

CAA

BRAND STANDARDS

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BRAND IDENTITY



CAA

PRIMARY LOGO
PRIMARY LOGO - COLOR OPTIONS
LOGO MISUSE
COLOR PALETTE

PRIMARY LOGO



The CAA logo shown above is the preferred logo for CAA member institutional use on uniforms, apparel, facility and play surface branding, signs, banners and general overall use.

PRIMARY LOGO

Color Options

In addition to the color options listed below each CAA institution is permitted to use their school colors with the CAA logo as presented on pages 9-18 of this document.



Above is the acceptable presentation of the CAA logo on white or light colored backgrounds.



Above is the acceptable presentation of the CAA logo on dark backgrounds.



Above is the acceptable presentation of the CAA logo on white or light colored backgrounds when used in grayscale.



Above is the acceptable presentation of the CAA logo on black or dark colored backgrounds when used in grayscale.

Note: When using the CAA logo a strong contrast in color from the background should always be maintained.

LOGO MISUSE



The CAA 'seal' is retired and should NEVER be used.



The CAA Football logo should NEVER be used outside of specific CAA Football purposes.



The CAA logo should retain the original aspect ratio and should NEVER be stretched or squished.



COLONIAL ATHLETIC ASSOCIATION

The CAA logo with the words 'Colonial Athletic Association' is for use on CAA executive and business materials. Schools are permitted to use this version of the logo in limited applications.

COLOR PALETTE



PRIMARY COLOR - PMS 281

C	100
M	95.3
Y	30.59
K	26.28

R	35
G	40
B	94

DIGITAL #002469



ACCENT COLOR - PMS 465

C	20
M	32
Y	58
K	0

R	207
G	171
B	122

DIGITAL #ba9e66

*Note - When metallic ink is available, PMS 871 should be used in lieu of PMS 465.

SCHOOL SPECIFIC LOGO USE



SCHOOL SPECIFIC - CAA LOGO USE COLOR OPTIONS

COLLEGE OF CHARLESTON

CAA Logo Use Color Options



This is the acceptable presentation of the CAA logo for the College of Charleston on a white background.



These are the acceptable presentations of the CAA logo for the College of Charleston on a maroon or dark background.



This is the acceptable presentation of the CAA logo for the College of Charleston on a gold or tan background.

Recommended color usage for the College of Charleston is detailed above. If schools would like to use a different color combination than those detailed above or on pages 5 & 7, please contact Raven Wilkinson at the CAA, rwilkinson@caasports.com or 804.525.1425.1

Note: When using the CAA logo a strong contrast in color from the background should always be maintained.

PMS 188
PMS 8383 (metallic)
PMS 4525
PMS Cool Gray 1



UNIVERSITY OF DELAWARE

CAA Logo Use Color Options



This is the acceptable presentation of the CAA logo for the University of Delaware on a white background.



These are the acceptable presentations of the CAA logo for the University of Delaware on a blue or dark background.



This is the acceptable presentation of the CAA logo for the University of Delaware on a yellow or light background.

Recommended color usage for the University of Delaware is detailed above. If schools would like to use a different color combination than those detailed above or on pages 5 & 7, please contact Raven Wilkinson at the CAA, rwilkinson@caasports.com or 804.525.1425.

Note: When using the CAA logo a strong contrast in color from the background should always be maintained.



PMS 2945C
PMS 109C
PMS 299C

DREXEL UNIVERSITY

CAA Logo Use Color Options



This is the acceptable presentation of the CAA logo for Drexel University on a white background.



These are the acceptable presentations of the CAA logo for Drexel University on a blue or dark colored background.



This is the acceptable presentation of the CAA logo for Drexel University on a yellow or light background.

Recommended color usage for Drexel University is detailed above. If schools would like to use a different color combination than those detailed above or on pages 5 & 7, please contact Raven Wilkinson at the CAA, rwilkinson@caasports.com or 804.525.1425.

Note: When using the CAA logo a strong contrast in color from the background should always be maintained.



PMS 294 C
PMS 7548 C
PMS 032 (fire)

ELON UNIVERSITY

CAA Logo Use Color Options



This is the acceptable presentation of the CAA logo for Elon University on a white background.



These are the acceptable presentations of the CAA logo for Elon University on a maroon background.



This is the acceptable presentation of the CAA logo for Elon University on a gold or tan background.

Recommended color usage for Elon University is detailed above. If schools would like to use a different color combination than those detailed above or on pages 5 & 7, please contact Raven Wilkinson at the CAA, rwilkinson@caasports.com or 804.525.1425.

Note: When using the CAA logo a strong contrast in color from the background should always be maintained.

PMS 202
PMS 871



HOFSTRA UNIVERSITY

CAA Logo Use Color Options



This is the acceptable presentation of the CAA logo for Hofstra University on a white background.



These are the acceptable presentations of the CAA logo for Hofstra University on a blue or dark background.



This is the acceptable presentation of the CAA logo for Hofstra University on a yellow or light background.

Recommended color usage for Hofstra University is detailed above. If schools would like to use a different color combination than those detailed above or on pages 5 & 7, please contact Raven Wilkinson at the CAA, rwilkinson@caasports.com or 804.525.1425.

Note: When using the CAA logo a strong contrast in color from the background should always be maintained.



PMS 661
PMS 123

JAMES MADISON UNIVERSITY

CAA Logo Use Color Options



This is the acceptable presentation of the CAA logo for James Madison University on a white background.



These are the acceptable presentations of the CAA logo for James Madison University on a purple or dark background.



This is the acceptable presentation of the CAA logo for James Madison University on a tan or light background.

