



Brand Standards Guide

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## PURPOSE OF THIS GUIDE

Some people talk about a brand and refer to slogans and logos. But, it's so much more. A brand is a person's feeling toward a product, service or organization. As such, the Atlantic Coast Conference (ACC) brand is a reflection of everything we do and say, everything we print and broadcast.

As a representative of the conference your role is to protect the value of our brand and honor the foundation upon which it is built by establishing and communicating a clear and compelling brand message. This will help ensure all stakeholders continue to associate the ACC name with excellence and integrity.

This guide exists to assist you by directing both the visual and verbal articulation of our brand. It is essential that the ACC Brand Standards Guide be adhered to with precise detail and all future brand development follow the rules set forth herein. Correct application is crucial to helping the conference carve out a unique, relevant and ownable position at the pinnacle of collegiate sports.

# LEGAL NOTICE

## LICENSING & AWARENESS

All materials in this document are the property of the ACC. This includes, but is not limited to, printed and/or electronic text and images. Written permission from a duly appointed representative of the ACC is required for any use or publication, public or private, of any material contained herein. There is not implied consent for any use, publication, republication or transmission of material owned by the ACC.

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# BRAND STANDARDS GUIDE

## WEB PORTAL INSTRUCTIONS

A digital version of this ACC Brand Standards Guide can be found at the following link:

<http://theacc.co/ACCBrandStandards>

It can also be found by visiting theACC.com, and clicking on the ACC Brand Standards in the footer of the home page.

To view and download official ACC and ACC partner logos, please follow these instructions to access our Photo Shelter site:

- 1 Visit <http://acc.photoshelter.com>
  - If you already have a Photo Shelter account and wish to gain access to the ACC Library, please send an email with your name, organization and email address to [accdigitalcontact@gmail.com](mailto:accdigitalcontact@gmail.com) so that we can add your access.
  - If you need to create an account, do the following:
    - a. Select "LOGIN" from main menu
    - b. Click on "sign up for a free account"
    - c. Complete the requested information and click on "Sign Up"
    - d. Look in your email account (the one you registered) for a welcome email. Use the link in that email to activate your membership. Sign in using the password you created.
    - e. Once you have activated your account, it will need to be processed by our staff. We will send you a notification email (from [accdigitalcontact@gmail.com](mailto:accdigitalcontact@gmail.com)) once your access is verified. We will make every effort to do so within 24-48 hours during the week.
- 2 Search or browse the logos folder as needed.

# BRAND POSITIONING



**ACC**  
TM

## MISSION STATEMENT

**To maximize the educational and athletic opportunities that shape our leaders of tomorrow – in the classroom, in competition, and in life.**

## VISION STATEMENT

**To be at the forefront in educational excellence, athletic achievement, and innovation while inspiring the development of leaders in the ACC.**

## CORE VALUES

**ACADEMIC EXCELLENCE**

**INTEGRITY**

**DEVELOPMENT OF  
TOTAL PERSON**

**ATHLETICS EXCELLENCE**

**CAMARADERIE**

**LEADERSHIP**

**COMPETITIVE FAIRNESS**

**INCLUSION**

**SPORTSMANSHIP**

# BRAND IDENTITY

- *IDENTITY PROGRAM*
- *CLEAR SPACE*
- *MINIMUM SIZE REQUIREMENTS*
- *IDENTITY MISUSAGE*
- *APPLYING TO IMAGERY*



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# PRIMARY IDENTITY FULL-COLOR



This is the acceptable presentation of the ACC full-color primary logo on white backgrounds (WBG).



This is the acceptable presentation of the ACC full-color primary logo on dark backgrounds (DBG).

# PRIMARY IDENTITY GRAYSCALE



This is the acceptable presentation of the ACC grayscale primary logo on white backgrounds (WBG).



This is the acceptable presentation of the ACC grayscale primary logo on dark backgrounds (DBG).

# PRIMARY IDENTITY

SINGLE-COLOR



This is the acceptable presentation of the ACC single-color primary logo on white backgrounds (WBG).



This is the acceptable presentation of the ACC single-color primary logo on dark backgrounds (DBG).

## CLEAR SPACE

Adherence to the clear space standards provides for a consistent look to the ACC logo. It protects the proprietary nature of it, and is used to defend against unauthorized use.

To the right are specifications to determine the minimum distance between the ACC logo and other visual elements.



When determining the appropriate amount of clear space, the height of the cross-stroke of the 'C' should be used to create an imaginary square.

The imaginary square should serve as a buffer on all sides of the identity upon which no visual element intrudes. This includes the negative space in the top left corner created by the 'A'.

# MINIMUM SIZE REQUIREMENTS

The minimum size recommended for the ACC logo is shown to the right. It should not be reduced smaller than 1" (300 pixels) in width.

All reproduction of the logo must remain legible regardless of size, usage or production.



# IDENTITY MISUSAGE



The ACC logo should **NEVER** appear without the underline.



The ACC logo should **NEVER** appear angled within a composition.



The ACC logo should **NEVER** be stretched or squished.



Elements should **NEVER** invade the approved ACC clear space.



The colors of the ACC primary logo should **NEVER** be inverted.



The ACC logo should **NEVER** be skewed.



Other than field application, the ACC logo should **NEVER** incorporate an outline stroke.



The ACC logo should **NEVER** incorporate a drop shadow. If color is an issue, use the appropriate version within the logo suite.



The ACC logo should **NEVER** incorporate the use of gradients within it.

## APPLYING TO IMAGERY

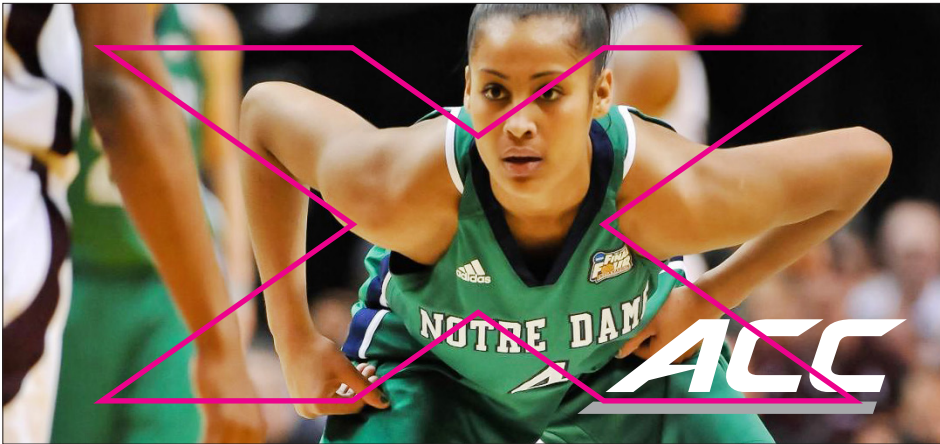


When applying the ACC logo to imagery, it is important that there is an ample amount of negative space surrounding the logo. This is done to prevent other elements from interfering with it and to help maintain the integrity of the brand.



The appropriate application of this is shown above.

## APPLYING TO IMAGERY



Above are unacceptable applications of the ACC logo on photography.



# BRAND ASSETS

- COLOR PALETTE
- TYPOGRAPHY



**ACC**  
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# COLOR PALETTE

To the right is a breakdown of the ACC **Primary Color Palette** complete with all the appropriate color breakdowns.



**ACC BLUE - PMS 293 C**

C	100
M	79
Y	13
K	2

R	1
G	60
B	166

**DIGITAL**  
# 013ca6



**ACC SILVER - PMS Silver C\***

C	36
M	28
Y	28
K	0

R	168
G	169
B	170

**DIGITAL**  
# a5a9ab

**\*NOTE: When metallic ink is not available, PMS Cool Gray 6 should be used in place of PMS Silver.**

# TYPOGRAPHY

To the right are the primary font treatments for the ACC. The **Primary Headline Font** is RBN02 (Light and Bold). This should be used in ALL CAPS to introduce all ACC brand materials. The tracking for RBN02 should be set to 50 in all Adobe programs and character spacing expanded to .50 in all Microsoft programs.

