



SBIGOUTH[®]
BRAND

STANDARDS

GUIDE

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BRAND STANDARDS GUIDE

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LETTER FROM THE COMMISSIONER

KYLE KALLANDER



Dear Big South Conference Supporters,

It is with great pleasure that we present to you the new identity for the Big South Conference. This identity—and all of its supporting elements —represents a tangible advancement for our brand. An evolution that is firmly rooted in the transformative qualities of the Big South's exemplary student-athlete experience.

The identity elements contained in this guide embody the characteristics (resolve, strength, excellence, etc.) that make our member schools and student-athletes so unique. Every aspect of our new identity reflects these shared traits to affirm our commitment to future generations of student-athletes.

The subsequent pages contain the elements of the new Big South brand and the accompanying standards to support them. We urge you to follow these guidelines to build a consistent identity and protect our brand's value for years to come.

Thank you for your loyalty, support and dedication to both this department and all of our student-athletes.

Sincerely,

Kyle Kallander

Commissioner
Big South Conference

PURPOSE OF THIS GUIDE

The Big South brand is one of our most valuable assets. It defines who we are, what we do and what we represent as a conference. The following pages help ensure all members and partners of the conference are working together to communicate the Big South brand with a consistent image and voice.

The Big South marks, visuals and voice used to represent our conference brand must be replicated and produced according to the associated guidelines contained herein. As a representative of the conference, it is your role to follow these guidelines and protect the foundational elements upon which our brand is built.

Adhering to these guidelines will allow us to communicate our brand in a consistent, compelling and unified manner. Correct application is crucial in helping the conference carve out a unique and relevant position throughout the competitive landscape of collegiate athletics.

LEGAL NOTICE

LICENSING & AWARENESS

All materials in this document are the property of the Big South. This includes, but is not limited to, printed and/or electronic text and images. Written permission from a duly appointed representative of the Big South is required for any use or publication, public or private, of any material contained herein. There is not implied consent for any use, publication, republication or transmission of material owned by the Big South.

APPROVAL PROCEDURE

FILE FORMATS AND USAGE

All applications of Big South brand assets must receive written approval from the Big South office. This includes: development of new logos, all forms of advertising and marketing, event collateral, merchandise, web applications, audio branding elements, copywriting and photography.

Please direct all requests to the appropriate contact listed below. All requests for approval must be made at least three (3) business days prior to the release of the final artwork.

The Big South reserves the right to deny approval for any request found not to be in line with these established guidelines. Because each situation creates unique challenges and new modes and methods of communication frequently arise, this outline embodies a certain degree of flexibility pending consultation with the contact below. The Big South is ultimately responsible for approving applications that interpret the established standards. In any situation of question, please reach out as early as possible in the process to ensure timely completion and approval. Such uses will be considered and directed on an individual basis. The goal is to meet the needs of every Big South marketing partner without adversely affecting the basic uniformity upon which a successful brand identity program is based.

The Big South will thus provide all digital assets and instruct all partners to use only original artwork for reproduction of these marks. Printed images extracted from publications should never be used for scanning or paste up when preparing graphics for an application. Elements and logos may not be electronically or manually altered.

All questions or inquiries should be directed to:

James Holland
Senior Associate Commissioner
Big South Conference
O: 704-341-7990, ext. 231
E: jamesh@bigsouth.org

A background image of a baseball player in an orange uniform, holding a baseball glove and a baseball. The image is overlaid with a semi-transparent orange rectangle containing the text.

S^{BIG}**OUTH** **BRAND** **IDENTITY**

BRAND IDENTITY

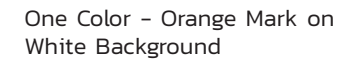
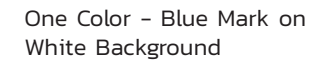
PRIMARY MARK

The Big South brand identity refresh is the external representation of our new platform, beliefs and personality.



FULL COLOR / ONE COLOR

The Full Color versions should be used whenever possible; however, additional marks are provided for situations where One Color versions are needed for production.



PRIMARY MARK

GRAYSCALE / BLACK & WHITE

The Big South Primary Mark is shown here in the Grayscale and Black & White options.

The Full Color versions should be used whenever possible; however, additional marks are provided for situations where Grayscale or Black & White versions are needed for production.



Grayscale - White Background



Black & White - White Background



Grayscale - Gray Background



Black & White - Black Background



Grayscale - Black Background

CAMPAIGN MARK

FULL COLOR / ONE COLOR / B&W

The Big South Primary Campaign Mark is shown here in the Full Color, One Color and Black & White options.

Use of the Big South Primary Campaign Mark is limited to collateral or promotional items directly associated with the "Where Winners Are Made" Campaign or as directed by Big South Conference leadership.

The Full Color versions should be used whenever possible; however, additional marks are provided for situations where Black & White or One Color versions are needed for production.



Full Color - White Background



One Color - Blue Mark on White Background



Black & White - White Background



Full Color - Black Background



One Color - Orange Mark on White Background



Black & White - Black Background



Full Color - Blue Background



One Color - Blue Background



Full Color - Orange Background



One Color - Orange Background

PRIMARY MARK

CLEAR SPACE

On this page are specifications to determine the minimum distance between the Big South Primary Mark and other visual elements.

Adherence to these clear space standards ensures the consistent application of the Big South Primary Mark.

The clear space around the Primary Mark can be determined by measuring the height of the word 'BIG.'



PRIMARY MARK

MINIMUM SIZE REQUIREMENTS

The minimum size required for the Big South Primary Mark is shown here.

For digital and print applications, the Big South Primary Mark should be reduced no smaller than 1/2 inch wide.

For embroidery and merchandise applications, the Big South Embroidery Safe Primary Mark should be used and reduced no smaller than 1 inch wide.

Embroidery & Merchandise



Digital & Print



PRIMARY MARK

MISUSAGE

The Big South Primary Mark must be treated consistently in order to maintain the integrity of the Big South brand identity and platform.

Although only the Primary Mark is shown here, these misuse rules apply to all iterations of the Big South brand identity.



Never rotate.



Never stretch or squish.



Never remove elements.



Never add elements.



Never skew.



Never outline or stroke.



Never alter colors beyond those presented in this guide.



Never use drop shadows.



Never incorporate gradients.



S^{BIG}OUTH[®]

SECONDARY MARK

SECONDARY MARK

FULL COLOR / ONE COLOR

The Big South Secondary Mark is shown here in the Full Color and One Color options.

The Full Color versions should be used whenever possible; however, additional marks are provided for situations where One Color versions are needed for production.



Full Color - White Background



One Color - Blue Mark on White Background



Full Color - Black Background



One Color - Orange Mark on White Background



Full Color - Blue Background



One Color - Blue Background



Full Color - Orange Background



One Color - Orange Background

SECONDARY MARK

GRAYSCALE / BLACK & WHITE

The Big South Secondary Mark is shown here in the Grayscale and Black & White options.

The Full Color versions should be used whenever possible; however, additional marks are provided for situations where Grayscale or Black & White versions are needed for production.



Grayscale - White Background



Black & White - White Background



Grayscale - Gray Background



Black & White - Black Background



Grayscale - Black Background

SECONDARY CAMPAIGN MARK

FULL COLOR / 1C / B&W

The Big South Secondary Campaign Mark is shown here in Full Color, One Color and Black & White options.

Use of the Big South Secondary Campaign Mark is limited to collateral or promotional items directly associated with the "Where Winners Are Made" Campaign or as directed by Big South Conference leadership and instances where the Primary Campaign Mark would be rendered illegible.

The Full Color versions should be used whenever possible; however, additional marks are provided for situations where Black & White or One Color versions are needed for production.



Full Color - White Background



One Color - Blue Mark on White Background



Black & White - White Background



Full Color - Black Background



One Color - Orange Mark on White Background



Black & White - Black Background



Full Color - Blue Background



One Color - Blue Background



Full Color - Orange Background



One Color - Orange Background

SECONDARY MARK

CLEAR SPACE

On this page are specifications to determine the minimum distance between the Big South Secondary Mark and other visual elements.

Adherence to these clear space standards ensures the consistent application of the Big South Secondary Mark.

The clear space around the Secondary Mark can be determined by measuring the height of the word 'BIG.'



SECONDARY MARK

MINIMUM SIZE REQUIREMENTS

The minimum size required for the Big South Secondary Mark is shown here.

For digital and print applications, the Big South Secondary Mark should be reduced no smaller than 3/8 inch wide.

For embroidery and merchandise applications, the Big South Embroidery Safe Secondary Mark should be used and reduced no smaller than 5/8 inch wide.

Embroidery & Merchandise



Digital & Print



SECONDARY MARK

MISUSAGE

The Big South Secondary Mark must be treated consistently in order to maintain the integrity of the Big South brand identity and platform.

Although only the Secondary Mark is shown here, these misuse rules apply to all iterations of the Big South brand identity.



Never rotate.



Never stretch or squish.



Never remove elements.



Never add elements.



Never skew.



Never outline or stroke.



Never alter colors beyond those presented in this guide.



Never use drop shadows.



Never incorporate gradients.



S^{BIG}**OUTH** **SCHOOL-** **SPECIFIC** **MARKS**

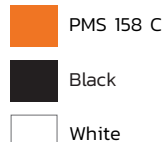
FULL MEMBER SCHOOL-SPECIFIC

PRIMARY MARKS

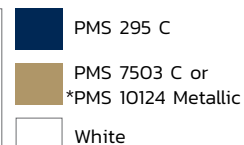
The white background versions of the Big South School-Specific Primary Marks are presented here.

*Metallics should be used only when requested.

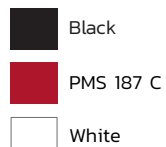
CAMPBELL UNIVERSITY



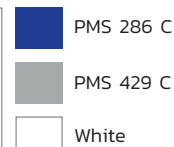
CHARLESTON SOUTHERN UNIVERSITY



GARDNER-WEBB UNIVERSITY



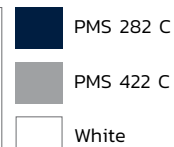
HAMPTON UNIVERSITY



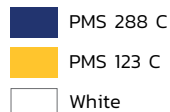
HIGH POINT UNIVERSITY



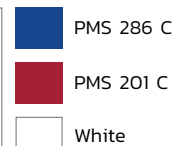
LONGWOOD UNIVERSITY



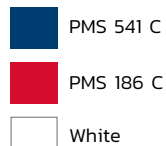
NORTH CAROLINA A&T STATE UNIVERSITY



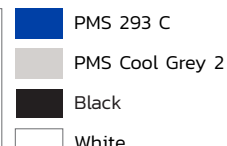
PRESBYTERIAN COLLEGE



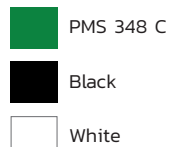
RADFORD UNIVERSITY



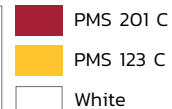
UNC ASHEVILLE



UNIVERSITY OF SOUTH CAROLINA UPSTATE



WINTHROP UNIVERSITY



FOOTBALL ONLY MEMBER SCHOOL-SPECIFIC

PRIMARY MARKS

The white background versions of the Big South School-Specific Primary Marks are presented here.