Recommended color usage for James Madison University is detailed above. If schools would like to use a different color combination than those detailed above or on pages 5 & 7, please contact Raven Wilkinson at the CAA, rwilkinson@caasports.com or 804.525.1425.

Note: When using the CAA logo a strong contrast in color from the background should always be maintained.



UNCW

CAA Logo Use Color Options



This is the acceptable presentations of the CAA logo for UNCW on a white background.



These are the acceptable presentations of the CAA logo for UNCW on a teal, blue or dark background.



This is the acceptable presentations of the CAA logo for UNCW on a yellow or light background.



Recommended color usage for UNCW is detailed above. If schools would like to use a different color combination than those detailed above or on pages 5 & 7, please contact Raven Wilkinson at the CAA, rwilkinson@caasports.com or 804.525.1425.

Note: When using the CAA logo a strong contrast in color from the background should always be maintained.

PMS 239
PMS 281
PMS 120



NORTHEASTERN UNIVERSITY

CAA Logo Use Color Options



This is the acceptable presentation of the CAA logo for Northeastern University on a white background.



These are the acceptable presentations of the CAA logo for Northeastern University on a black or dark background.



This is the acceptable presentation of the CAA logo for Northeastern University on a red or light background.

Recommended color usage for Northeastern University is detailed above. If schools would like to use a different color combination than those detailed above or on pages 5 & 7, please contact Raven Wilkinson at the CAA, rwilkinson@caasports.com or 804.525.1425.

Note: When using the CAA logo a strong contrast in color from the background should always be maintained.

PMS 186
Black



TOWSON UNIVERSITY

CAA Logo Use Color Options



This is the acceptable presentation of the CAA logo for Towson University on a white background.



These are the acceptable presentations of the CAA logo for Towson University on a black or dark background.



This is the acceptable presentation of the CAA logo for Towson University on a yellow or light background.

Recommended color usage for Towson University is detailed above. If schools would like to use a different color combination than those detailed above or on pages 5 & 7, please contact Raven Wilkinson at the CAA, rwilkinson@caasports.com or 804.525.1425.

Note: When using the CAA logo a strong contrast in color from the background should always be maintained.



PMS 1235 C
Black
White
PMS Cool Grey 6

COLLEGE OF WILLIAM & MARY

CAA Logo Use Color Options



This is the acceptable presentation of the CAA logo for the College of William & Mary on a white background.



These are the acceptable presentations of the CAA logo for the College of William & Mary on a green or dark background.



This is the acceptable presentation of the CAA logo for the College of William & Mary on a gold or light background.

Recommended color usage for the College of William & Mary is detailed above. If schools would like to use a different color combination than those detailed above or on pages 5 & 7, please contact Raven Wilkinson at the CAA, rwilkinson@caasports.com or 804.525.1425.

Note: When using the CAA logo a strong contrast in color from the background should always be maintained.



PMS 553
PMS 141
PMS 877

SCHOOL PRIMARY LOGOS



ASSOCIATE MEMBERS

The CAA has the following Associate Members:

Women's Rowing

University at Buffalo

Eastern Michigan University

Men's Lacrosse

Fairfield University

University of Massachusetts



CAA Logo Use Color Options



This is the acceptable presentation of the CAA logo for the University at Buffalo on a white background.



These are the acceptable presentations of the CAA logo for the University at Buffalo on a blue or dark background.



This is the acceptable presentation of the CAA logo for the University at Buffalo on a gray or light background.

Recommended color usage for the University at Buffalo is detailed above. If schools would like to use a different color combination than those detailed above or on pages 5 & 7, please contact Raven Wilkinson at the CAA, rwilkinson@caasports.com or 804.525.1425.

Note: When using the CAA logo a strong contrast in color from the background should always be maintained.



PMS 2935
Cool Gray 9
White

CAA Logo Use Color Options



This is the acceptable presentation of the CAA logo for Eastern Michigan University on a white or light background.



These are the acceptable presentations of the CAA logo for the Eastern Michigan University on a green or dark background.

Recommended color usage for Eastern Michigan University is detailed above. If schools would like to use a different color combination than those detailed above or on pages 5 & 7, please contact Raven Wilkinson at the CAA, rwilkinson@caasports.com or 804.525.1425.

Note: When using the CAA logo a strong contrast in color from the background should always be maintained.

PMS 349
Black



CAA Logo Use Color Options



This is the acceptable presentation of the CAA logo for Fairfield University on a white background.



This is the acceptable presentations of the CAA logo for Fairfield University on a red or dark background.



These are the acceptable presentation of the CAA logo for Fairfield University on a grey or light background.

Recommended color usage for Fairfield University is detailed above. If schools would like to use a different color combination than those detailed above or on pages 5 & 7, please contact Raven Wilkinson at the CAA, rwilkinson@caasports.com or 804.525.1425.

Note: When using the CAA logo a strong contrast in color from the background should always be maintained.

PMS 186
Black
PMS 429
White



CAA Logo Use Color Options



This is the acceptable presentation of the CAA logo for the University of Massachusetts on a white background.



This is the acceptable presentations of the CAA logo for the University of Massachusetts on a maroon or dark background.



These are the acceptable presentation of the CAA logo for the University of Massachusetts on a grey or light background.

Recommended color usage for the University of Massachusetts is detailed above. If schools would like to use a different color combination than those detailed above or on pages 5 & 7, please contact Raven Wilkinson at the CAA, rwilkinson@caasports.com or 804.525.1425.

Note: When using the CAA logo a strong contrast in color from the background should always be maintained.

