



## BRAND STANDARDS

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# BRAND IDENTITY



PRIMARY LOGO  
PRIMARY LOGO - COLOR OPTIONS  
MODIFIED LOGO  
LOGO MISUSE  
COLOR PALETTE

## PRIMARY LOGO



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

Note: The uniform logo is a modified version of the logo above and highlighted in the Uniform Standards section of this guide. Other approved uses for the modified logo will be noted in this guide.

The logo is available for download at:

<http://caasports.com/sports/2014/7/31/caafbpresbox14.aspx>



## PRIMARY LOGO

### Color Options

The primary CAA Football logo should be used ONLY in the color options listed below. The modified CAA Football logo, highlighted on the following pages is permitted to be used in school colors and ONLY for uniforms and playing field branding.



Above is the acceptable presentation of the full- color CAA Football logo on white or light colored backgrounds.



Above is the acceptable presentation of the CAA Football single-color logo on white or light colored backgrounds.



Above is the acceptable presentation of the CAA logo in single-color for use on dark backgrounds.

Note: There is not a full-color logo for use on dark backgrounds.

## MODIFIED LOGO

### Color Options

**THE MODIFIED LOGO SHOULD BE USED ONLY FOR APPLICATIONS ON UNIFORMS AND THE FOOTBALL PLAYING FIELD.**

In addition to the color options listed below each CAA Football institution is permitted to use their school colors with the modified CAA Football logo on uniforms and playing field branding as presented on pages 27-29 of this document.



Above is the acceptable presentation of the modified full-color CAA Football logo on white or light colored backgrounds.



Above are the acceptable presentations of the modified one-color CAA Football logo on both white or light colored backgrounds and dark colored backgrounds.

## LOGO MISUSE



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



CAA Football schools should NEVER use the CAA block letter logo when referencing or promoting CAA Football programs.



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



CAA Football schools should NEVER use this version of the logo. There are exceptions for full member schools.

## COLOR PALETTE



### PRIMARY COLOR - PMS 281

<b>C</b>	100
<b>M</b>	95
<b>Y</b>	31
<b>K</b>	26

<b>R</b>	35
<b>G</b>	40
<b>B</b>	94

**DIGITAL** #002469



### SECONDARY COLOR - PMS 465

<b>C</b>	20
<b>M</b>	32
<b>Y</b>	58
<b>K</b>	0

<b>R</b>	207
<b>G</b>	171
<b>B</b>	122

**DIGITAL** #ba9e66

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



## HELMET ILLUSTRATION



CAA Football member schools are permitted to use the CAA helmet illustration in addition to the before mentioned CAA Football logos. CAA primary helmet illustrations for each school are also available for use by member schools and are illustrated on page 24 of this document. Helmet illustrations and logos are available for download at:  
<http://caasports.com/sports/2014/7/31/caafbpresbox14.aspx>

## SCHOOL SPECIFIC LOGO USE



SCHOOL SPECIFIC - CAA FOOTBALL LOGO USE COLOR OPTIONS

# UNIVERSITY AT ALBANY

## CAA Football Logo Use Color Options

Note: The primary CAA Football logo should be used ONLY in the official CAA colors. The modified CAA Football logo, highlighted below is permitted to be used in school colors exclusively on uniforms and playing field branding as demonstrated below.



Above are the acceptable presentations of the two-color modified CAA Football logo for the University at Albany on both light and dark colored backgrounds.



Above are the acceptable presentations of the one-color modified CAA Football logo for the University at Albany on dark backgrounds.



Above is the acceptable presentation of the one-color modified CAA Football logo for the University at Albany on light colored backgrounds.

Recommended color usage for the University at Albany is detailed above.

If schools would like to use a different color combination than those detailed above or on pages 4-5 & 8, please contact Raven Wilkinson at the CAA, [rwilkinson@caasports.com](mailto:rwilkinson@caasports.com) or 804.525.1425.

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

PMS 269  
PMS 124



# UNIVERSITY OF DELAWARE

## CAA Football Logo Use Color Options

Note: The primary CAA Football logo should be used ONLY in the official CAA colors. The modified CAA Football logo, highlighted below is permitted to be used in school colors exclusively on uniforms and playing field branding as demonstrated below.



Above are the acceptable presentations of the two-color modified CAA Football logo for the University of Delaware on both light and dark colored backgrounds.



