

2010-2011 ACADEMIC YEAR



CONFERENCE IDENTITY GUIDELINES // THE PAC-10 CONFERENCE STYLE GUIDE

**PAC-10** // CONFERENCE IDENTITY GUIDELINES



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THE PAC-10 CONFERENCE HAS  
BEEN BUILT ON A FOUNDATION OF  
PIONEERS. ALWAYS INNOVATIVE.  
ALWAYS CHALLENGING. ALWAYS IN  
SEARCH OF A BETTER WORLD. THE  
PAC-10 IS UNIQUELY POISED TO  
LEAD US INTO THE FUTURE.

# THE MARKS

## INSPIRATION

### SHIELD

The shield shape conveys excellence in academics and athletics. It is unique amongst major college conferences.

### ELEMENTS

The wave evokes a sense of movement, while the mountain represents “rising”. Both elements conjure up an image of the west.



### LETTERFORMS

The typography is handcrafted to ensure legibility from a distance.

### COLOR

The blue gradient in the mark is designed to suggest the deep underwater blues of the Pacific Ocean.

# THE MARKS

## THE BREAKDOWN

In an effort to build flexibility into the brand, the Pac-10 mark has been designed to break down into three purpose-built marks.

PRIMARY



INSTITUTIONAL



REDUCED  
UNIFORM / EQUIPMENT



HORIZONTAL



# THE MARKS

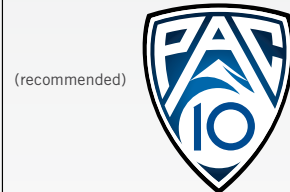
## THE PRIMARY MARK

In an effort to build brand consistency, the primary Pac-10 mark (shield with the wave and mountain) shall be used on all institutional elements other than uniforms, equipment and apparel.

To determine the appropriate primary mark color scheme for a given element, please refer to the guidelines shown here.

For each color scheme, two versions of the primary mark are available for use: one for use on white / light backgrounds and one for use on black / dark backgrounds.

### Pac-10 Blue Fade Mark use on white / light backgrounds



use on black / dark backgrounds

#### Uses :

Pac-10 Championships

All general marketing elements  
outside of the game day experience  
including:

Media Guides

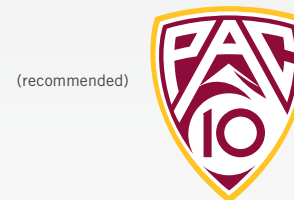
Institutional Athletic Websites

Institutional Marketing  
Communications

Team Posters

Television & Media Graphics

### Institutional Colors use on white / light backgrounds



use on black / dark backgrounds

#### Uses :

All elements of the game day  
experience including:

Playing Surface

Venue Signage

Video Boards

Press Credentials

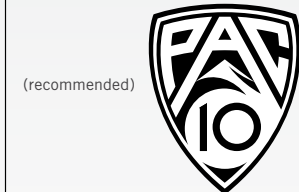
Media Backdrops

Tickets

Game Programs

Promotional Game Day Materials

### Black & White use on white / light backgrounds



use on black / dark backgrounds

#### Uses :

Limited to black and white  
printed elements



# THE MARKS

## THE REDUCED MARK (UNIFORMS / EQUIPMENT)

The use of the reduced Pac-10 mark (without the wave and mountain) is limited to institutional uniforms, equipment and apparel.

The displayed marks must be used on respective fabric colors as shown here.

The reduced mark is not permitted in the Pac-10 blue fade or in black and white.

Example:



Fabric Color : White

## Institutional Colors



### Uses :

Uniforms

Equipment

Institutional Apparel



# THE MARKS

## THE HORIZONTAL MARK

The Pac-10 horizontal mark shall only be used on elements approved by or originating from the Conference office.

In both Pac-10 blue and black and white, two versions of the horizontal mark are available for use: one for use on white /light backgrounds and one for use on black / dark backgrounds.

Please note that there is a color shift in the blue when the horizontal mark is used on a black / dark background. On a white / light background the “10” and “Conference” are PMS 662 c and on a black / dark background the “10” and “Conference” are PMS 2935 c.