PMS 201
PMS Cool Gray 3
Black
White



UNIFORM STANDARDS



CAA

UNIFORM BRANDING STANDARDS AND REQUIREMENTS

UNIFORM STANDARDS

Baseball / Softball

The CAA logo is required to appear on all baseball and softball uniforms in the institution's colors (see school-specific logo sheets as a reference). Logo placement on caps is encouraged but not required. The appropriate placement of the CAA logo is pictured to the right.

Jersey - Required

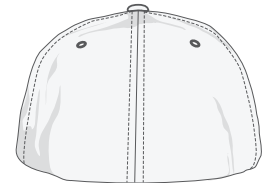
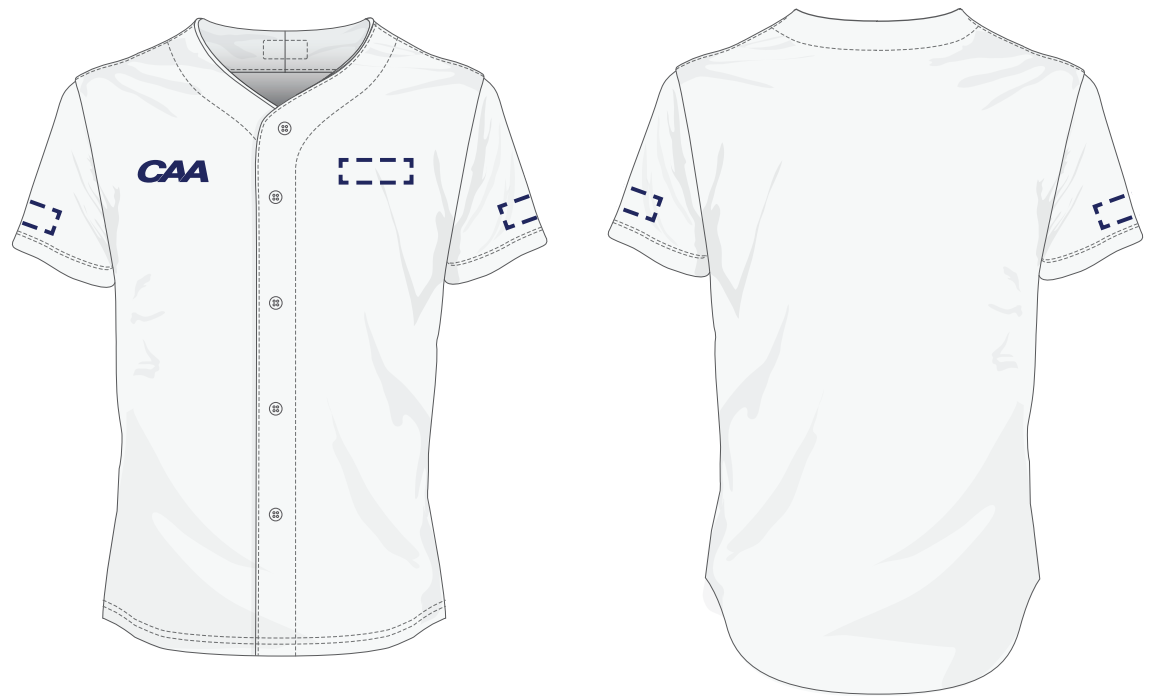
The preferred presentation of the CAA logo is 2.25" wide, on the right chest on the front of the jersey centered between the collar and sleeve seam.

Cap

The preferred presentation of the CAA logo is 2.25" wide, on the right panel. The logo on the hat should always be in addition to the logo on the jersey, and never the only CAA logo on the uniform. Logo placement on caps is encouraged but not required.

Note: When a manufacturer's logo presents a conflict with the preferred logo placement, the alternative options for placement are denoted by the blue dashed rectangle.

Refer to the CAA school-specific logo sheets for questions regarding use of the CAA logo in specific school colors.



CAA

2.25"
JERSEY AND CAP
LOGO SIZE

UNIFORM STANDARDS

Basketball

The CAA logo is required to appear on all basketball uniforms in the institution's colors (see school-specific logo sheets as a reference). The appropriate placement of the CAA logo is pictured to the right.

Jersey - Required

The preferred presentation of the CAA logo is 2.25" wide, on the right chest on the front of the jersey centered between the collar and sleeve seam.

Shorts

It is an option to include the CAA logo on the shorts in addition to the jersey. The logo on the shorts should always be in addition to the logo on the jersey, and never the only CAA logo on the uniform. The preferred presentation of this is 2.25" wide on the front panel of the left leg on the shorts.

Note: When a manufacturer's logo presents a conflict with the preferred logo placement, the alternative options for placement are denoted by the blue dashed rectangle.

Refer to the CAA school-specific logo sheets for questions regarding use of the CAA logo in specific school colors.



CAA

2.25"
 JERSEY AND SHORTS
 LOGO SIZE

UNIFORM STANDARDS

Cross Country / Track & Field

The CAA logo is required to appear on all cross country and track & field uniforms in the institution's colors (see school-specific logo sheets as a reference). The appropriate placement of the CAA logo is pictured to the right.

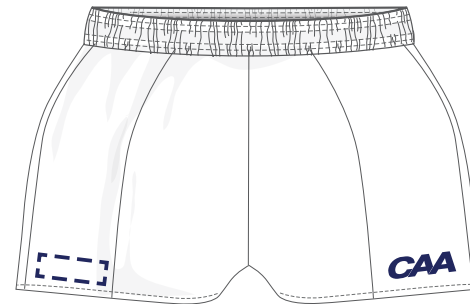
Jersey - Required

The preferred presentation of the CAA logo is 2.25" wide, on the right chest on the front of the jersey centered between the collar and sleeve seam.



