

THE AMERICAN ATHLETIC CONFERENCE
BRAND STANDARDS GUIDE



MISSION STATEMENT

Our mission is to provide our students with the highest quality education and level of competition. Working together with a collective strength and spirit, our universities are committed to our students' health and well-being, and to providing the essential skills and training to empower them in their lives and careers after graduation.

As a Power 6 Conference, we will pursue academic and athletic excellence in the context of our core values of integrity and sportsmanship and in a culture of compliance, by being innovative in our approach, and by engaging constructively with our communities and with our peers in the greater college community.

Contents

Logo

Logo Ecosystem	1
Color Palette	2
Primary Logo	3
Secondary Logo	4
Wordmark	5
Championship Logo Set	6
Digital Network Logo	7
Academic Consortium Logo	8

Guidelines

Logo Safe Zones	9
Minimum Size Requirements	10
Discontinued Logos	11
Improper Logo Usage	12
Typography	13

Application

Typography Example	14
Institutional Colors	15
Institutional Logos	16
School Specific Pages	17-30
Patch Placement	31
Sport Specific Patch Placement	32-44
Stadium Collateral Logo Placement	45
Playing Surface Specific Logo Placement	46-52
Public Relations/Literature	53



LOGO ECOSYSTEM

LOGO ECOSYSTEM

The American Athletic Conference primary, secondary, wordmark and other conference logos are the cornerstones of our identity system. They distinguish the conference and present a cohesive, recognized image of our brand. Therefore, they must be used consistently and never be manipulated, changed, disassembled, used as part of other logos or otherwise modified.

All publications, web applications, advertising and on-campus depictions of the marks must be consistent with the branding guidelines outlined in the official conference brand standards guide, or otherwise approved by the conference office. The use of any conference logo for retail or resale purposes must be approved by the conference office and must comply with the conference's licensing program policies.

To access downloads of the official conference logos and those of its members, please visit our Logo Downloads Page on our website at TheAmerican.org/branding

NOTE:

Use of the American Athletic Conference identity is restricted to its member institutions and organizations authorized by The American and Learfield Licensing. For more information on officially licensed products, including exempt royalty free items, please contact **Katie Ristow** at kristow@theamerican.org.



COLOR PALETTE



OFFICIAL COLOR PALETTE

The colors for the American Athletic Conference were chosen to represent the spirit of this great country, and to capture feeling of a rich and deep tradition. The Conference encourages institutions to utilize the American Athletic Conference logo in official institutional colors. Additional color options must be approved by the Conference office. It is very important to match these colors faithfully when reproducing the conference marks. It is preferred that all American Athletic Conference marks be used in the full color or two color versions whenever possible.

PMS 282 C	C	100
	M	87
	Y	42
	K	52
	R	4
	G	30
	B	66
Pantone 282 C		
Hex Code #041E41		
Madeira Thread: #910-1044 Classic Reyon		

PMS 485 C	C	5
	M	98
	Y	100
	K	.5
	R	226
	G	35
	B	26
Pantone 485 C		
Hex Code #EE2231A		
Madeira Thread: #910-1037 Classic Reyon		

PMS 3 C	C	0
	M	0
	Y	0
	K	25
	R	202
	G	202
	B	202
Pantone 3 C		
Hex Code #CAC8C8		
Madeira Thread: #910-1011 Classic Reyon		

PRIMARY LOGO



PRIMARY LOGO

The primary and official logo of the American Athletic Conference utilizes a block letter 'A' that incorporates a stylized red star element in place of the negative space. While contemporary upgrades to the typeface have made it proprietary and unique, the classic 'A' block style font hearkens back to design styles of the mid 20th century.

The star element includes a white stroke enclosing it. The distinct tilt gives the iconic logo a dynamic and energetic personality. The elongation of the star's top point adds a distinctive quality of aspiration, reach and responsiveness.



The star element and the 'A' are in a fixed relationship that should never be altered, modified, or repositioned in any way. A permanent and fixed white stroke exists on both versions of the primary logo and should never be removed, regardless of the application.

The primary logo should always be at least 1" in width to prevent issues of readability or recognition. For more in-depth guidelines, please refer to the "Minimum Size Requirements" page.

To access the official primary logo, please contact **Katie Ristow** at kristow@theamerican.org or visit TheAmerican.org/branding to download.

SECONDARY LOGO



SECONDARY LOGO

Depending on application or context, the secondary logo with it's stacked typeface may be necessary. Designed for brand recognition, the stacked logo utilizes the block letter 'A' with our wordmark underneath. In certain environments the secondary logo may be more applicable than the primary 'A' logo.

The typeface utilized in "American Athletic Conference" on the secondary logo is a customized typeface, therefore no attempt should be made to recreate it using official fonts— always use official logo files for distribution and usage.



The secondary logo should always be at least 2" in width. In order to prevent readability issues of the type in the secondary logo, it is particularly important that size requirements and proper usage guidelines be met. For more in depth guidelines, please refer to the "Minimum Size Requirements" and "Improper Logo Usage" pages.

To access the official secondary logo, please contact **Katie Ristow** at kristow@theamerican.org or visit TheAmerican.org/branding to download.

WORDMARK

AMERICAN
ATHLETIC CONFERENCE

Knock-out

AMERICAN
ATHLETIC CONFERENCE

AMERICAN
ATHLETIC CONFERENCE

One-color

AMERICAN
ATHLETIC CONFERENCE

WORDMARK LOGO

In developing the wordmarks, the iconic red star of the primary mark has been excised for use as the “dot” on the letter “i” in American. Note that the relationship of this star element over the letter “i” is fixed and should never be altered, modified, enlarged or repositioned in any way.

The wordmark typography is not a standard typeface and was uniquely modified and spaced for the American Athletic Conference, therefore it should never be recreated. Always use the official production artwork provided.

The wordmark should always be at least 2” in width. In order to prevent readability issues of the type in the wordmark, it is particularly important that size requirements and proper usage guidelines be met. For more in-depth guidelines, please refer to the “Minimum Size Requirements” and “Improper Logo Usage” pages.

To access the official wordmarks, please contact **Katie Ristow** at kristow@theamerican.org or visit TheAmerican.org/branding to download.

CHAMPIONSHIP LOGO SET



CHAMPIONSHIP LOGOS

The Championship logos are specifically designed to represent the Conference, and using the logos consistently is necessary to build brand awareness for the American Championships.

The American Athletic Conference has created a complete Championship brand guide for its Championship logos, including full usage guidelines.



For additional questions regarding the Championship marks please contact **Katie Ristow** at kristow@theamerican.org



To access downloads of the official Championship marks and the full Championship brand guide, please visit our Logo Downloads Page on our website at TheAmerican.org/branding

DIGITAL NETWORK LOGO



DIGITAL NETWORK LOGO

The official digital network logos represent the American Athletic Conference's video media, which broadcasts on television and social media. A full logo, as well as a condensed version, have been created to fit multiple applications and environments. The primary mark and icon logo should be no less than 2" in width to prevent print and readability issues. For further reference on sizing guidelines, refer to the "Minimum Size Requirements" page.



Specific applications of the American Digital Network logos may require particular effects when being applied. If all guidelines outlined on the "Improper Logo Usage" page are met and uncertainty still exists, contact Katie Ristow for further guidance.



To access the complete ADN logo set, please contact **Katie Ristow** at kristow@theamerican.org or visit TheAmerican.org/branding to download.

ACADEMIC CONSORTIUM LOGO



ACADEMIC CONSORTIUM LOGO

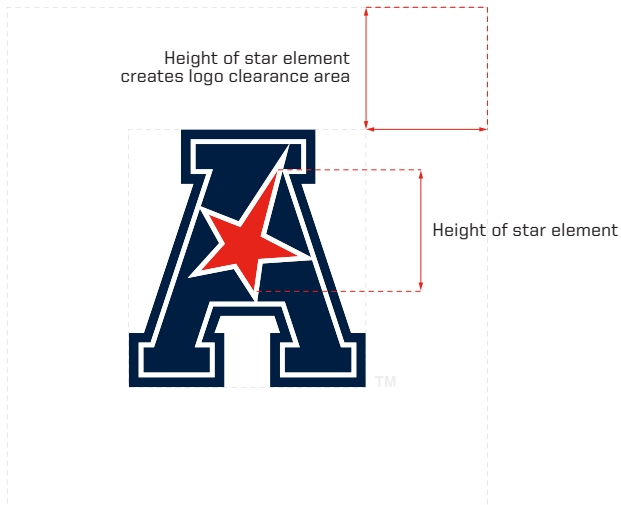
Official academic consortium logos have been created for the American Athletic Conference. The above displayed logos are also designed to be used for the the American Athletic Conference's academic symposium. The Academic Consortium logo should be no less than 2" in width to prevent print and readability issues. For further reference on sizing guidelines, refer to the "Minimum Size Requirements" page.