### Pac-10 Blue



### Black & White



#### Uses :

Television & Media Graphics

Pac-10 Website

Other Approved Elements

#### Uses :

Approved Black & White Printed Elements

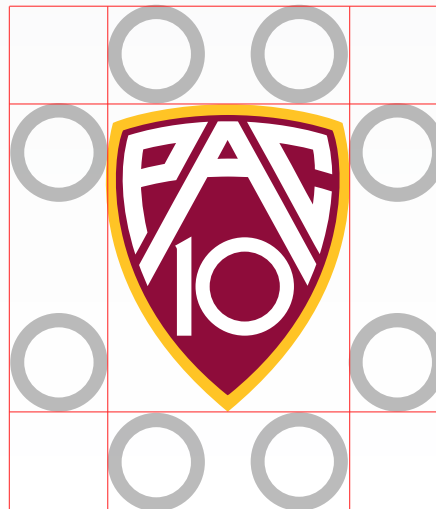
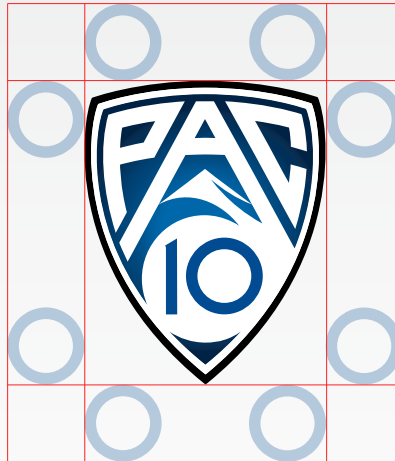
# THE MARKS

## MARK CLEAR SPACE

The area of isolation around the outer edges of the shield is crucial to ensure proper visibility.

Please ensure that page edges, borders and other design elements fall OUTSIDE of the “isolation zone”.

The height and width of the isolation zone is equal to the height and width of the “O” (from the “10”) for the primary, reduced and horizontal mark.



# THE MARKS

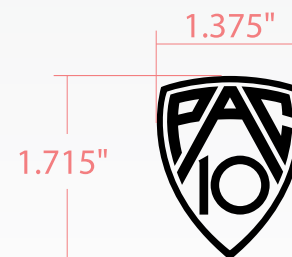
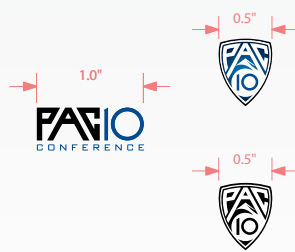
## MINIMUM MARK SIZE

The minimum size for the primary Pac-10 mark (with the wave and mountain) shall be no less than .5" wide.

The reduced mark is designed exclusively for institutional uniforms, equipment and apparel. It shall be no smaller than 1.375" wide.

The minimum size for the horizontal mark shall be no less than 1" wide.

There are no restrictions to how large any of these marks may appear.



# THE COLORS

## THE COLORS OF THE PAC-10

The colors of the Pac-10 mark are inspired by the deep blues of the Pacific Ocean. In order to maintain a uniform brand identity, it is vital that great care is taken in utilizing the proper Conference color palette.

For different applications, the logo colors are implemented in the respective color systems. For print, there are Pantone spot colors and CMYK; and for electronic media in RGB (screen) and hex code (Web). For other applications (e.g., silk screening of fabrics), the Pantone colors can be used for comparison.

### MAIN COLORS



PMS 662 c



PMS 5395 c



PMS 2935 c



Rich Black

### ACCENT COLORS



PMS 381c



Cool Grey 8c

C=100  
M=71  
Y= 0  
K= 18

C=100  
M=44  
Y= 0  
K= 76

C=100  
M=46  
Y= 0  
K= 0

C=70  
M=30  
Y=30  
K=100

C=20  
M=0  
Y=91  
K=0

C=0  
M=1  
Y=0  
K=43

R=0  
G=75  
B=145

R=0  
G=39  
B=76

R=0  
G=118  
B=192

R=0  
G=0  
B=7

R=214  
G=224  
B=61

R=161  
G=161  
B=164

L= 31  
A= 2  
B= -45

L= 15  
A= -1  
B= -27

L=47  
A=7  
B= -47

L=0  
A=0  
B= -9

L=86  
A= -18  
B= 72

L=66  
A=0  
B= -2

HEX = 004B91

HEX = 00274D

HEX = 0076C0

HEX = 000007

HEX = D6E03D

HEX = A1A1A4

# RESTRICTED MARKS

## BRANDING IDENTITY

The use of old Pac-10 Conference marks is STRICTLY PROHIBITED after July 27, 2010. The new mark can be used prior to this date for production of materials that will be publicly available after July 27, 2010.