Shorts

It is an option to include the CAA logo on the shorts in addition to the jersey. The logo on the shorts should always be in addition to the logo on the jersey, and never the only CAA logo on the uniform. The preferred presentation of this is 2.25" wide on the front panel of the left leg on the shorts.



Note: When a manufacturer's logo presents a conflict with the preferred logo placement, the alternative options for placement are denoted by the blue dashed rectangle.

Refer to the CAA school-specific logo sheets for questions regarding use of the CAA logo in specific school colors.

2.25"

JERSEY AND SHORTS
LOGO SIZE

UNIFORM STANDARDS

Field Hockey / Women's Lacrosse

The CAA logo is required to appear on all field hockey and women's lacrosse uniforms in the institution's colors (see school-specific logo sheets as a reference). The appropriate placement of the CAA logo is pictured to the right.

Jersey - Required

The preferred presentation of the CAA logo is 2.25" wide, on the right chest on the front of the jersey centered between the collar and sleeve seam.

Shorts / Skirt

It is an option to include the CAA logo on the shorts or skirt in addition to the jersey. The logo on the shorts or skirt should always be in addition to the logo on the jersey, and never the only CAA logo on the uniform. The preferred presentation of this is 2.25" wide on the front panel of the left leg on the shorts or skirt.

Note: When a manufacturer's logo presents a conflict with the preferred logo placement, the alternative options for placement are denoted by the blue dashed rectangle.

Refer to the CAA school-specific logo sheets for questions regarding use of the CAA logo in specific school colors.



CAA

2.25"

JERSEY AND SHORTS/SKIRT
LOGO SIZE

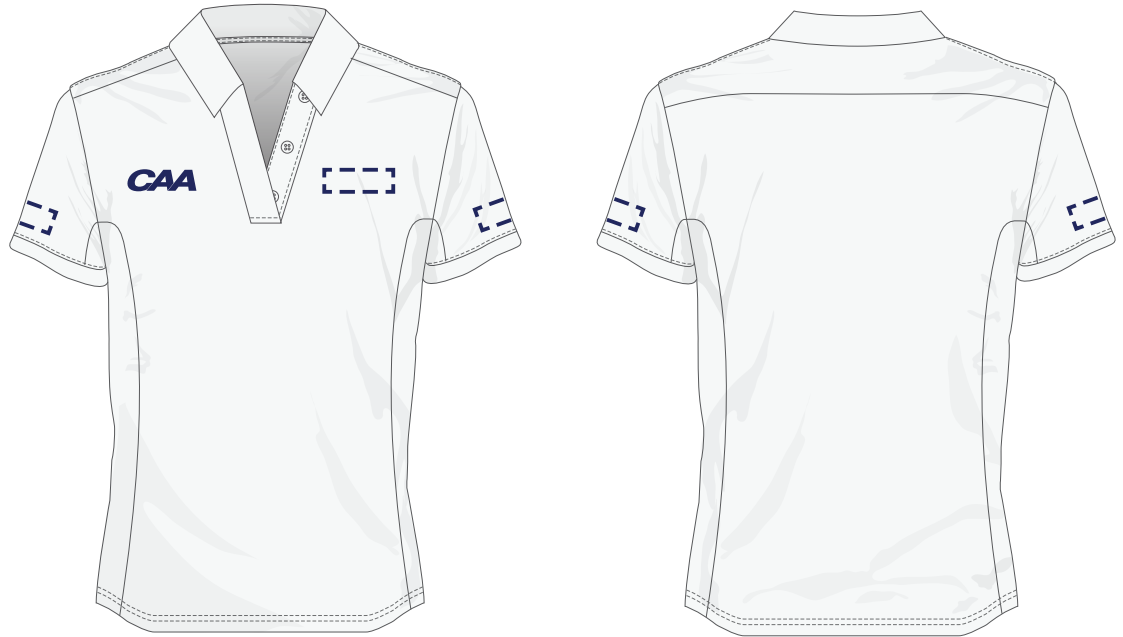
UNIFORM STANDARDS

Golf

The CAA logo is required to appear on all golf uniforms in the institution's colors (see school-specific logo sheets as a reference). The appropriate placement of the CAA logo is pictured to the right.

Jersey - Required

The preferred presentation of the CAA logo is 2.25" wide, on the right chest on the front of the polo centered between the collar and sleeve seam.



Cap / Visor

It is an option to include the CAA logo on the cap or visor in addition to the polo. The logo on the cap or visor should always be in addition to the logo on the jersey, and never the only CAA logo on the uniform. The preferred presentation of this is 2.25" wide on the right panel of the cap or visor.



Note: When a manufacturer's logo presents a conflict with the preferred logo placement, the alternative options for placement are denoted by the blue dashed rectangle.

Refer to the CAA school-specific logo sheets for questions regarding use of the CAA logo in specific school colors.

CAA

2.25"

POLO AND CAP/VISOR
LOGO SIZE

UNIFORM STANDARDS

Men's Lacrosse

The CAA logo is required to appear on all men's lacrosse uniforms in the institution's colors (see school-specific logo sheets as a reference). The appropriate placement of the CAA logo is pictured to the right.

Jersey - Required

The preferred presentation of the CAA logo is 2.25" wide, on the right chest on the front of the jersey centered between the collar and sleeve seam.

Shorts

It is an option to include the CAA logo on the shorts in addition to the jersey. The logo on the shorts should always be in addition to the logo on the jersey, and never the only CAA logo on the uniform. The preferred presentation of this is 2.25" wide on the front panel of the left leg on the shorts.