Specific applications of the Academic Consortium logo may require particular effects when being applied. If all guidelines outlined on the "Improper Logo Usage" page are met and uncertainty still exists, contact Katie Ristow for further guidance.



To access the complete Academic Consortium logo set, please contact **Katie Ristow** at kristow@theamerican.org or visit TheAmerican.org/branding to download.

LOGO SAFE ZONES



CLEARANCE AREA

The height of the star on all approved logos should serve as a guide for the minimum clearance space. In the event that the primary logo is smaller than 2", the clear space may need to be increased as necessary.

On all three official American Athletic Conference logos, the height of the star (excluding the stroke) should be used to calculate clearance area.

Careful attention to the safe zone around the conference marks assures that they will always be easily read and never be combined or overlapped with any other logos, text, images or graphics.

MINIMUM SIZE REQUIREMENTS



MINIMUM SIZE

While there are no restrictions on the maximum size of the American Athletic Conference logo, there are guidelines for the minimum size. With the exception of the stand-alone 'A' mark, logos with the "AMERICAN" logotype should be no less than 2" in width to prevent print and readability issues.

The logos should always appear as large as possible for clarity and readability, while accounting for logo safe zones outlined on the "Logo Safe Zones" page.

Discretion may be used for sizing web content in the event that a 2" logo is too large. The logos must be scaled proportionately to accommodate applications as diverse as website graphics, campus banners, field markers and promotional materials.

DISCONTINUED LOGOS



DISCONTINUED LOGOS

Any of the above logos—or their variations—should no longer be utilized in any manner. Logos that are characteristically outdated are noted by their use of a different block serif font, gradients, and any “stacked” logo versions. Further questions about discontinued logo usage should be directed to **Katie Ristow** at kristow@theamerican.org.

IMPROPER LOGO USAGE



No rotating



No unconstrained scaling



No skewing



No effect or filter usage

No unauthorized
color variations

No drop shadows or glows



No stroke(s)



No beveling or embossing

No placing on
distracting backgrounds

IMPROPER LOGO USAGE

Incorrect usage of the American Athletic Conference marks compromise the integrity of the brand and impedes our goal of achieving a unified branding effort.

Therefore, variations of the marks are not permitted. This page outlines some incorrect usages of the conference logo that violate the established guidelines outlined by the American Athletic Conference. Please avoid any treatment, application or usage of the marks that alters branding elements, affects legibility or otherwise modifies the logos in any way.

LOGO USAGE

Some applications of an official logo may require certain effects to be applied, where there is uncertainty please contact: **Katie Ristow** at kristow@theamerican.org

TYPOGRAPHY

The American Athletic Conference primary, secondary and wordmark logos use type treatments that have been created for the conference, and are unique and exclusive to us. However, to provide greater flexibility, the Conference has selected typefaces that can be used to reflect the look of the Conference's logos. This is the same font used in the words "AMERICAN" in our secondary and wordmark logos. It is clear, strong, easily readable, and a contemporary font. Using this selected type font assures that every communication from the conference and our member schools will adhere to a uniform, cohesive and consistent style and maintain brand integrity. Our official font family is UNITED. The sans serif font is UNITED SANS, and our UNITED SERIF. Because there are so many variations of each font, weight of the font in design and layout will be up to the discretion of the designer. To access the official typefaces of the Conference, go to TheAmerican.org/branding to download.

Body Copy

ABCDEFGH IJK
0123456789
United Sans [Light]

ABCDEFGH IJK
0123456789
United Sans Reg [Medium]

ABCDEFGH IJK
0123456789
United Sans [Bold]

ABCDEFGH IJK
0123456789
United Sans SemiCond

Alt. Body Copy

ABCDEFGH IJK
0123456789
United Sans SemiExt

ABCDEFGH IJK
0123456789
United Serif Reg

Headline Font

ABCDEFGH IJK
0123456789
United Sans Ext

ABCDEFGH IJK
0123456789
United Sans SemiExt

ABCDEFGH IJK
0123456789
United Italic Ext

ABCDEFGH IJK
0123456789
United Serif Ext

ABCDEFGH IJK
0123456789
United Serif SemiExt

Alt. Headline

ABCDEFGH IJK
0123456789
United Sans Cond

ABCDEFGH
IJK
United Italic Cond

ABCDEFGH IJK
0123456789
United Italic SemiCond

ABCDEFGH IJK
0123456789
United Italic Reg

ABCDEFGH IJK
0123456789
United Italic SemiExt

ABCDEFGH IJK
0123456789
United Serif SemiCond

ABCDEFGH IJK
0123456789
United Serif Cond

TYPOGRAPHY EXAMPLE

Headline font

United Sans Extended

Alternate headline font

United Sans Condensed



LOREM IPSUM
DOLOR SIT AMET

CONSECTETUER ADIPISCING ELIT

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum

Alternate headline

United Italic Semi Extended

Body copy/Alternate Body copy

United Sans Reg/Bold

QUICK REFERENCE

INSTITUTIONAL COLORS



UCF Knights



Cincinnati Bearcats



East Carolina Pirates



Houston Cougars



Memphis Tigers



Navy Midshipmen



USF Bulls



SMU Mustangs



Temple Owls



Tulane Green Wave



Tulsa Golden Hurricane



Wichita State Shockers

INSTITUTIONAL LOGOS



UCF
PMS 872 METALLIC GOLD
PMS 7562 (matte surface)
BLACK



CINCINNATI
PMS 186 RED
BLACK



EAST CAROLINA
PMS 268 PURPLE
PMS 109 GOLD
BLACK



HOUSTON
PMS 186 RED
PMS 421 GRAY
WHITE



MEMPHIS
PMS 280 BLUE
PMS 423 GRAY



NAVY
PMS 281 NAVY BLUE
PMS 4525 GOLD



USF
PMS 342 GREEN
PMS 4535 GOLD



SMU
PMS 286 BLUE
PMS 186 RED



TEMPLE
PMS 201 RED
WHITE



TULANE
PMS 342 GREEN
PMS 279C BLUE



TULSA
PMS 294 BLUE
PMS 186 RED
PMS 871 GOLD



WICHITA STATE
PMS 116 YELLOW
PMS 109U
BLACK

SCHOOL SPECIFIC LOGOS

UNIVERSITY OF CENTRAL FLORIDA



Correct name:
UCF Knights

**"University of Central Florida"
acceptable in formal situations

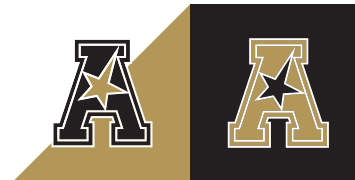
AMERICAN
ATHLETIC CONFERENCE

Wordmark on light background

AMERICAN
ATHLETIC CONFERENCE

Wordmark on dark background*

*When and where necessary, a single, all white American Athletic Conference logo may be used.



UCF

PMS 872 METALLIC GOLD
PMS 7562 (matte surface)
BLACK

*This guide is not intended to represent official colors. Always refer to the respective official institution brand guide for up-to-date PMS colors and builds.

Questions regarding additional or alternative color options, please contact Katie Ristow at kristow@theamerican.org

SCHOOL SPECIFIC LOGOS

UNIVERSITY OF CINCINNATI



Correct name:
Cincinnati Bearcats

*"Cincy" is not acceptable,
"UC" preferred abbreviation.

AMERICAN
ATHLETIC CONFERENCE

Wordmark on light background

AMERICAN
ATHLETIC CONFERENCE

Wordmark on dark background*

*When and where necessary, a single, all white American Athletic Conference logo may be used.



CINCINNATI
PMS 186 RED
BLACK

*This guide is not intended to represent official colors. Always refer to the respective official institution brand guide for up-to-date PMS colors and builds.

Questions regarding additional or alternative color options, please contact Katie Ristow at kristow@theamerican.org

SCHOOL SPECIFIC LOGOS

EAST CAROLINA UNIVERSITY



Correct name:

East Carolina Pirates

*"E. Carolina" is not acceptable,
"ECU" preferred abbreviation.

AMERICAN
ATHLETIC CONFERENCE

Wordmark on light background

AMERICAN
ATHLETIC CONFERENCE

Wordmark on dark background*

*When and where necessary, a single, all white American Athletic Conference logo may be used.



EAST CAROLINA
PMS 268 PURPLE
PMS 109 GOLD
BLACK

*This guide is not intended to represent official colors. Always refer to the respective official institution brand guide for up-to-date PMS colors and builds.