Please see the included examples of prohibited marks.



# RESTRICTED USAGE

## BRANDING IDENTITY

Variations of the Pac-10 mark outside of the institution-specific color options included in this guide are not permitted. Any variation will compromise the integrity and unifying function of the Pac-10 brand.

Please see the included examples of prohibited variations.



Do not stretch



Do not outline



Do not enclose within a shape



Do not screen



Do not rotate



Do not re-color



Do not run graphics over logo



Do not use on distracting background



Do not use special effects

# TYPOGRAPHY

## BRAND TYPE

All typographic specifications indicated in this manual for point sizes, tracking and leading are based on InDesign™ and the fonts used specifically for the Pac-10.

The corporate font is Trade Gothic. It is characterized by its clarity and a modern look, and it is easy to read. Trade Gothic should be used for long text blocks. The array of available faces makes it possible to create individual designs for a wide variety of content, while still ensuring a uniform, consistent image.

To support this image, the italic faces of the Trade Gothic font family are excluded from use in any Pac-10 corporate design.

The Trade Gothic font family is complimented by the serif font Clarendon Light. Clarendon is also very easy to read and adds a distinctly 'West' feel. Text blocks should NOT be set in Clarendon Light or Foundry Gridnik.

To allow the designer flexibility, Foundry Gridnik is included as an alternate headline font. Opti Althea is similar to the shield numerals, and may be used for page numbers as demonstrated in this document.

Note: the unauthorized distribution of fonts is unlawful.

## MAIN TYPEFACES

Trade Gothic Light

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

Trade Gothic Medium

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

Trade Gothic Bold #2

**abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789**

TRADE GOTHIC LH  
EXTENDED

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

TRADE GOTHIC LH  
EXTENDED

**abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789**

## SUPPORT TYPEFACES

Clarendon Light

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

FOUNDRY GRIDNIK

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

Opti Althea

**abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789**



# TYPOGRAPHY

## HEADLINE TYPE

Headlines are primarily set in Trade Gothic but may be set in Foundry Gridnik if a more modern look is desired.

Trade Gothic Bold LH Extended or Foundry Gridnik in black, 90% black, reverse white or in the main Conference colors.

The font size in each case depends upon the overall format of the print medium. Minimum size of headlines when printing on letter formats

(Example A):

18 pt, tracking +4, 23 pt leading

(Example B):

18 pt. tracking +4, 22 pt leading

### HEADLINES

Trade Gothic Bold #2

A.

**THE PAC-10 WAS FOUNDED  
IN PORTLAND, OR.**

**THE PAC-10 WAS FOUNDED  
IN PORTLAND, OR.**

**THE PAC-10 WAS FOUNDED  
IN PORTLAND, OR.**

### ALTERNATE HEADLINE

FOUNDRY GRIDNIK

B.

THE PAC-10 WAS FOUNDED  
IN PORTLAND, OR.

THE PAC-10 WAS FOUNDED  
IN PORTLAND, OR.

THE PAC-10 WAS FOUNDED  
IN PORTLAND, OR.

# TYPOGRAPHY

## INTRO / COPY HEAD TYPE

For copy heads, the preferred font face is Trade Gothic Bold #2 at 9 pt with 12.5 pt leading. This style can also be used for longer passages of introductory text.

Short passages of introductory text in the copy head style can be set in black, 90% black as well as the primary or accent colors.

It is important to ensure that the overall impression of a page does not become multi-colored, and that the selected color is used consistently. In addition to the color, the styles of introductory text can also be modified (Example A).

When a paragraph begins with a copy head, it is separated from the preceding body copy by a blank line. Body copy follows the copy head, but without the insertion of an additional blank line. The copy head may be set in any desired color, but must be used consistently throughout a print medium (Example B).