Note: When a manufacturer's logo presents a conflict with the preferred logo placement, the alternative options for placement are denoted by the blue dashed rectangle.

Refer to the CAA school-specific logo sheets for questions regarding use of the CAA logo in specific school colors.



CAA

2.25"
 JERSEY AND SHORTS
 LOGO SIZE

UNIFORM STANDARDS

Rowing

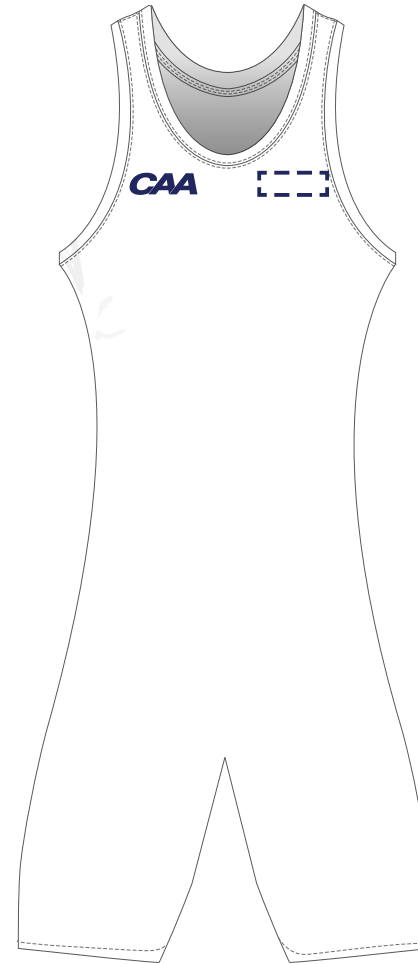
The CAA logo is required to appear on all rowing uniforms in the institution's colors (see school-specific logo sheets as a reference). The appropriate placement of the CAA logo is pictured to the right.

Uniform - Required

The preferred presentation of the CAA logo is 2.25" wide, on the right chest on the front of the uniform centered between the collar and sleeve seam.

Note: When a manufacturer's logo presents a conflict with the preferred logo placement, the alternative options for placement are denoted by the blue dashed rectangle.

Refer to the CAA school-specific logo sheets for questions regarding use of the CAA logo in specific school colors.



2.25"
UNIFORM
LOGO SIZE

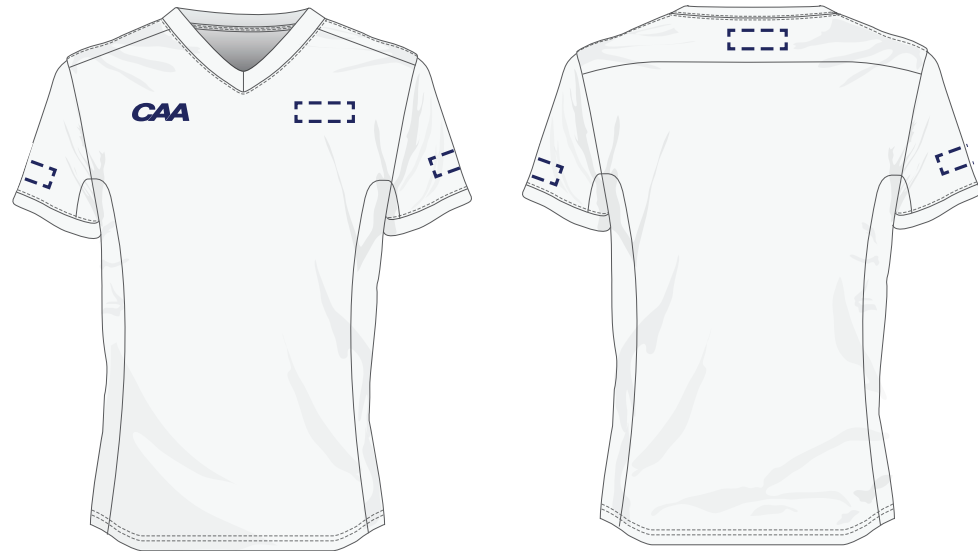
UNIFORM STANDARDS

Soccer

The CAA logo is required to appear on all soccer uniforms in the institution's colors (see school-specific logo sheets as a reference). The appropriate placement of the CAA logo is pictured to the right.

Jersey - Required

The preferred presentation of the CAA logo is 2.25" wide, on the right chest on the front of the jersey centered between the collar and sleeve seam.



Shorts

It is an option to include the CAA logo on the shorts in addition to the jersey. The logo on the shorts should always be in addition to the logo on the jersey, and never the only CAA logo on the uniform. The preferred presentation of this is 2.25" wide on the front panel of the left leg on the shorts.



Note: When a manufacturer's logo presents a conflict with the preferred logo placement, the alternative options for placement are denoted by the blue dashed rectangle.

Refer to the CAA school-specific logo sheets for questions regarding use of the CAA logo in specific school colors.

2.25"

JERSEY AND SHORTS
LOGO SIZE

UNIFORM STANDARDS

Swimming & Diving

The CAA logo is required to appear on the swim cap in the institution's colors (see school-specific logo sheets as a reference). The appropriate placement of the CAA logo is pictured to the right.

Cap - Required

The preferred presentation of the CAA logo is 2.25" wide, on the right front of the swim cap.

Note: When a manufacturer's logo presents a conflict with the preferred logo placement, the alternative options for placement are denoted by the blue dashed rectangle.

Refer to the CAA school-specific logo sheets for questions regarding use of the CAA logo in specific school colors.