*Metallics should be used only when requested.

KENNESAW STATE UNIVERSITY



MONMOUTH UNIVERSITY



UNIVERSITY OF NORTH ALABAMA



ROBERT MORRIS UNIVERSITY



FULL MEMBER SCHOOL-SPECIFIC

SECONDARY MARKS

The white background versions of the Big South School-Specific Secondary Marks are presented here.

*Metallics should be used only when requested.

CAMPBELL UNIVERSITY



CHARLESTON SOUTHERN UNIVERSITY



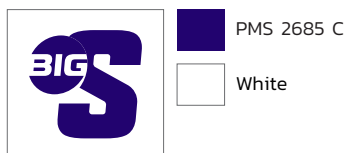
GARDNER-WEBB UNIVERSITY



HAMPTON UNIVERSITY



HIGH POINT UNIVERSITY



LONGWOOD UNIVERSITY



NORTH CAROLINA A&T STATE UNIVERSITY



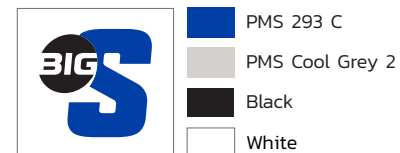
PRESBYTERIAN COLLEGE



RADFORD UNIVERSITY



UNC ASHEVILLE



UNIVERSITY OF SOUTH CAROLINA UPSTATE



WINTHROP UNIVERSITY



FOOTBALL ONLY MEMBER SCHOOL-SPECIFIC

SECONDARY MARKS

The white background versions of the Big South School-Specific Secondary Marks are presented here.

*Metallics should be used only when requested.

KENNESAW STATE UNIVERSITY



UNIVERSITY OF NORTH ALABAMA

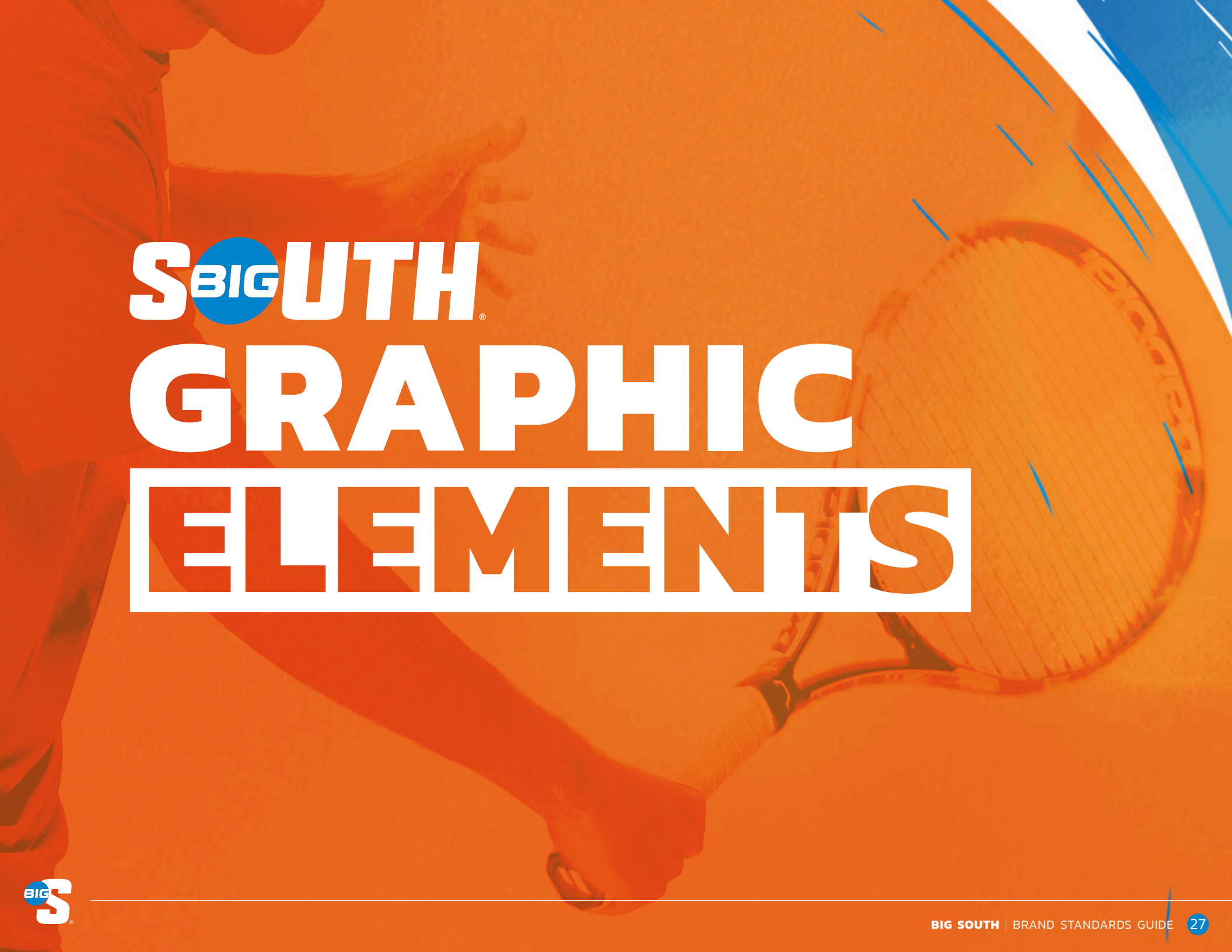


MONMOUTH UNIVERSITY



ROBERT MORRIS UNIVERSITY





S^{BIG}**OUTH** **GRAPHIC** **ELEMENTS**

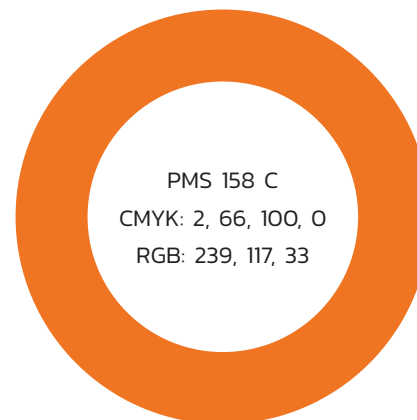
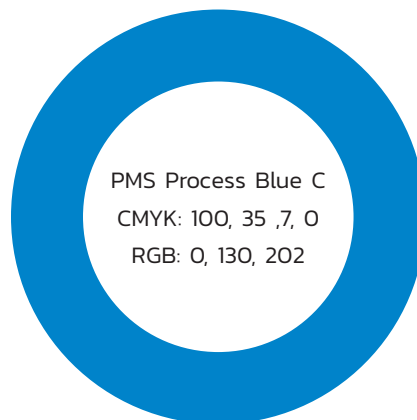
COLOR PALETTE

COLOR SPECIFICATIONS

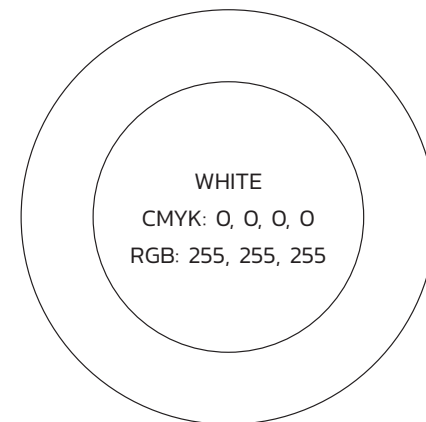
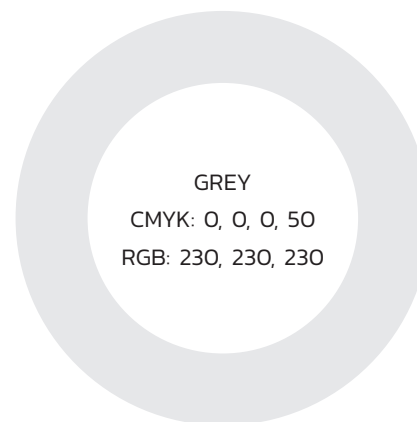
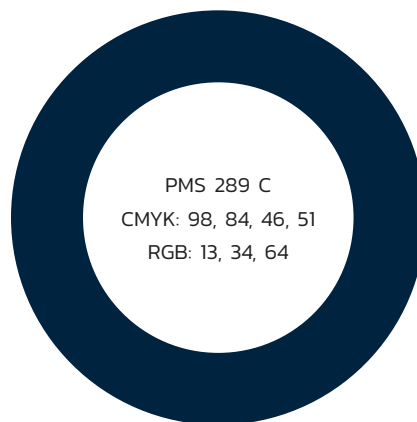
The Big South primary colors are listed in the chart to the right. Color chips are presented in Pantone, CMYK & RGB.

Use only the electronic files for reproduction and only the approved Pantone color specifications shown here.

PRIMARY



SECONDARY



TYPOGRAPHY

STYLES & WEIGHTS

To the right are the primary fonts for all print materials.

Kanit Bold Caps should be used for all headlines and primary messages.

Kanit Light should be used for long passages of text and extended body copy.

A A

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789**

A a

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789



S^{BIG}**OUTH**[®] **BRAND** **APPLICATIONS**

GENERAL GUIDELINES

MARK APPLICATION

1 External Communications: Big South Conference institutions should attempt to use the Conference mark frequently in external communications. The general guidelines listed in the first section of this document should be followed. There are many opportunities for this use. Some suggested possibilities are:

- Front and back covers of all media guides, preseason prospectus and postseason guides
- Websites -- link to Conference website off logo, Conference logo/link off athletic page and university page
- Game programs for all sports
- Game notes for all sports
- Additional publications -- newsletters, brochures (ticket, camp, etc.)
- Videoboards
- Championship Fan Guide Inserts
- Championship directional signage
- Other promotional items -- schedule cards, schedule posters, etc.
- School letterhead, including stationery, news releases, fax cover sheets, etc.

2 Miscellaneous: Big South Conference institutions are encouraged to display/ paint the Conference's tagline/campaign mark in all team locker rooms, weight rooms and training rooms, as well as other athletic department spaces (i.e. conference rooms, academic center, coaches' offices). In addition, institutions are encouraged to use the tagline/campaign mark in conjunction with institutional awards for student-athletes, if applicable and budget friendly. Other usage of the tagline/campaign mark includes championship banners, ticket booths, facility concourses, baseball/softball dugouts and other available permanent space within athletic facilities.

GENERAL GUIDELINES

UNIFORM APPLICATION

- 1** All sports must display the Big South Secondary Mark on their respective uniforms as outlined in the application standards herein.
- 2** Standard presentation shall be the left chest, centered between the shoulder and neck seam. The right chest is also acceptable if a conflict occurs with the manufacturer's logo.
- 3** Alternate presentation to the chest shall be the left sleeve when a manufacturer or commemorative/anniversary logo represents a conflict with the standard presentation.
- 4** The application of the Big South Secondary Mark on uniforms is required. Additional applications on secondary apparel (hats, shooting shirts, warm-ups, etc.) and equipment (golf bags, racket bags, etc.) are encouraged.