## HEADLINES

Trade Gothic Bold #2

Dummy text to illustrate the appearance of a copy head: Trade Gothic#2 Bold, 9 pt, tracking +4, 12.5 pt leading, left justified. Si meliora dies, ut Vina, poemata Reddit, scire Velim. Chartis pretium quotus Arroget annus. Scriptor abhinc annos Centum qui decedit, inter perfectos Veteresque.

A. Example for use in an introduction: Si meliora dies, ut vina, poemata reddit, scire velim, chartis pretium quotus Arroget annus. Scriptor abhinc annos Centum qui decedit, inter perfectos Veteresque referri debet an inter Vilis atque novos? Excludat iurgia finis. Est vetus atque probus. Centum qui perficit annos.

EXAMPLE FOR USE IN AN INTRODUCTION: Si meliora dies, ut vina, poemata reddit, scire velim, chartis pretium quotus Arroget annus. Scriptor abhinc annos Centum qui decedit, inter perfectos Veteresque referri debet an inter Vilis atque novos? Excludat iurgia finis. Est vetus atque probus. Centum qui perficit annos.

EXAMPLE FOR USE IN AN INTRODUCTION: Si meliora dies, ut vina, poemata reddit, scire velim, chartis pretium quotus Arroget annus. Scriptor abhinc annos Centum qui decedit, inter perfectos Veteresque referri debet an inter Vilis atque novos? Excludat iurgia finis. Est vetus atque probus. Centum qui perficit annos.

B. Example for use in a copy head | Si meliora dies, ut vina, poemata reddit, scire velim, chartis pretium quotus Arroget annus. Scriptor abhinc annos Centum qui decedit, inter perfectos Veteresque referri debet an inter Vilis atque novos?

# TYPOGRAPHY

## BODY COPY STYLE / ACCENT TYPE

Extensive amounts of body copy, such as annual reports and image brochures, are set in Trade Gothic Medium. (Example A). Alternately, copy may be set using Trade Gothic Light (Example B).

Clarendon Light is used as an accent font. In the case where Trade Gothic and Clarendon are set on the same line, a dividing line element used in the same color of the font or an accent color is suggested.

## COPY

Trade Gothic Bold

Trade Gothic Bold

- A. Dummy text to illustrate the appearance of a copy head: Trade Gothic Medium, 9 pt, tracking +4, 12.5 pt leading, left justified. Si meliora dies, ut Vina, poemata Reddit, scire Velim. Chartis pretium quotus Arroget annus. Scriptor abhinc annos Centum qui decedit, inter perfectos Veteresque.
- B. Dummy text to illustrate the appearance of copy: Trade Gothic Light, 9 pt, tracking +4, 12.5 pt leading, left justified. Si meliora dies, ut Vina, poemata Reddit, scire Velim. Chartis pretium quotus Arroget annus. Scriptor abhinc annos Centum qui decedit, inter perfectos Veteresque.

## EXAMPLES OF ACCENT TYPE

Track & Field | 100 yard dash

### Track & Field

- ▶ 3000 m steeplechase
- ▶ Javelin
- ▶ Shotput
- ▶ Pole vault
- ▶ Discus throw

Track & Field // 100 yard dash

1. California
2. USC
3. Oregon
4. Washington
5. Arizona

Track & Field ▶ 100 yard dash

California  
USC  
Oregon  
Washington  
Arizona

# TYPOGRAPHY

## OTHER TYPOGRAPHIC ELEMENTS

The typographic system of the Pac-10 includes several simple additional elements to help organize information.

The first are a set of three sentence dividing elements, used when separating a copy head from copy body.

The second elements are shields for displaying page numbers. The shields should always appear in brand colors and be set in OptiAlthea.

The third set of elements are to aid the designer in the consistent layout of listed information. Bullets and row highlights should always remain in brand colors.

## EXAMPLES OF ELEMENTS USED TO BREAK LINE.

**Track & Field** | 100 yard dash

(Element to be used in a brand accent color.)

**Track & Field** // 100 yard dash

(Element to be used in type color.)

