

2018-19 SUN BELT CONFERENCE  
BRAND STANDARDS



**SUN BELT™**

***RISE ABOVE***



# RISE ABOVE



EXAMINE

ESTABLISH

EXECUTE

EVOLVE



## DEFINING A BRAND

“Your brand is what other people say about you when you are not in the room.”

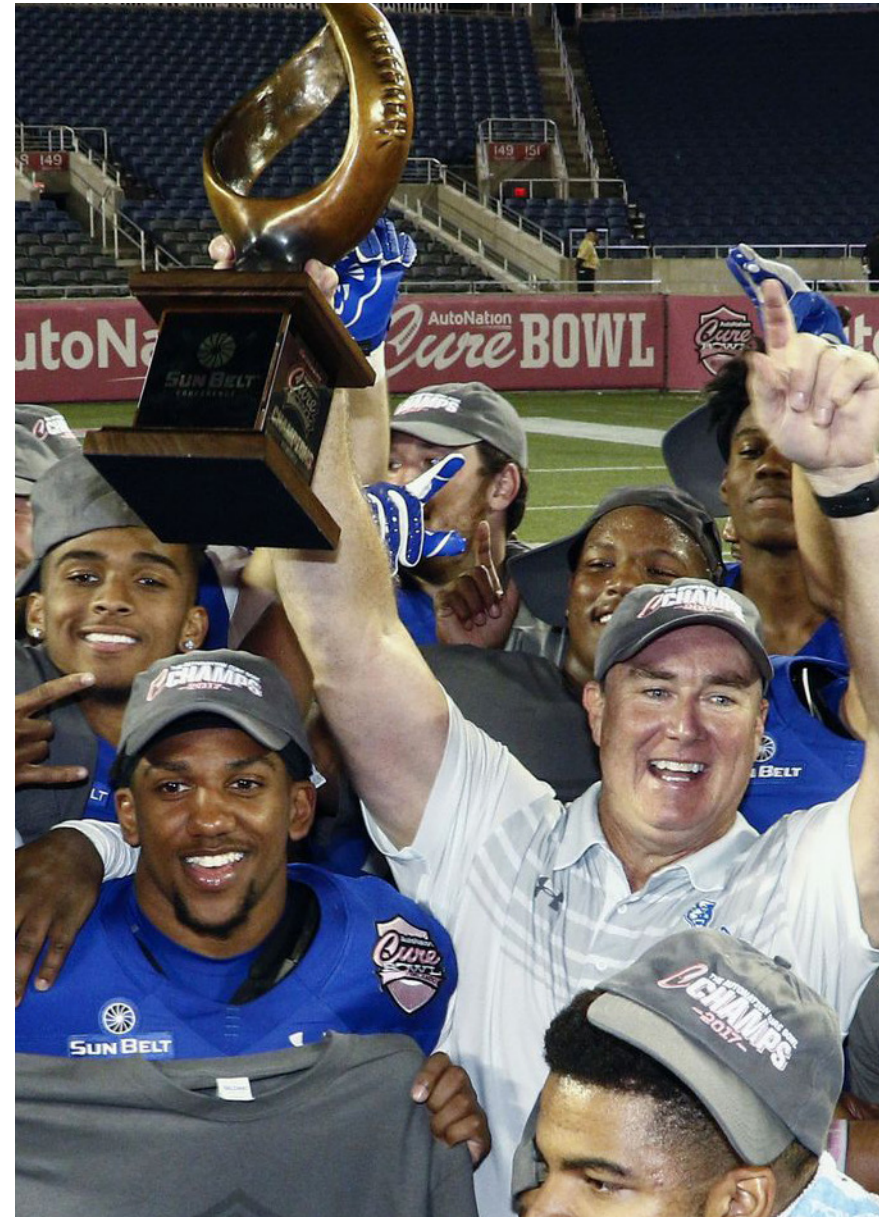
- Jeff Bezos

“Design is not just what it feels like or looks like. Design is how it works.”

- Steve Jobs

“A brand is the set of expectations, memories, stories and relationships that, taken together, account for a consumer’s decision to choose one product or service over another.”

- Seth Godin





## OUR BRAND, OUR STORY

# RISE ABOVE

This is our brand role. It's a simple statement that helps to guide everything we do.

It is how we look and how we talk to the world.

It is a statement about coming together as a conference to reach new heights.

It is a statement that the Sun Belt Conference will push itself beyond previous success that has never before been imagined.