UNIFORM GUIDELINES

BASKETBALL UNIFORM

The Big South Secondary Mark is required to appear on all basketball jerseys in the institution's colors. The appropriate placement of the Big South Secondary Mark is pictured to the right.

JERSEY

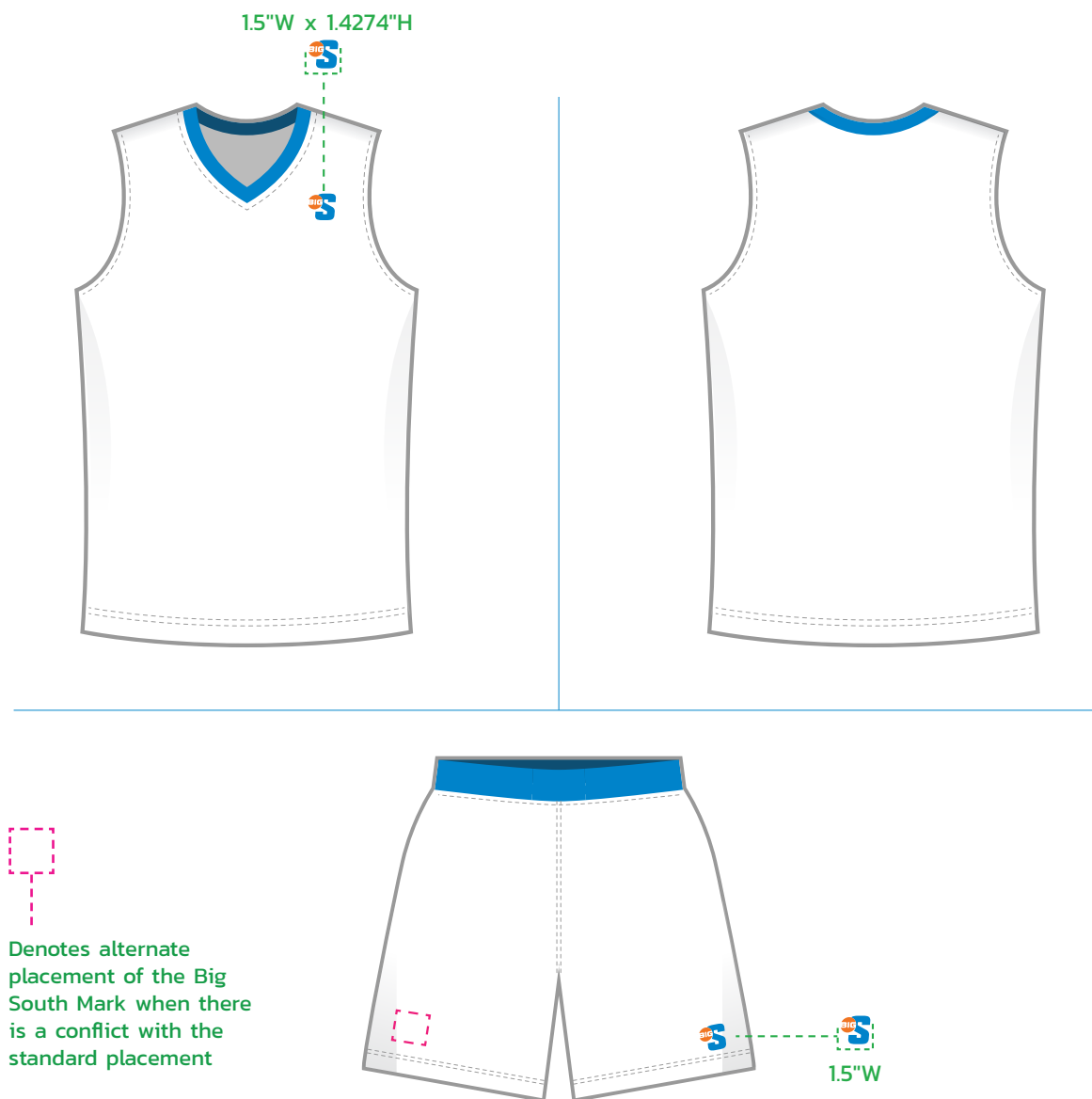
The standard presentation of the Big South Secondary Mark is sized to 1.5"W x 1.4274"H to accommodate the maximum allotted space of 2.25 sq inches. It is placed on the left chest (as worn) on the front of the jersey centered between the collar and sleeve seam.

SHORTS

In addition, it is encouraged to include the Big South Secondary Mark on shorts; standard presentation is 1.5" wide, on the front panel of the left leg.

NOTE

When a manufacturer, institutional or commemorative/anniversary logo presents a conflict to the standard jersey placement, the alternate versions denoted in magenta are also acceptable.



UNIFORM GUIDELINES

CROSS COUNTRY /

TRACK & FIELD UNIFORM

The Big South Secondary Mark is required to appear on all cross country and track & field jerseys in the institution's colors. The appropriate placement of the Big South Secondary Mark is pictured to the right.

JERSEY

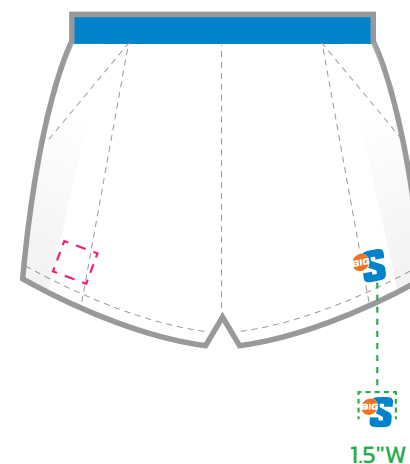
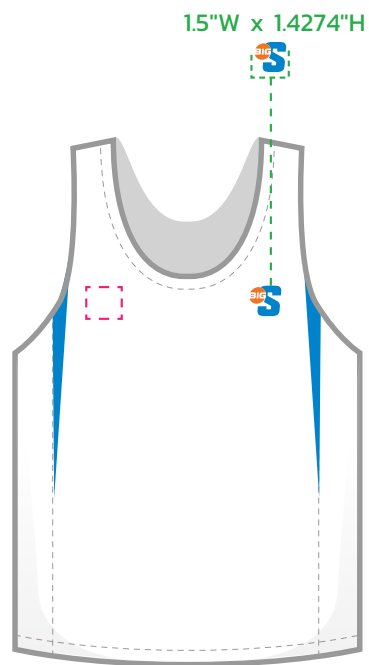
The standard presentation of the Big South Secondary Mark is sized to 1.5"W x 1.4274"H to accommodate the maximum allotted space of 2.25 sq inches. It is placed on the left chest (as worn) on the front of the jersey centered between the collar and sleeve seam.

SHORTS

In addition, it is encouraged to include the Big South Secondary Mark on shorts; standard presentation is 1.5" wide on the front panel of the left leg.

NOTE

When a manufacturer, institutional or commemorative/anniversary logo presents a conflict to the standard jersey placement, the alternate versions denoted in magenta are also acceptable.



Denotes alternate placement of the Big South Mark when there is a conflict with the standard placement

UNIFORM GUIDELINES

SOCCER UNIFORM

The Big South Secondary Mark is required to appear on all soccer jerseys in the institution's colors. The appropriate placement of the Big South Secondary Mark is pictured to the right.

JERSEY

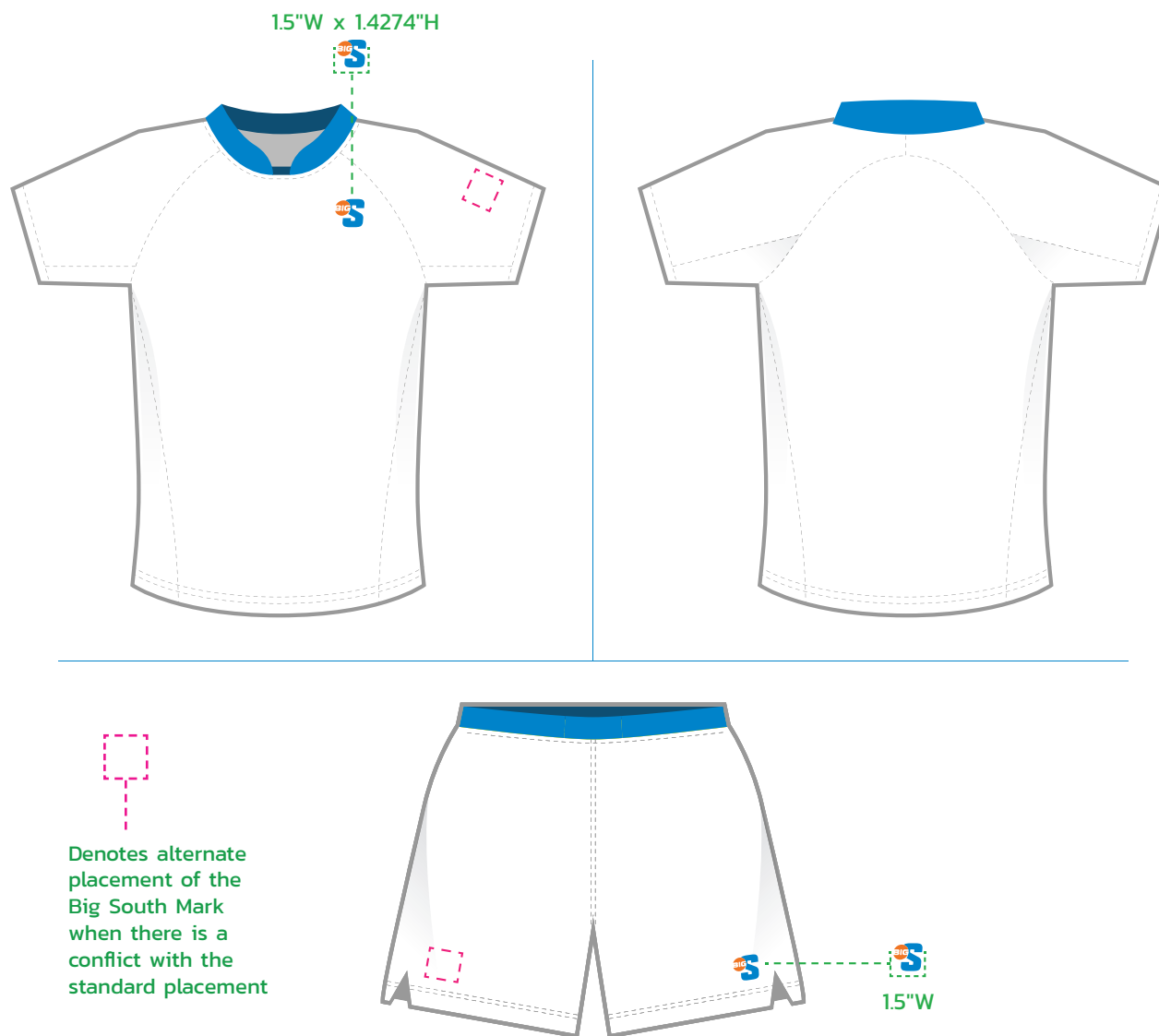
The standard presentation of the Big South Secondary Mark is sized to 1.5"W x 1.4274"H to accommodate the maximum allotted space of 2.25 sq inches. It is placed on the left chest (as worn) on the front of the jersey centered between the collar and sleeve seam.