Questions regarding additional or alternative color options, please contact Katie Ristow at kristow@theamerican.org

SCHOOL SPECIFIC LOGOS

UNIVERSITY OF HOUSTON



Correct name:
Houston Cougars

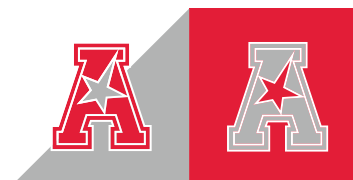


Wordmark on light background



Wordmark on dark background*

*When and where necessary, a single, all white American Athletic Conference logo may be used.



HOUSTON
PMS 186 RED
PMS 421 GRAY
WHITE

*Because the University of Houston utilizes so few official colors on jerseys, the official conference logo may require exceptions to better compliment uniform application.

*This guide is not intended to represent official colors. Always refer to the respective official institution brand guide for up-to-date PMS colors and builds.

Questions regarding additional or alternative color options, please contact Katie Ristow at kristow@theamerican.org

SCHOOL SPECIFIC LOGOS

UNIVERSITY OF MEMPHIS



Correct name:
Memphis Tigers

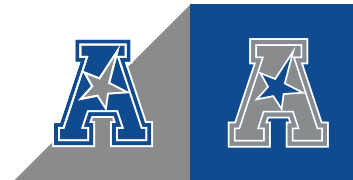


Wordmark on light background



Wordmark on dark background*

*When and where necessary, a single, all white American Athletic Conference logo may be used.



MEMPHIS
PMS 280 BLUE
PMS 423 GRAY

*Because the University of Memphis utilizes so few official colors on jerseys, the official conference logo may require exceptions to better compliment uniform application.

*This guide is not intended to represent official colors. Always refer to the respective official institution brand guide for up-to-date PMS colors and builds.

Questions regarding additional or alternative color options, please contact Katie Ristow at kristow@theamerican.org

SCHOOL SPECIFIC LOGOS

UNITED STATES NAVAL ACADEMY



Correct name:
Navy Midshipmen

AMERICAN
ATHLETIC CONFERENCE

Wordmark on light background

AMERICAN
ATHLETIC CONFERENCE

Wordmark on dark background*

*When and where necessary, a single, all white American Athletic Conference logo may be used.



NAVY

PMS 281 NAVY BLUE

PMS 4525 GOLD

*This guide is not intended to represent official colors. Always refer to the respective official institution brand guide for up-to-date PMS colors and builds.

Questions regarding additional or alternative color options, please contact Katie Ristow at kristow@theamerican.org

SCHOOL SPECIFIC LOGOS

UNIVERSITY OF SOUTH FLORIDA



Wordmark on light background



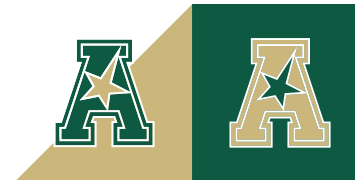
Wordmark on dark background*

*When and where necessary, a single, all white American Athletic Conference logo may be used.



Correct name:
USF Bulls

**"University of South Florida"
acceptable in formal situations

**USF**

PMS 342 GREEN
PMS 4535 GOLD

*This guide is not intended to represent official colors. Always refer to the respective official institution brand guide for current official PMS colors and builds.

Questions regarding additional or alternative color options, please contact Katie Ristow at kristow@theamerican.org

SCHOOL SPECIFIC LOGOS

SOUTHERN METHODIST UNIVERSITY



Wordmark on light background

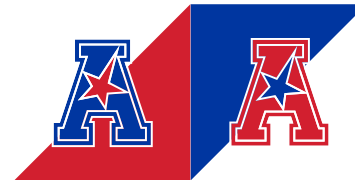


Wordmark on dark background*

*When and where necessary, a single, all white American Athletic Conference logo may be used.



Correct name:
SMU Mustangs



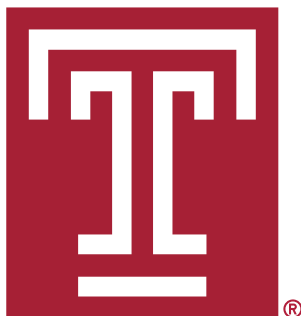
SMU
PMS 286 BLUE
PMS 186 RED

*This guide is not intended to represent official colors. Always refer to the respective official institution brand guide for up-to-date PMS colors and builds.

Questions regarding additional or alternative color options, please contact Katie Ristow at kristow@theamerican.org

SCHOOL SPECIFIC LOGOS

TEMPLE UNIVERSITY



Correct name:
Temple Owls



Wordmark on light background



Wordmark on dark background*

*When and where necessary, a single, all white American Athletic Conference logo may be used.



TEMPLE
PMS 201 RED
WHITE

*Because the University of Temple utilizes so few official colors on jerseys, the official conference logo may require exceptions to better compliment uniform application.

*This guide is not intended to represent official colors. Always refer to the respective official institution brand guide for up-to-date PMS colors and builds.

Questions regarding additional or alternative color options, please contact Katie Ristow at kristow@theamerican.org

SCHOOL SPECIFIC LOGOS

TULANE UNIVERSITY



Correct name:
Tulane Green Wave

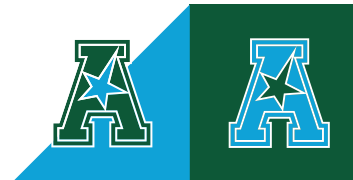


Wordmark on light background



Wordmark on dark background*

*When and where necessary, a single, all white American Athletic Conference logo may be used.



TULANE
PMS 342 GREEN
PMS 279C BLUE

*This guide is not intended to represent official colors. Always refer to the respective official institution brand guide for up-to-date PMS colors and builds.

Questions regarding additional or alternative color options, please contact Katie Ristow at kristow@theamerican.org

SCHOOL SPECIFIC LOGOS

UNIVERSITY OF TULSA



Correct name:

Tulsa Golden Hurricane

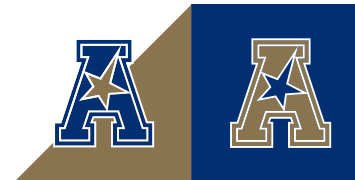


Wordmark on light background



Wordmark on dark background*

*When and where necessary, a single, all white American Athletic Conference logo may be used.



TULSA

PMS 294 BLUE

PMS 186 RED

PMS 871 GOLD

*This guide is not intended to represent official colors. Always refer to the respective official institution brand guide for up-to-date PMS colors and builds.

Questions regarding additional or alternative color options, please contact Katie Ristow at kristow@theamerican.org

SCHOOL SPECIFIC LOGOS

WICHITA STATE UNIVERSITY



Correct name:

Wichita State Shockers



Wordmark on light background



Wordmark on dark background*

*When and where necessary, a single, all white American Athletic Conference logo may be used.



WICHITA STATE

PMS 116 YELLOW

PMS 109U

BLACK

*This guide is not intended to represent official colors. Always refer to the respective official institution brand guide for up-to-date PMS colors and builds.

Questions regarding additional or alternative color options, please contact Katie Ristow at kristow@theamerican.org

SCHOOL SPECIFIC LOGOS

ASSOCIATE MEMBERS—WOMEN'S ROWING



Correct name:
Sacramento State Hornets



SACRAMENTO STATE
PMS 343 C
PMS 872 C



Wordmark on light background



Wordmark on dark background

*When and where necessary, a single, all white American Athletic Conference logo may be used.



Correct name:
San Diego State Aztecs



SAN DIEGO STATE
PMS 187 CVC
BLACK



Wordmark on light background



Wordmark on dark background

*When and where necessary, a single, all white American Athletic Conference logo may be used.



Correct name:
Old Dominion University Monarchs



OLD DOMINION UNIVERSITY
PMS 540
PMS 887



Wordmark on light background



Wordmark on dark background

*When and where necessary, a single, all white American Athletic Conference logo may be used.

SCHOOL SPECIFIC LOGOS

ASSOCIATE MEMBERS—WOMEN'S LACROSSE



Correct name:
Florida Gators



FLORIDA
PMS 287 C
PMS 172 C



Wordmark on light background

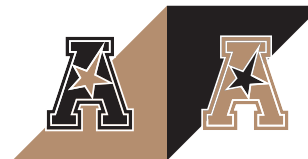


Wordmark on dark background

*When and where necessary, a single, all white American Athletic Conference logo may be used.



Correct name:
Vanderbilt Commodores



VANDERBILT
PMS 873 U
BLACK



Wordmark on light background



Wordmark on dark background

*When and where necessary, a single, all white American Athletic Conference logo may be used.