**Track & Field** ▶ 100 yard dash

(Element to be used in brand accent color, this style recommended for web.)

## EXAMPLES OF SHIELD PAGE NUMBERS.



## EXAMPLES OF BULLETED, NUMBERED, AND COLORED LISTS.

### Track & Field

- ▶ 3000 m steeplechase
- ▶ Javelin
- ▶ Shotput
- ▶ Pole vault
- ▶ Discus throw

1. California
2. USC
3. Oregon
4. Washington
5. Arizona

California  
USC  
Oregon  
Washington  
Arizona

(Highlighted rows must always be set on brand colors. Both a fade to 0% opacity, OR a solid bar are acceptable. )

# PHOTOGRAPHY

## PHOTOGRAPHIC STYLE AND FEEL

The photography should always be big and emotional. When selecting images keep in mind the Pac-10's dedication to the values of the west, innovation and excellence. All photography should look authentic, not overly effected or treated.



WEST COAST



INNOVATIVE



EXCELLENCE



## CROPPING PHOTOGRAPHY

When cropping photography, find where the heart of the story and the emotion lies. Always make sure the Pac-10 athletes, students and facilities remain the heroes.



UNCROPPED



CROPPING



CROPPED

# DESIGN ELEMENTS

## BAND OF EXCELLENCE

The band of excellence is a design element to be used in conjunction with the main Conference mark or horizontal mark ONLY. It is designed to work at the angles shown. Do not stretch or warp the band.