In addition to the headline font, the ACC type system also includes Forgotten Futurist (Regular) which should be used for all body copy. Forgotten Futurist (Bold) may then be used in addition for call-outs when featuring stats, quotes, infographics, etc. The tracking for Forgotten Futurist should be set to 50 in all Adobe programs and character spacing expanded to .50 in all Microsoft programs.

For web materials where these primary brand fonts are unavailable, Verdana (Regular) - a web safe font, should be used as a substitute.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

RBN02 (Light)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

RBN02 (Bold)

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQq  
RrSsTtUuVvWwXxYyZz

Forgotten Futurist (Regular)  
Body Copy

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQq  
RrSsTtUuVvWwXxYyZz

Forgotten Futurist (Regular)  
Call-Outs, Quotes, etc.

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQq  
RrSsTtUuVvWwXxYyZz

Verdana (Regular)  
Web Safe

# SCHOOL-SPECIFIC

- LIGHT BACKGROUND
- DARK BACKGROUND
- ALTERNATE



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# BOSTON COLLEGE ACC IDENTITY PROGRAM



This is the acceptable presentation of the Boston College ACC logo on white backgrounds (WBG).



The Boston College suite of marks includes two dark background (DBG) versions for usage depending on what color it is being presented on. Seen here on maroon (DBG1).



Seen here on gold (DBG2).



PMS 202 C



PMS 874 C



Recommended color usage is detailed above.  
If schools would like to use a different color combination, please contact Tim Lynde at the ACC.

# CLEMSON ACC IDENTITY PROGRAM



This is the acceptable presentation of the Clemson ACC logo on white backgrounds (WBG).



The Clemson suite of marks includes two dark background (DBG) versions for usage depending on what color it is being presented on. Seen here on orange (DBG1).



Seen here on purple (DBG2).



PMS 165 C



PMS 268 C

Recommended color usage is detailed above. If schools would like to use a different color combination, please contact Tim Lynde at the ACC.



**ONLINE STANDARDS GUIDE**  
[clemsontigers.com/styleguide](http://clemsontigers.com/styleguide)

# DUKE ACC IDENTITY PROGRAM



This is the acceptable presentation of the Duke ACC logo on white backgrounds (WBG).



The Duke suite of marks includes two dark background (DBG) versions for usage depending on what color it is being presented on. Seen here on blue (DBG1).



Seen here on black (DBG2).



PMS 287 C



BLACK



Recommended color usage is detailed above. If schools would like to use a different color combination, please contact Tim Lynde at the ACC.

# FLORIDA STATE ACC IDENTITY PROGRAM



This is the acceptable presentation of the Florida State ACC logo on white backgrounds (WBG).



The Florida State suite of marks includes two dark background (DBG) versions for usage depending on what color it is being presented on. Seen here on garnet (DBG1).



Seen here on gold (DBG2).



PMS 195 C



PMS 7502 C



Recommended color usage is detailed above. If schools would like to use a different color combination, please contact Tim Lynde at the ACC.



# GEORGIA TECH ACC IDENTITY PROGRAM



This is the acceptable presentation of the Georgia Tech ACC logo on white backgrounds (WBG).



The Georgia Tech suite of marks includes two dark background (DBG) versions for usage depending on what color it is being presented on. Seen here on navy (DBG1).



Seen here on gold (DBG2).



PMS 874 C



PMS 539 C



Recommended color usage is detailed above.  
If schools would like to use a different color combination, please contact Tim Lynde at the ACC.

# LOUISVILLE ACC IDENTITY PROGRAM



This is the acceptable presentation of the Louisville ACC logo on white backgrounds (WBG).



The Louisville suite of marks includes two dark background (DBG) versions for usage depending on what color it is being presented on. Seen here on cardinal (DBG1).



Seen here on black (DBG2).



PMS 200 C



Black

Recommended color usage is detailed above.  
If schools would like to use a different color combination, please contact Tim Lynde at the ACC.



# MIAMI ACC IDENTITY PROGRAM



This is the acceptable presentation of the Miami ACC logo on white backgrounds (WBG).



The Miami suite of marks includes two dark background (DBG) versions for usage depending on what color it is being presented on. Seen here on green (DBG1).



Seen here on orange (DBG2).



PMS 1665 C



PMS 3435 C



Recommended color usage is detailed above.  
If schools would like to use a different color combination, please contact Tim Lynde at the ACC.

# NORTH CAROLINA ACC IDENTITY PROGRAM



This is the acceptable presentation of the North Carolina ACC logo on white backgrounds (WBG).



The North Carolina suite of marks includes two dark background (DBG) versions for usage depending on what color it is being presented on. Seen here on Carolina blue (DBG1).



Seen here on navy (DBG2).



PMS 542 C



PMS 2767 C



Recommended color usage is detailed above.  
If schools would like to use a different color combination, please contact Tim Lynde at the ACC.

# NC STATE ACC IDENTITY PROGRAM



This is the acceptable presentation of the NC State ACC logo on white backgrounds (WBG).



The NC State suite of marks includes two dark background (DBG) versions for usage depending on what color it is being presented on. Seen here on red (DBG1).



Seen here on black (DBG2).



PMS 186 C



Black



Recommended color usage is detailed above.  
If schools would like to use a different color combination, please contact Tim Lynde at the ACC.

# NOTRE DAME ACC IDENTITY PROGRAM



This is the acceptable presentation of the Notre Dame ACC logo on white backgrounds (WBG).



The Notre Dame suite of marks includes two dark background (DBG) versions for usage depending on what color it is being presented on. Seen here on navy (DBG1).



Seen here on gold (DBG2).



PMS 289 C



PMS 117 C



Recommended color usage is detailed above.  
If schools would like to use a different color combination, please contact Tim Lynde at the ACC.

# PITT ACC IDENTITY PROGRAM



This is the acceptable presentation of the Pitt ACC logo on white backgrounds (WBG).



The Pitt suite of marks includes two dark background (DBG) versions for usage depending on what color it is being presented on. Seen here on gold (DBG1).



Seen here on navy (DBG2).



PMS 289 C



PMS 4515 C



Recommended color usage is detailed above. If schools would like to use a different color combination, please contact Tim Lynde at the ACC.

# SYRACUSE ACC IDENTITY PROGRAM



This is the acceptable presentation of the Syracuse ACC logo on white backgrounds (WBG).



The Syracuse suite of marks includes two dark background (DBG) versions for usage depending on what color it is being presented on. Seen here on orange (DBG1).



Seen here on navy (DBG2).



PMS 1655 C



PMS 282 C



Recommended color usage is detailed above.  
If schools would like to use a different color combination, please contact Tim Lynde at the ACC.



# VIRGINIA ACC IDENTITY PROGRAM



This is the acceptable presentation of the Virginia ACC logo on white backgrounds (WBG).



The Virginia suite of marks includes two dark background (DBG) versions for usage depending on what color it is being presented on. Seen here on navy (DBG1).



Seen here on orange (DBG2).



PMS 282 C



PMS 172 C



Recommended color usage is detailed above.  
If schools would like to use a different color combination, please contact Tim Lynde at the ACC.

# VIRGINIA TECH ACC IDENTITY PROGRAM



This is the acceptable presentation of the Virginia Tech ACC logo on white backgrounds (WBG).



The Virginia Tech suite of marks includes two dark background (DBG) versions for usage depending on what color it is being presented on. Seen here on burgundy (DBG1).



Seen here on orange (DBG2).



PMS 7428 C



PMS 173 C



Recommended color usage is detailed above.  
If schools would like to use a different color combination, please contact Tim Lynde at the ACC.

# WAKE FOREST

## ACC IDENTITY PROGRAM



This is the acceptable presentation of the Wake Forest ACC logo on white backgrounds (WBG).



The Wake Forest suite of marks includes two dark background (DBG) versions for usage depending on what color it is being presented on. Seen here on black (DBG1).



Seen here on gold (DBG2).



Black



PMS 8640 C



Recommended color usage is detailed above. If schools would like to use a different color combination, please contact Tim Lynde at the ACC.