## VISUAL IDENTITY

Our identity represents the reinvigoration of the Sun Belt Conference brand through several points of uniqueness:

The chosen identity highlights the sun as a powerful and iconic expression for the conference that suggests unity, strength, promise and ambition.

The individual parts of the icon combine to create a unified whole and represent strength in togetherness; a foundational value at the core of the Sun Belt Conference brand.

The band of blue across the diameter of the icon symbolizes the Sun “Belt” region, while dually creating the feeling of a sun breaking the horizon at the dawn of a new day.





## PRIMARY MARK (DIGITAL)

Below is the acceptable presentation of the Sun Belt Conference full-color primary logo on light and dark backgrounds for all digital applications.



White Background



Light Background



Dark Background

## PRIMARY MARK (FLAT)

Below is the acceptable presentation of the Sun Belt Conference full-color primary logo on light and dark backgrounds for all non-digital applications such as embroidery.



White Background



Light Background



Dark Background



## SECONDARY MARK (DIGITAL)

Below is the acceptable presentation of the Sun Belt Conference full-color secondary logo on light and dark backgrounds for all digital applications.



White Background



Light Background



Dark Background

## SECONDARY MARK (FLAT)

Below is the acceptable presentation of the Sun Belt Conference full-color secondary logo on light and dark backgrounds for all non-digital applications such as embroidery.



White Background



Light Background

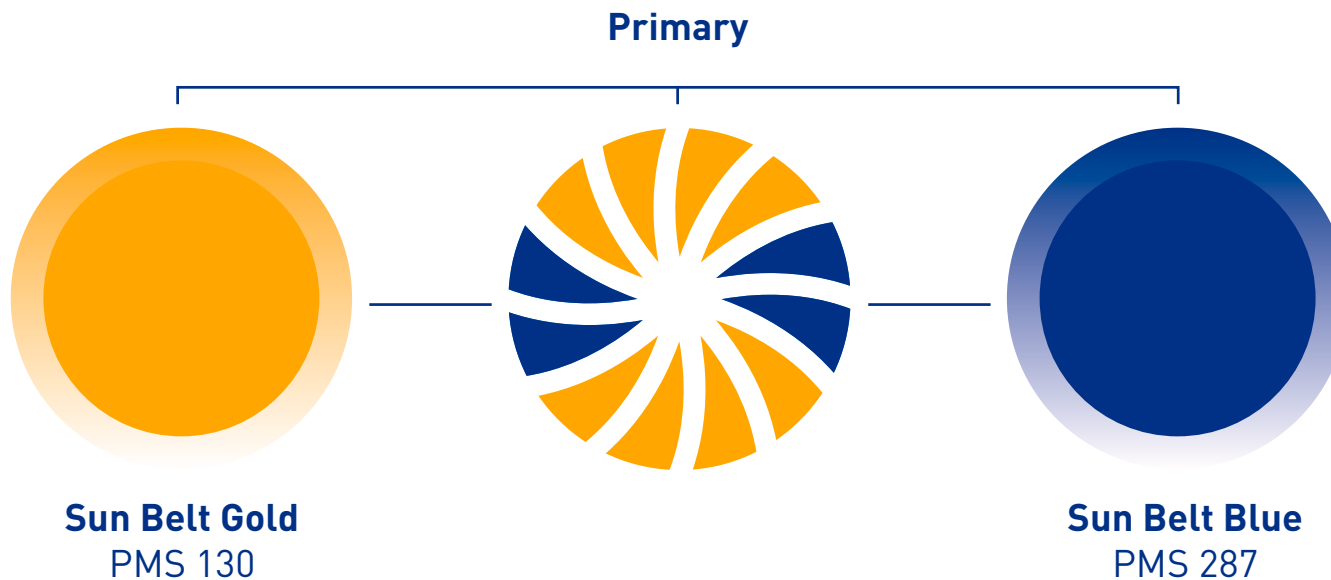


Dark Background



## COLOR PALETTE

Below are the primary and secondary palette for the Sun Belt Conference. The two primary colors, Sun Belt Gold (PMS 130) and Sun Belt Blue (PMS 287) are derived from the identity. These two colors should be used heavily in the development of all Sun Belt Conference materials.





## TYPOGRAPHY

The Sun Belt Conference primary headline font is Orbitron Bold. Headlines should always be presented in ALL CAPS at a significantly larger size than the body copy that follows. The Sun Belt Conference secondary font is Din Regular. The Din font family should be used for all body copy on all Sun Belt Conference materials.