Above are the acceptable presentations of the one-color modified CAA Football logo for the University of Delaware on dark backgrounds.



Above is the acceptable presentation of the one-color modified CAA Football logo for the University of Delaware on light colored backgrounds.

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 4-5 & 8, please contact Raven Wilkinson at the CAA, [rwilkinson@caasports.com](mailto:rwilkinson@caasports.com) or 804.525.1425.

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



PMS 2945C  
PMS 109C



# ELON UNIVERSITY

## CAA Football Logo Use Color Options

Note: The primary CAA Football logo should be used ONLY in the official CAA colors. The modified CAA Football logo, highlighted below is permitted to be used in school colors exclusively on uniforms and playing field branding as demonstrated below.



Above are the acceptable presentations of the two-color modified CAA Football logo for Elon University on both light and dark colored backgrounds.



Above are the acceptable presentations of the one-color modified CAA Football logo for Elon University on dark backgrounds.



Above is the acceptable presentation of the one-color modified CAA Football logo for Elon University on light colored backgrounds.

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 4-5 & 8, please contact Raven Wilkinson at the CAA, [rwilkinson@caasports.com](mailto:rwilkinson@caasports.com) or 804.525.1425.

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



PMS 202  
PMS 871

# JAMES MADISON UNIVERSITY

## CAA Football Logo Use Color Options

Note: The primary CAA Football logo should be used ONLY in the official CAA colors. The modified CAA Football logo, highlighted below is permitted to be used in school colors exclusively on uniforms and playing field branding as demonstrated below.



Above are the acceptable presentations of the two-color modified CAA Football logo for James Madison University on both light and dark colored backgrounds.



Above are the acceptable presentations of the one-color modified CAA Football logo for James Madison University on dark backgrounds.



Above is the acceptable presentation of the one-color modified CAA Football logo for the University of Delaware on light colored backgrounds.

Recommended color usage for the James Madison University is detailed above.

If schools would like to use a different color combination than those detailed above or on pages 4-5 & 8, please contact Raven Wilkinson at the CAA, [rwilkinson@caasports.com](mailto:rwilkinson@caasports.com) or 804.525.1425.

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

PMS 2685  
PMS 4515



# UNIVERSITY OF MAINE

## CAA Football Logo Use Color Options

Note: The primary CAA Football logo should be used ONLY in the official CAA colors. The modified CAA Football logo, highlighted below is permitted to be used in school colors exclusively on uniforms and playing field branding as demonstrated below.



Above is the acceptable presentation of the one-color modified CAA Football logo for the University of Maine on light colored backgrounds.

Above are the acceptable presentations of the two-color modified CAA Football logo for the University of Maine on both light and dark colored backgrounds.

Above are the acceptable presentations of the one-color modified CAA Football logo for the University of Maine on dark backgrounds.

Recommended color usage for the University of Maine is detailed above.

If schools would like to use a different color combination than those detailed above or on pages 4-5 & 8, please contact Raven Wilkinson at the CAA, [rwilkinson@caasports.com](mailto:rwilkinson@caasports.com) or 804.525.1425.

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



PMS 289

PMS 292

White

# UNIVERSITY OF NEW HAMPSHIRE

## CAA Football Logo Use Color Options

Note: The primary CAA Football logo should be used ONLY in the official CAA colors. The modified CAA Football logo, highlighted below is permitted to be used in school colors exclusively on uniforms and playing field branding as demonstrated below.



Above are the acceptable presentations of the two-color modified CAA Football logo for the University of New Hampshire on both light and dark colored



Above are the acceptable presentations of the one-color modified CAA Football logo for the University of New Hampshire on dark backgrounds.



Above is the acceptable presentation of the one-color modified CAA Football logo for the University of New Hampshire on light colored backgrounds.

Recommended color usage for the University of New Hampshire is detailed above. If schools would like to use a different color combination than those detailed above or on pages 4-5 & 8, please contact Raven Wilkinson at the CAA, [rwilkinson@caasports.com](mailto:rwilkinson@caasports.com) or 804.525.1425.

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



PMS 282  
PMS Cool Gray 4  
White



# UNIVERSITY OF RHODE ISLAND

## CAA Football Logo Use Color Options

Note: The primary CAA Football logo should be used ONLY in the official CAA colors. The modified CAA Football logo, highlighted below is permitted to be used in school colors exclusively on uniforms and playing field branding as demonstrated below.