**ONLINE STANDARDS GUIDE**  
[wfbrandstandards.com](http://wfbrandstandards.com)

# SPORT SPECIFIC

- FOOTBALL
- BASKETBALL
- BASEBALL
- SOCCER
- LACROSSE



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TM

# SPORT SPECIFIC LOGOS



These are secondary logos intended for sponsorship and licensing purposes. For further information about proper usage of these logos, please contact Tim Lynde at the ACC.

# SPORT SPECIFIC LOGOS



These are secondary logos intended for sponsorship and licensing purposes. For further information about proper usage of these logos, please contact Tim Lynde at the ACC.

# APPLICATION

- UNIFORM & APPAREL
- IN-VENUE / FACILITY BRANDING
- PLAYING SURFACE



**ACC**<sup>TM</sup>

# UNIFORM & APPAREL FOOTBALL



All institutions must apply the ACC logo on the front bumper of their football helmets, just above the facemask.

All institutions must apply the ACC Football Mark on the back right-hand side of the helmet.

Within the mark the background of the football and the laces will be the same color and must be a different color than the helmet.



# UNIFORM & APPAREL FOOTBALL

The ACC Football logo patch, in the institution's colors, is required to appear on all football jerseys. The appropriate placement of the ACC Football logo patch is pictured to the right.

## JERSEY

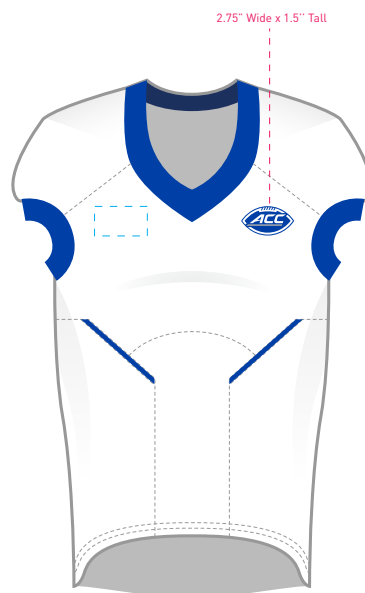
The preferred presentation of the ACC Football logo patch is 2.75" wide by 1.5" tall, positioned on the front left chest of the jersey (as worn), centered between the collar and sleeve seam.

**Within the patch, the background of the football and the laces will be the same color and must be a different color than the jersey.**

## PANTS

In addition, it is encouraged to include the ACC Football logo patch on pants. The preferred presentation of this is 2.75" wide by 1.5" tall, on the front panel of the left leg on the pants (as worn).

**NOTE: When a manufacturer or specialty logo presents a conflict to the preferred jersey placement, the alternate versions denoted in cyan are also acceptable.**



Denotes alternate placement of the ACC logo when there is a conflict with the recommended

**\*Always refer to the ACC school-specific logosheets for questions regarding appropriate mark use.**

# UNIFORM & APPAREL BASKETBALL

The ACC Basketball logo patch, in the institution's colors, is required to appear on all basketball jerseys. The appropriate placement of the ACC Basketball logo patch is pictured to the right.

## JERSEY

The preferred presentation of the ACC Basketball logo patch is 2.25 square inches, positioned on the front left chest of the jersey (as worn), opposite of manufacturer logo and centered between the collar and sleeve seam.

**Within the patch, the background of the basketball must be a different color than the jersey.**

## SHORTS

In addition, it is encouraged to include the ACC Basketball logo patch on shorts. The preferred presentation of this is 2.25 square inches, on the front panel of the left leg on the shorts (as worn).

**NOTES: If an American Flag patch is used it must, by NCAA rule, be placed on the left shoulder panel above the ACC Basketball logo patch.**

**\*Always refer to the ACC school-specific logosheets for questions regarding appropriate mark use.**



Denotes alternate location of the ACC Basketball logo patch when there is a conflict with the recommended

# UNIFORM & APPAREL

## BASEBALL / SOFTBALL

The ACC logo, in the institution's colors, is required to appear on all baseball/softball uniforms. Logo placement on caps is encouraged but not required. The appropriate placement of the ACC logo is pictured to the right.

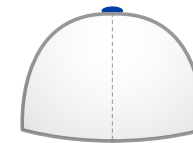
### JERSEY

The preferred presentation of the ACC logo is 2.25" wide, positioned on the front chest of the jersey, opposite of manufacturer logo and centered between the collar and sleeve seam.

### CAP

The preferred presentation of the ACC logo is 2.25" wide on the right panel (as worn). Logo placement on caps is encouraged but not required.

**NOTE: When a manufacturer or specialty logo presents a conflict to the preferred front chest jersey placement of the logo, the alternate versions denoted in cyan on the sleeves are also acceptable.**



**\*Always refer to the ACC school-specific logosheets for questions regarding appropriate mark use.**

# UNIFORM & APPAREL

## CROSS COUNTRY / TRACK & FIELD

The ACC logo, in the institution's colors, is required to appear on all cross country/track & field jerseys in the institution's colors. The appropriate placement of the ACC logo is pictured to the right.

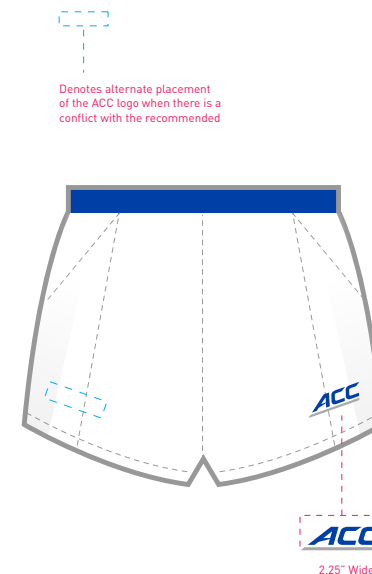
### JERSEY

The preferred presentation of the ACC logo is 2.25" wide, positioned on front chest of the jersey, opposite of manufacturer logo and centered between the collar and sleeve seam.

### SHORTS

In addition, it is encouraged to include the ACC logo on shorts. The preferred presentation of this is 2.25" wide, on the front panel of the left leg on the shorts (as worn).

**NOTE: When a manufacturer or specialty logo presents a conflict to the preferred jersey placement, the alternate versions denoted in cyan are also acceptable.**



**\*Always refer to the ACC school-specific logosheets for questions regarding appropriate mark use.**

# UNIFORM & APPAREL FIELD HOCKEY

The ACC logo, in the institution's colors, is required to appear on all field hockey jerseys. The appropriate placement of the ACC logo is pictured to the right.

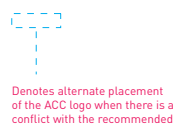
## JERSEY

The preferred presentation of the ACC logo is 2.25" wide, positioned on front chest of the jersey, opposite of manufacturer logo and centered between the collar and sleeve seam.

## SKIRT

In addition, it is encouraged to include the ACC logo on skirts. The preferred presentation of this is 2.25" wide, on the front panel on the left side of the skirt (as worn).

**NOTE: When a manufacturer or specialty logo presents a conflict to the preferred jersey placement, the alternate versions denoted in cyan are also acceptable.**



**\*Always refer to the ACC school-specific logosheets for questions regarding appropriate mark use.**

# UNIFORM & APPAREL SOCCER

The ACC logo, in the institution's colors, is required to appear on all soccer jerseys. The appropriate placement of the ACC logo is pictured to the right.