**ORBITRON BOLD**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 !@#\$%^&\*{}

DIN Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 !@#\$%^&\*{}

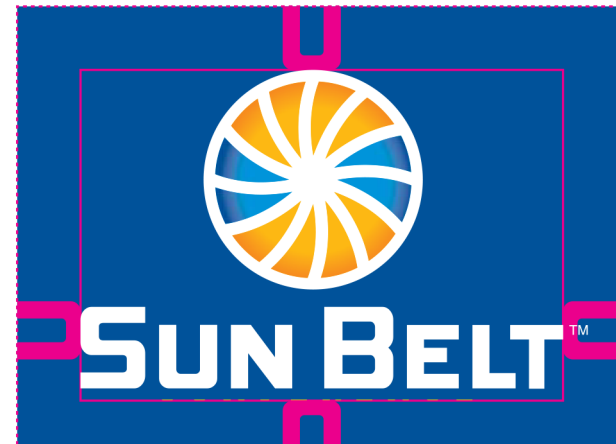
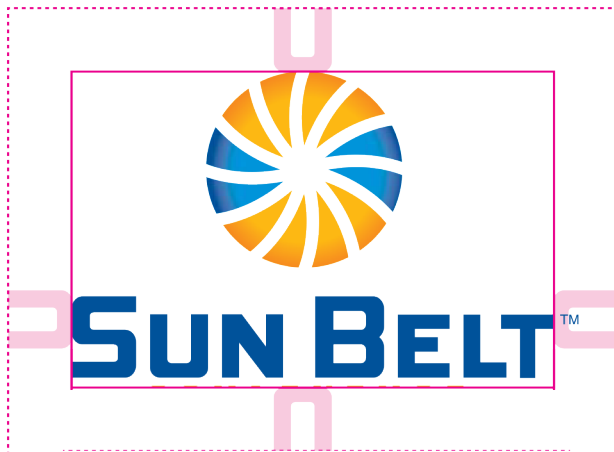


## SAFE ZONE

Adherence to the 'safe zone' provides for a consistent look to the Sun Belt Conference identity. It protects the proprietary nature of the brand, and is also used to defend against unauthorized use.

## CENTERING

When centering the identity, the outer edge of the 'S' in 'Sun' and the outer edge of the 'T' in 'Sun Belt' should be used as the edges. It is important to center between these two points and NOT the circular icon. The icon is not geometrically centered, rather it is optically centered (this adjustment is due to the cap height of the 'B' in 'Belt').



## APPLICATION TO IMAGERY

When applying the Sun Belt Conference identity to imagery there **MUST** be a sufficient amount of negative space around it. This will allow the identity to keep its integrity without any visual elements interfering with it.



USE APPROPRIATE SPACING SO THAT THE SUBJECT AND LOGO ARE SEPARATE



**DO NOT** USE THE WRONG COLOR COMBINATION - CONTRAST IS IMPORTANT



USE APPROPRIATE SCALE TO SEPARATE THE LOGO AND SUBJECT



**DO NOT** USE IN A WAY THAT OVERPOWERS AN IMAGE



## IDENTITY MISUSES



***SUN BELT***™

DO NOT SHEAR



**SUN BELT**™

DO NOT ADD SHADOW EFFECTS



**SUN BELT**™

DO NOT BEVEL



**SUN BELT**™

DO NOT USE TRANSPARENCY EFFECTS



**SUN BELT**™

DO NOT ROTATE



**SUN BELT**™

DO NOT SCALE ELEMENTS

## IDENTITY MISUSES IN GRAPHICS

### IMPROPER USE



Use of an outdated Sun Belt logo, **AND** improper color combination used, **AND** lacking white background on logo.

### PROPER USE



Correct logo with correct color combination is clearly visible.



## IDENTITY MISUSES IN GRAPHICS

### IMPROPER USE



Logo pieces separated.

### PROPER USE



Secondary logo intact.

Use of text taken from logo is never permissible.

