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MID-AMERICAN CONFERENCE BRAND IDENTITY - USAGE AND STYLE GUIDE



The Mid-American Conference Identity system is comprised of three main components, all of them with inherent characteristics that define their use. These three components (right) are the seal logo, the athletic logo and the type only logo. Guidelines for the use of all of these marks as well as restrictions applied to each are clearly defined within this guide. Questions about these guidelines or for additional clarity of use, please contact the Mid-American Conference office.

Mid-American Conference
24 Public Square, 15th Floor
Cleveland, OH 44113

Phone: 216.566.4622

SEAL LOGO



**MID-AMERICAN
CONFERENCE**

ATHLETIC LOGO



**MID-AMERICAN
CONFERENCE**

TYPE ONLY LOGO

MACTM
**MID-AMERICAN
CONFERENCE**

SEAL LOGO

The seal logo may appear with and without the "MID-AMERICAN Conference" designation and on both light and dark backgrounds as illustrated here.

NOTE: on dark backgrounds, TM and "MID-AMERICAN Conference" designation reverse to white.

NOTE: one color versions may appear in any official color within the palette see page 5 of this guide for official colors



Full color

Full color

Two color

One color

ATHLETIC LOGO

The athletic logo may appear with and without the "MID-AMERICAN CONFERENCE" designation and on both light and dark backgrounds as illustrated here.

NOTE: on dark backgrounds, TM and "MID-AMERICAN CONFERENCE" designation reverse to white.

NOTE: one color versions may appear in any official color within the palette see page 5 of this guide for official colors



Full color

Full color

Two color

One color

The **type only logo** may appear with and without the "MID-AMERICAN CONFERENCE" designation and on both light and dark backgrounds as illustrated here.

NOTE: on dark backgrounds, all components reverse to white.

NOTE: may appear in any official color within the palette see page 5 of this guide for official colors



COLOR INFORMATION

The color standards that apply to the Mid-American Conference brand identity are outlined here. The color placement and specification should never be altered.

NOTE: Due to the inconsistent nature of computer monitors, and printers the colors depicted within this usage and style guide may not match the actual PANTONE® or MADEIRA® colors. When specifying colors please refer to the PANTONE® or MADEIRA® standards for accurate color reproduction.

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PMS 289

Process:

C: 100%
M: 64%
Y: 00%
K: 60%

Madeira Thread:
1368



PMS 347

Process:

C: 100%
M: 00%
Y: 79%
K: 8.5%

Madeira Thread:
1251



PMS 877 metallic

Process: NA

Madeira Thread:
1011



PMS 429
(non metallic alt.)

Process:

C: 00%
M: 25%
Y: 45%
K: 40%

Madeira Thread:
1011

PROPORTIONS

PROPORTIONS

The proportions of the mark must never be altered in any application under any circumstances.

Seal logo - 1. The proportions of the Seal logo without the "MID-AMERICAN CONFERENCE" type should always be

Width=X, Height=92% of X

2. The proportions of the Seal logo with the "MID-AMERICAN CONFERENCE" type should always be:

Width=X, Height=119% of X

Athletic logo - 3. The proportions of the Athletic Logo without the "MID-AMERICAN CONFERENCE" type should always be:

Width=X, Height=25% of X

4. The proportions of the Athletic Logo with the "MID-AMERICAN CONFERENCE" type should always be::

Width=X, Height=42% of X

Type only logo - 5. The proportions of the Type Only Logo without the "MID-AMERICAN CONFERENCE" type should always be:

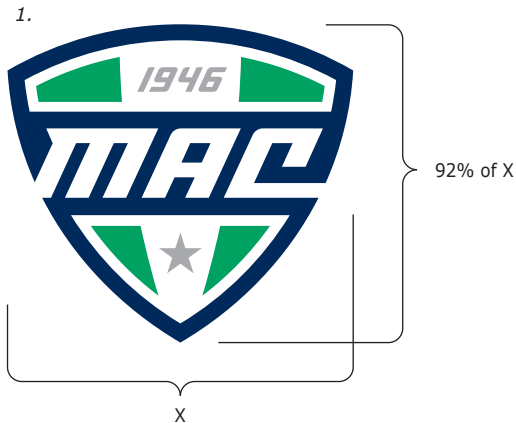
Width=X, Height=23% of X

6. The proportions of the Type Only Logo with the "MID-AMERICAN CONFERENCE" type should always be:

Width=X, Height=42% of X

TIP: If you know the width, multiply it by the heights percentage of X, then divide it by 100 to find the height.

If you know the height, multiply it by 100 then divide it by it's percentage of X to find it's width.



LIVE AREA

Live area is defined as the area of isolation or "white space" provided around the logos. An area of isolation or live area must appear around all marks at all times and be equal to the cap height of the "M" as depicted here.