UNIFORM STANDARDS

Tennis

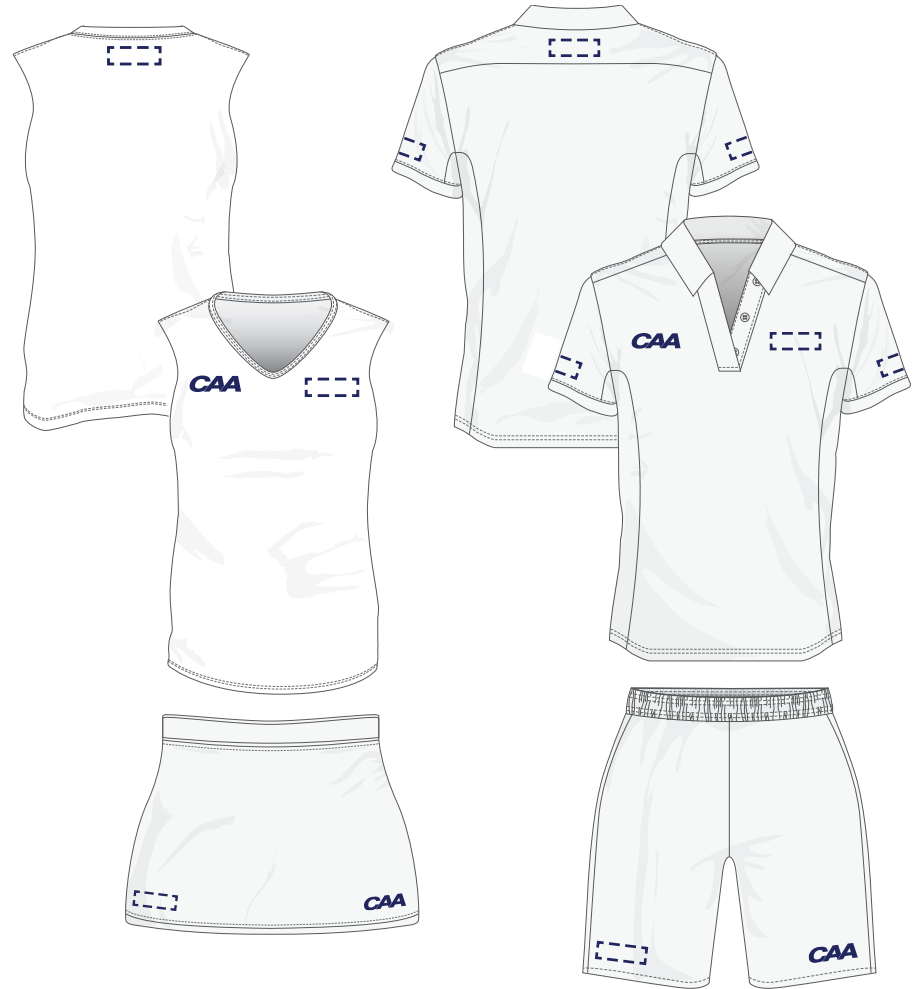
The CAA logo is required to appear on all tennis uniforms in the institution's colors (please see school-specific logo sheets as a reference) and should never measure less 2.25" wide. The appropriate placement of the CAA logo is pictured to the right.

Jersey - Required

The preferred presentation of the CAA logo is 2.25" wide, on the right chest on the front of the jersey centered between the collar and sleeve seam.

Shorts / Skirt

It is an option to include the CAA logo on the shorts in addition to the jersey. The logo on the shorts should always be in addition to the logo on the jersey, and never the only CAA logo on the uniform. The preferred presentation of this is 2.25" wide on the front panel of the left leg on the shorts.



Note: When a manufacturers logo presents a conflict with the preferred logo placement, the alternative options for placement are denoted by the blue dashed rectangle.

Refer to the CAA school-specific logo sheets for questions regarding use of the CAA logo in specific school colors.

CAA

2.25"

JERSEY AND SHORTS/SKIRT
LOGO SIZE

UNIFORM STANDARDS

Volleyball

The CAA logo is required to appear on all volleyball uniforms in the institution's colors (please see school-specific logo sheets as a reference) and should never measure less 2.25" wide. The appropriate placement of the CAA logo is pictured to the right.

Jersey - Required

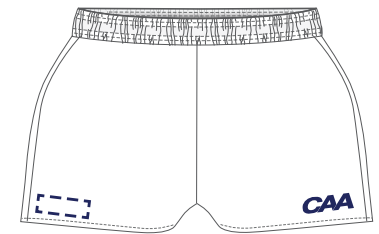
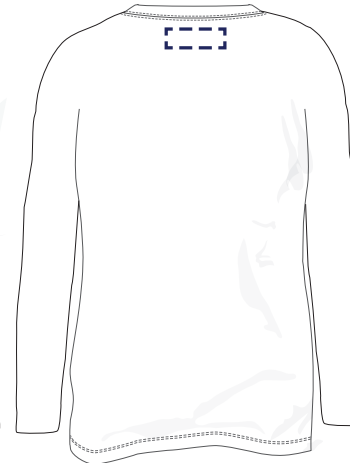
The preferred presentation of the CAA logo is 2.25" wide, on the right chest on the front of the jersey centered between the collar and sleeve seam.

Shorts

It is an option to include the CAA logo on the shorts in addition to the jersey. The logo on the shorts should always be in addition to the logo on the jersey, and never the only CAA logo on the uniform. The preferred presentation of this is 2.25" wide on the front panel of the left leg on the shorts.

Note: When a manufacturers logo presents a conflict with the preferred logo placement, the alternative options for placement are denoted by the blue dashed rectangle.

Refer to the CAA school-specific logo sheets for questions regarding use of the CAA logo in specific school colors.