## SUN BELT CHAMPIONSHIP MARKS





## INSTITUTIONAL MARKS

### APPALACHIAN STATE UNIVERSITY



Black



PMS 116



White



ATHLETICS MARK

## PRIMARY MARK



Light Background



Dark Background

## SECONDARY MARK



Light Background



Dark Background



## INSTITUTIONAL MARKS

### ARKANSAS STATE UNIVERSITY



Black



PMS 186



White



ATHLETICS MARK  
Color Background



ATHLETICS MARK  
White Background

## PRIMARY MARK



Light Background



Dark Background

## SECONDARY MARK



Light Background



Dark Background





## INSTITUTIONAL MARKS

### UNIVERSITY OF ARKANSAS AT LITTLE ROCK



Black



PMS 209



PMS 877



White



ATHLETICS MARK

## PRIMARY MARK



Light Background



Dark Background

## SECONDARY MARK



Light Background



Dark Background



## INSTITUTIONAL MARKS

### COASTAL CAROLINA UNIVERSITY



Black



PMS 322



PMS 875



White



ATHLETICS MARK

## PRIMARY MARK



Light Background



Dark Background

## SECONDARY MARK



Light Background



Dark Background





## INSTITUTIONAL MARKS

### GEORGIA SOUTHERN UNIVERSITY



PMS 282



PMS 872



White



## PRIMARY MARK



Light Background



Dark Background

## SECONDARY MARK



Light Background



Dark Background

## ATHLETICS MARK



## INSTITUTIONAL MARKS

### GEORGIA STATE UNIVERSITY



Black



PMS 286



PMS 186



White



## PRIMARY MARK



Light Background



Dark Background

## ATHLETICS MARK

## SECONDARY MARK



Light Background



Dark Background



## INSTITUTIONAL MARKS

### UNIVERSITY OF LOUISIANA AT LAFAYETTE



Black



PMS 186



White



ATHLETICS MARK

## PRIMARY MARK



Light Background



Dark Background

## SECONDARY MARK



Light Background



Dark Background





## INSTITUTIONAL MARKS

### UNIVERSITY OF LOUISIANA AT MONROE



PMS 202



PMS 124



White



## PRIMARY MARK



Light Background



Dark Background

## ATHLETICS MARK



## SECONDARY MARK



Light Background



Dark Background

## INSTITUTIONAL MARKS

### UNIVERSITY OF SOUTH ALABAMA



PMS 281



PMS 193



White



ATHLETICS MARK

## PRIMARY MARK



Light Background



Dark Background

## SECONDARY MARK



Light Background



Dark Background



## INSTITUTIONAL MARKS

### UNIVERSITY OF TEXAS AT ARLINGTON



PMS 293



PMS 158



White



ATHLETICS MARK

## PRIMARY MARK



Light Background



Dark Background

## SECONDARY MARK



Light Background



Dark Background





## INSTITUTIONAL MARKS

### TEXAS STATE UNIVERSITY



PMS 504



PMS 872



ATHLETICS MARK

## PRIMARY MARK



Light Background



Dark Background

## SECONDARY MARK



Light Background



Dark Background



## INSTITUTIONAL MARKS

### TROY UNIVERSITY



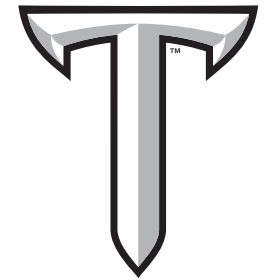
PMS 202



Cool Gray 5



White



ATHLETICS MARK

## PRIMARY MARK



Light Background



Dark Background

## SECONDARY MARK



Light Background



Dark Background



## ACTIVATION

Successful brand identity is shaped through consistency. Using our identity correctly and consistently helps student-athletes, faculty, staff, alumni, fans, funders and others understand what the Sun Belt Conference is.

Knowing how, when and where you will distribute your message is certainly vital to its success. But it's important to keep in mind that there is no single method that will ensure success. One email, one poster or one webpage will not, by itself, get your message into the hearts and minds of everyone you're trying to reach.

The best approach is to give enough time to use a number of different methods and allow your audience to be exposed to your message multiple times and several different ways.

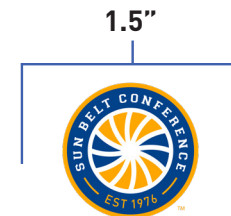
It's these repeated impressions that will help influence their thoughts and, as a result, impact their actions.





## FOOTBALL HELMET DECAL APPLICATION

The Sun Belt Conference SECONDARY IDENTITY is required to be displayed on all football helmets in the institution's colors. The required size is (1.5") and placement of this decal is listed below. NOTE: Only the Sun Belt Conference SECONDARY IDENTITY shall be used for all helmet applications. All helmet decals must be ordered through the Sun Belt Conference.



## JERSEY APPLICATION - FOOTBALL

The Sun Belt Conference PRIMARY IDENTITY is required to be displayed on all football uniforms in the institution's colors. The required size (4") and placement of this patch (left or right chest) is listed below. **NOTE:** Only the Sun Belt Conference PRIMARY IDENTITY shall be used for all jersey applications. The Sun Belt Conference PRIMARY IDENTITY is mandated for use on jerseys in football, men's and women's basketball, volleyball, baseball, soccer and softball. Failure to comply will result in a \$1,000 fine for each occurrence.