SEAL LOGO IN INSTITUTIONAL COLORS

The Mid-American Conference brand identity may appear in the color palette of any of its member institutions as is shown here. Usage of institutional colors is permissible ONLY when in the proximity to that institutions logo or components thereof such as primary, secondary or word mark.

EXAMPLE: on uniforms, playing surface or branded merchandise that also contains an institutional logo or components thereof. See page 10 of this guide for specific uniform guidelines.

NOTE: MAC logos in institutional colors may appear with and without the "MID-AMERICAN CONFERENCE" designation and on both light and dark backgrounds as illustrated here.

NOTE: on dark backgrounds, TM and "MID-AMERICAN CONFERENCE" designation reverse to white.

NOTE: one color versions (see page 2) may appear in one institutional color

Akron



Ball St.



Bowling Green



Buffalo



Central Michigan



Eastern Michigan



Kent State



Miami



Northern Illinois



Ohio



Temple



Toledo



Western Michigan



ATHLETIC LOGO IN INSTITUTIONAL COLORS

The Mid-American Conference brand identity may appear in the color palette of any of its member institutions as is shown here. Usage of institutional colors is permissible ONLY when in the proximity to that institutions logo or components thereof such as primary, secondary or word mark.

EXAMPLE: on uniforms, playing surface or branded merchandise that also contains an institutional logo or components thereof. See page 10 of this guide for specific uniform guidelines.

NOTE: MAC logos in institutional colors may appear with and without the "MID-AMERICAN CONFERENCE" designation and on both light and dark backgrounds as illustrated here.

NOTE: on dark backgrounds, TM and "MID-AMERICAN Conference" designation reverse to white.

NOTE: one color versions (see page 3) may appear in one institutional color

Akron



Ball St.



Bowling Green



Buffalo



Central Michigan



Eastern Michigan



Kent State



Miami



Northern Illinois



Ohio



Temple



Toledo



Western Michigan



TYPE ONLY LOGO IN INSTITUTIONAL COLORS

The Mid-American Conference brand identity may appear in the color palette of any of its member institutions as is shown here. Usage of institutional colors is permissible ONLY when in the proximity to that institutions logo or components thereof such as primary, secondary or word mark.

EXAMPLE: on uniforms, playing surface or branded merchandise that also contains an institutional logo or components thereof. See page 10 of this guide for specific uniform guidelines.

NOTE: MAC logos in institutional colors may appear with and without the "MID-AMERICAN CONFERENCE" designation and on both light and dark backgrounds as illustrated here.

NOTE: when applied to dark backgrounds all components reverse to white.



BRAND BUILDING

PLAYING SURFACE - for application at all member institutions

Football Field - The Mid-American Conference athletic mark, two color version in either conference or institutional colors - (see pages 3 and 7 of this guide - dark background version, without "MID-AMERICAN CONFERENCE" designation) is the required mark for application on football fields. "TM" is not necessary. The mark must appear between the 20 and 30 yard line, both facing the television angle of their respective stadium. On the left side of the field the logo should be placed on the near side and on the right side of the field the logo should be placed on the far side, as illustrated here. The logo should be a minimum of eight yards wide and centered between the hash mark and yardage number. The logo must be consistent with NCAA rules and not obstruct any yardage markers. Must be confirmed and approved by the conference.

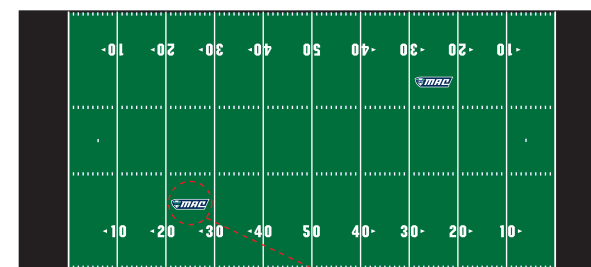
Basketball Court - The Mid-American Conference athletic mark, two color version in either conference or institutional colors - (see pages 3 and 7 of this guide - dark background version, without "MID-AMERICAN CONFERENCE" designation) is the required mark for application on basketball courts. "TM" is not necessary. The logo should appear in the free throw lane, 8 feet wide, reading left to right when viewed from center court, as illustrated here. Must be confirmed and approved by the conference.

Facility Usage - All member institutions that sponsor baseball, soccer, softball and volleyball are encouraged to utilize the Mid-American Conference identity within those facilities. Guidelines for such use is on a case by case basis and must be approved by the league office.