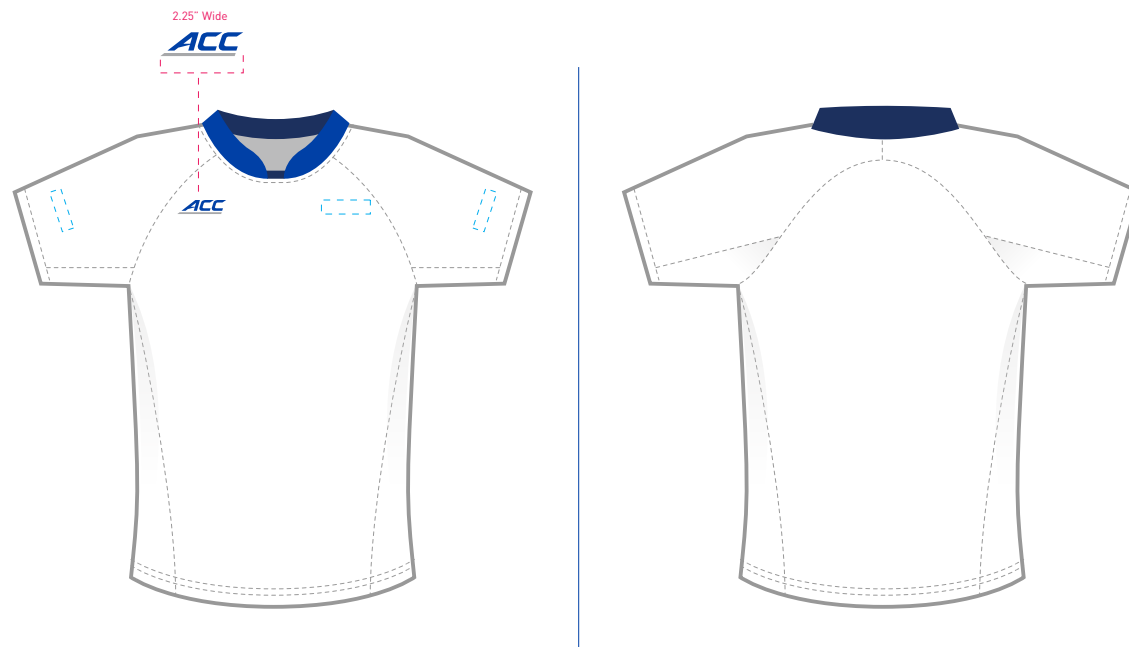
## JERSEY

The preferred presentation of the ACC logo is 2.25" wide, positioned on front chest of the jersey, opposite of manufacturer logo and centered between the collar and sleeve seam.

## SHORTS

In addition, it is encouraged to include the ACC logo on shorts. The preferred presentation of this is 2.25" wide, on the front panel of the left leg on the shorts (as worn).

**NOTE:** When a manufacturer or specialty logo presents a conflict to the preferred jersey placement, the alternate versions denoted in cyan are also acceptable.



Denotes alternate placement of the ACC logo when there is a conflict with the recommended



**\*Always refer to the ACC school-specific logosheets for questions regarding appropriate mark use.**

# UNIFORM & APPAREL VOLLEYBALL

The ACC logo, in the institution's colors, is required to appear on all volleyball jerseys. The appropriate placement of the ACC logo is pictured to the right.

## JERSEY

The preferred presentation of the ACC logo is 2.25" wide, positioned on front chest of the jersey, opposite of manufacturer logo and centered between the collar and sleeve seam.

## SHORTS

In addition, it is encouraged to include the ACC logo on shorts. The preferred presentation of this is 2.25" wide, on the front panel of the left leg on the shorts (as worn).

**NOTE: When a manufacturer or specialty logo presents a conflict to the preferred jersey placement, the alternate versions denoted in cyan are also acceptable.**



Denotes alternate placement of the ACC logo when there is a conflict with the recommended



**\*Always refer to the ACC school-specific logosheets for questions regarding appropriate mark use.**

# UNIFORM & APPAREL FENCING

The ACC logo, in the institution's colors, is required to appear on all fencing jackets. The appropriate placement of the ACC logo is pictured to the right.

## JACKET

The preferred presentation of the ACC logo is 2.25" wide, positioned on front chest of the jersey, opposite of manufacturer logo and centered between the collar and sleeve seam.

## PANTS

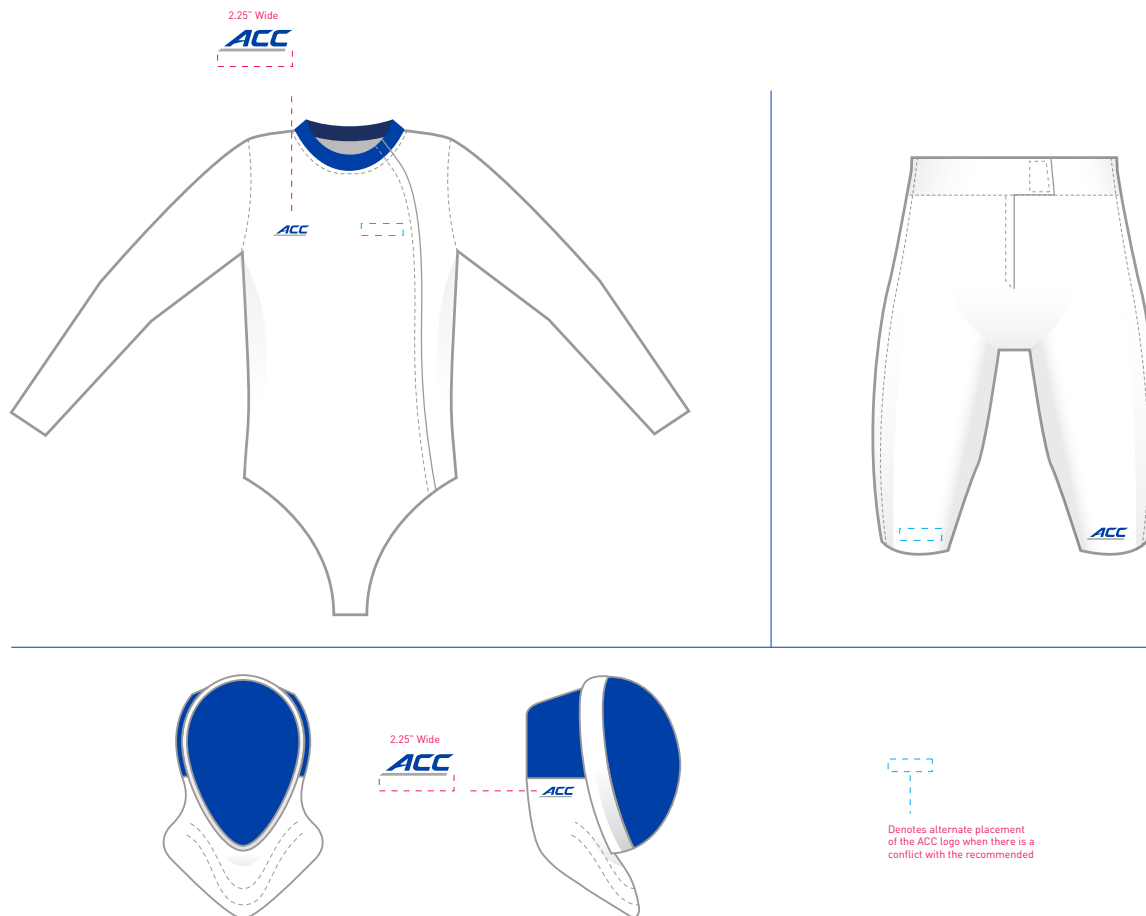
In addition, it is encouraged to include the ACC logo on pants. The preferred presentation of this is 2.25" wide, on the front panel of the left leg on the pants (as worn).

## MASK

It is also encouraged to include the ACC logo on masks. The preferred presentation of this is 2.25" wide, centered on the right panel of the protective hood (as worn).

**NOTE:** When a manufacturer or specialty logo presents a conflict to the preferred jersey placement, the alternate versions denoted in cyan are also acceptable.

**\*Always refer to the ACC school-specific logosheets for questions regarding appropriate mark use.**





# UNIFORM & APPAREL SWIMMING & DIVING

The ACC logo, in the institution's colors, is required to appear on all swimming caps. The appropriate placement of the ACC logo is pictured to the right along with other recommendations for additional logo placement.

## CAP

The preferred presentation of the ACC logo is 2.25" wide, on the front panel of the left side of swimmer caps (as worn).

## ADDITIONAL LOGO PLACEMENT

In addition, it is encouraged to include the ACC logo on swimsuits, shorts and trunks. The preferred presentation of these are 2.25" wide. Refer to the right for recommendations on placement.

**NOTE:** When a manufacturer or specialty logo presents a conflict to the preferred jersey placement, the alternate versions denoted in cyan are also acceptable.