## JERSEY APPLICATION - BASKETBALL

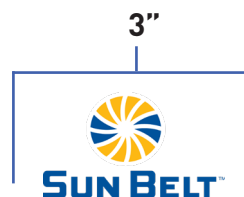
The Sun Belt Conference PRIMARY IDENTITY is required to be displayed on all basketball uniforms in the institution's colors. The required size (3.5") and placement of this patch (left or right chest) is listed below. **NOTE:** Only the Sun Belt Conference PRIMARY IDENTITY shall be used for all jersey applications. The Sun Belt Conference PRIMARY IDENTITY is mandated for use on jerseys in football, men's and women's basketball, volleyball, baseball, soccer and softball. Failure to comply will result in a \$1,000 fine for each occurrence.





## JERSEY APPLICATION - VOLLEYBALL

The Sun Belt Conference PRIMARY IDENTITY is required to be displayed on all volleyball uniforms in the institution's colors. The required size (3") and placement of this patch (left or right chest or sleeve) is listed below. **NOTE:** Only the Sun Belt Conference PRIMARY IDENTITY shall be used for all jersey applications. The Sun Belt Conference PRIMARY IDENTITY is mandated for use on jerseys in football, men's and women's basketball, volleyball, baseball, soccer and softball. Failure to comply will result in a \$1,000 fine for each occurrence.



## JERSEY APPLICATION - SOCCER

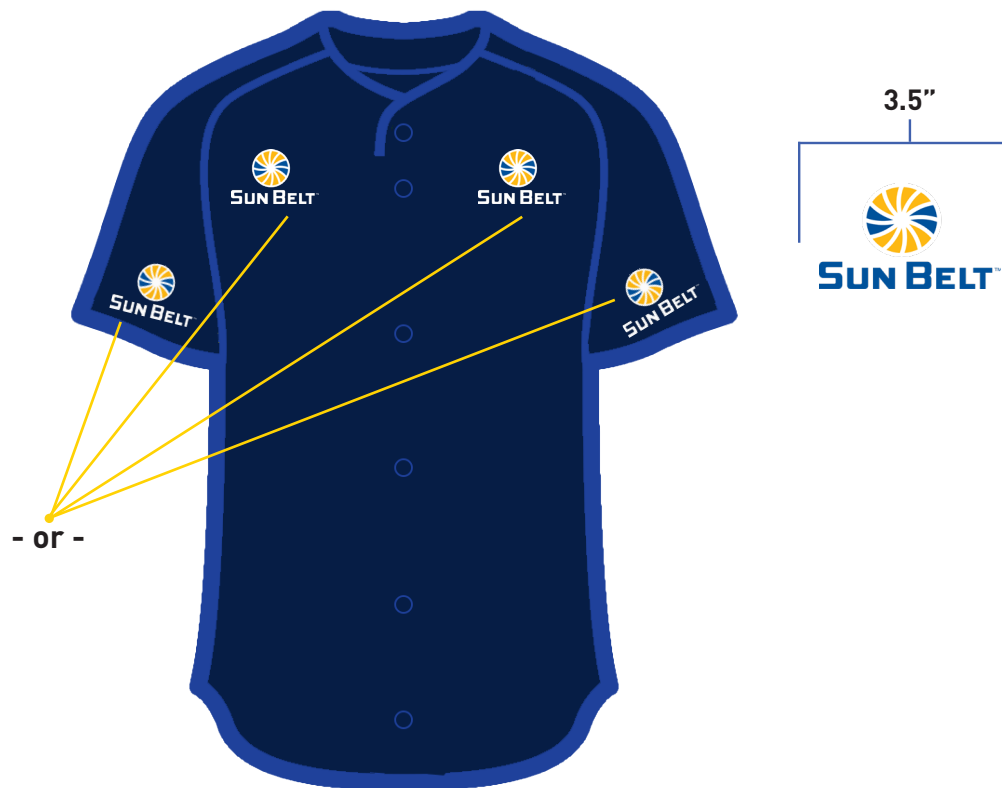
The Sun Belt Conference PRIMARY IDENTITY is required to be displayed on all soccer uniforms in the institution's colors. The required size (3") and placement of this patch (left or right chest or sleeve) is listed below. NOTE: Only the Sun Belt Conference PRIMARY IDENTITY shall be used for all jersey applications. The Sun Belt Conference PRIMARY IDENTITY is mandated for use on jerseys in football, men's and women's basketball, volleyball, baseball, soccer and softball. Failure to comply will result in a \$1,000 fine for each occurrence.



