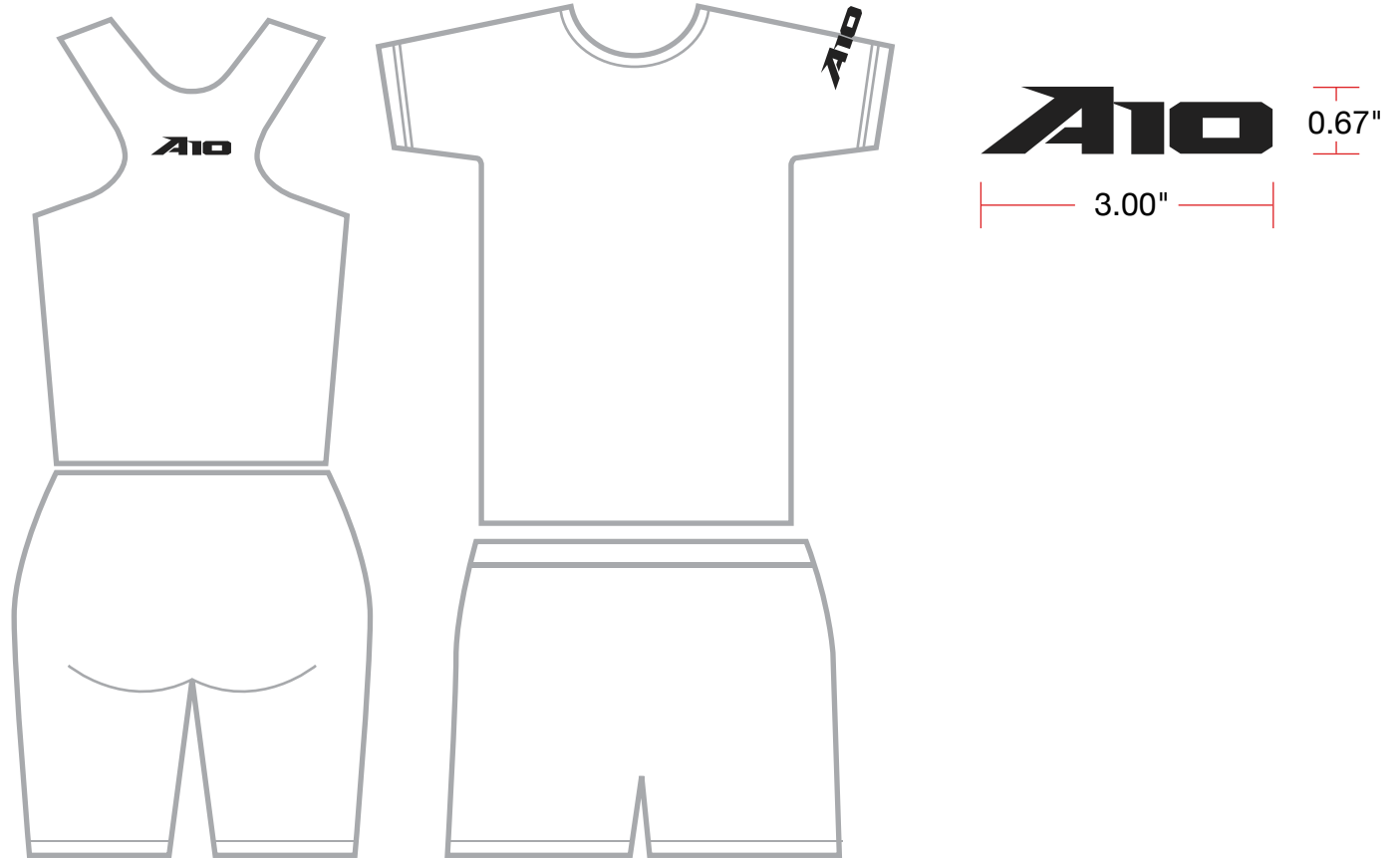


FIELD HOCKEY

MARK USAGE

As the example shows, Wordmark C (without “Atlantic” or “Conference”) is placed on the left sleeve for uniforms with sleeves, nape of neck for sleeveless uniforms

A-10 field hockey mark requirements begin in the 2015-16 academic year.