QUICK REFERENCE

PATCH PLACEMENT

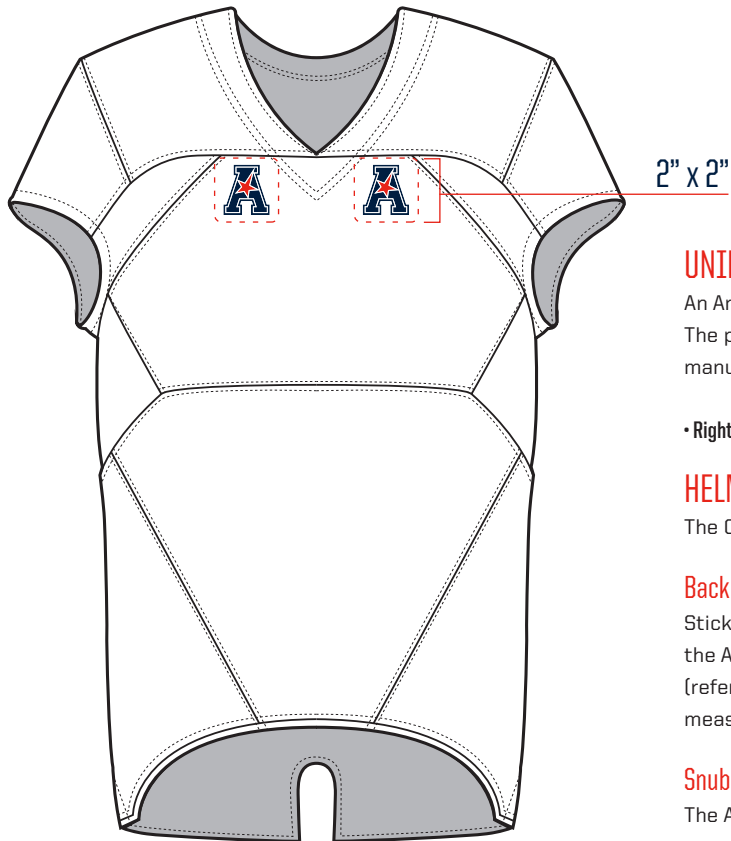
UNIFORM PATCH PLACEMENT GUIDELINES

Official patches of the Conference's logo are mandatory for all game-day uniforms. While all uniforms and applications vary, each sport has a set of specific rules. Additionally, it is highly encouraged that institutions apply the Conference's logo on non-mandatory official gear—such as warm-ups and sideline apparel.



PATCH PLACEMENT

FOOTBALL



UNIFORM

An American Athletic Conference patch is required on both home and away uniforms. The patch will measure 2" tall and 2" wide. It shall be placed opposite of the manufacturer's logo on the left or right chest.

- Right or left chest opposite of manufacturer logo

HELMET

The Conference's mark is mandatory on all helmets.

Back of helmet (mandatory)

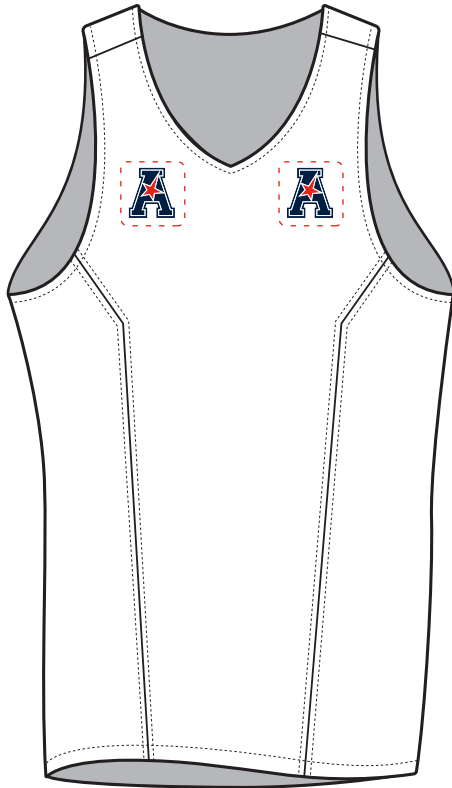
Stickers placed on the back of the helmet will utilize the the American Athletic Conference's primary logo in the respective team's colors (reference the school specific pages for colors). Dimensions of the sticker must measure 1.5" high and will be placed to the left or right of the centerline of the helmet.

Snubber (optional)

The American wordmark will be used on the "snubber" in blue lettering with a red star.

PATCH PLACEMENT

BASKETBALL



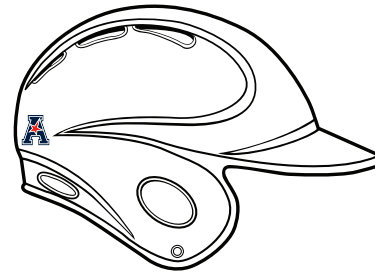
UNIFORM

An American Athletic Conference logo is required on both home and away basketball uniforms. The logo (either a patch or directly embellished by the manufacturer) must measure 1.5" high. It shall be placed opposite of the manufacturer's logo on the left or right front chest. FLAG and/or memorial patches are still allowed and may appear opposite the conference logo or any other permissible NCAA location per rule 3, article 5d.

- Right or left chest opposite of manufacturer's logo

PATCH PLACEMENT

BASEBALL/SOFTBALL



UNIFORM

Due to varying uniform types and materials, either an American patch or full color screen print mark is acceptable. The logo should measure 1.5" high and 1.25" wide. Placement options are as follows:

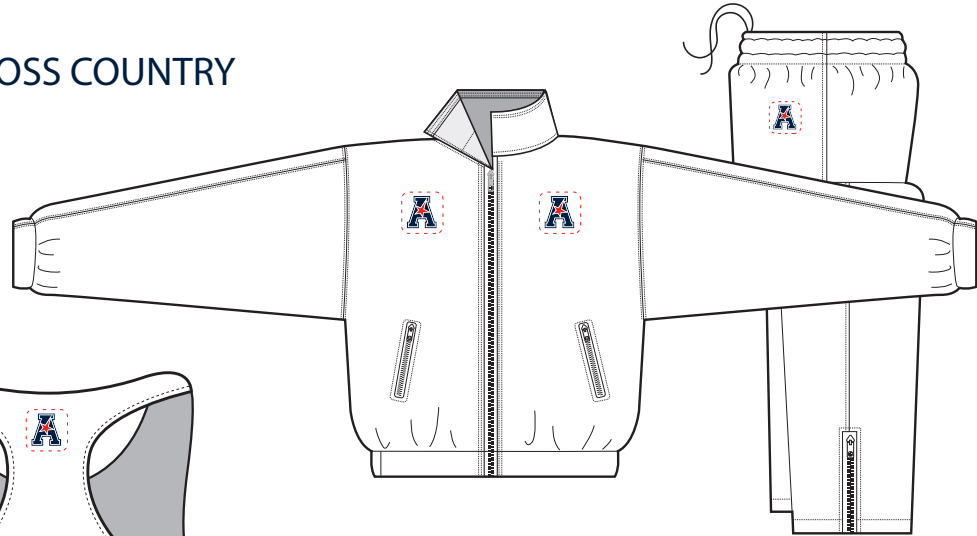
- Right or left chest opposite of manufacturer logo
- Right or left sleeve (with Conference approval)

HELMET

The Conference's mark is mandatory on all batting helmets. Stickers will utilize the American Athletic Conference's primary logo in the respective team's colors (reference the school specific pages for colors). The sticker will measure 1.5" high and will be placed to the right or left of the centerline of the helmet.

PATCH PLACEMENT

CROSS COUNTRY



UNIFORM

An American Athletic Conference logo is required on cross country uniforms. The logo should either be a patch or a direct embellishment by the manufacturer. Dimensions of the patch must measure 1.5" in height. Placement should be opposite of the manufacturer's logo on the left or right front chest, or centered between the shoulder-blades on the back. Placement options are as follows:

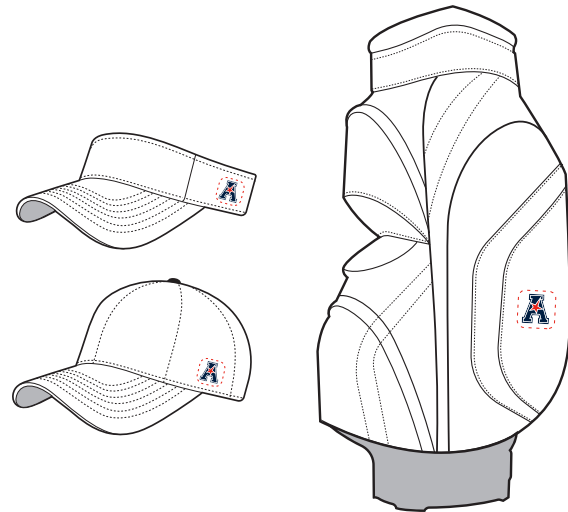
- Right or left chest opposite of manufacturer's logo
- Back center of jersey between shoulder-blades

DESIGNATED WARM-UP APPAREL (optional)

- Right or left chest opposite of manufacturer's logo
- Right or left hip of warm-up apparel pants

PATCH PLACEMENT

GOLF



MEN'S & WOMEN'S POLOS

Both men's and women's polos have the same presentation guidelines for the Conference logo. While it is preferential to have the logo on the front when possible, placement on the back-center below the collar is also an option.