## JERSEY APPLICATION - BASEBALL/SOFTBALL

The Sun Belt Conference PRIMARY IDENTITY is required to be displayed on all baseball and softball uniforms in the institution's colors. The required size (3.5") and placement of this patch (left or right chest or sleeve) is listed below.

**NOTE:** Only the Sun Belt Conference PRIMARY IDENTITY shall be used for all jersey applications. The Sun Belt Conference PRIMARY IDENTITY is mandated for use on jerseys in football, men's and women's basketball, volleyball, baseball, soccer and softball. Failure to comply will result in a \$1,000 fine for each occurrence.





## JERSEY APPLICATION - MISUSE

When utilizing the Sun Belt Conference patch program, all patches must be ordered through the Conference office. Only the Sun Belt Conference PRIMARY IDENTITY shall be used for all jersey applications. Patches **MUST** be color matched with the jersey.

### IMPROPER USE



Use of Sun Belt logo patch is not color matched with uniform color.

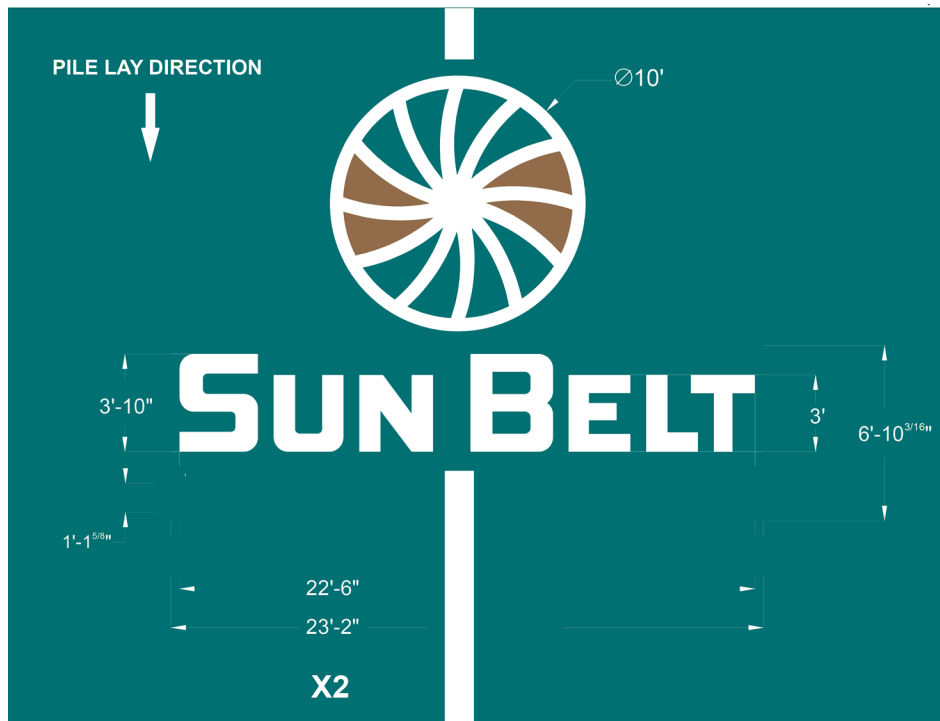
### PROPER USE



Sun Belt logo is correctly applied and color matched with uniform color.

## FOOTBALL FIELD APPLICATION

The Sun Belt Conference PRIMARY IDENTITY is required to be painted in two locations on each institution's football field in the institution's colors. The identity must be placed at the 25-yard line, 7.5 yards wide between the hash mark and the yard markers, on alternating sides of the field (far side on the right and near side on the left) both facing the TV angle of the respective stadium. All conference institutions are required to place the Sun Belt mark on the field. Failure to comply will result in a \$1,000 fine for each occurrence.



## IDENTITY MISUSES ON FOOTBALL FIELD

## IMPROPER USE



Use of an outdated Sun Belt logo, **AND** improper color combination, **AND** lacking white background on logo.

