Big Ten Identity Guidelines
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Overview

These guidelines are intended to help anyone who is authorized in writing by the Big Ten Conference to use the Big Ten logo in accordance with the guidelines outlined in this manual.

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

All digital artwork is available from the Big Ten Conference. Please contact:

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Color and Usage

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

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

A wide variety 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 Big Ten logo must always be accompanied by an appropriate trademark symbol.

Blue

For Print Use
Pantone: PMS Process Blue
CMYK: C=100, M=13, Y=1, K=3

For Digital Display Use
RGB: R=0 G=136 B=206

For Web Use
Hex Code: #0088CE

Black

For Print Use
Pantone: PMS Process Black
CMYK: C=30, M=30, Y=30, K=100

For Digital Display Use
RGB: R=0 G=0 B=0

For Web Use
Hex Code: #000000

Gray

For Print Use
Pantone: PMS Cool Gray 8
CMYK: C=0, M=0, Y=0, K=50

For Digital Display Use
RGB: R=147 G=149 B=152

For Web Use
Hex Code: #939598

Primary Logo / Color Palette

Black and Blue

Black and White on Blue

White and Blue on Black

Grayscale

Outlined Logo / Color Palette

When the Big Ten Logo is used in one color,
the outlined version must be used.

Blue

White on Blue

White on Black

Black

BIG TEN SINCE 1896

SINCE 1896

BIG TEN CONFERENCE

BIG TEN SINCE 1896

SINCE 1896

BIG TEN CONFERENCE

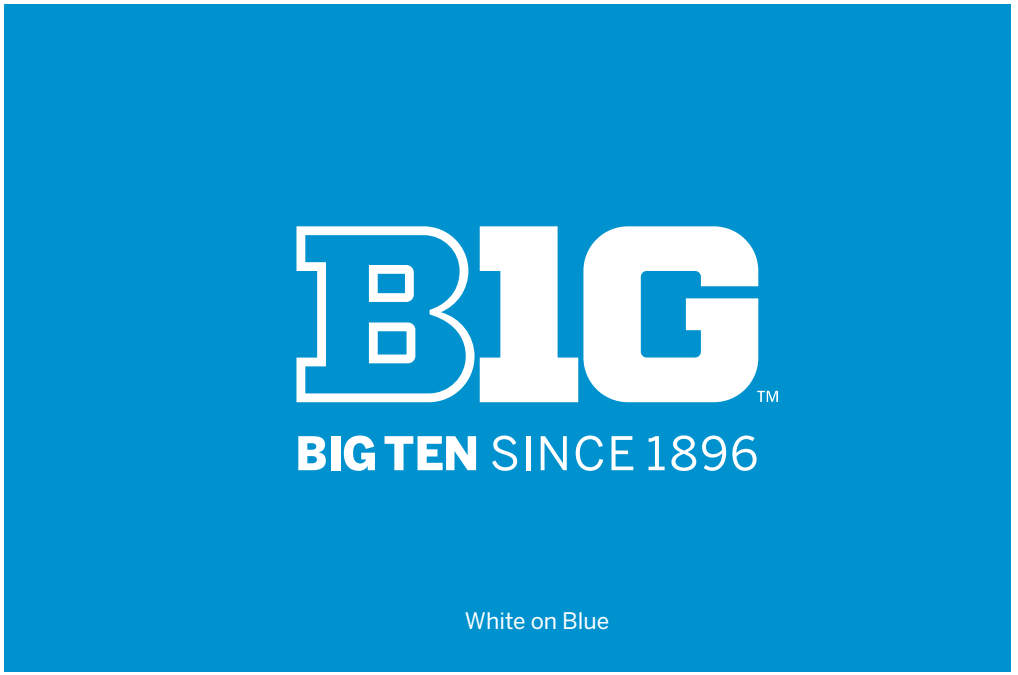
Black and Blue

Black and White on Blue

White and Blue on Black

Grayscale

Black and Blue



White on Blue

White on Black

Grayscale

The “protected area” is a clear margin surrounding all Big Ten 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 on the measurement “X.” “X” is defined by the height of the serifs included in the word “BIG.”