Above are the acceptable presentations of the two-color modified CAA Football logo for the University of Rhode Island on both light and dark colored back-



Above are the acceptable presentations of the one-color modified CAA Football logo for the University of Rhode Island on dark backgrounds.



Above is the acceptable presentation of the one-color modified CAA Football logo for the University of Rhode Island on light colored backgrounds.

Recommended color usage for the University of Rhode Island is detailed above.  
If schools would like to use a different color combination than those detailed above or on pages 4-5 & 8, please contact Raven Wilkinson at the CAA, [rwilkinson@caasports.com](mailto:rwilkinson@caasports.com) or 804.525.1425.

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

PMS 289  
PMS 292  
White



# UNIVERSITY OF RICHMOND

## CAA Football Logo Use Color Options

Note: The primary CAA Football logo should be used ONLY in the official CAA colors. The modified CAA Football logo, highlighted below is permitted to be used in school colors exclusively on uniforms and playing field branding as demonstrated below.



Above are the acceptable presentations of the two-color modified CAA Football logo for the University of Richmond on both light and dark colored backgrounds.



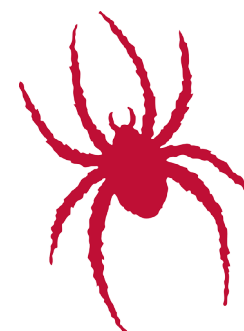
Above are the acceptable presentations of the one-color modified CAA Football logo for the University of Richmond on dark backgrounds.



Above is the acceptable presentation of the one-color modified CAA Football logo for the University of Richmond on light colored backgrounds.

Recommended color usage for the University of Richmond is detailed above.  
If schools would like to use a different color combination than those detailed above or on pages 4-5 & 8, please contact Raven Wilkinson at the CAA, [rwilkinson@caasports.com](mailto:rwilkinson@caasports.com) or 804.525.1425.

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



PMS 289  
PMS 200

# STONY BROOK UNIVERSITY

## CAA Football Logo Use Color Options

Note: The primary CAA Football logo should be used ONLY in the official CAA colors. The modified CAA Football logo, highlighted below is permitted to be used in school colors exclusively on uniforms and playing field branding as demonstrated below.



Above are the acceptable presentations of the two-color modified CAA Football logo for Stony Brook University on both light and dark colored backgrounds.



Above are the acceptable presentations of the one-color modified CAA Football logo for Stony Brook University on dark backgrounds.



Above is the acceptable presentation of the one-color modified CAA Football logo for Stony Brook University on light colored backgrounds.

Recommended color usage for Stony Brook University is detailed above.  
If schools would like to use a different color combination than those detailed above or on pages 4-5 & 8, please contact Raven Wilkinson at the CAA, [rwilkinson@caasports.com](mailto:rwilkinson@caasports.com) or 804.525.1425.

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



PMS 187  
PMS 294

# TOWSON UNIVERSITY

## CAA Football Logo Use Color Options

Note: The primary CAA Football logo should be used ONLY in the official CAA colors. The modified CAA Football logo, highlighted below is permitted to be used in school colors exclusively on uniforms and playing field branding as demonstrated below.



Above are the acceptable presentations of the two-color modified CAA Football logo for Towson University on both light and dark colored backgrounds.



Above are the acceptable presentations of the one-color modified CAA Football logo for Towson University on dark backgrounds.



Above is the acceptable presentation of the one-color modified CAA Football logo for Towson University on light colored backgrounds.

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 4-5 & 8, please contact Raven Wilkinson at the CAA, [rwilkinson@caasports.com](mailto:rwilkinson@caasports.com) or 804.525.1425.

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



PMS 282  
PMS Cool Gray 4  
White



# VILLANOVA UNIVERSITY

## CAA Football Logo Use Color Options

Note: The primary CAA Football logo should be used ONLY in the official CAA colors. The modified CAA Football logo, highlighted below is permitted to be used in school colors exclusively on uniforms and playing field branding as demonstrated below.



Above are the acceptable presentations of the two-color or modified CAA Football logo for Villanova University on both light and dark colored backgrounds.



Above are the acceptable presentations of the one-color or modified CAA Football logo for Villanova University on dark backgrounds.



Above is the acceptable presentation of the one-color modified CAA Football logo for Villanova University on light colored backgrounds.