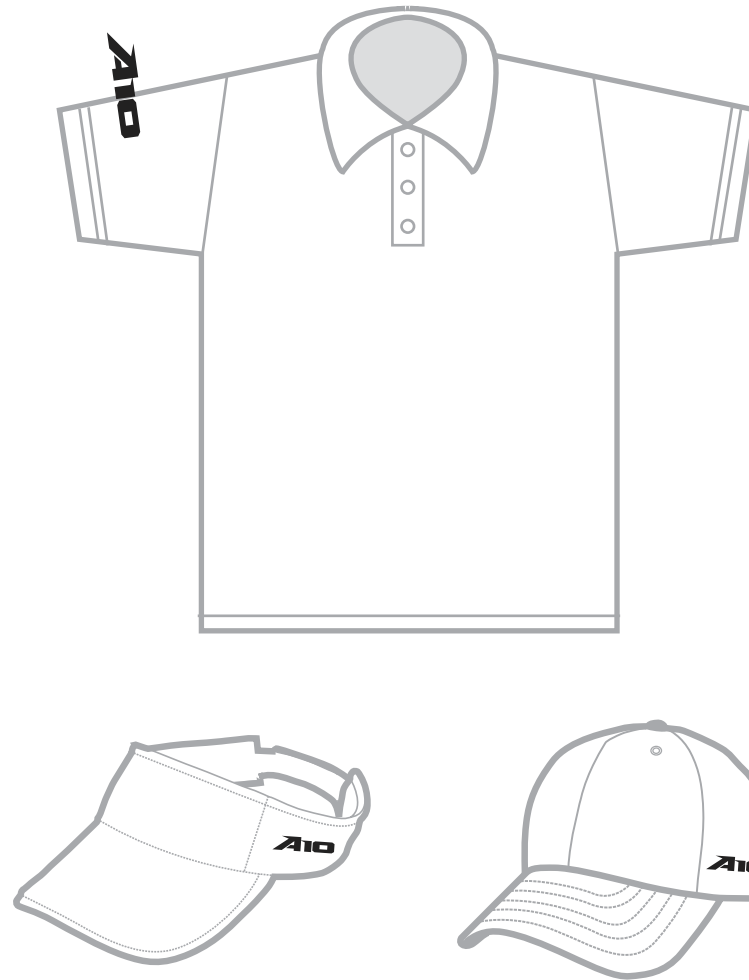


GOLF

MARK USAGE

As the example shows, Wordmark C (without “Atlantic” or “Conference”) is placed on the right sleeve, and on the left side of hats or visors.

A-10 golf mark requirements begin in the 2016-17 academic year.



LACROSSE

MARK USAGE

As the example shows, Wordmark C (without “Atlantic” or “Conference”) is placed on the left sleeve, below the shoulder but above the elbow of the short-sleeved uniform, and on the right breast of the sleeveless uniform.

A-10 lacrosse mark requirements begin in the 2015-16 academic year.



ROWING

MARK USAGE

As the example shows, Wordmark C (without “Atlantic” or “Conference”) is placed on the back of the singlet, at the nape of the neck.

A-10 rowing mark requirements begin in the 2016-17 academic year.