Typography

The Big Ten logo consists of custom drawn type in a single weight. However, Benton Sans, which is available in a wide variety of weights, may be used in support of the logo.

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

Benton Sans may be purchased from Font Bureau. http://www.fontbureau.com/fonts/BentonSans/

Benton Sans Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

(For use in headlines or emphasis)

Benton Sans Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

(For use in body text)

Sample Identity Applications

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

BIG

BIG
10

BIG

BIG

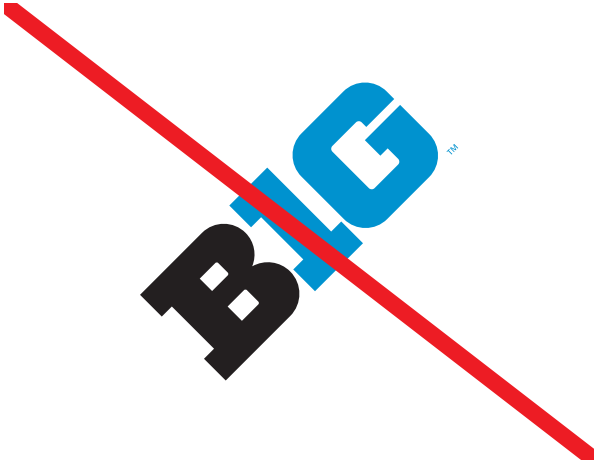
BIG

Restrictions

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

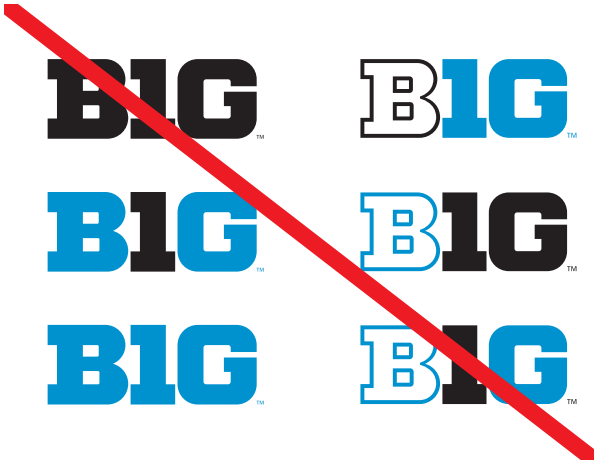
The following pages will address a few key logo restrictions in the use of all Big Ten logo variations. However, this list is not exhaustive. In general, the logo should never be broken, stretched, squashed, or applied in any way other than the uses specified in these guidelines.

Acceptable:
Logo positioned vertically.



Unacceptable:
Logo positioned on an angle.

Unacceptable:
Changing the relationship (size or position) of the logo and tagline.

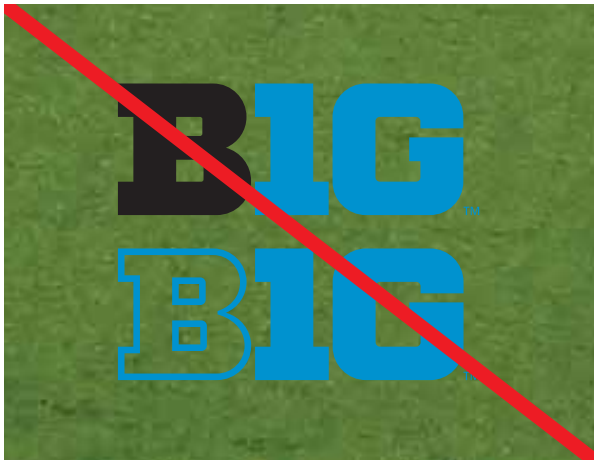


Unacceptable:
Using other color combinations.