SHORTS

In addition, it is encouraged to include the Big South Secondary Mark on shorts; standard presentation is 1.5" wide on the front panel of the left leg.

NOTE

When a manufacturer, institutional or commemorative/anniversary logo presents a conflict to the standard jersey placement, the alternate versions denoted in magenta are also acceptable.



UNIFORM GUIDELINES

VOLLEYBALL UNIFORM

The Big South Secondary Mark is required to appear on all volleyball jerseys in the institution's colors. The appropriate placement of the Big South Secondary Mark is pictured to the right.

JERSEY

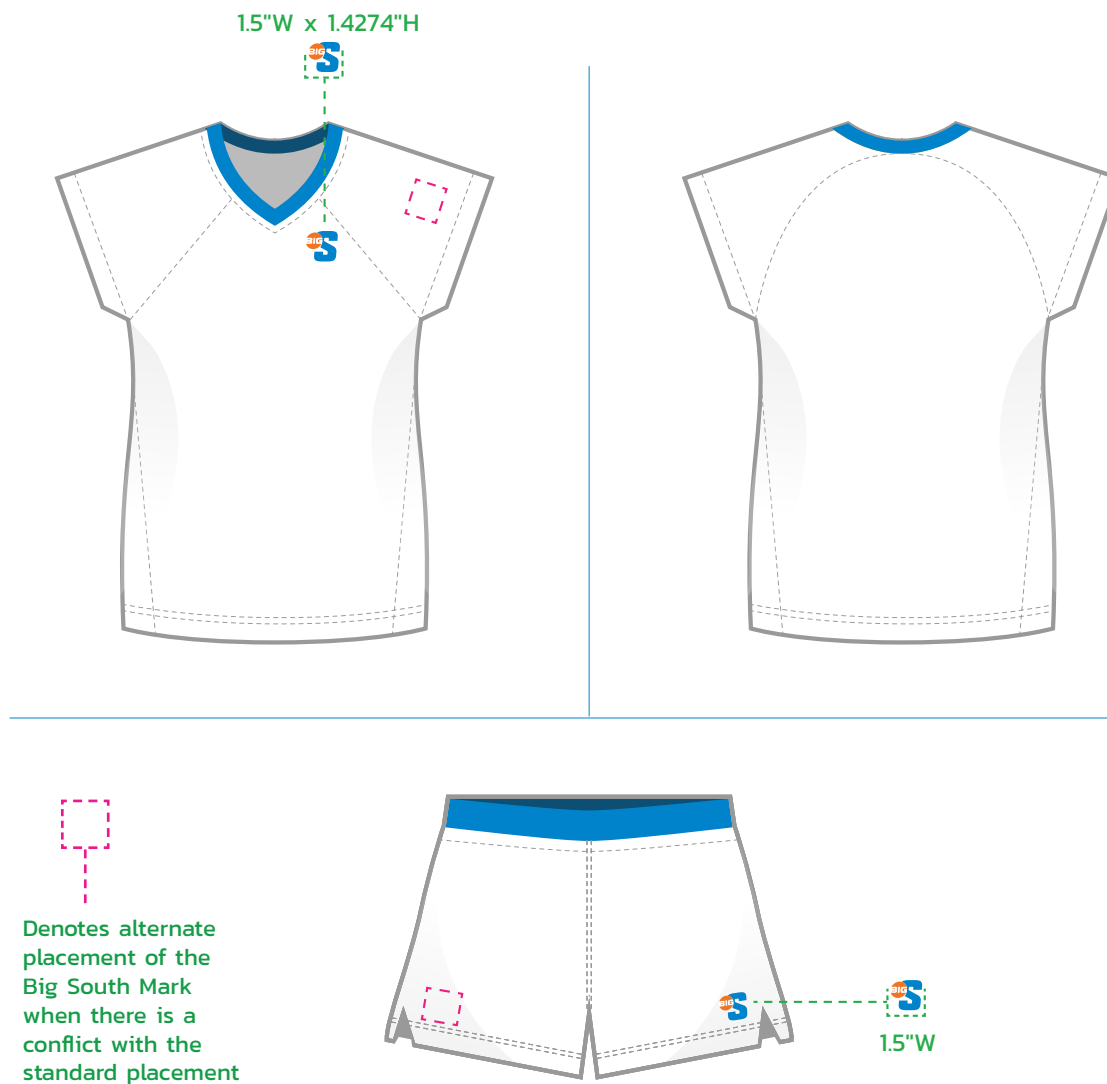
The standard presentation of the Big South Secondary Mark is sized to 1.5"W x 1.4274"H to accommodate the maximum allotted space of 2.25 sq inches. It is placed on the left chest (as worn) on the front of the jersey centered between the collar and sleeve seam.

SHORTS

In addition, it is encouraged to include the Big South Secondary Mark on shorts; standard presentation is 1.5" wide on the front panel of the left leg.

NOTE

When a manufacturer, institutional or commemorative/anniversary logo presents a conflict to the standard jersey placement, the alternate versions denoted in magenta are also acceptable.



UNIFORM GUIDELINES

TENNIS UNIFORM

The Big South Secondary Mark is required to appear on all tennis polos in the institution's colors. The appropriate placement of the Big South Secondary Mark is to the right.

POLO

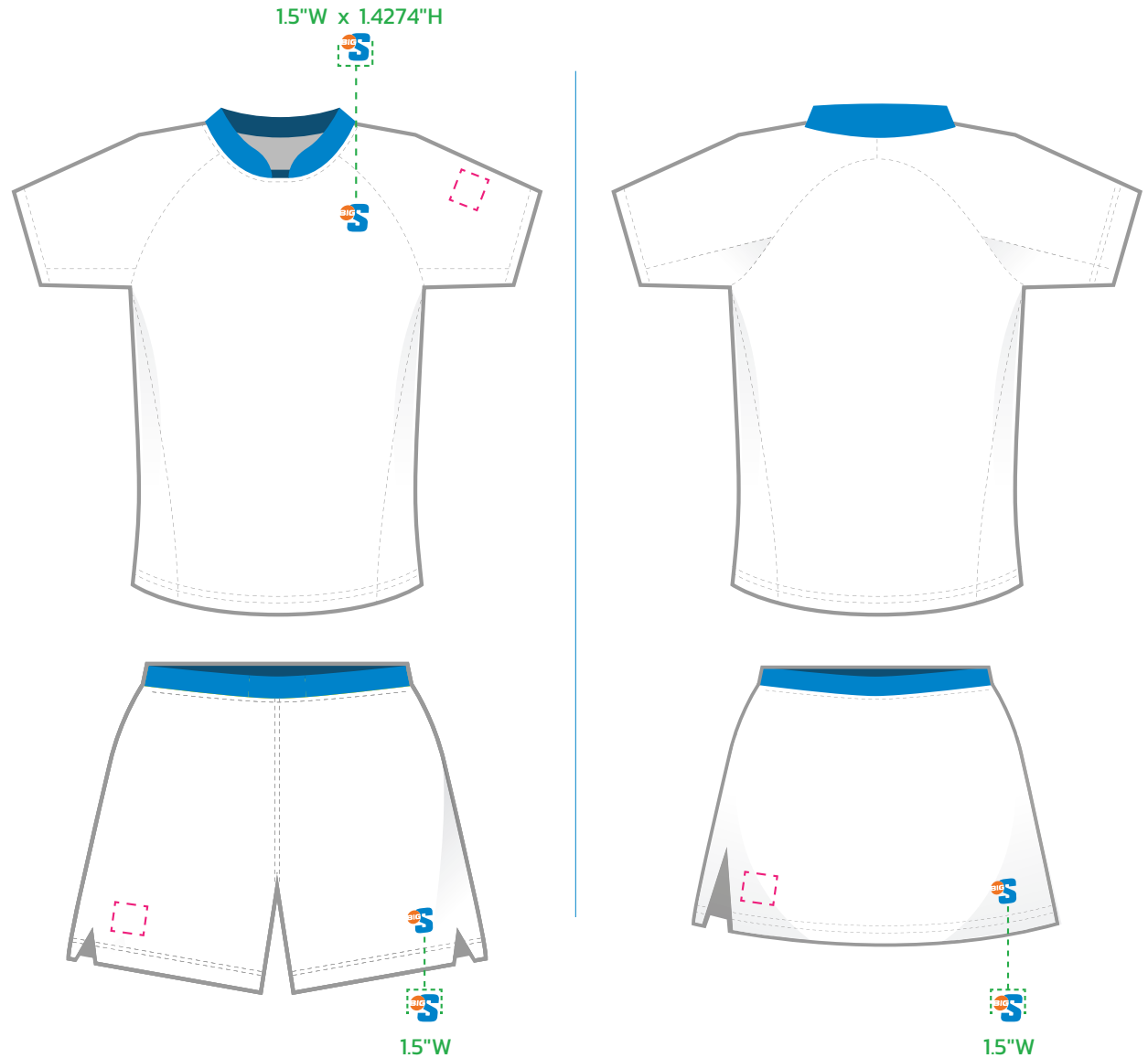
The standard presentation of the Big South Secondary Mark is sized to 1.5"W x 1.4274"H to accommodate the maximum allotted space of 2.25 sq inches. It is placed on the left chest (as worn) on the front of the polo centered between the collar and sleeve seam.

SHORTS/ SKIRTS

In addition, it is encouraged to include the Big South Secondary Mark on shorts/skirts standard presentation is 1.5" wide on the front panel of the left leg.

NOTE

When a manufacturer, institutional or commemorative/anniversary logo presents a conflict to the standard jersey placement, the alternate versions denoted in magenta are also acceptable.



Denotes alternate placement of the Big South Mark when there is a conflict with the standard placement

UNIFORM GUIDELINES

WOMEN'S LACROSSE / FIELD HOCKEY UNIFORM

The Big South Secondary Mark is required to appear on all women's lacrosse and field hockey jerseys in the institution's colors. The appropriate placement of the Big South Secondary Mark is pictured to the right.