- Right or left chest opposite of manufacturer's logo
- Back center of polo below collar and between shoulder-blades
- Right or left sleeve

BAG & VISOR/HAT (optional)

Because all golf bags are designed differently, placement options on bags will vary. It is encouraged to include the American Athletic Conference logo on golf bags. The preferred presentation of this is 3.5" wide.

- Right or left side of visor or hat

PATCH PLACEMENT

ROWING



UNIFORM

The preferred placement of logos on rowing uniforms is centered on the back, between the shoulder-blades. Secondary options are on the right or left chest, opposite of the manufacturer's logo. The logo dimensions on rowing uniforms is 1.5". It is also encouraged to use the Conference's logo on any official apparel or gear when possible.

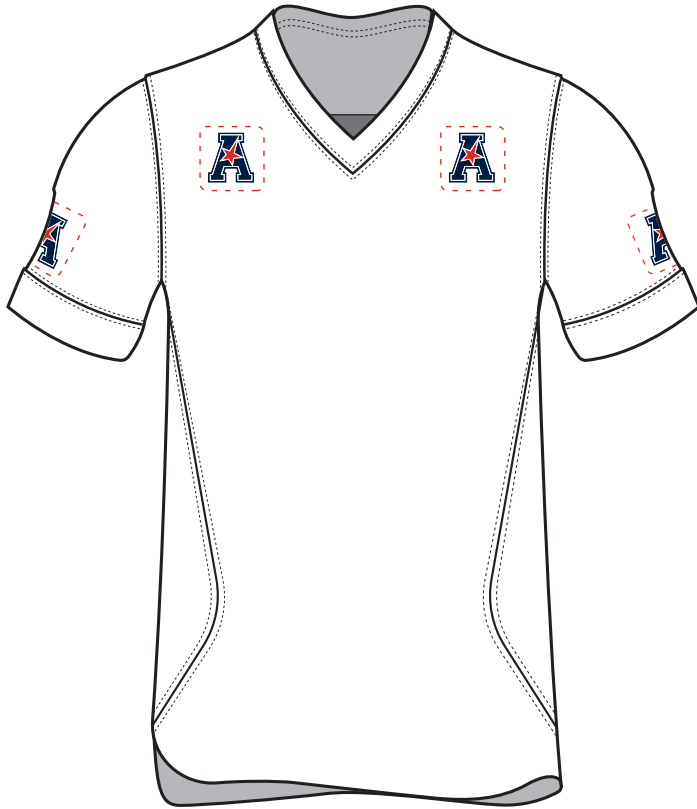
- Back center of jersey below collar and between shoulder-blades
- Right or left chest opposite of manufacturer's logo

VISOR/HAT (optional)

- Right or left side of visor

PATCH PLACEMENT

SOCCER



UNIFORM

Due to varying uniform types and materials, either an American patch or full color screen print mark is acceptable. The logo should measure 1.5" high and 1.25" wide. Placement options are as follows:

- Right or left chest opposite of manufacturer's logo
- Right or left sleeve (with Conference approval)

PATCH PLACEMENT

SWIMMING AND DIVING



UNIFORM

Due to the unique aspects of swimming uniforms, logo representation is only required to be placed on swim caps, t-shirts, and designated official warm-up gear. The logo dimensions on swimming and diving uniforms is 1.5". Logo placement on the parka is optional.

SWIM CAP

- Logo must be presented anywhere on the side or front of the swim cap

T-SHIRT

- Right or left sleeve

DESIGNATED WARM-UP APPAREL

- Right or left chest opposite of manufacturer's logo
- Right or left hip of warm-up apparel pants

PARKA (optional)

PATCH PLACEMENT

TENNIS



UNIFORM

Logo placement for men's and women's tennis uniforms vary by uniform type. A Conference logo must be presented on a uniform top and bottom. The preferred logo dimensions on tennis uniforms is 1.5".

MEN'S UNIFORM

- Right or left chest opposite of manufacturer's logo
- Front of shorts on the bottom right or left of the leg
- Right or left sleeve

WOMEN'S UNIFORM

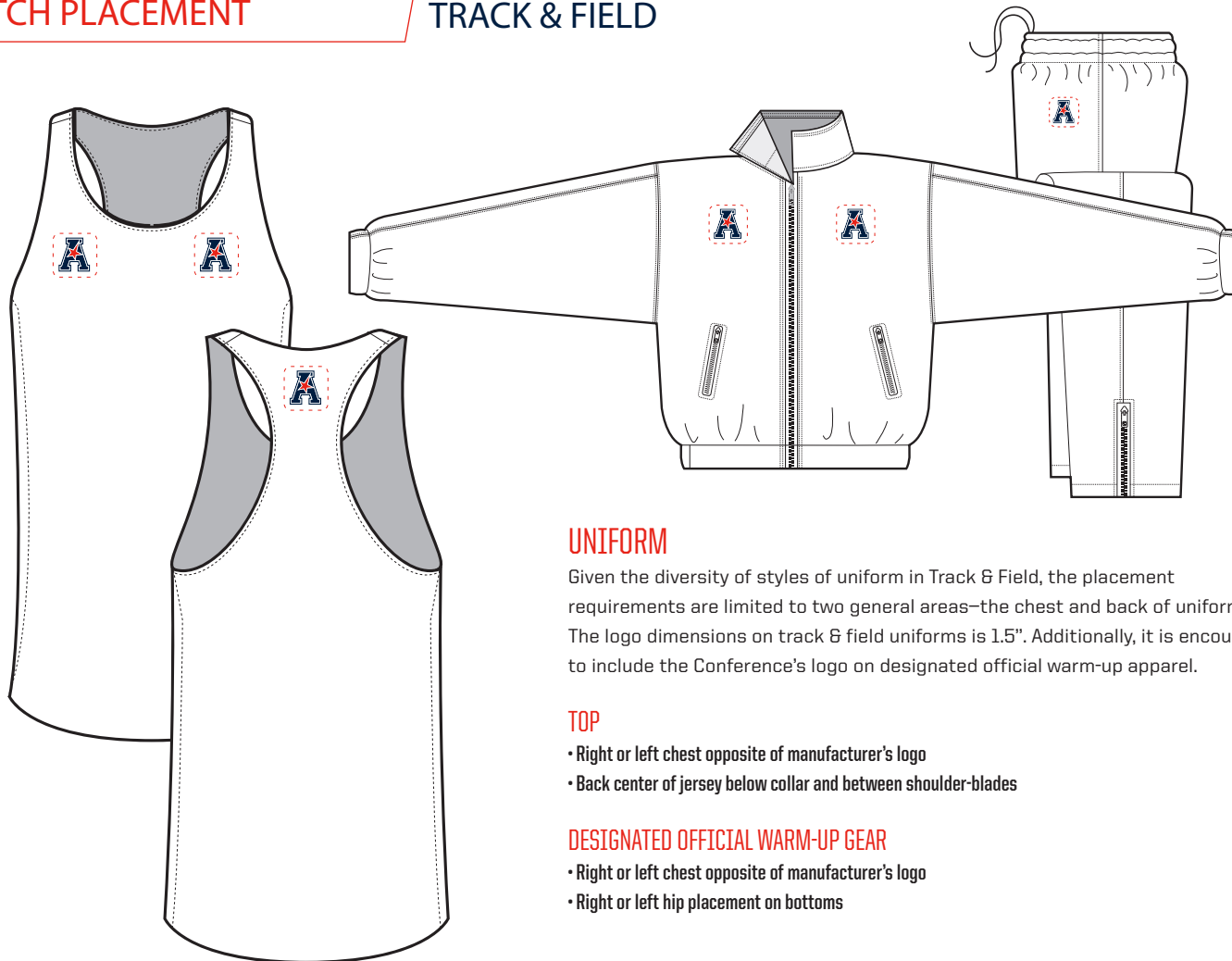
- Back center of jersey below collar and between shoulder-blades
- Front of skirt (or shorts) on the bottom right or left of the leg
- Right or left sleeve

VISOR/HAT (optional)

- Right or left side of visor or hat

PATCH PLACEMENT

TRACK & FIELD



UNIFORM

Given the diversity of styles of uniform in Track & Field, the placement requirements are limited to two general areas—the chest and back of uniform tops. The logo dimensions on track & field uniforms is 1.5". Additionally, it is encouraged to include the Conference's logo on designated official warm-up apparel.