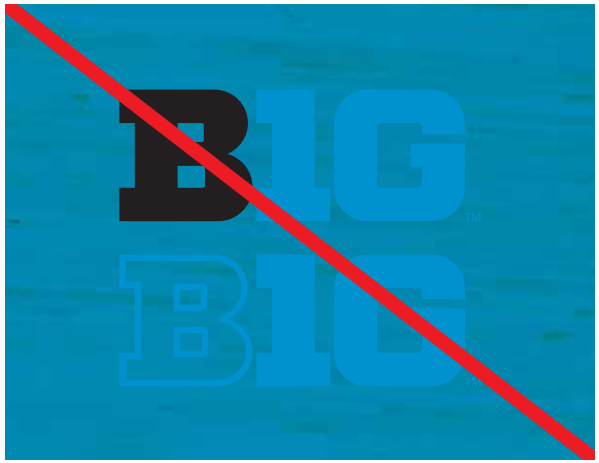
Acceptable:
White on Playing Field

Acceptable:
White on Court

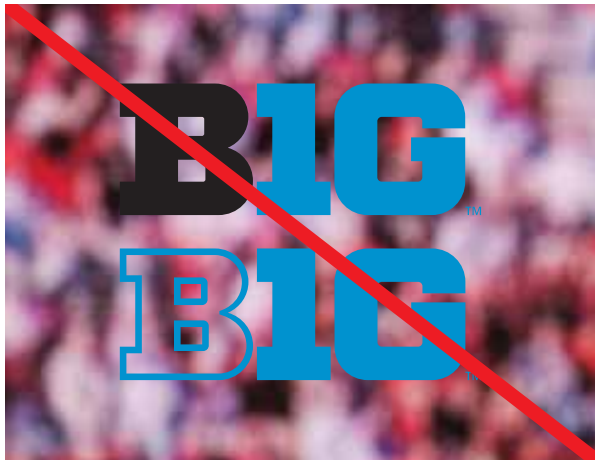
Acceptable:
White on Photographic Background



Unacceptable:
Color on Playing Field



Unacceptable:
Color on Court



Unacceptable:
Color on Photographic Background

University Colors

The logo may be tailored to each university'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 university's primary color palette, a black and white version of the logo is acceptable and available to all universities for their use.