Example of horizontal use



Bands with fade

Solid bands



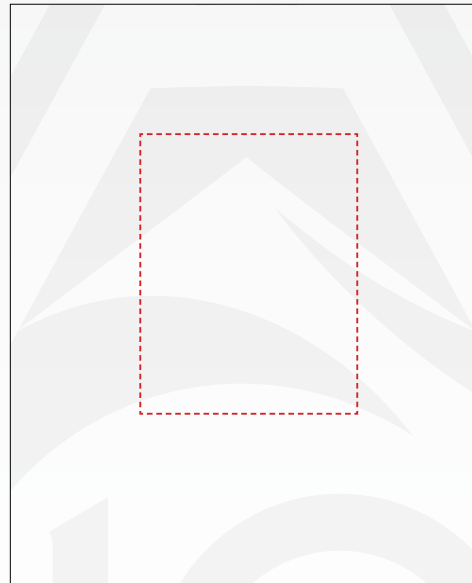
Example of vertical use

# DESIGN ELEMENTS

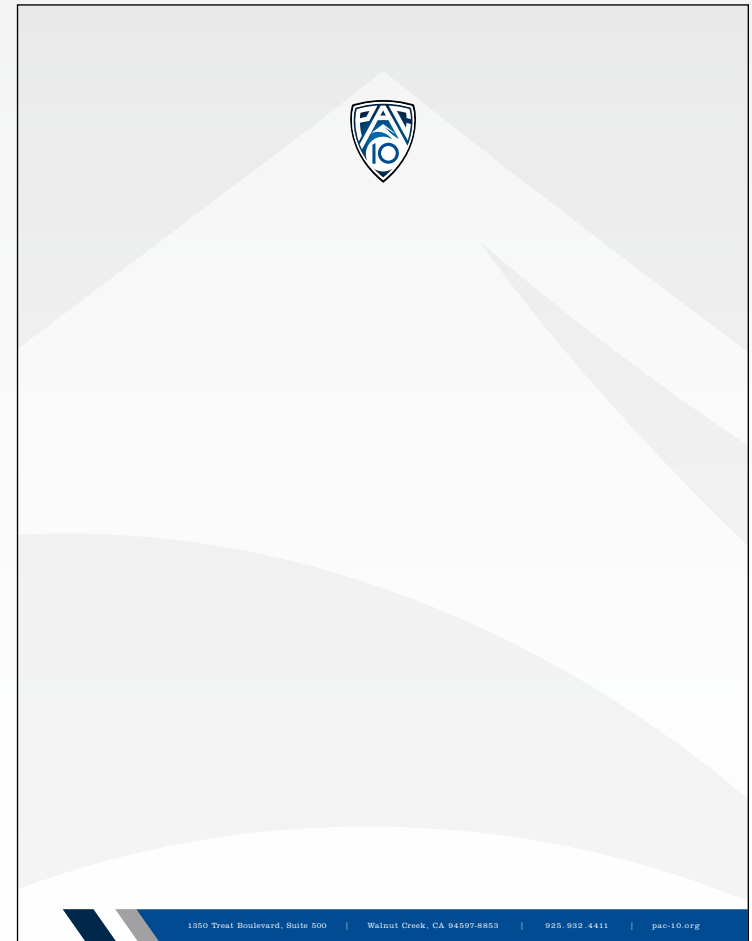
## SHIELD OVERLAY

The shield overlay is another element in the Pac-10 designer's toolkit. As shown in the example on the right, when properly cropped and set to 4% opacity, the shield detail creates a dynamic backdrop. The designer must take care to ensure that the peak of the mountain is always centered, and the numerals or the 'A' are not showing. The crop shown is ideal, but may be altered in width slightly to accommodate your page size.

Detail of cropped area



Example of shield overlay in use





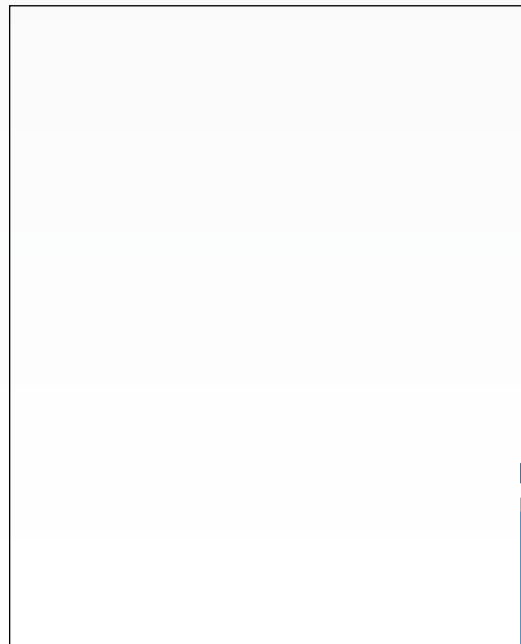
# DESIGN ELEMENTS

## COLOR ACCENT

The look and feel of the brand materials for the Pac-10 Conference should feel clean and modern. A second brand element that is available to the designer is the Pac-10 color accent.

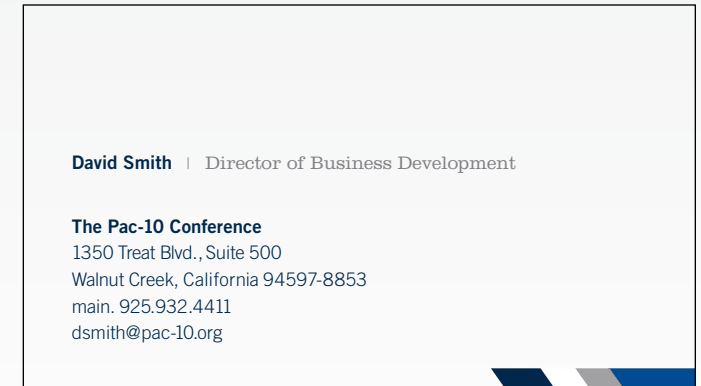
The color accent is designed to be used in conjunction with the main Conference mark and the horizontal mark.

The designer may crop into the color accent up to 50% its width (example A), and may run the color accent up to 1/3 the length or width of the page. The color accent may only be positioned in the lower right corner of a design.



Example of vertical use on vertical layout

A.