CAA

2.25"
JERSEY AND SHORTS
LOGO SIZE

FACILITY BRANDING



CAA

FACILITY BRANDING STANDARDS AND REQUIREMENTS

FACILITY BRANDING REQUIREMENTS

The following pages are a guide to aid in the co-branding of CAA school facilities.

- **It is required for each school facility where a CAA sponsored sport is played to have a minimum of three highly visible CAA logo displays that adhere to the standards listed in the following pages.**
- **Please ensure any CAA co-branding is approved by the conference office prior to installation/application.**
- **Each school is permitted to use the CAA logo in conference colors or in their school colors as specified on pages 5, 7, & 9-18.**
- **The institution is responsible for all production and application of co-branding.**

PLAYING SURFACE

Field Sports

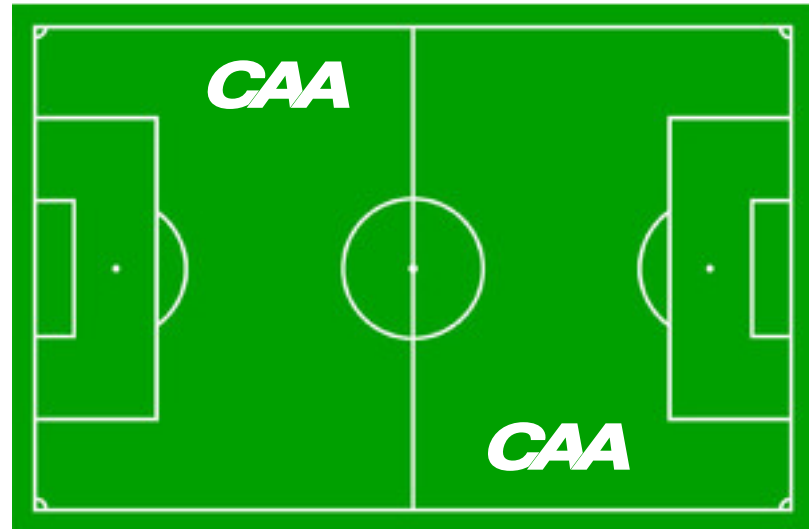
The recommended on-field CAA logo is pictured to the right. To provide the proper amount of contrast the logo should be presented in white.

For all fields painted with the application of the CAA logo the CAA will provide a stencil to be used on loan. Please contact the CAA to arrange delivery of the stencil.

Placement of the logo should be so that the logo faces the appropriate TV angle of the respective stadium, as pictured to the right.

It is a suggested but not required that the CAA logo be painted on both sides of the field in the following sports:

- Field Hockey
- Men's and Women's Lacrosse
- Men's and Women's Soccer



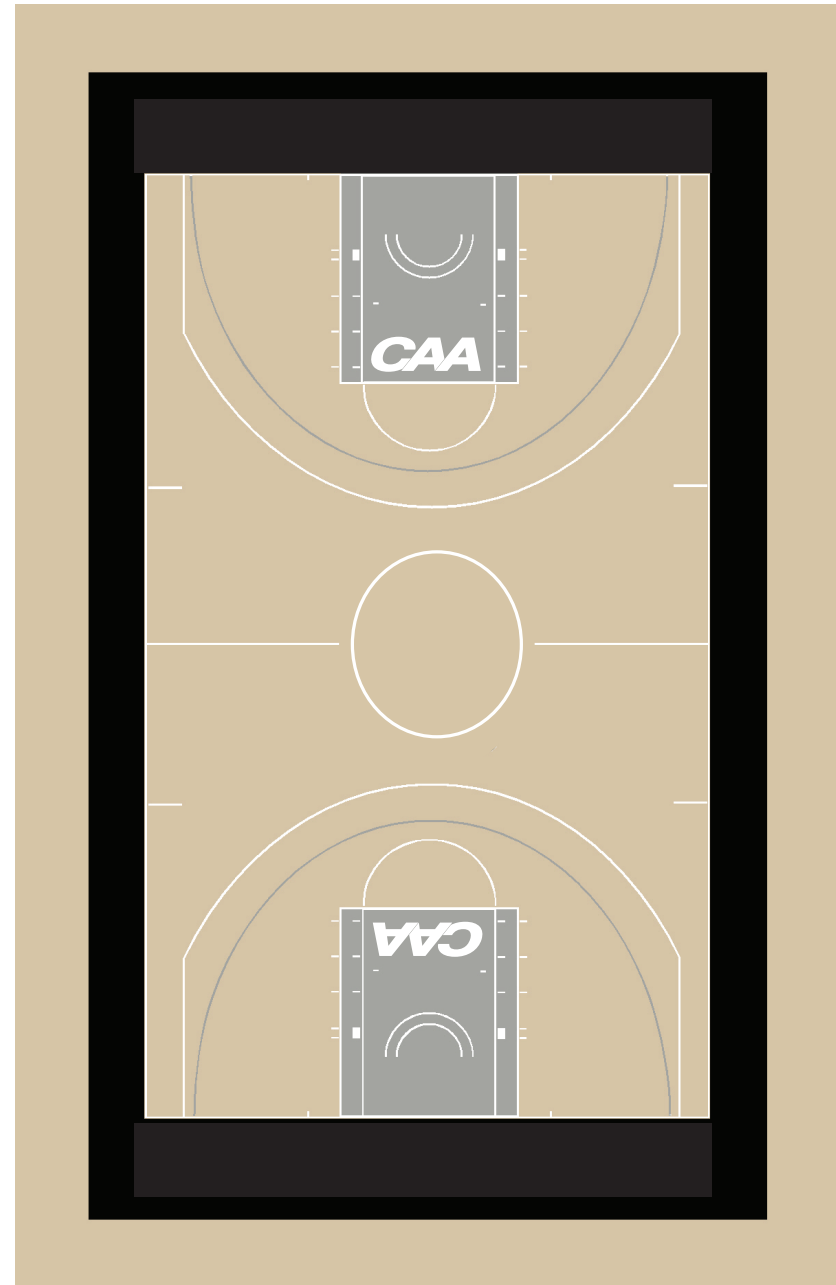
PLAYING SURFACE

Basketball

Required Placement

The CAA logo is required to be painted in two locations on each member school's basketball court in the institutional colors, as highlighted on pages 9-18. The logos should be centered inside of the key facing center court.