Recommended color usage for Villanova University is detailed above.

If schools would like to use a different color combination than those detailed above or on pages 4-5 & 8, please contact Raven Wilkinson at the CAA, [rwilkinson@caasports.com](mailto:rwilkinson@caasports.com) or 804.525.1425.

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



PMS 281  
PMS 298

# COLLEGE OF WILLIAM & MARY

## CAA Football Logo Use Color Options

Note: The primary CAA Football logo should be used ONLY in the official CAA colors. The modified CAA Football logo, highlighted below is permitted to be used in school colors exclusively on uniforms and playing field branding as demonstrated below.



Above are the acceptable presentations of the two-color modified CAA Football logo for the University of New Hampshire on both light and dark colored



Above are the acceptable presentations of the one-color modified CAA Football logo for the University of New Hampshire on dark backgrounds.



Above is the acceptable presentation of the one-color modified CAA Football logo for the University of Delaware on light colored backgrounds.

Recommended color usage for the University of New Hampshire is detailed above.  
If schools would like to use a different color combination than those detailed above or on pages 4-5 & 8, please contact Raven Wilkinson at the CAA, [rwilkinson@caasports.com](mailto:rwilkinson@caasports.com) or 804.525.1425.

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

PMS 553  
PMS 141  
PMS 877



## SCHOOL PRIMARY LOGOS



# UNIFORM STANDARDS



UNIFORM BRANDING STANDARDS AND REQUIREMENTS

# UNIFORM STANDARDS

## Football

The CAA logo is required to appear on all football uniforms in the institution's colors (see school-specific logo sheets as a reference). Also required is the FCS logo on the back of the helmet. Logo placement on pants is encouraged but not required. The appropriate placement of the CAA logo is pictured to the right.

## Jersey

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.

## Helmet

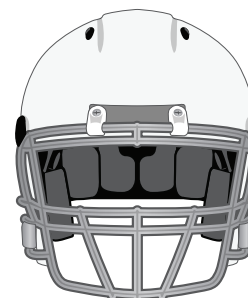
The preferred presentation of the FCS logo is 1.5" wide, on the back of the helmet. The FCS logo stickers will be provided by the CAA Football office.

## Pants

It is encouraged to include the CAA logo on the pants in addition to the jersey. The logo on the pant 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.

The institution is responsible for all costs, production and application of co-branding on CAA Football uniforms.

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



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.



**2.25"**  
JERSEY AND PANTS  
LOGO SIZE



**2.75" x 2.85"**  
FCS LOGO SIZE



# FACILITY BRANDING



FACILITY BRANDING STANDARDS AND REQUIREMENTS

## FACILITY BRANDING REQUIREMENTS

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

- It is required for each school to have a minimum of three highly visible CAA Football logos in their football stadium. All instances of the CAA Football logo co-branding must adhere to the standards set forth by the NCAA and those stated in this guide.
- In all instances of CAA Football co-branding CAA Football should be referenced as CAA Football, NEVER just CAA.
- Please ensure that any CAA Football co-branding is approved by the conference office prior to installation/application.
- Each school is permitted to use the modified CAA Football logo in conference colors or in their school colors as specified in pages 11-22.
- The institution is responsible for all production and application of co-branding except for the following which will be provided to schools as noted below.
  - CAA Football logo flag pole flags: Custom size flags for each school are provided by the CAA Football office and upon request will be replaced as necessary.
  - CAA Football logo goal post rings: CAA Football office will provide goal post rings in the schools colors, to be reused each year.
  - CAA Football logo sideline apparel: CAA Football logo t-shirts, sweatshirts, hats and vest will be provided for sideline crews as needed.

**Requests for new flags and sideline apparel can be directed to Eric Wieberg, CAA Football Director of Operations and Communications.**



# PLAYING SURFACE

## Football Field

The recommended on-field CAA Football logo is pictured to the right. It is suggested, but not required, for the CAA Football logo be painted on both sides of the football field. To provide the proper amount of contrast the logo should be presented in white.

Placement of the logo should be so that the logo faces the appropriate TV angle of the respective stadium, as pictured to the right. The logo should be placed between the 20 and 30 yard line on both sides of the institution's football field.

Note: The yard line must be visible when running through the logo by "ghosting" the line in compliance with NCAA Playing Rules.