TOP

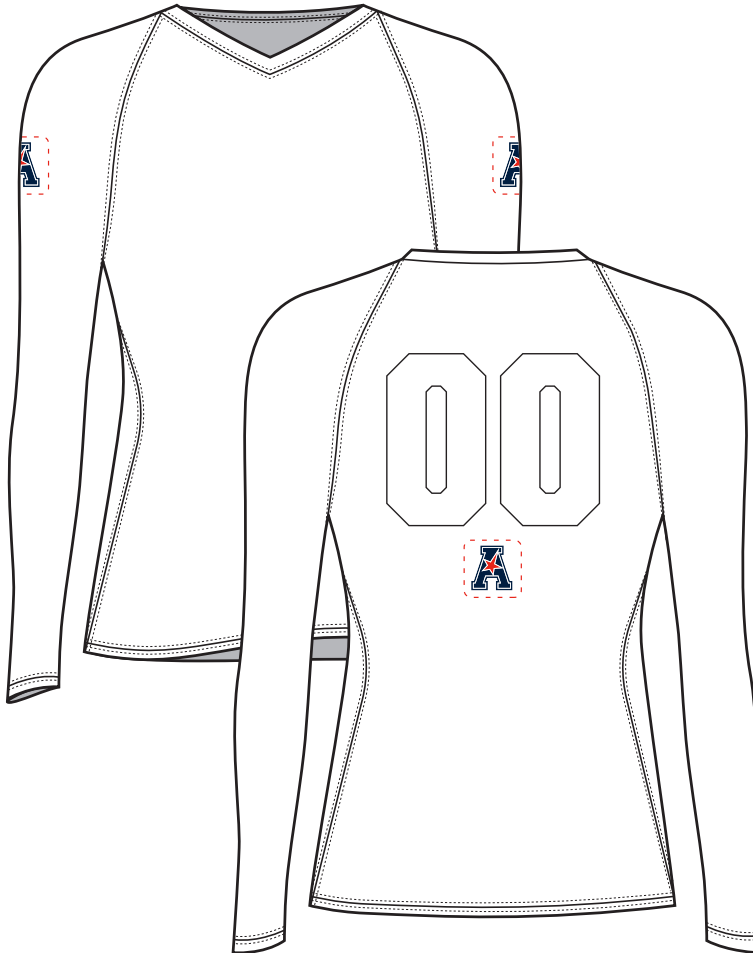
- Right or left chest opposite of manufacturer's logo
- Back center of jersey below collar and between shoulder-blades

DESIGNATED OFFICIAL WARM-UP GEAR

- Right or left chest opposite of manufacturer's logo
- Right or left hip placement on bottoms

PATCH PLACEMENT

VOLLEYBALL



UNIFORM

Due to varying uniform types and materials, either an American patch or full color screen print logo is acceptable. The logo should measure 1.5" high and 1.25" wide. Placement options are as follows:

- Right or left sleeve
- Back of jersey centered underneath numbers

PATCH PLACEMENT

LACROSSE



UNIFORM

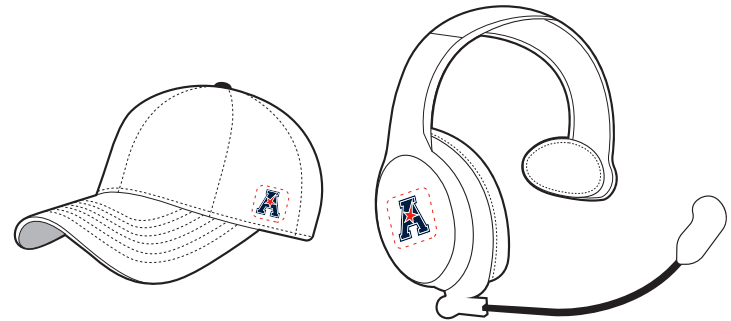
Due to varying uniform types and materials, either an American patch or full color screen print logo is acceptable. The logo should measure 1.5" high and 1.25" wide. Placement options are as follows:

- Right or left sleeve
- Right or left chest opposite manufacturers logo

PATCH PLACEMENT

SIDELINE APPAREL

Katie Ristow kristow@theamerican.org.



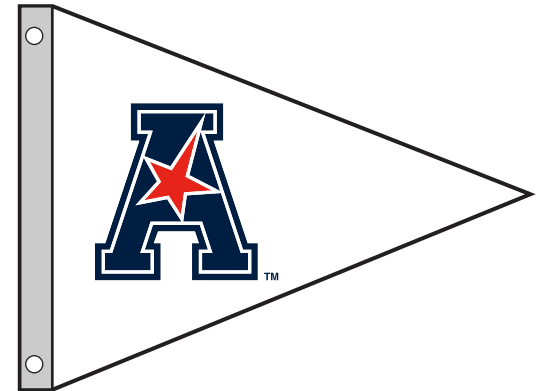
SIDELINE APPAREL

While not all sideline apparel logo placement is mandatory, it is highly encouraged to place the Conference logo on official apparel to create brand awareness and recall. Because there is such diversity in sideline apparel, application and size will be the discretion of the institution, for any further questions on logo guidelines please contact **Katie Ristow** at kristow@theamerican.org.

STADIUM COLLATERAL

BASKETBALL ARENA & FOOTBALL STADIUM

Conference members are required to prominently hang the banners of each conference members primary mark, as well as the Conference itself. There are no restrictions on the shape or size of each banner.



LED SIGNAGE

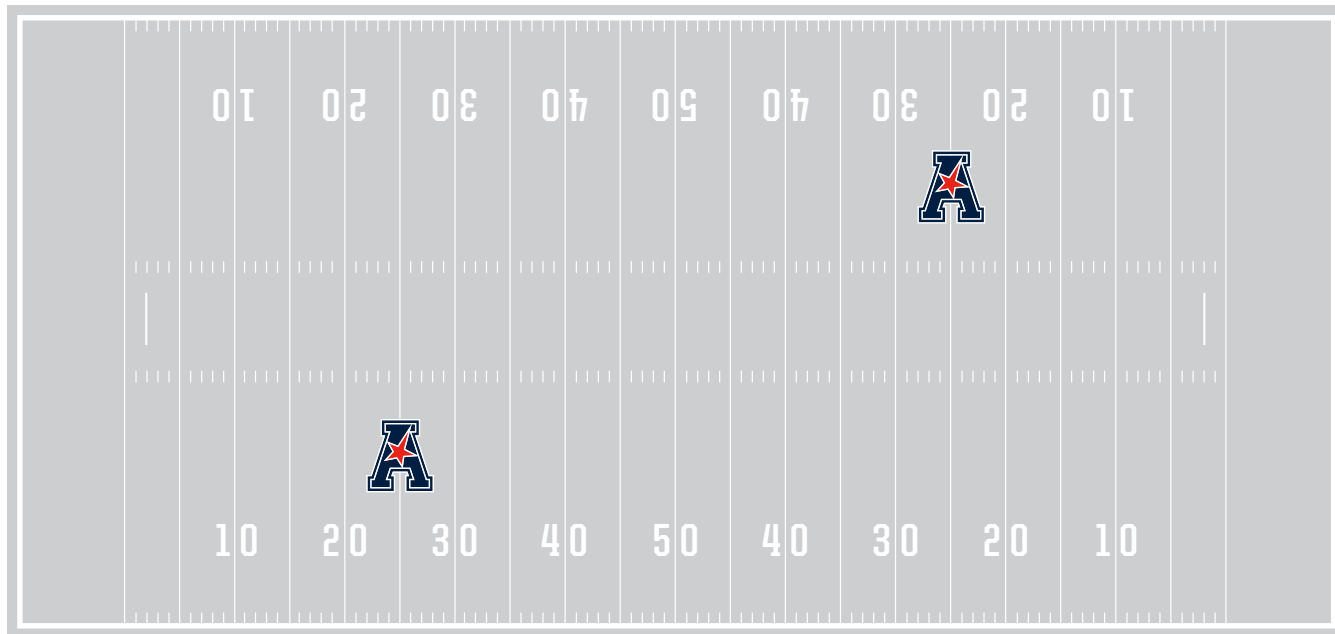
The use of the conference wordmark is mandatory for venue LED and Video Board signage. Conference branded signage should be included into your regular rotation.