The CAA logo should be located 18" off of the inside of the foul line and centered in the key with 6" of clear space on each side of the logo.



PLAYING SURFACE

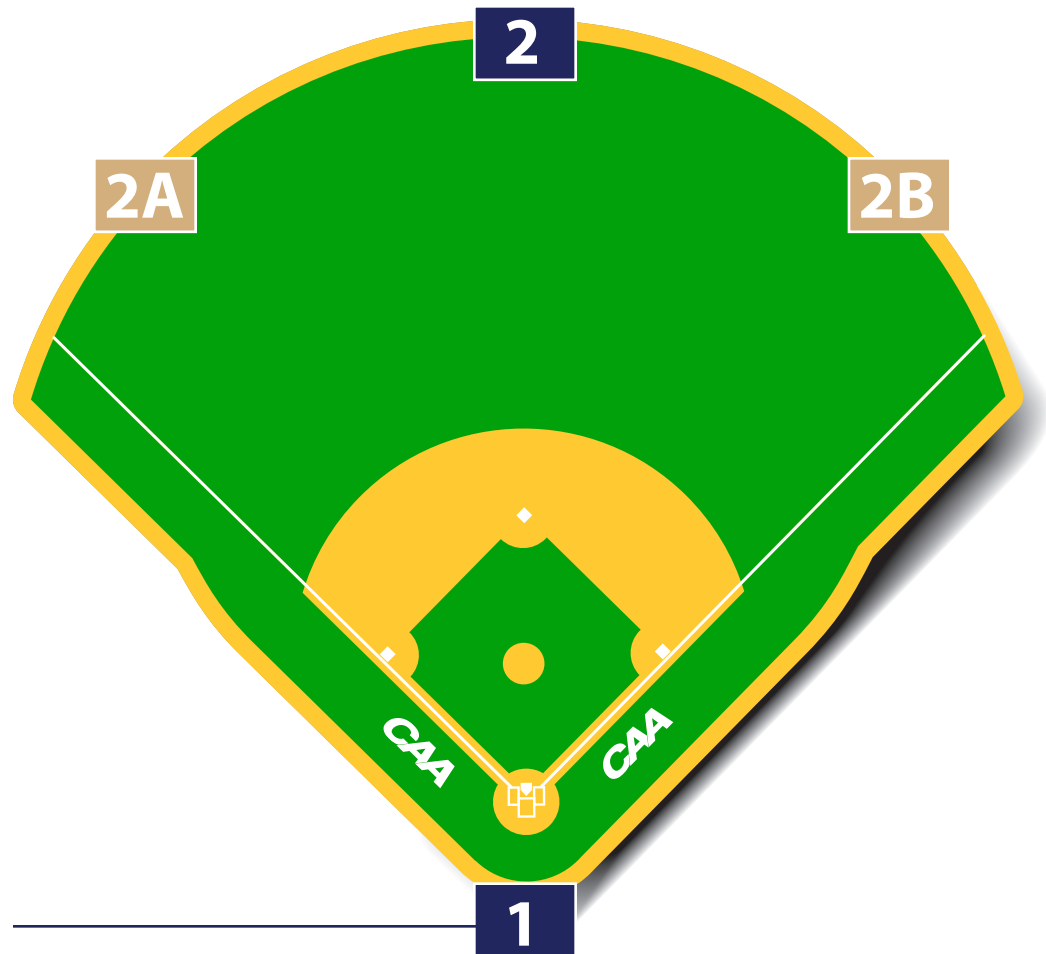
Baseball / Softball

It is encouraged that the CAA logo appear on the wall directly behind the plate, as illustrated in figure 1 and at least one location on the outfield wall.

Figure 2, is the recommended location for the placement of the logo on the outfield wall. Figure 2A and 2B indicate additional or alternative logo placement for the CAA logo on the outfield wall.

In addition it is encouraged that the CAA logo be placed on the field. Recommended placement is noted on the diagram to the right, facing each dugout. For the field logo applications it is permitted to use a white CAA logo to provide contrast and prevent the logo from clashing with the green field.

In all instances listed above the CAA logo should be used in a color that contrasts with the background. Please refer to the CAA school-specific logo sheets for questions regarding use of the CAA logo in specific school colors.



MEMBER REPRESENTATION

The CAA suggests each institution display CAA membership in their primary basketball arena. The banners can be custom to the arena in size and material but must adhere to the branding standards set forth in this guide.

In addition current membership must always be presented, with current logos and or names. Schools are permitted to list member schools by either name, logo or both.

It is also encouraged to have member representation branding in other CAA sponsored sport facilities.

ADDITIONAL CO-BRANDING

It is encouraged that member institutions implement other co-branding including but not limited to banners, signs, banners, posters, flyers and flags.

When implementing any additional co-branding ensure all color requirements, minimum size and minimum clear space around the logo are adhered to.

Please ensure that any CAA co-branding is approved by the conference office prior to installation/application.