**\*Always refer to the ACC school-specific logosheets for questions regarding appropriate mark use.**

# UNIFORM & APPAREL WRESTLING

The ACC logo, in the institution's colors, is required to appear on all wrestling singlets. The appropriate placement of the ACC logo is pictured to the right.

## SINGLET

The preferred presentation of the ACC logo is 2.25" wide, positioned on front chest of the singlet, opposite of manufacturer logo and centered between the collar and sleeve seam.

In addition, it is encouraged to include the ACC logo on the lower half of the singlet. The preferred presentation of this is 2.25" wide, on the front panel of the left leg of the singlet (as worn).

**NOTE: When a manufacturer or specialty logo presents a conflict to the preferred jersey placement, the alternate versions denoted in cyan are also acceptable.**



**\*Always refer to the ACC school-specific logosheets for questions regarding appropriate mark use.**

# UNIFORM & APPAREL GOLF

The ACC logo, in the institution's colors, is required to appear on all golf polos. The appropriate placement of the ACC logo is pictured to the right.

## POLO

The preferred presentation of the ACC logo is 2.25" wide, positioned on front chest of the jersey, opposite of manufacturer logo and centered between the collar and sleeve seam.

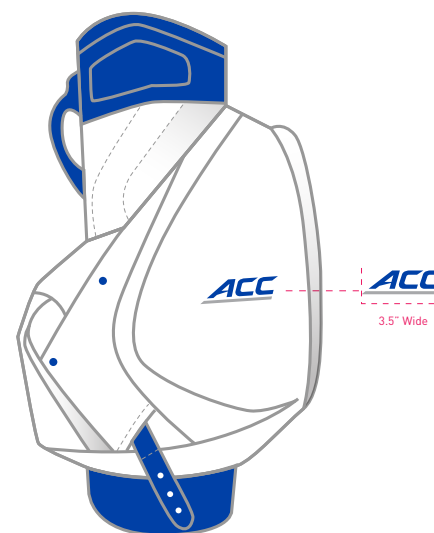
## CAP/VISOR

In addition, it is encouraged to include the ACC logo on caps/visors. The preferred presentation of this is 2.25" wide on the right panel (as worn).

## BAG

It is also encouraged to include the ACC logo on golf bags. The preferred presentation of this is 3.5" wide.

**NOTE:** When a manufacturer or specialty logo presents a conflict to the preferred jersey placement, the alternate versions denoted in cyan are also acceptable.



Denotes alternate placement of the ACC logo when there is a conflict with the recommended



**\*Always refer to the ACC school-specific logosheets for questions regarding appropriate mark use.**

# UNIFORM & APPAREL LACROSSE

The ACC logo, in the institution's colors, is required to appear on all lacrosse jerseys. The appropriate placement of the ACC logo is pictured to the right.

## JERSEY

The preferred presentation of the ACC logo is 2.25" wide, positioned on front chest of the jersey, opposite of manufacturer logo and centered between the collar and sleeve seam.

## SHORTS/SKIRT

In addition, it is encouraged to include the ACC logo on shorts or skirts. The preferred presentation of this is 2.25" wide, on the front panel of the left leg on the shorts or skirt (as worn).

**NOTE:** When a manufacturer or specialty logo presents a conflict to the preferred jersey placement, the alternate versions denoted in cyan are also acceptable.



Denotes alternate placement of the ACC logo when there is a conflict with the recommended



**\*Always refer to the ACC school-specific logosheets for questions regarding appropriate mark use.**

# UNIFORM & APPAREL ROWING

The ACC logo, in the institution's colors, is required to appear on all rowing unisuits. The appropriate placement of the ACC logo is pictured to the right.

## UNISUIT

The preferred presentation of the ACC logo is 2.25" wide, positioned on front chest of the uni, opposite of manufacturer logo and centered between the collar and sleeve seam.

In addition, it is encouraged to include the ACC logo on the lower half of the uni. The preferred presentation of this is 2.25" wide, on the front panel of the left leg of the uni (as worn).

**NOTE: When a manufacturer or specialty logo presents a conflict to the preferred jersey placement, the alternate versions denoted in cyan are also acceptable.**



**\*Always refer to the ACC school-specific logosheets for questions regarding appropriate mark use.**

# UNIFORM & APPAREL TENNIS

The ACC logo, in the institution's colors, is required to appear on all tennis polos. The appropriate placement of the ACC logo is pictured to the right.

## POLO

The preferred presentation of the ACC logo is 2.25" wide, positioned on front chest of the jersey, opposite of manufacturer logo and centered between the collar and sleeve seam.

## SHORTS/SKIRT

In addition, it is encouraged to include the ACC logo on shorts and skirts. The preferred presentation of this is 2.25" wide, on the front panel of the left leg on the shorts or skirt (as worn).

**NOTE:** When a manufacturer or specialty logo presents a conflict to the preferred jersey placement, the alternate versions denoted in cyan are also acceptable.



**\*Always refer to the ACC school-specific logosheets for questions regarding appropriate mark use.**

## IN VENUE / FACILITY BRANDING MANDATORY REQUIREMENTS

The following section of the ACC Brand Standards Guide serves as a tool to aid member institutions with the co-branding of all ACC facilities and competition surfaces. Each institution is permitted to utilize the ACC logo or their School Specific logo as outlined herein.

For fields and courts with a painted application of the logo, a conference-issued stencil is required to ensure consistent use of the logo.

The minimum standard for ACC co-branding is to be visible in three places within a facility and/or playing surface. The following pages provide recommended guidelines for playing surface application.

Please ensure that any ACC co-branding is approved by the conference office prior to installation/application.

# PLAYING SURFACE

## FIELD SPORTS

The recommended on-field representation of the ACC logo is pictured to the right. (Shown using Florida State as an example).

For this specific application, an 'outlined' version of the logo is used to contrast the green field color. In this situation, the white outline allows the school colors to remain prominent against a background that could otherwise clash with or diminish the logo.

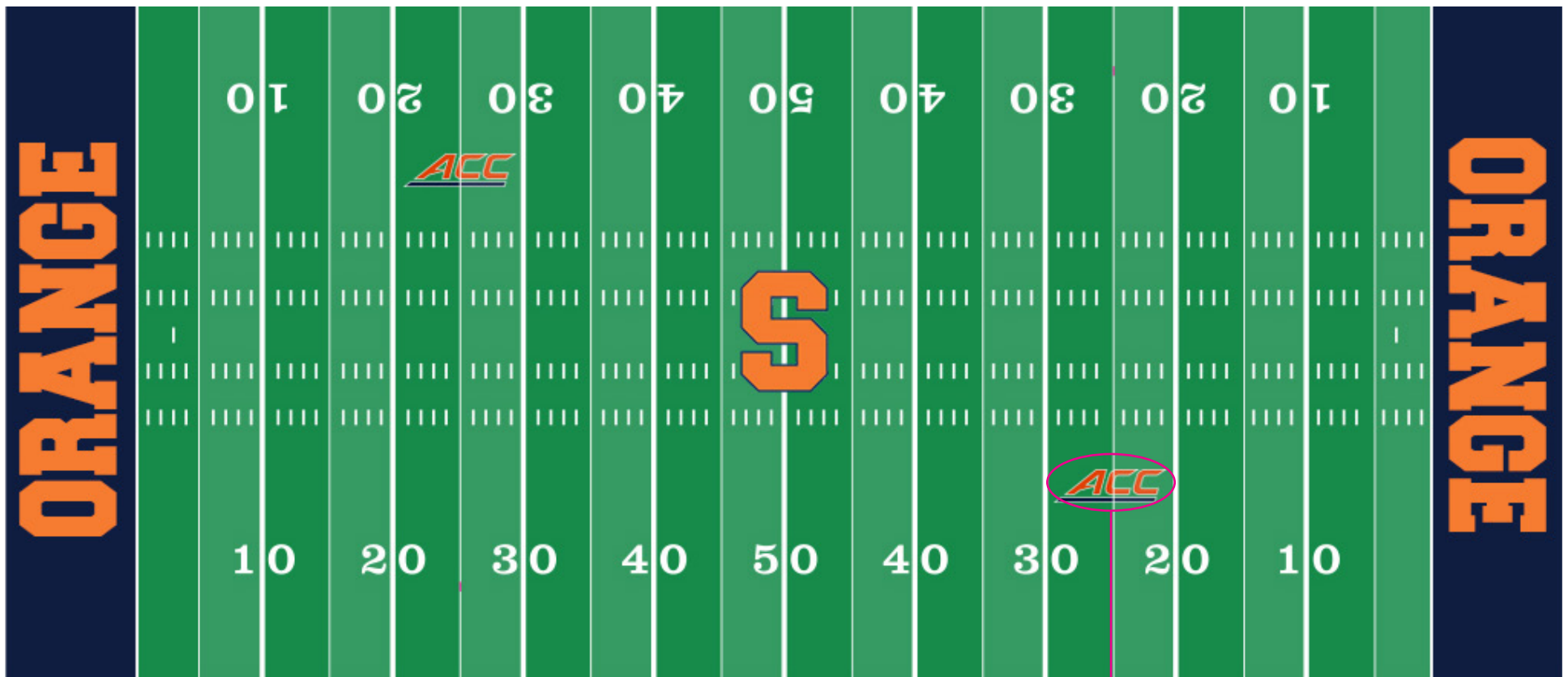
For all fields with a painted application of the logo, a conference-issued stencil is required to ensure consistent use of the logo.