PLAYING SURFACE

FOOTBALL FIELD

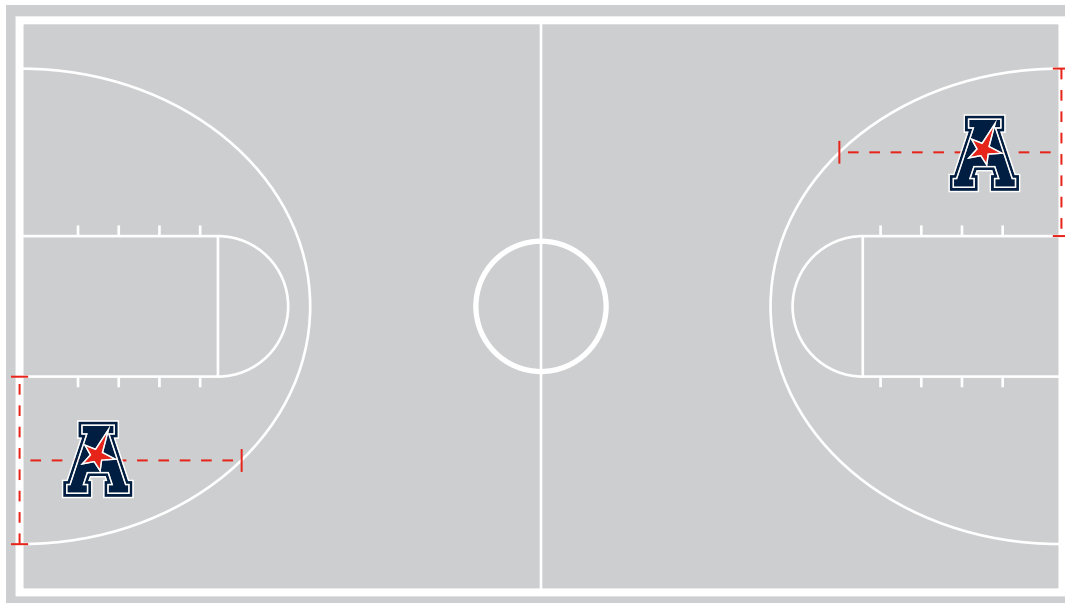
The American logos are to be painted on the field, centered between the numbers and hash marks. The logos should be painted diagonally from each other facing the press box on the 25-yard lines. The base of the logo should stretch a total of at least 6 yards, or three on either side of the 25-yard line. In addition to logo placement on the field, the Conference will supply each institution with bulls-eye caps for chains and goalpost donut pads to be used during each home contest.



PLAYING SURFACE

BASKETBALL COURT

The American logos are to be applied within the designated area on both sides of the court between the Lane Line and the 3-point Line, in the precise orientations shown below. Guidelines are described as follows: **(1)** find the center-point between the base of the Lane Line and base of the 3-point Line; **(2)** from the center-point draw an imaginary line between the Base Line and the 3-point line—this serves as the centerline for the logo. **(3)** Horizontally center the "A" logo on the centerline, make sure there is equidistant spacing between the logo and all surrounding court markings. Logo should be 5.5' feet in height (approx. 2.25' above and 2.25' below intersection). Both logos should face primary mid-court television cameras.

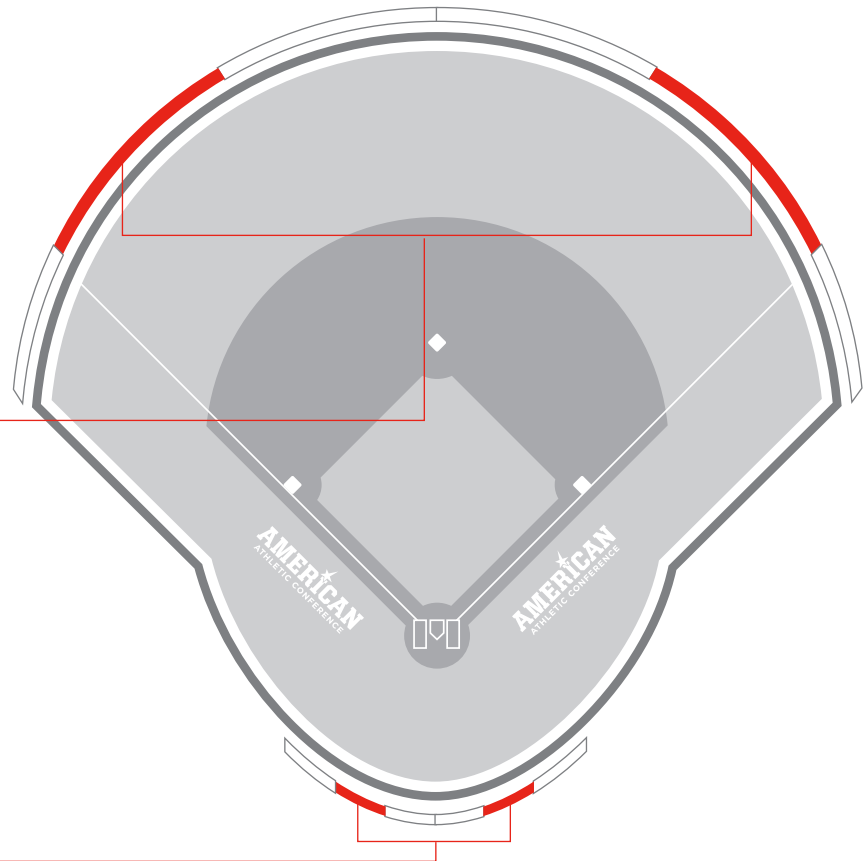
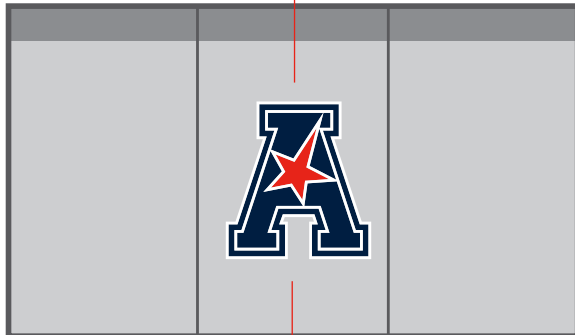


PLAYING SURFACE

BASEBALL/SOFTBALL FIELD

The American Athletic Conference logo should appear in at least one location on the wall behind home plate and in at least one location on the outfield wall. It is also encouraged that the American Athletic Conference logo be placed somewhere on field. Seen to the right, facing each respective dugout.

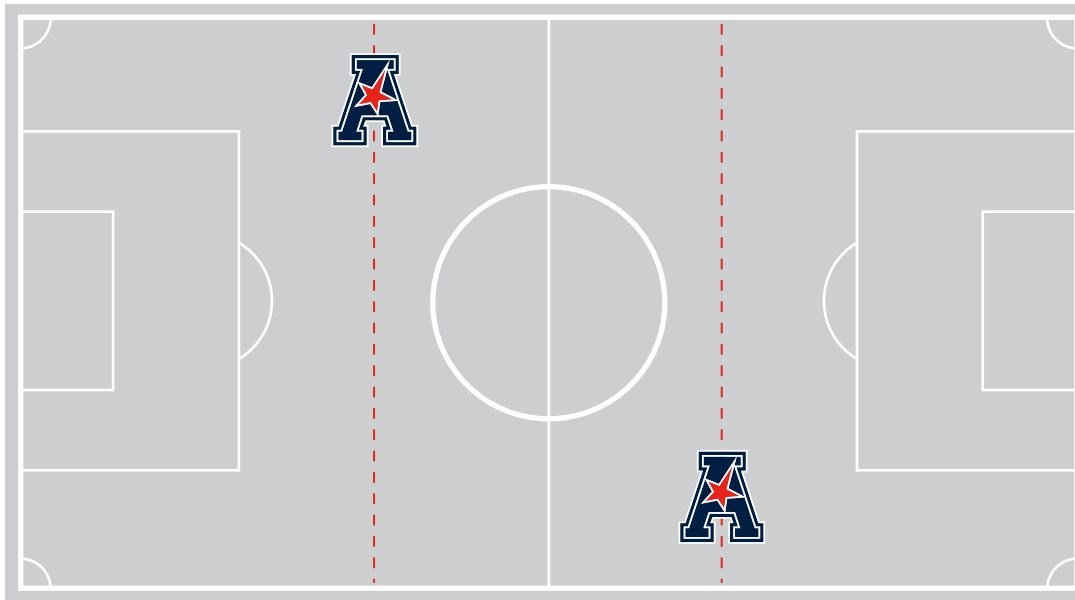
NOTE: The white version of the logo may be used here to keep from clashing with the green field.