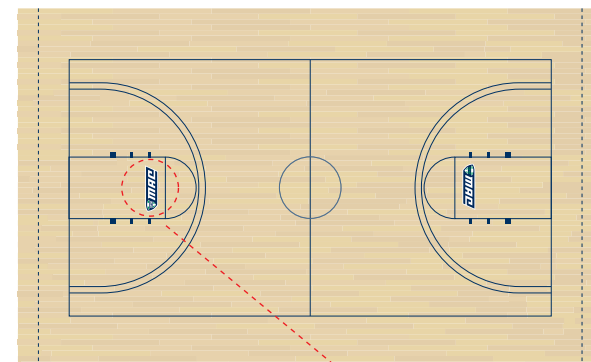
MEDIA - for application at all member institutions

Website - The Mid-American Conference athletic logo with "MID-AMERICAN CONFERENCE" type is the preferred choice for application on member institution websites. All member institutions must include the athletic logo on the home page of their official athletic website with a link to the conference site (mac-sports.com).

Publications - The Mid-American Conference athletic logo with "MID-AMERICAN CONFERENCE" type is the preferred choice for application on member institutions athletic publications. Including, but not limited to ticket brochures, media guides and schedule cards.



- 2 color dark background version •
- Between 20 and 30 •
- Between hash & number •
- Facing TV angle •
- Minimum 8 yards wide •



- 2 color dark background version •
- In free throw lane •
- Minimum 8 feet wide •



BRAND BUILDING

UNIFORMS - recommended usage and placement options

BASEBALL - Left sleeve, minimum 4" wide

BASKETBALL - Front left shorts, minimum 4" wide

CROSS-COUNTRY - Left chest, front left shorts, back between shoulder blades, minimum 3" wide

FIELD HOCKEY - Front left shorts, minimum 4" wide

FOOTBALL - NCAA Football MAC patch - Left front shoulder.

GOLF - Prominent location on golf bag, minimum 2" wide

GYMNASTICS - On warm-ups, between shoulder blades minimum 2" wide

SOCCER - Left sleeve, minimum 2" wide

SOFTBALL - Left sleeve, minimum 4" wide

Swimming/Diving - On warm-ups, between shoulder blades minimum 2" wide

Tennis - Left sleeve, minimum 2" wide

TRACK and FIELD - Left front chest, back between shoulder blades, front left shorts, minimum 3" wide

VOLLEYBALL - Left front chest, back between shoulder blades, front left shorts, minimum 3" wide

WRESTLING - On warm-ups, between shoulder blades minimum 2" wide

All uniform applications are to use the Athletic Logo in a two color version, either in conference colors or in institutional colors (see page 7 and 3 of this guide)

-OR-

A one color version in black, white or one institutional color (see page 4 and 8 of this guide)

ADDITIONAL INFORMATION

It is the responsibility of those utilizing the Mid-American Conference identity to adhere to the guidelines established within this guide. These guidelines were developed to establish consistency of use across prominent applications and are meant to be followed as stated. Additional questions about the usage or for additional clarification of anything within this guide, please contact the conference office at 216.566.4622.

MISUSE



NEVER REARRANGE OR ALTER COLOR PLACEMENT



NEVER REVERSE COLOR PLACEMENT



NEVER ROTATE THE MARK



NEVER MODIFY THE PROPORTIONS OF THE MARK



NEVER MODIFY THE PROPORTIONS OF THE MARK



NEVER ADD GRAPHIC COMPONENTS TO THE MARK
EXAMPLE: DROP SHADOW



NEVER MODIFY THE PROPORTIONS OF THE MARK



NEVER RE-SIZE ELEMENTS OF THE MARK



NEVER COMBINE OR OVERLAP LOGOS



NEVER MODIFY THE TYPE

COLOR STANDARDS FOR MAC INSTITUTIONS



AKRON

Blue = Pantone 282
Gold = Pantone 871



BALL STATE

Red = Pantone 185
Black



BOWLING GREEN

Orange = Pantone 172
Brown = Pantone 4625
Tan = Pantone 728



BUFFALO

Dk. Blue = Pantone 293
Lt. Blue = Pantone 284
Gray = Pantone cool gray 6
Black



CENTRAL MICHIGAN

Maroon = Pantone 216
Gold = Pantone 116
Black



EASTERN MICHIGAN

Green = Pantone 349
Black



KENT STATE

Blue = Pantone 281
Gold = Pantone 124
Gold = Pantone 873
Brown = Pantone 1405



MIAMI

Red = Pantone 186
Silver = Pantone 877
Black



NORTHERN ILLINOIS

Red = Pantone 1935
Silver = Pantone 877
Gray = Pantone 422
Black



OHIO

Green = Pantone 342
Tan = Pantone 728
Black



TEMPLE

Cherry = Pantone 201
Black



TOLEDO

Blue = Pantone 280
Yellow = Pantone 116



WESTERN MICHIGAN

Gold = Pantone 873
Brown = Pantone 469
Silver = Pantone 877
Black