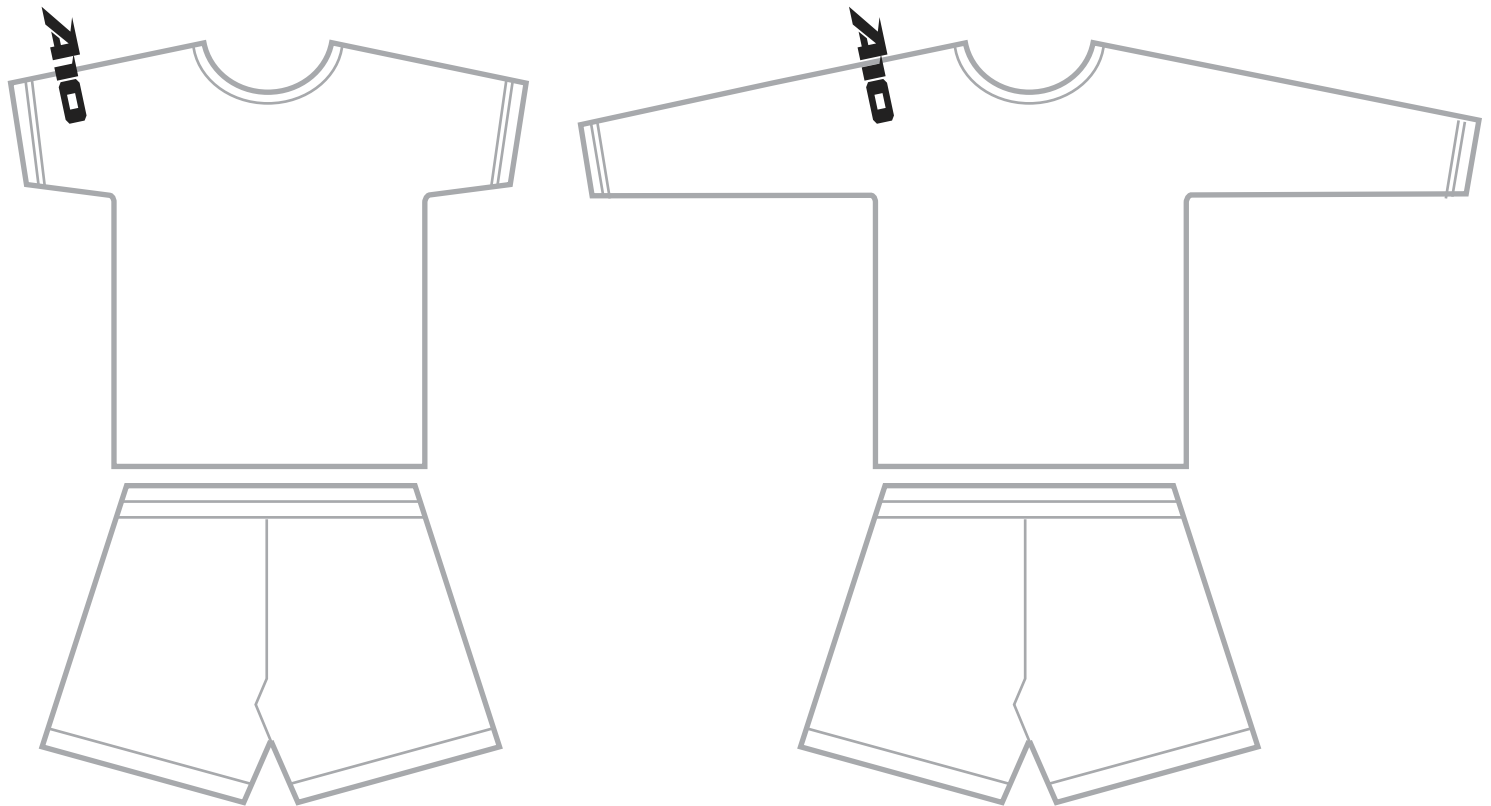


SOCCER

MARK USAGE

As the example shows, Wordmark C (without “Atlantic” or “Conference”) is placed on the right sleeve of both the short- and long-sleeve uniform.

A-10 soccer mark requirements begin in the 2015-16 academic year.

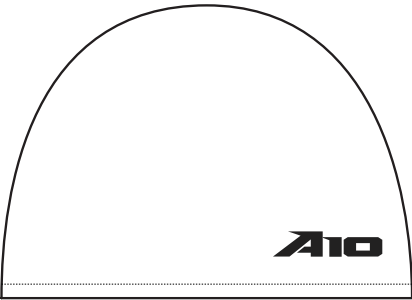


SWIMMING & DIVING

MARK USAGE

As the example shows, Wordmark C (without “Atlantic” or “Conference”) is placed on the side of the swim cap.

A-10 swimming and diving mark requirements begin in the 2015-16 academic year.



TENNIS

MARK USAGE

As the example shows, Wordmark C (without “Atlantic” or “Conference”) is placed on the nape of the neck on the back of the uniform.

A-10 tennis mark requirements begin in the 2015-16 academic year.



TRACK & FIELD

MARK USAGE

As the example shows, Wordmark C (without “Atlantic” or “Conference”) is placed on the right chest.

A-10 track and field mark requirements begin in the 2016-17 academic year.



VOLLEYBALL

MARK USAGE

As the example shows, Wordmark C (without “Atlantic” or “Conference”) is placed on the right sleeve, below the shoulder but above the elbow on the long-sleeve uniform.

It is placed mid-back, just below the number on the sleeveless uniform.

A-10 volleyball mark requirements begin in the 2015-16 academic year.



WARM-UPS

MARK USAGE

As the example shows, Wordmark C (without “Atlantic” or “Conference”) is placed on either the right or left sleeve or right chest of the warm-up jacket.





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Logo standards revised - June, 2016