JERSEY

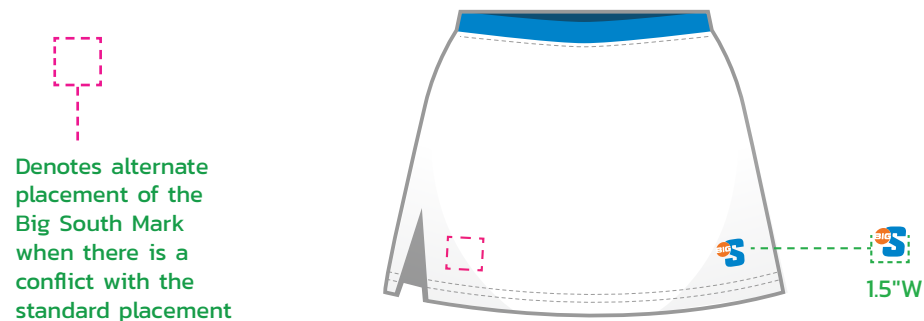
The standard presentation of the Big South Secondary Mark is sized to 1.5"W x 1.4274"H to accommodate the maximum allotted space of 2.25 sq inches. It is placed on the left chest (as worn) on the front of the jersey centered between the collar and sleeve seam.

SKIRTS

In addition, it is encouraged to include the Big South Secondary Mark on skirts; standard presentation is 1.5" wide on the front panel of the left leg.

NOTE

When a manufacturer, institutional or commemorative/anniversary logo presents a conflict to the standard jersey placement, the alternate versions denoted in magenta are also acceptable.



UNIFORM GUIDELINES

GOLF UNIFORM

The Big South Primary Mark is required to appear vertically on all golf bags in the institution's colors. The appropriate placement of the Big South Primary Mark is pictured to the right.

GOLF BAGS

The standard presentation of the Big South Primary Mark on golf bags; is 6" long.

CAPS/VISORS

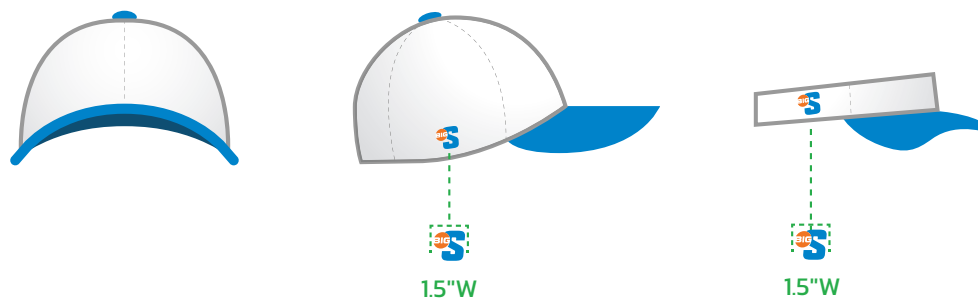
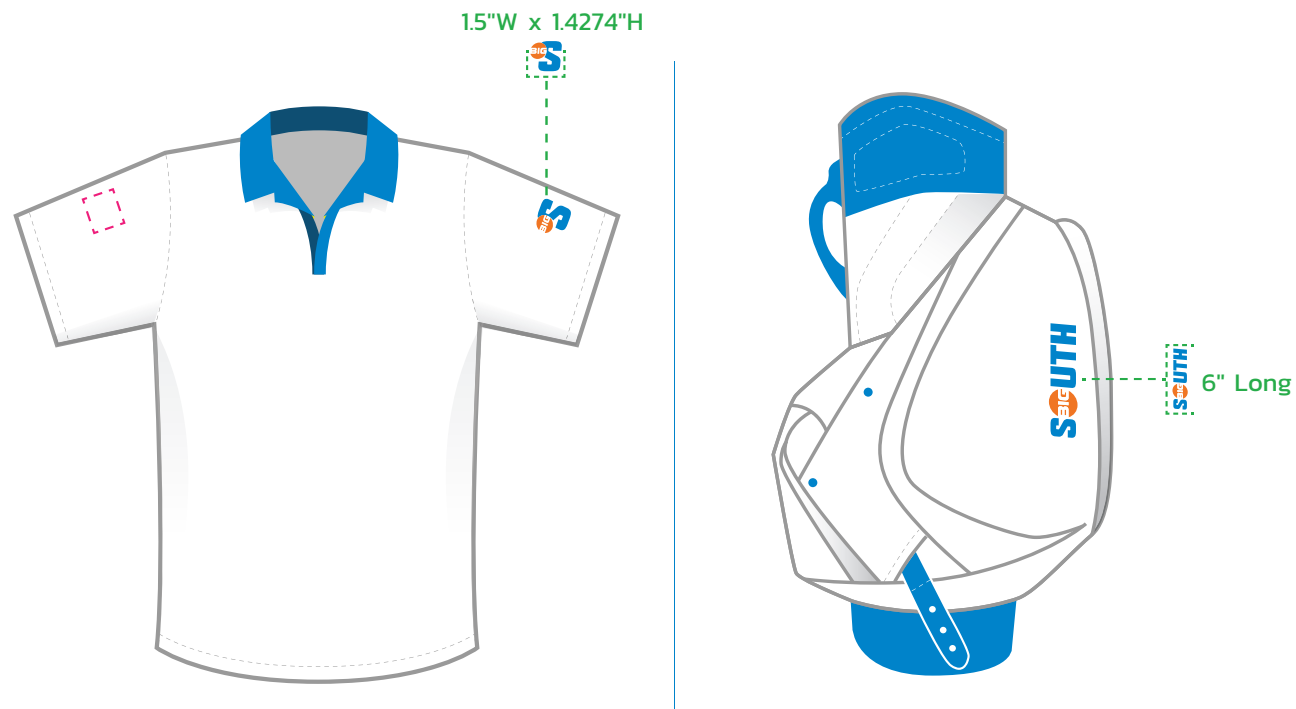
It is encouraged to include the Big South Secondary Mark on caps/visors; standard presentation is 1.5" wide on the right panel as worn.

POLO & RAIN SUIT

In addition, it is also encouraged to include the Big South Secondary Mark on polo and rain suits; standard presentation is sized to 1.5"W x 1.4274"H to accommodate the maximum allotted space of 2.25 sq inches. It is placed on the on the left or right sleeve (as worn) of the polo or rain suit.

NOTE

When a manufacturer, institutional or commemorative/anniversary logo presents a conflict to the standard jersey placement, the alternate versions denoted in magenta are also acceptable.



Denotes alternate placement of the Big South Mark when there is a conflict with the standard placement

UNIFORM GUIDELINES

BASEBALL / SOFTBALL UNIFORM

The Big South Secondary Mark is required to appear on all baseball/softball uniforms and helmets in the institution's colors. The appropriate placement of the Big South Secondary Mark is pictured to the right.

JERSEY

The standard presentation of the Big South Secondary Mark is sized to 1.5"W x 1.4274"H to accommodate the maximum allotted space of 2.25 sq inches. It is placed on the left sleeve (as worn).

HELMETS

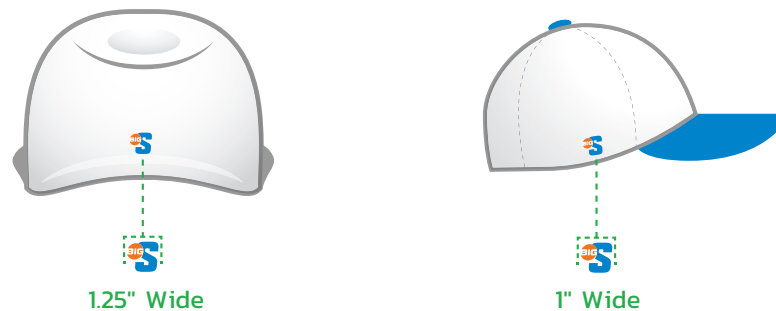
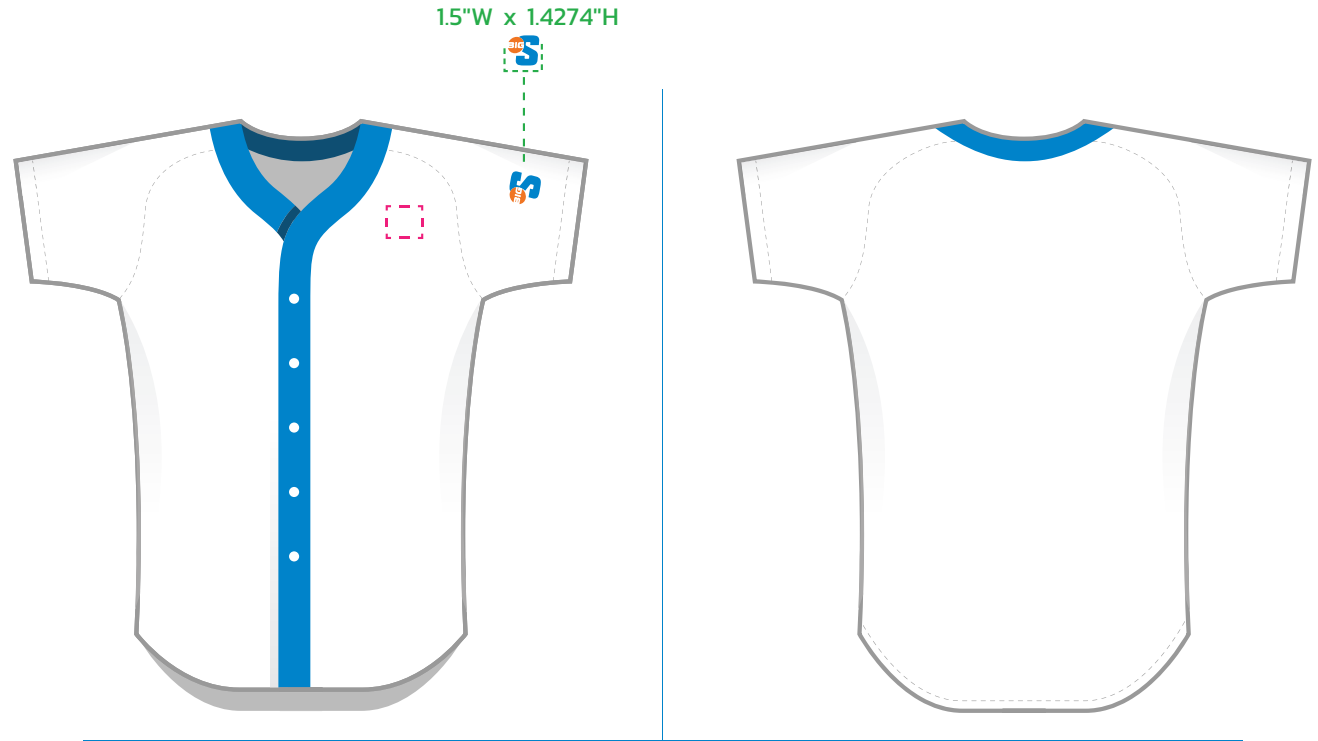
It is also required to include the Big South Secondary Mark on helmets; standard presentation is 1.25" wide on the center back of the helmet, or closest adjacent location if center-back has a conflicting mark.

CAPS

In addition, it is also required to include the Big South Secondary Mark on caps; standard presentation is 1" wide on the right panel as worn.

NOTE

When a manufacturer or commemorative/ anniversary logo presents a conflict to the standard jersey placement, the alternate versions denoted in magenta are also acceptable.