PMS Process Black on White

White on PMS Process Black

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

Option 1:
PMS Blue 281 on White

Option 1:
White on PMS Blue 281

Option 2:
PMS Orange 158 on White

Option 2:
White on PMS Orange 158

PMS Crimson 201 on White

White on PMS Crimson 201

PMS Gold 116 on White

White on PMS Gold 116

Option 1:
PMS Blue 282 on White

Option 1:
White on PMS Blue 282

Option 2:
PMS Maize 116 on White

Option 2:
White on PMS Maize 116

PMS Green 567 on White

White on PMS Green 567

Option 1:
PMS Maroon 202 on White

Option 1:
White on PMS Maroon 202

Option 2:
PMS Gold 136 on White

Option 2:
White on PMS Gold 136

PMS Red 186 on White

White on PMS Red 186

PMS Purple 267 on White

White on PMS Purple 267

Option 1:
PMS Red 200 on White

Option 1:
White on PMS Red 200

Option 2:
PMS Gray 429 on White

Option 2:
White on PMS Gray 429

PMS Blue 282 on White

White on PMS Blue 282

PMS Gold 872 on White

White on PMS Gold 872

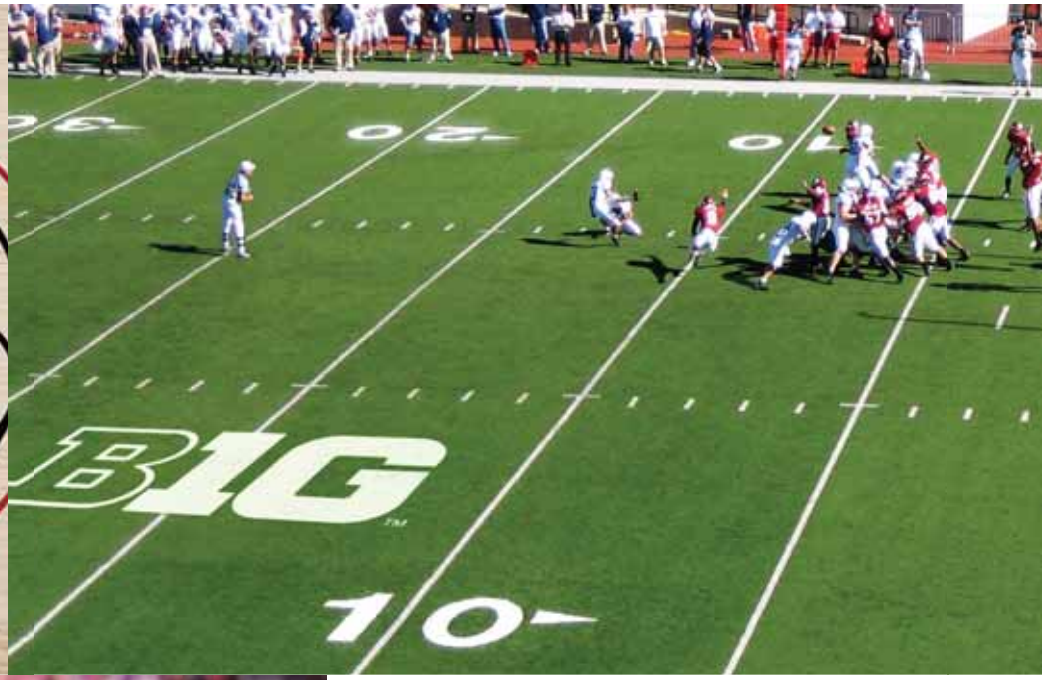
PMS Red 200 on White

PMS Red 200 on White

Sample Identity Applications

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

BIG

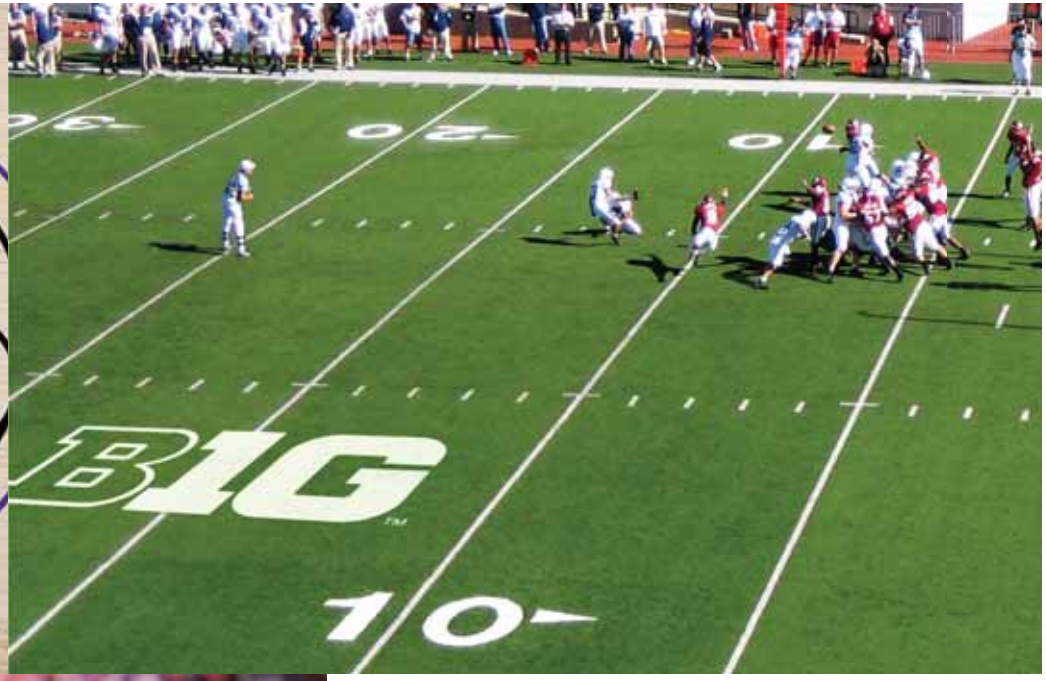

BIG
10

BIG

BIG

BIG

BIG


BIG
10

BIG

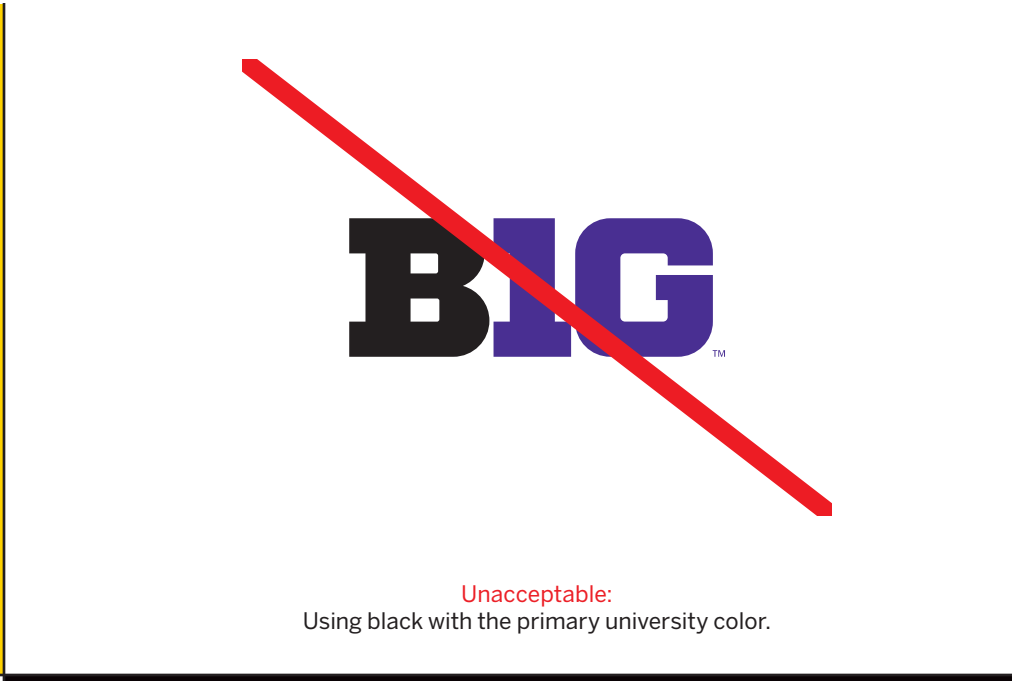
BIG

BIG

Restrictions

While all previous logo restrictions still apply to the university color applications, a few additional requirements must be addressed when dealing with the combination of the Big Ten guidelines and the university colors.

Unacceptable:
Using a secondary university color in the outlined logo.