**NOTE:** Please contact the ACC for the approved 'outlined' version of the ACC logo whenever applying to athletic fields.





# PLAYING SURFACE FOOTBALL



The ACC logo stencil should be used to apply the logo between the 20 and 30 yard line on both sides of the institution's football field.

The stencil, which is 29' x 8.5', should be centered in-between these 2 yard markers. (These dimensions include a 4" border to outline the logo). Both ACC logos should face the appropriate TV angle of the respective stadium.

**NOTE:** The 'outlined' version of the logo may be used here to keep from clashing with the green field.

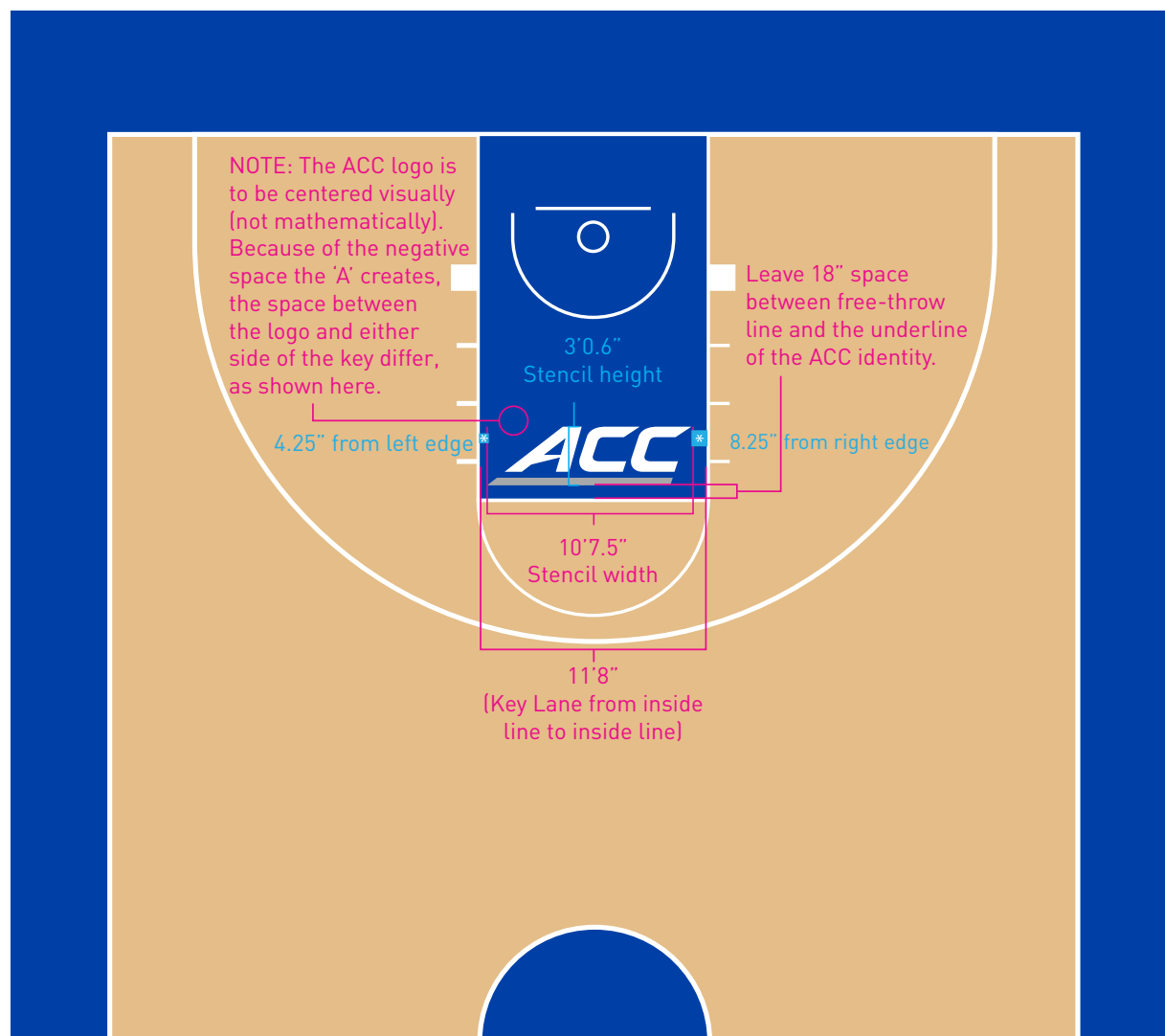
**NOTE:** The yard line must be visible when running through the logo by "ghosting" the line to be compliant with NCAA Playing Rules.

**NOTE:** The ACC will provide designs for application across on-field goalpost pads.

# PLAYING SURFACE BASKETBALL

The ACC logo should be painted in two locations on each institution's basketball court in the institution's colors. Both identities should be centered inside of the key facing center court.

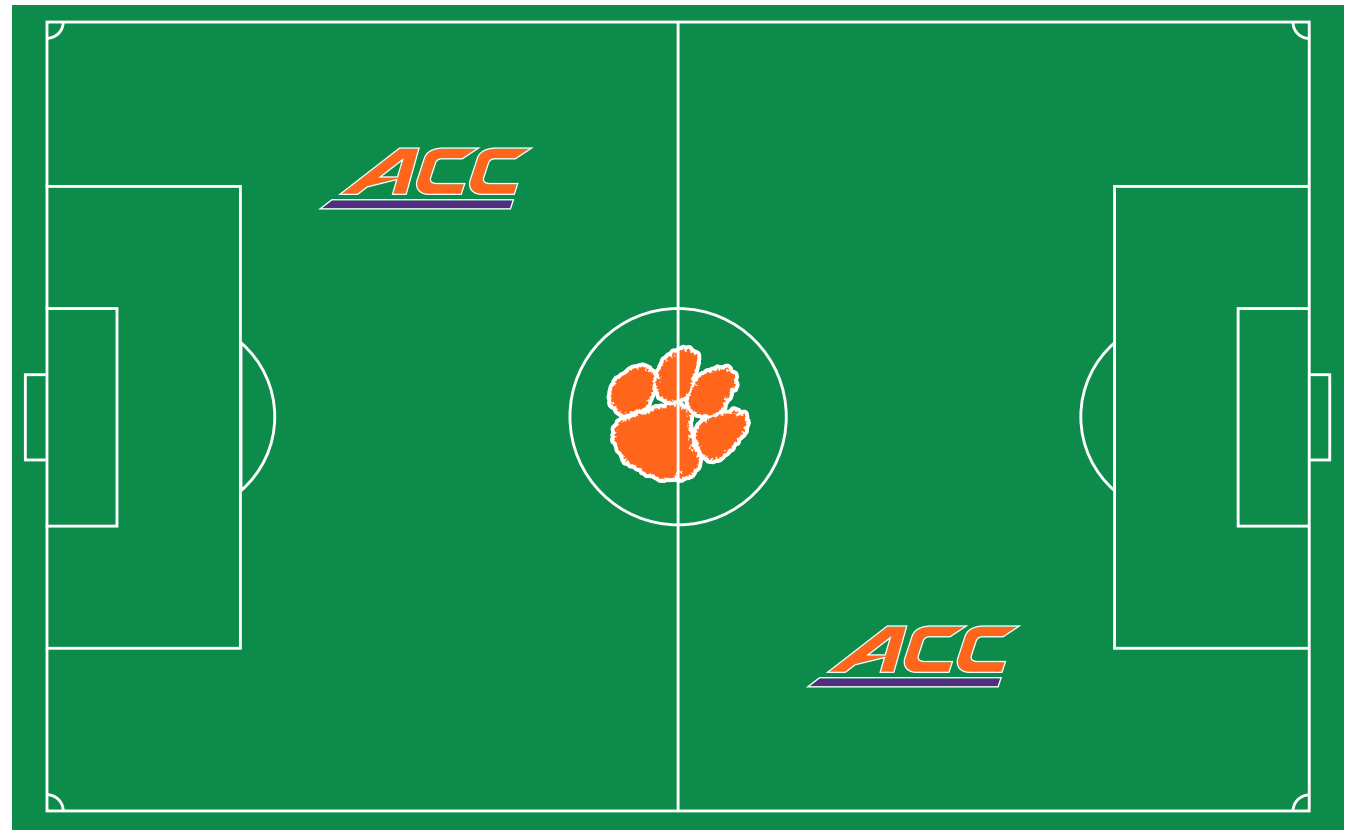
Application is presented above at the recommended width of 10'7.5".