Denotes alternate placement of the Big South Mark when there is a conflict with the standard placement

UNIFORM GUIDELINES

FOOTBALL UNIFORM

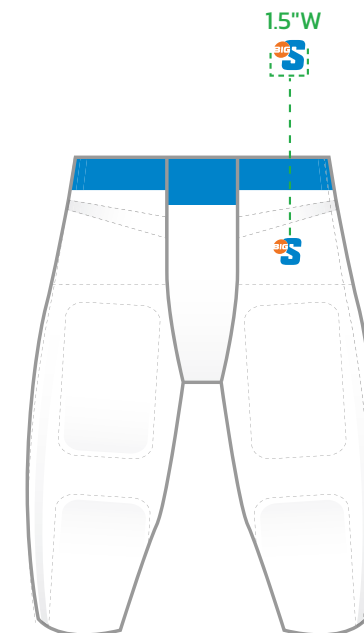
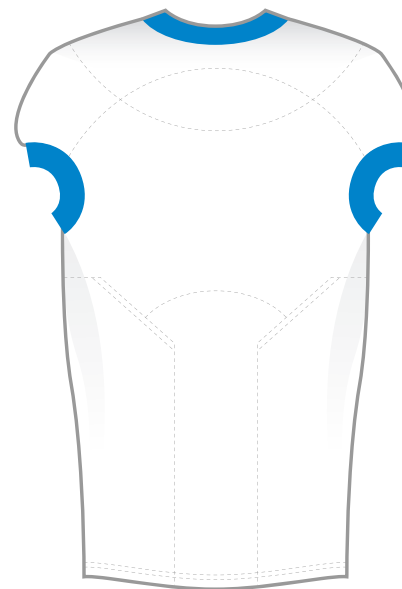
The Big South Secondary Mark is required to appear on all football uniforms in the institution's colors. The appropriate placement of the Big South Primary Mark is pictured to the right.

JERSEY

The standard presentation of the Big South Secondary Mark is sized to 1.5"W x 1.4274"H to accommodate the maximum allotted space of 2.25 sq inches. It is placed on the left chest (as worn) on the front of the jersey centered between the collar and sleeve seam.

PANTS

In addition, it is encouraged to include the Big South Secondary Mark on pants; standard presentation is 1.5" wide on the left hip (as worn).



UNIFORM GUIDELINES

FOOTBALL HELMET

The Big South Secondary Mark is required to appear on all football helmets in Big South colors.

The standard presentation of the Big South Secondary Mark is 1.25" wide, center back of helmet.



1.25" Wide

GENERAL GUIDELINES

FACILITIES APPLICATION

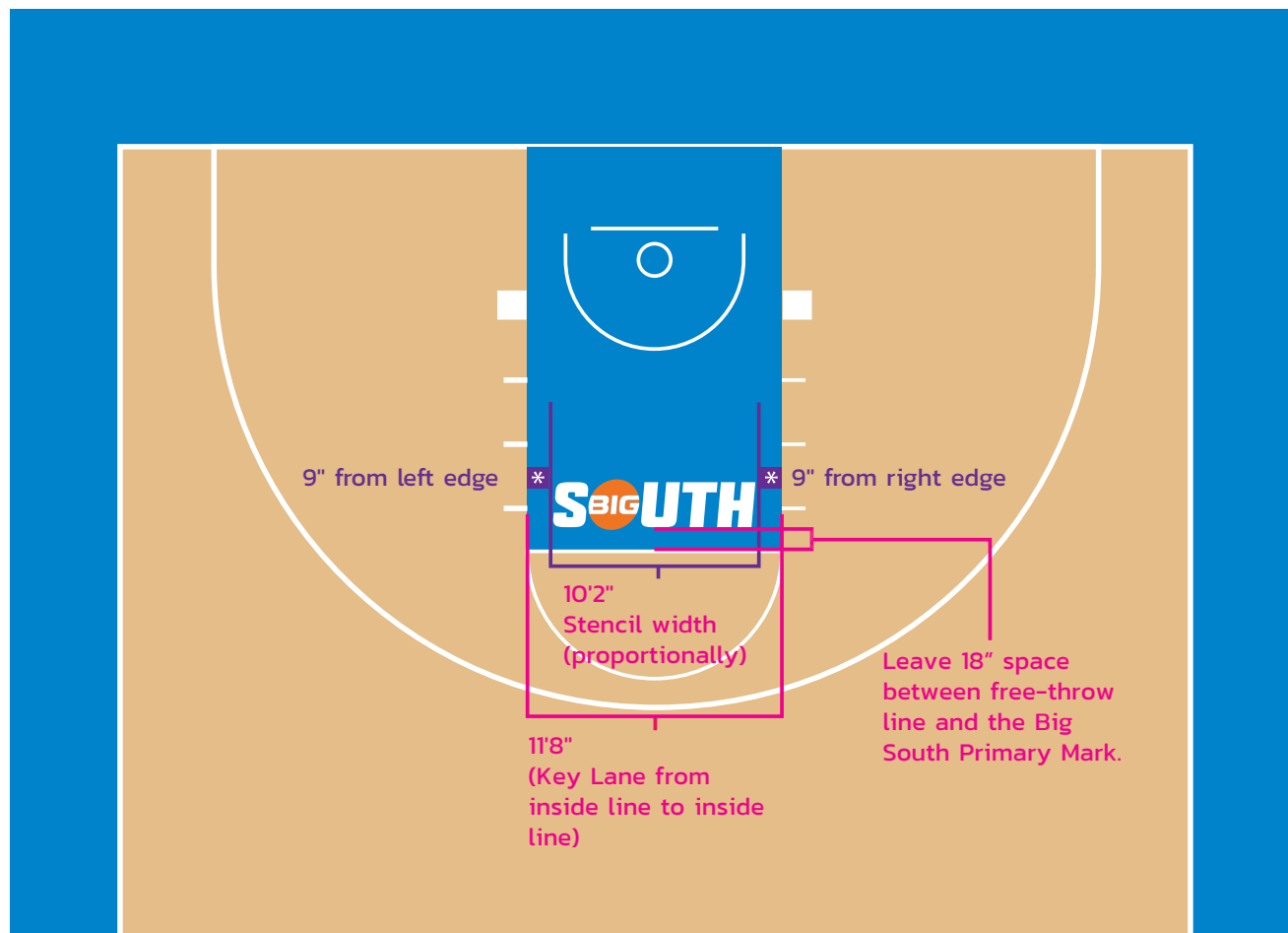
- 1 Exceptions to the following placement rules will only be considered for outdoor artificial surfaces when a team from another conference uses the same facility.
- 2 Big South Championship host institutions are required to place the Primary Mark on the playing surface in a location to be determined by the Conference. If the surface is synthetic turf or a hardwood court, the Conference office will determine where Conference branding will be located.

FACILITIES GUIDELINES

BASKETBALL COURT – OPTION 1

The Big South Primary Mark is required to be painted in two locations on each institution's basketball court in the institution's respective colors. If placing the mark according to the option on this page, both marks should be centered inside of the key facing center court.

Application is presented at the required width of 10 feet, 2 inches (proportional height of 30.4807 inches).

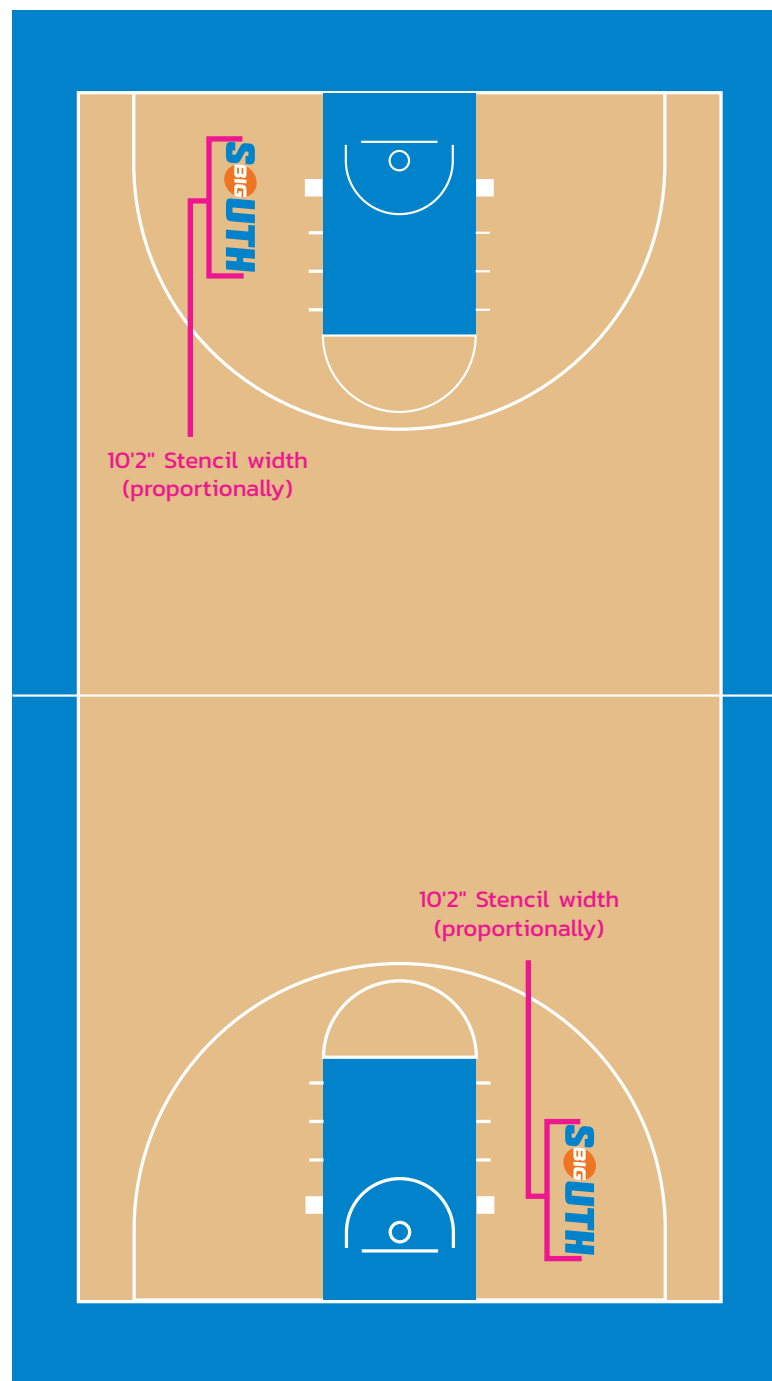


FACILITIES GUIDELINES

BASKETBALL COURT – OPTION 2

The Big South Primary Mark is required to be painted in two locations on each institution's basketball court in the institution's colors. If placing the mark according to the option on this page, both marks should be centered between the key and the 3 point arc facing the appropriate broadcast TV angle.

Application is presented at the required width of 10 feet, 2 inches (proportional height of 30.4807 inches).