Unacceptable:
Using black with the primary university color.

Unacceptable:
Using a secondary university color in the primary logo.

Unacceptable:
Using a dark university color on a black or dark background.

Tournament Identities

The following graphics define the use of the Big Ten logo with unique logos that are created for tournaments and championships.

Tournament/Championship Symbol
(Tailored to each tournament)

Big Ten Logo

Typeface:
Tournament name set in
Benton Sans Book and Black

BIG™

MEN'S BASKETBALL
TOURNAMENT
INDIANAPOLIS 2011

Tournament Logo Example

Color Tournament Symbol
with Grayscale Logo

Color Tournament Symbol
with Black and Blue Logo

Color Tournament Symbol
with Black Outlined Logo

Grayscale Tournament Symbol
with Grayscale Logo

Grayscale Tournament Symbol
with Black and Blue Logo

Black Tournament Symbol
with Black Outlined Logo

Color Tournament Symbol
with Grayscale Logo

Color Tournament Symbol
with Black and Blue Logo

Color Tournament Symbol
with Black Outlined Logo

Grayscale Tournament Symbol
with Grayscale Logo

Grayscale Tournament Symbol
with Black and Blue Logo

Black Tournament Symbol
with Black Outlined Logo

Division Graphics

The following graphics include suggested borders and spacing for displaying the division names and university logos, but these borders may be adjusted as long as specified lockups remain intact.

Divisions Graphic - Horizontal

Divisions Graphic - Vertical

Divisions Graphic - Secondary Horizontal Option 1

Divisions Graphic - Secondary Horizontal Option 2

Legends

Leaders