Example of horizontal use on business card



Example of horizontal use on horizontal banner

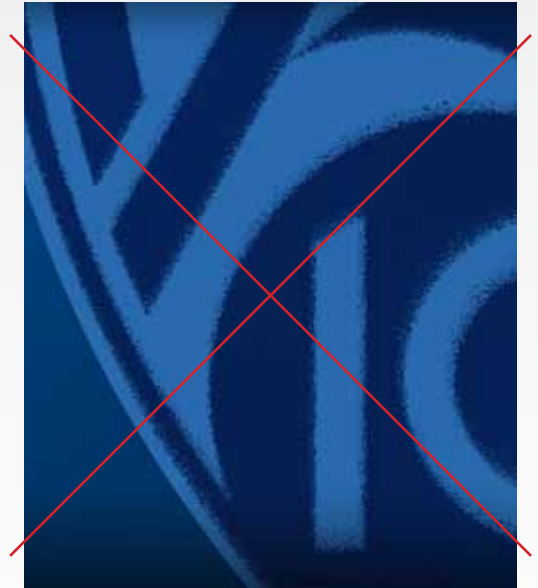
# DESIGN ELEMENTS

## SHIELD, MOUNTAIN / WAVE LINE ART USE

The shield with the mountain and wave may be used as a design element when building graphics, but great care should be taken not to sacrifice the integrity of the logo itself.

Only the white primary logo may be used when using the primary shield (with wave and mountain) as a design element. Careful consideration should be used when cropping into the shield. The ideal implementation (shown in examples on the page) is achieved when using the wave and mountain to suggest movement, or to accentuate a portion of the photograph.

Do not color the portions of the shield or add textures to it.



## THE HORIZONTAL MARK LINE ART USE

The horizontal mark may also be used as a design element. The ideal implementation of the horizontal mark is to crop into the letters and numbers in a way that abstracts their legibility. The focus should be on the angles and negative space.

While you may screen the horizontal mark line art, please do not rotate, add color, textures or effects to it.

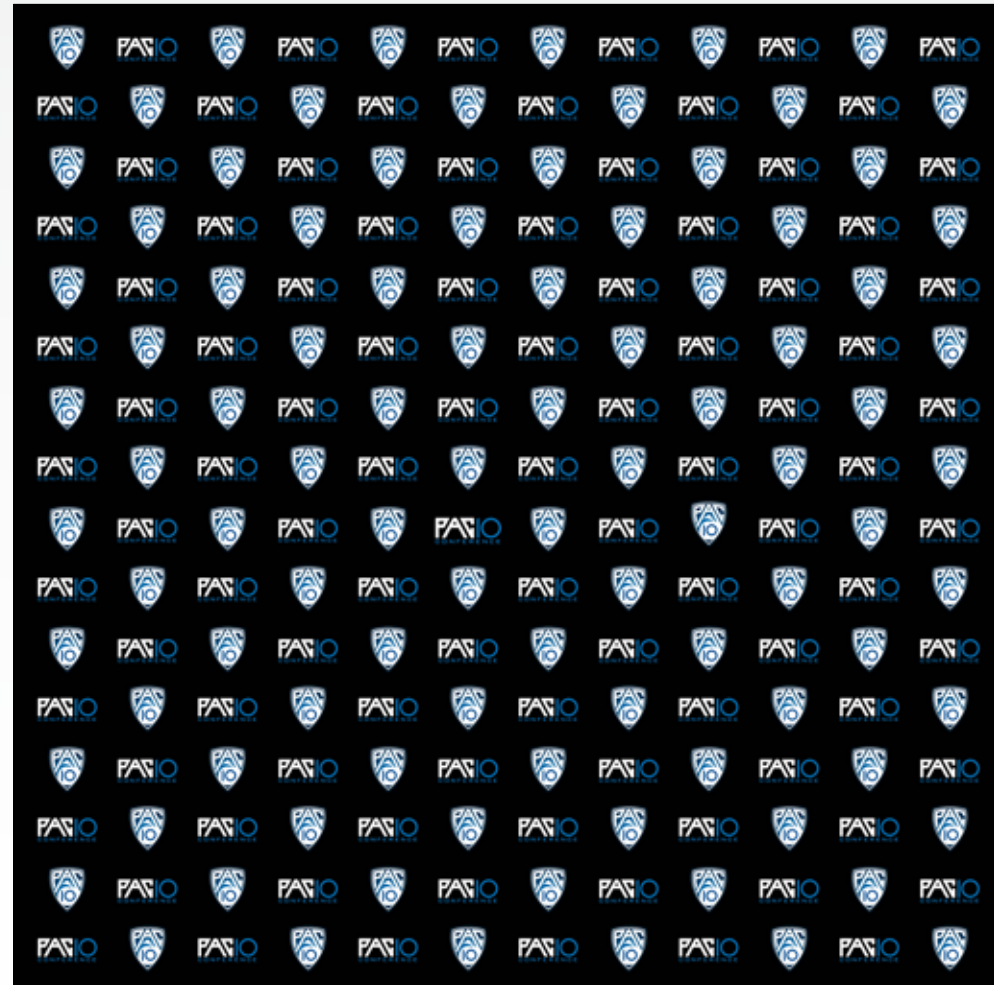
Do not color the portions of the shield or add textures to it.