FACILITIES GUIDELINES

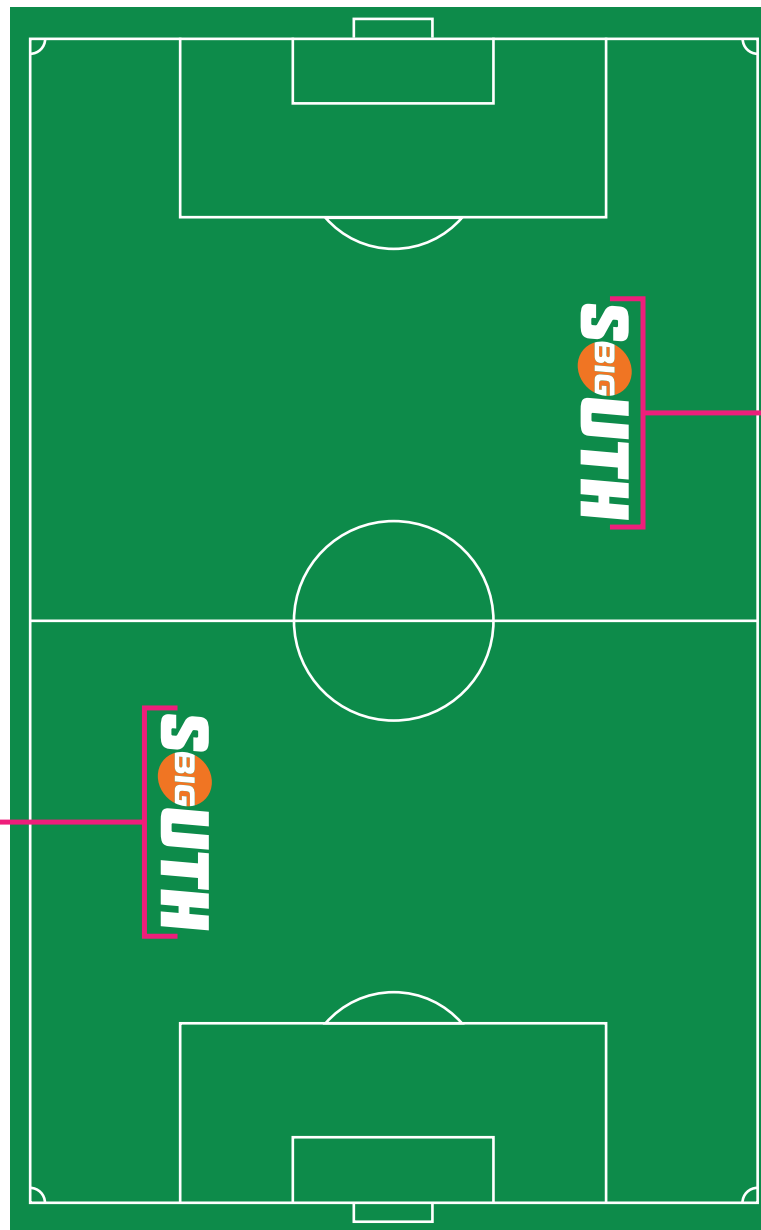
SOCCER/LACROSSE/FIELD HOCKEY FIELD

It is required that the Big South Primary Mark be painted on both sides of soccer, lacrosse and field hockey fields. Both Big South Primary Marks should face the appropriate broadcast TV angle of the respective stadium (typically facing the home stands).

The Primary Mark used for field applications should appear in all white except for the circle surrounding the word 'Big.' The circle around the word 'Big' will be displayed in the respective institution's primary color.

The Primary Mark should be presented at 20 feet wide (proportional height of 59.962 inches), facing each sideline, centered between the midfield line and penalty box.

20' Stencil width
(proportionally)



20' Stencil width
(proportionally)

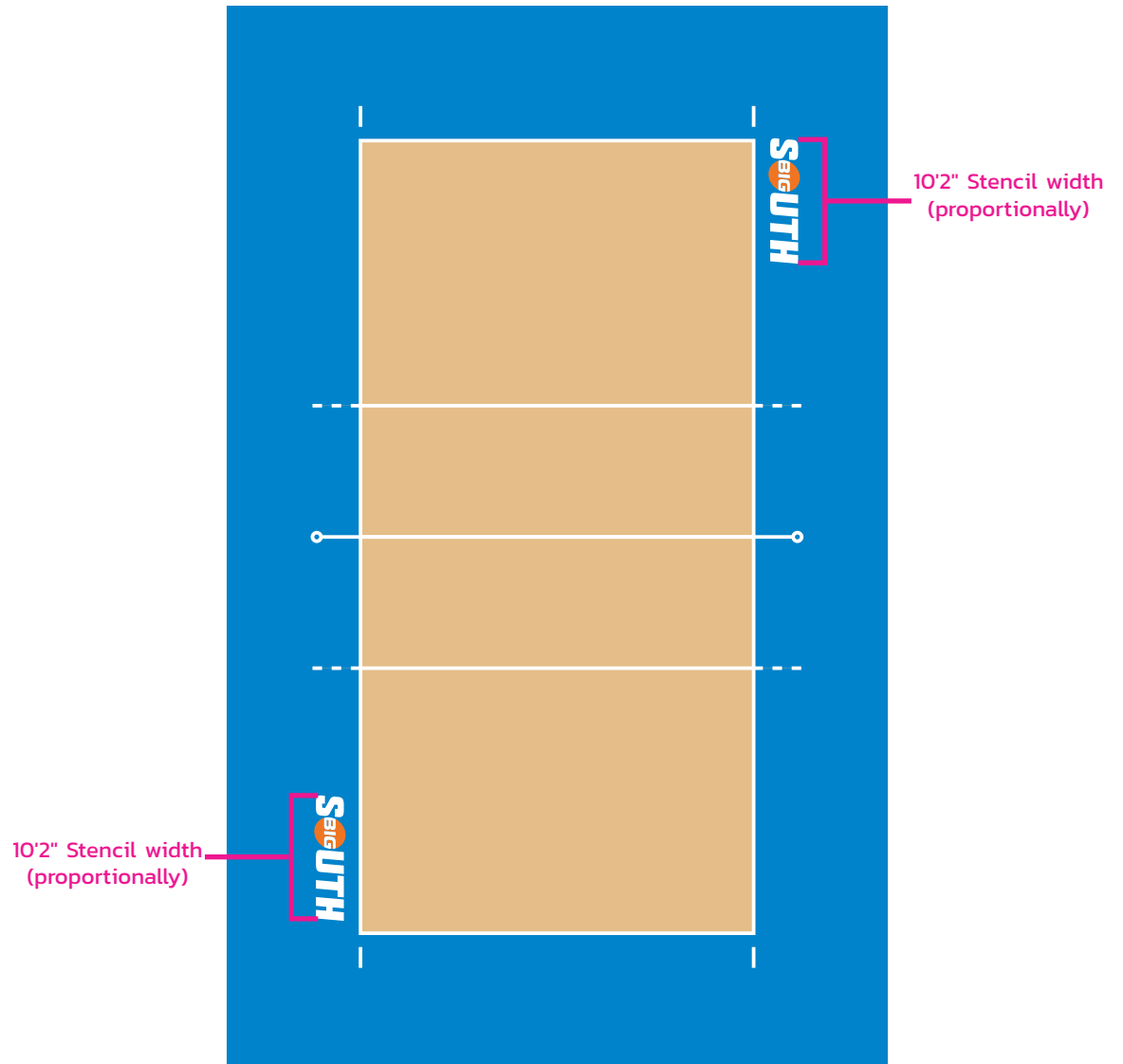
FACILITIES GUIDELINES

VOLLEYBALL COURT

The Big South Primary Mark is required to be painted in two locations on each institution's volleyball specific court in the institution's colors. Both marks should be aligned to opposite ends facing the appropriate broadcast TV angle.

Application is presented at the required 1 foot away from the sideline and a width of 10 feet, 2 inches (proportional height of 30.4807 inches).

*Note – For Volleyball-only facilities.
Logo placement does not apply to shared basketball/volleyball venues.*



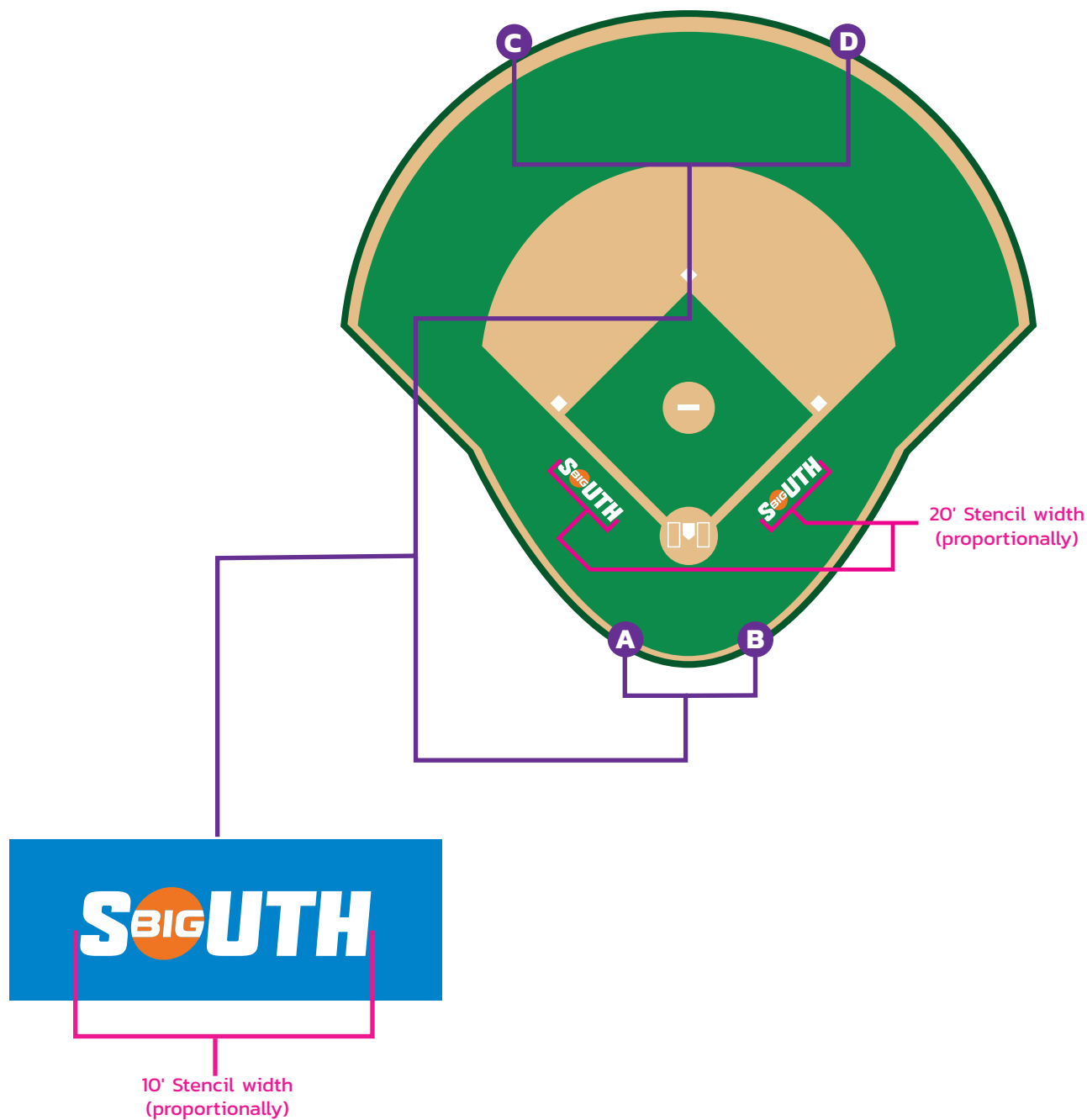
FACILITIES GUIDELINES

BASEBALL DIAMOND

The Big South Primary Mark is required to be applied to the outfield wall in at least one location (Fig. C/D) or placed on a banner behind home plate in at least one location (Fig. A/B). It is also required that the Big South Primary Mark be placed down the first and third baselines, facing each respective dugout as pictured.