PLAYING SURFACE

SOCCER FIELD

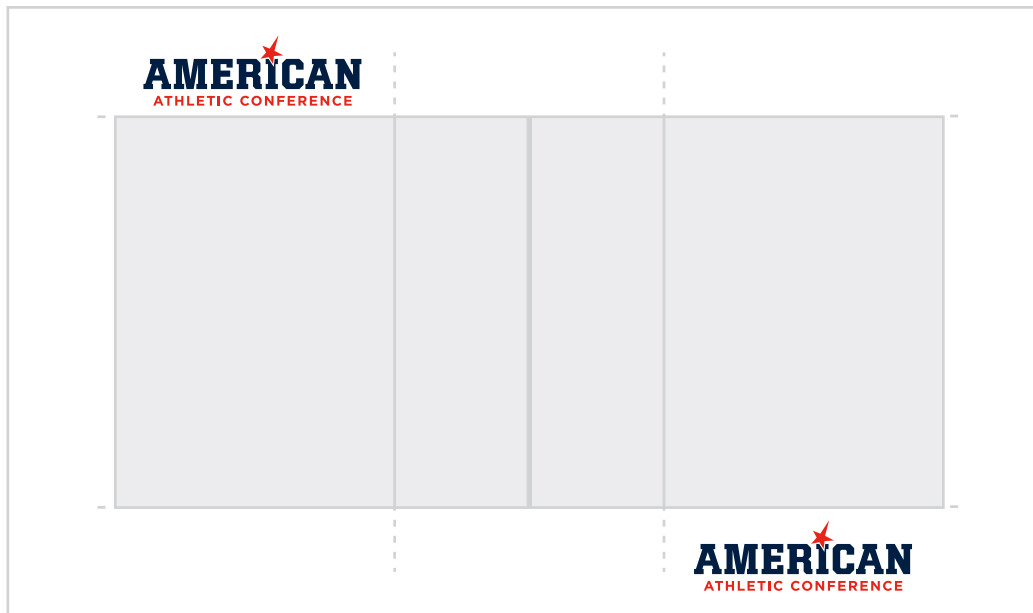
The American logos should be painted on the field either diagonally from each other inside the playing boundary. For diagonal placement inside the playing boundary, an imaginary straight line should be used to determine the halfway point between the end of the Penalty Box and Midfield. Once determined, the "A" logo should be painted within the negative space clear of any field markings.



PLAYING SURFACE

VOLLEYBALL COURT

Depending on the vantage point of the camera, the "AMERICAN" wordmark should be painted in the top left-hand area between the end line and attack line, centered above the sideline. Another logo should be painted in the bottom right-hand area between the End Line and Attack Line, centered below the Sideline. Both logos must be facing the direction of the camera. The logos should each be 12 feet in length, and properly centered between their respective End Line and Attack Line.



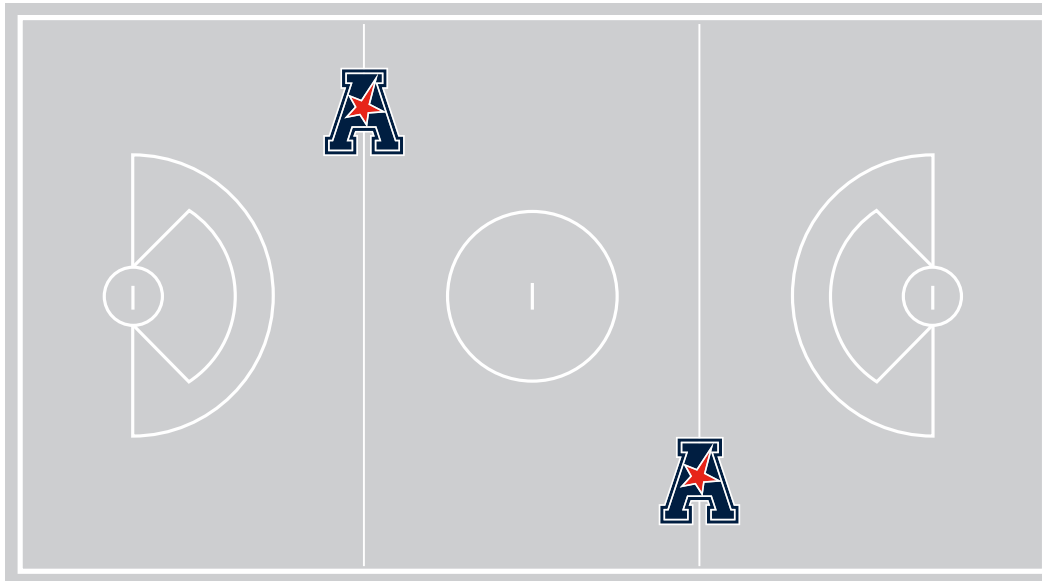
PLAYING SURFACE

LACROSSE FIELD

The American logos should be painted on the field either diagonally from each other within the playing boundary or on the sideline opposite the television camera outside the playing boundary. For logo placement inside the field boundaries, the "A" logo should be straddling the Restraining Line which is drawn between the goal and middle of the field. For placement outside the playing boundary, the "AMERICAN" word mark should be centered above the Goal Area beyond the Sideline, facing the direction of the camera.

AMERICAN
ATHLETIC CONFERENCE

AMERICAN
ATHLETIC CONFERENCE



PLAYING SURFACE

ADDITIONAL SPORTS

CROSS-COUNTRY

Logo painted in appropriate area (near start and/or finish) or minimum of two banners

SWIMMING & DIVING

Minimum of two banners in venue

GOLF

Near first tee, scoreboard area, or practice facility

TENNIS

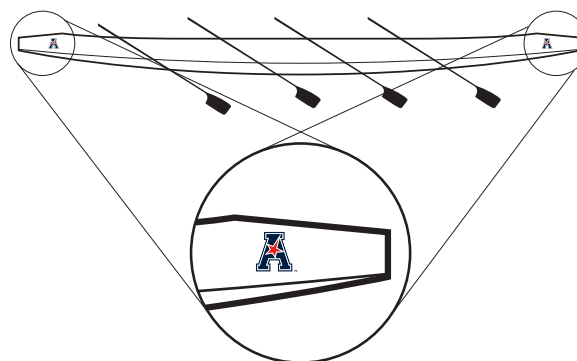
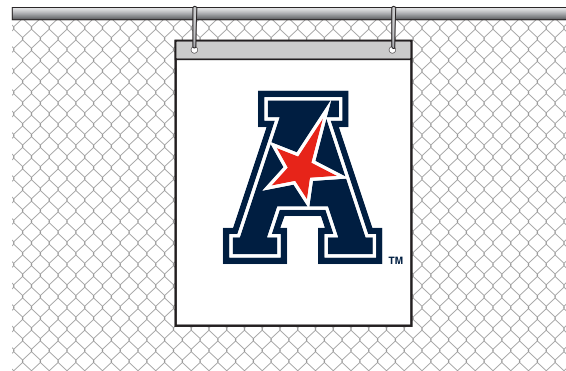
Minimum of two banners in venue

TRACK AND FIELD

Near start/finish

ROWING

Decal on boats



QUICK REFERENCE

PUBLIC RELATIONS/LITERATURE

IN PRINT

The conference shall be referred to as the “American Athletic Conference” or “The American”. If “American Athletic Conference” is spelled out, “the” should not be capitalized (unless it is the first word in a sentence).

CORRECT EXAMPLES:

Mike Aresco is commissioner of the American Athletic Conference.

Sean Kilpatrick led The American in scoring during the 2013-2014 season.

INCORRECT EXAMPLES:

Mike Aresco is commissioner of The American Athletic Conference.

Sean Kilpatrick led the American in scoring during the 2013-2014 season.

Other Notes:

- “AAC” shall never be used in external communication, except in agate form where space is limited.
- When referencing the Conference website, capitalize T and A in TheAmerican.org
- When referencing the Conference digital network, the correct name is the “American Digital Network”
- The conference’s official fonts are UNITED SANS and UNITED SERIF, please—never use Futura.



All necessary logo files and guides can be downloaded at **TheAmerican.org/branding**

Contacts

For questions or additional information regarding the American Athletic Conference and its logos, please contact:

AMERICAN ATHLETIC CONFERENCE

Katie Ristow

Director of Creative Design & Services

545 E. John Carpenter Freeway | 3rd Floor | Irving, Texas 75062

O: 401.633.3106 | **M:** 401.400.9798 | kristow@theamerican.org

Learfield Licensing Partners

8900 Keystone Crossing, Suite 605

Indianapolis, IN 46240