# PLAYING SURFACE SOCCER

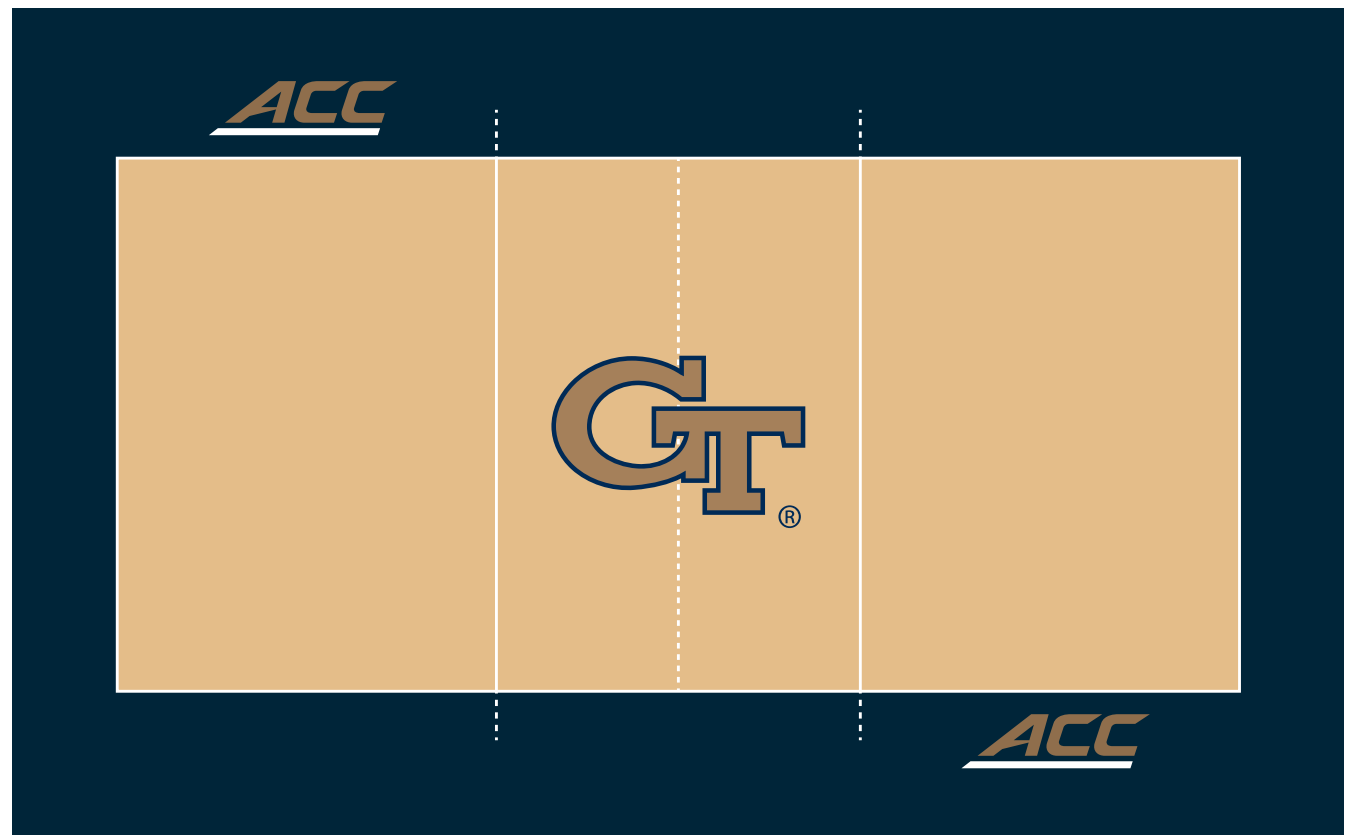
It is suggested but not required that the ACC logo should be painted on both sides of the soccer pitch. Both ACC logos should face the appropriate TV angle of the respective stadium. Shown here in Clemson colors as an example.