## PROPER USE

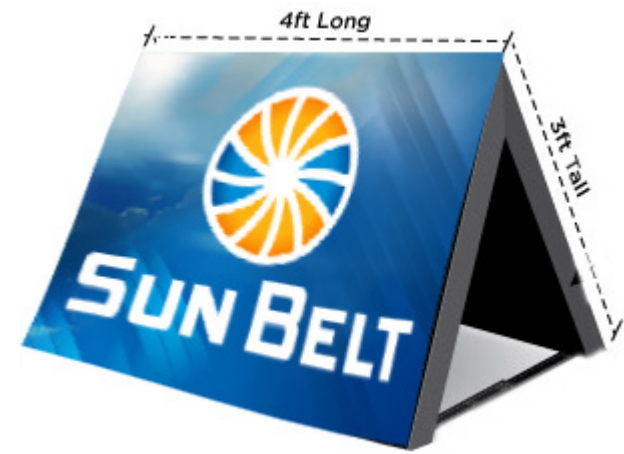
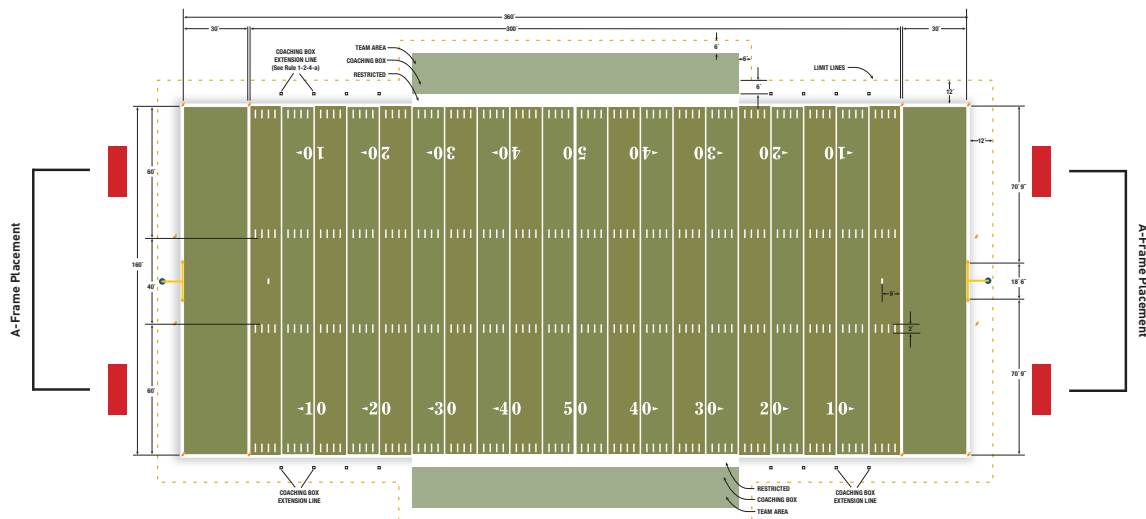


Correct Sun Belt logo used with correct white background.



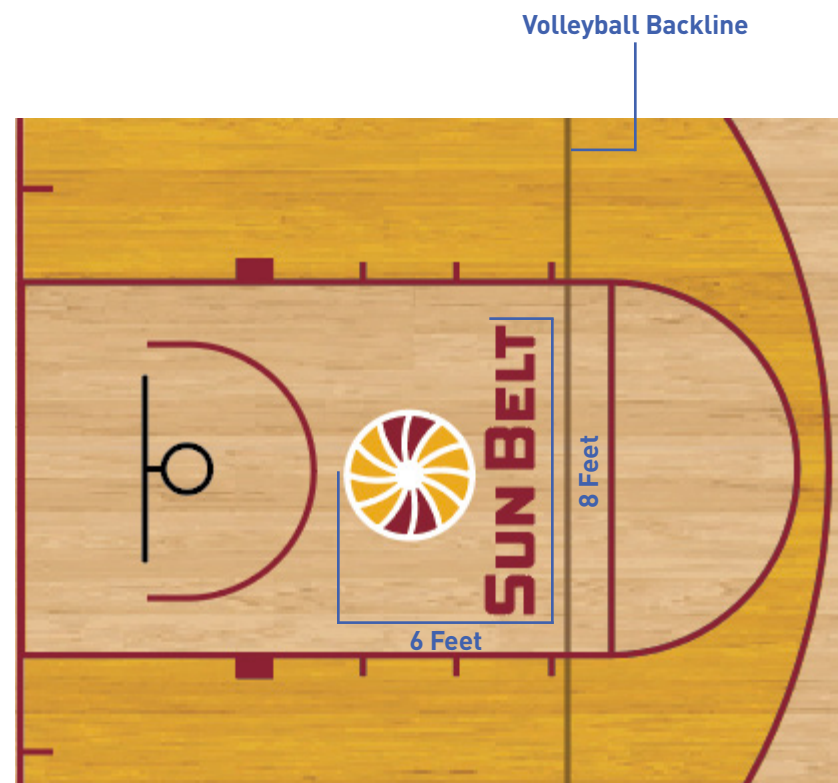
## FOOTBALL FIELD END ZONE SIGNAGE

The Sun Belt supplies four Softline A-Frames to each football institution. Placement must follow the diagram below. All conference institutions are required to place the Sun Belt signage on the field. Failure to comply will result in a \$1,000 fine for each occurrence.