The Primary Mark used for field applications should appear in all white except for the circle surrounding the word 'Big.' The circle around the word 'Big' will be displayed in the respective institution's primary color.

The all white Big South Primary Marks should be presented at 20 feet wide (proportional height of 59.962 inches). The wall logo should be presented at 10 feet wide (proportional height of 29.981 inches).



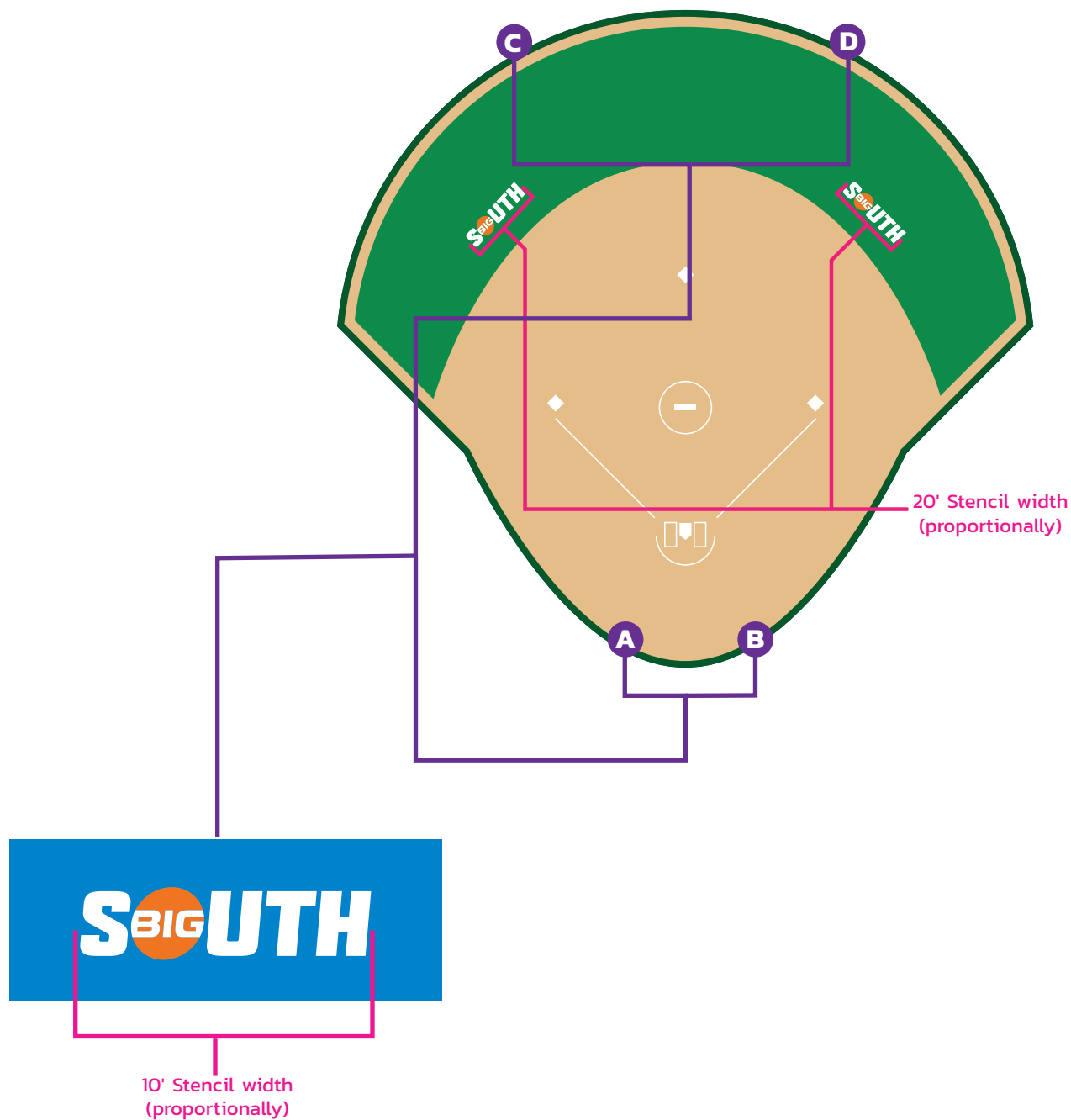
FACILITIES GUIDELINES

SOFTBALL DIAMOND

The Big South Primary Mark is required to be applied to the outfield wall in at least one location (Fig. C/D) or placed on a banner behind home plate in at least one location (Fig. A/B).

The Primary Mark used for field applications should appear in all white except for the circle surrounding the word 'Big.' The circle around the word 'Big' will be displayed in the respective institution's primary color.

The all white Big South Primary Marks should be presented at 20 feet wide (proportional height of 59.962 inches). The wall logo should be presented at 10 feet wide (proportional height of 29.981 inches).



FACILITIES GUIDELINES

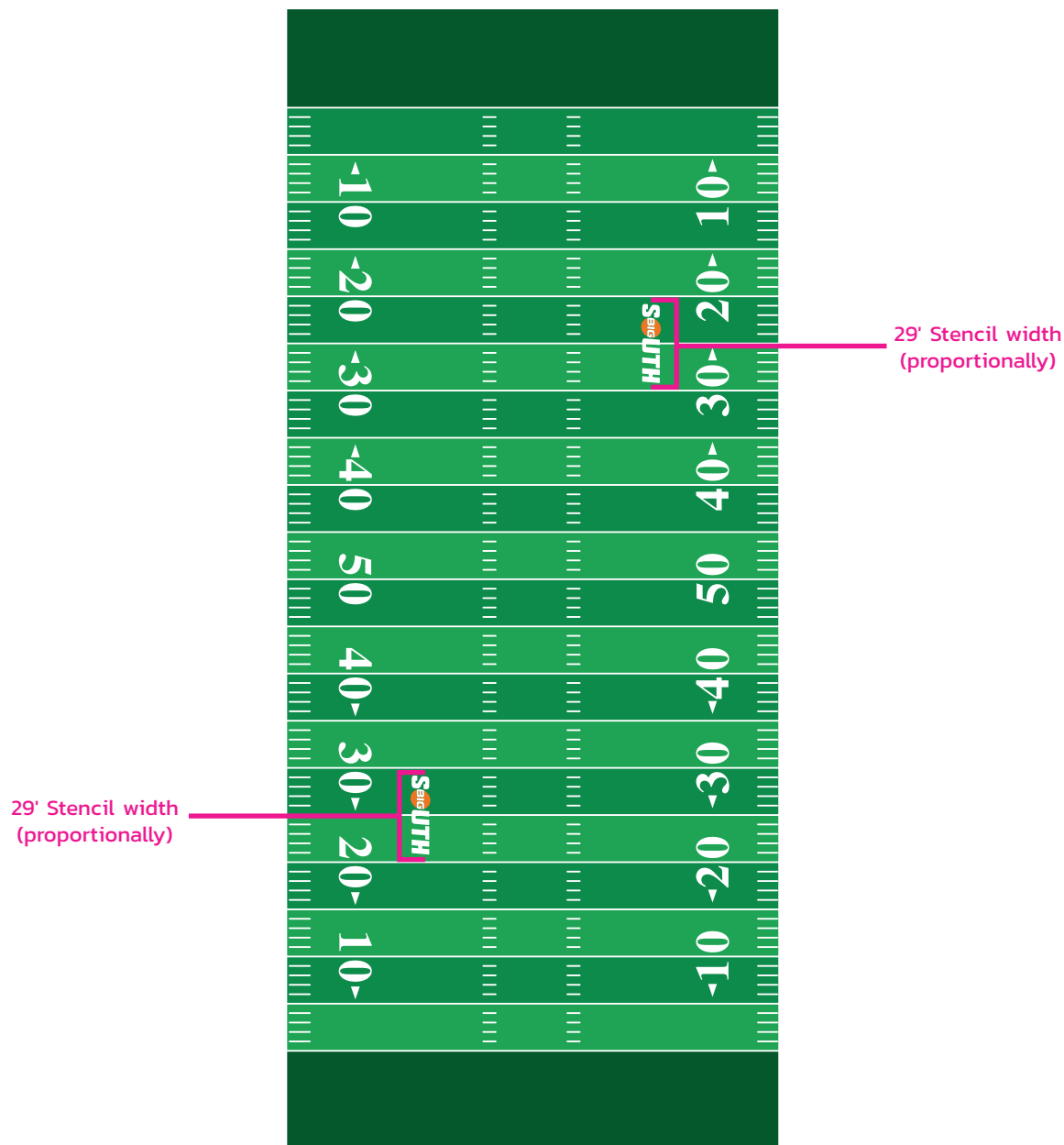
FOOTBALL FIELD

The Big South Primary Mark should be applied between the 20 and 30 yard lines on both sides of the institution's football field.

The stencil, which is 29' in width should be centered in-between the 20 and 30-yard markers. Both Big South logos should face the appropriate broadcast TV angle of the respective stadium.

The Primary Mark on the football field should appear in all white except for the circle surrounding the word 'Big.' The circle around the word 'Big' will be displayed in the respective institution's primary color.

Each football member institution (full members and associate members) shall fly a Big South Conference flag at its stadium. If possible, the flag of each football member institution shall also be flown at the stadium.



FACILITIES GUIDELINES

ARENA FLAGS AND BANNERS

Flags representing the Big South Conference and each member institution shall be displayed in the arenas where a majority of the institution's home men's and women's basketball games are played. Examples of potential flag layouts are to the right.

If the Conference and member institutions are recognized with individual flags, the minimum size shall be 4' x 6' in either a vertical or horizontal format.

If institutions choose to recognize multiple schools on a flag, the minimum size of the flags shall be 4' x 9'. Each flag shall include the Conference logo and no more than four school names.

All school names must be proportionate and consistent in size. All proofs of flags must be sent to the Conference office for approval and ordered through an approved Conference vendor to assure conformity with these specifications.

Each football member institution (full members and associate members) shall fly a Big South Conference flag at its stadium. If possible, the flag of each football member institution shall also be flown at the stadium.





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