**NOTE:** The 'outlined' version of the logo may be used here to keep from clashing with the green field.



# PLAYING SURFACE VOLLEYBALL

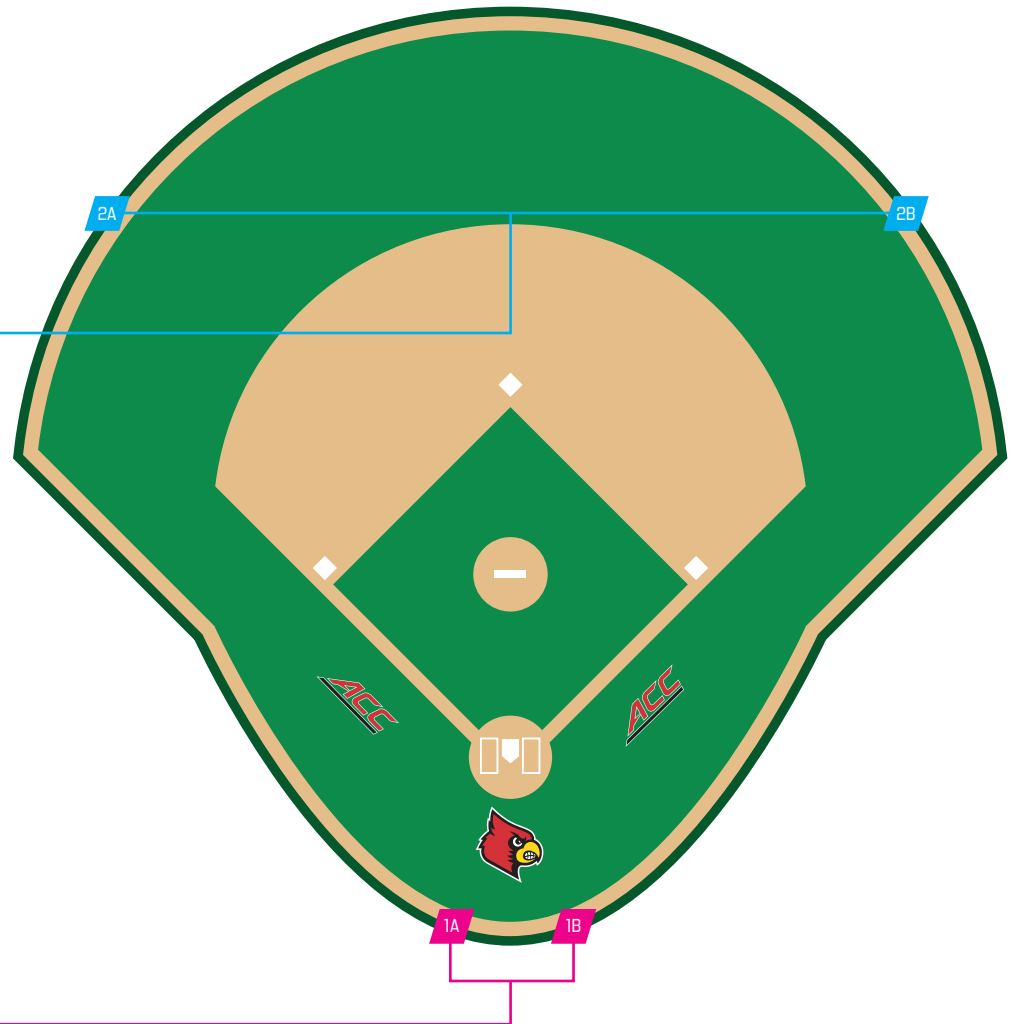
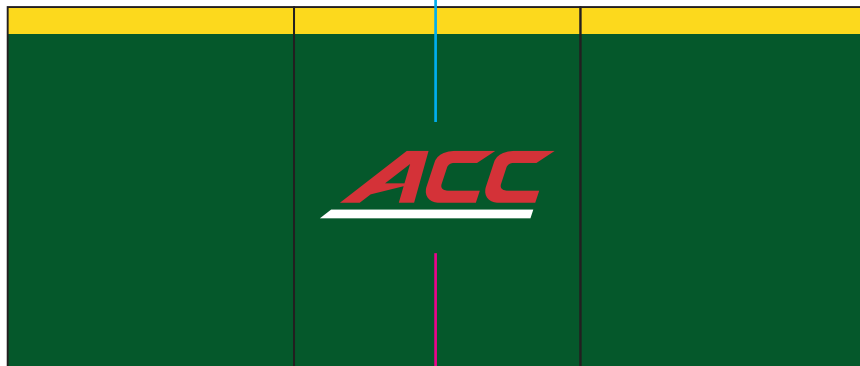
It is suggested but not required that the ACC logo should be painted on both sides of the outside perimeter of the volleyball court. Shown here in Georgia Tech colors as an example.



# PLAYING SURFACE

The ACC logo should appear in at least one location on the wall behind home plate (Fig 1) and in at least one location on the outfield wall (Fig 2). It is also encouraged that the ACC logo be placed somewhere on the field. Seen to the right, facing each respective dugout.

**NOTE:** The 'outlined' version of the logo may be used here to keep from clashing with the green field.



# CHAMPIONSHIP LOGOS

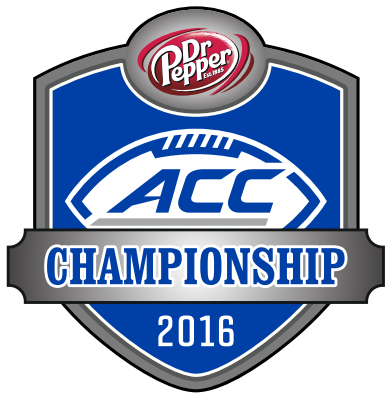
- FOOTBALL, BASKETBALL & BASEBALL
- OLYMPIC SPORTS



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# CHAMPIONSHIP LOGOS

FOOTBALL | BASKETBALL | BASEBALL



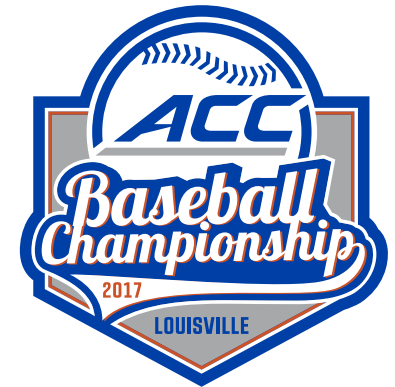
2016 DR PEPPER  
ACC FOOTBALL CHAMPIONSHIP



2017 NEW YORK LIFE  
ACC TOURNAMENT



2017 ACC WOMEN'S  
TOURNAMENT



2017 ACC BASEBALL  
CHAMPIONSHIP

# CHAMPIONSHIP LOGOS

## OLYMPIC SPORTS

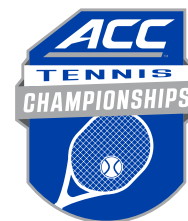
### FALL CHAMPIONSHIPS



### WINTER CHAMPIONSHIPS



### SPRING CHAMPIONSHIPS





# ANCILLARY LOGOS

- ACC WORLDWIDE
- ACC GAME CHANGERS



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# ANCILLARY LOGOS



## ACC Worldwide

ACC Worldwide seeks to further the conference's member institutions internationally through promotion, marketing and athletic competition. For more information visit: <http://www.theacc.com/page/acc-worldwide>



## ACC Game Changers

The ACC Game Changers initiative was introduced in 2014-15 to recognize and highlight specific ACC teams' involvement with their local communities.

# SCHOOL ASSETS

- SCHOOL PRIMARY LOGOS
- SCHOOL LOGOTYPES / WORDMARKS



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# SCHOOL PRIMARY LOGOS



## BOSTON COLLEGE

PMS 202 Cardinal  
PMS 874 Vegas Gold



## CLEMSON

PMS 165 Orange  
PMS 268 Purple



## DUKE

PMS 287 Royal Blue  
Black



## FLORIDA STATE

PMS 195 Garnet  
PMS 7502 Gold



## GEORGIA TECH

PMS 874 Gold  
PMS 539 Blue



## LOUISVILLE

PMS 200 Red  
Black



## MIAMI

PMS 1665 Orange  
PMS 3435 Green



## NORTH CAROLINA

PMS 542 Carolina Blue  
PMS 2767 Navy



## NC STATE

PMS 186 Red  
Black



## NOTRE DAME

PMS 289 Navy  
PMS 117 Gold



## PITT

PMS 289 Navy  
PMS 4515 Gold



## SYRACUSE

PMS 1655 Orange  
PMS 282 Blue



## VIRGINIA

PMS 282 Blue  
PMS 172 Orange



## VIRGINIA TECH

PMS 7428 Orange  
PMS 173 Maroon



## WAKE FOREST

PMS 8640 Metallic Gold  
Black

# SCHOOL LOGOTYPES / WORDMARKS

**BOSTON COLLEGE**

**BOSTON COLLEGE**

PMS 202 Cardinal  
PMS 874 Vegas Gold

**CLEMSON**

**CLEMSON**

PMS 165 Orange  
PMS 268 Purple

**DUKE**

**DUKE**

PMS 287 Royal Blue  
Black

**FLORIDA STATE**

**FLORIDA STATE**

PMS 195 Garnet  
PMS 7502 Gold

**Georgia  
Tech**

**GEORGIA TECH**

PMS 874 Gold  
PMS 539 Blue

**LOUISVILLE**

**LOUISVILLE**

PMS 200 Red  
Black

**U. miami**

**MIAMI**

PMS 1665 Orange  
PMS 3435 Green

**CAROLINA**

**NORTH CAROLINA**

PMS 542 Carolina Blue  
PMS 2767 Navy

**STATE**

**NC STATE**

PMS 186 Red  
Black

**NOTRE DAME**

**NOTRE DAME**

PMS 289 Navy  
PMS 117 Gold

**Pitt**

**PITT**

PMS 289 Navy  
PMS 4515 Gold

**SYRACUSE**

**SYRACUSE**

PMS 1655 Orange  
PMS 282 Blue

**VIRGINIA**

**VIRGINIA**

PMS 282 Blue  
PMS 172 Orange

**VIRGINIA TECH**

**VIRGINIA TECH**

PMS 7428 Orange  
PMS 173 Maroon

**WAKE FOREST**

**WAKE FOREST**

PMS 8640 Metallic Gold  
Black



Thank You

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