## BASKETBALL COURT APPLICATION

The Sun Belt Conference PRIMARY IDENTITY is required to be painted in two locations on each institution's basketball court in the institution's colors. Both identities are required to be placed inside the key. Application is 8 feet wide by 6 feet tall. Failure to comply will result in a \$1,000 fine for each occurrence.



## IDENTITY MISUSES ON BASKETBALL COURT

### IMPROPER USE



Use of an outdated Sun Belt logo **AND** improper color combination used.

### PROPER USE



Correct Sun Belt logo used with correct color combination.



## BUILDING. PROTECTING. ENHANCING.

A brand is an asset that needs to be protected, preserved, and nurtured. Actively managing the asset requires a top down mandate and a bottom up understanding of why it's important. The best companies provide tools that make it easy to be a brand champion. Building, protecting, and enhancing the brand requires desire and a disciplined approach to ensure its integrity and relevance.

- Alina Wheeler, Designing Brand Identity





## COMMITMENT TO THE BRAND

The Sun Belt Conference logo is the tip of an iceberg; it's what happens below the surface that gives the tip its visible, tangible character.

How does our brand live up to the promises we make? In a large part, by the types of communication we use: words, pictures, sounds, and gestures. We do that as speakers, listeners, writers, and readers.

The Sun Belt personality is revealed by what we do, what we say and even by what we think, on whatever scale. Sometimes it can be the very smallest detail in your communications that sends out an all-important signal.



## COMMITMENT TO MESSAGING

No matter what role we play, others will be influenced by your style of writing and presentation. The way we communicate is central to presenting a picture of what the Sun Belt Conference is like as an organization.

Stay on message. The best brands speak with one distinctive voice. On the web, in a tweet, in conversations, in a speech, the Sun Belt needs to project the same unified message.

Your communications must be memorable and identifiable.

Don't overcomplicate.

Tell it like it is.

Be direct and get to the point.

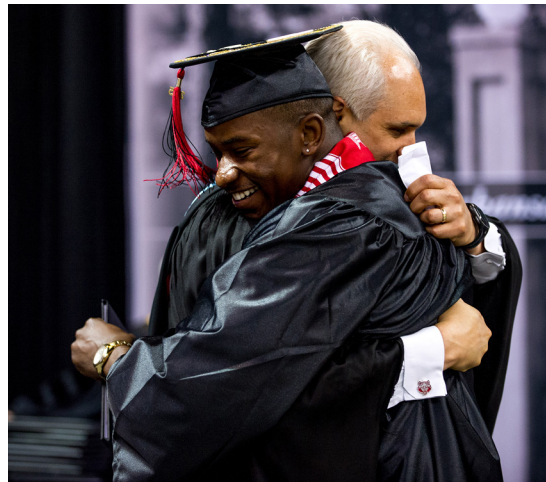
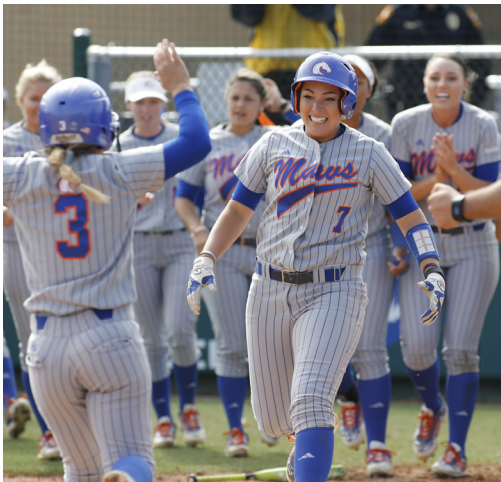
Always look for the simplest way to say what you want.

Speak with passion.



## COMMITMENT TO IMAGERY

Use simple, engaging, and high quality imagery. Capture moments that reflect what you want the brand to be. Every photo should be a story that needs little or no explanation.



*RISE ABOVE*



**SUN BELT™**

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