# MEDIA BACKDROP

## LAYOUT

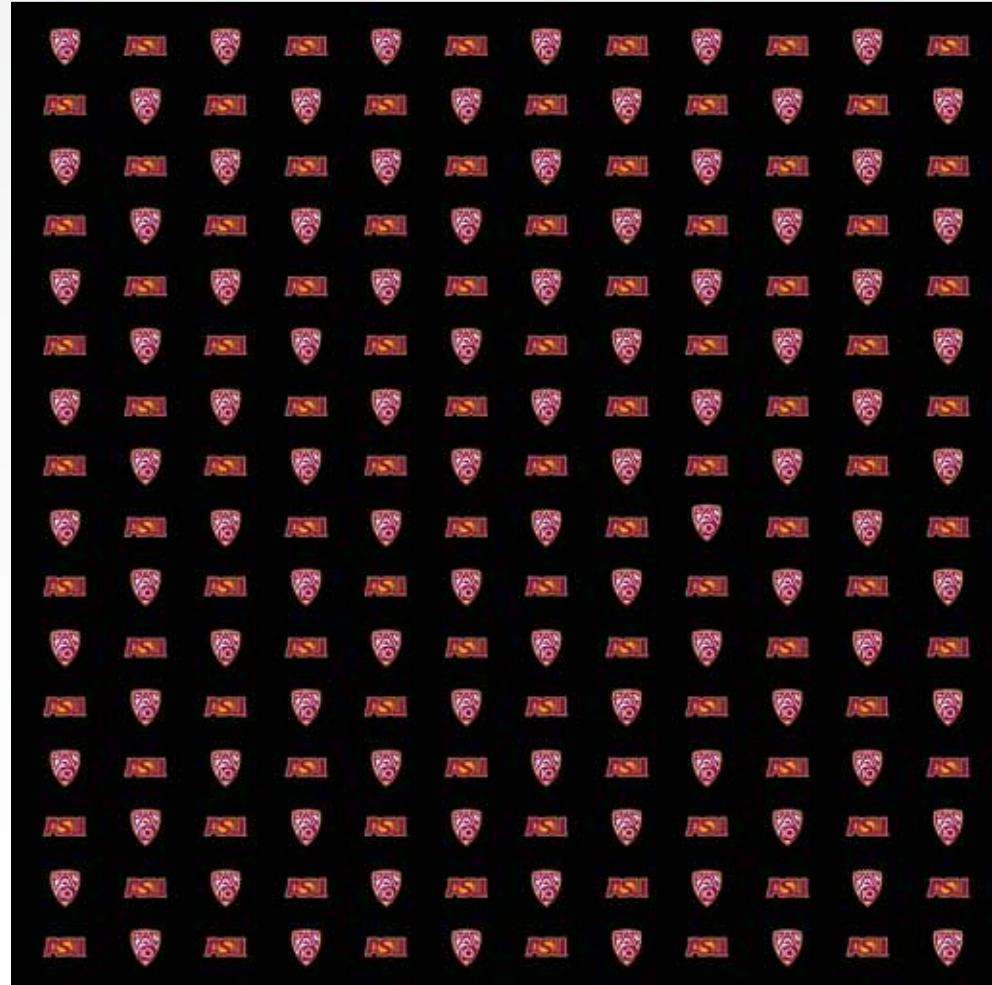
The following layout is required on media backdrops for Conference championships and other Conference events.



# MEDIA BACKDROP

## LAYOUT

The following layout is required on media backdrops for institutional events.



# MEDIA BACKDROP

## LAYOUT

The following layout is required on media backdrops for sponsored institutional events.

